

**East Side Trail Connections Stakeholder Meeting** - February 3, 2022 at 6pm  
(Zoom)

In Attendance:

Ashley Smith  
Kevin Heffernan  
Paige Pryor  
Arthur Hall  
Stephanie Simeon (not present)  
Stephanie Barber-Geter  
Stephanie Lee  
Candace Moppins  
Steven Butler  
Allison DeHoney  
Robert Mootry (not present)  
LaTasha Bulluck (not present)

**I. Introductions**

- A. GObike Team
  - 1. Ashley Smith, Deputy Director
  - 2. Kevin Heffernan, Communications Director
  - 3. Paige Pryor, Community Engagement Coordinator
- B. Heart of the City Neighborhoods, Inc. (HOCN) Team
  - 1. Stephanie Simeon (not present), Executive Director
  - 2. Arthur Hall, Jr., Founder, Hallmark Planning & Development, LLC
- C. Stakeholders
  - 1. Stephanie Barber-Geter
    - a) President, Hamlin Park Taxpayers Association (HPTA)
    - b) Chair, Restore Our Community Coalition (ROCC)
  - 2. Stephanie Lee
    - a) Secretary, Northland Beltline Taxpayers Association (NBTA)
  - 3. Candace Moppins
    - a) Executive Director, Delavan Grider Community Center

- (1) Advocated for bike riding in the community and working to develop policy recommendations for elected officials regarding safer streets for all transportation users
4. Steven Butler
  - a) Owner, Ike & BG's Restaurant (1646 Genesee Street)
  - b) Facilitating an ongoing development project near Trail Connections project site
5. Allison DeHoney
  - a) Founder, Urban Fruits and Veggies and Buffalo Go Green, Inc.
    - (1) Noted the intersection between food insecurity and lack of transportation infrastructure
6. Robert Mootry (not present)
  - a) Mt. Olive Baptist Church/Mt. Olive Development Corporation
7. LaTasha Bulluck (not present)
  - a) Black Girls Hike

## **II. Project Background**

- A. GObike's role in advocating for and implementing infrastructure planning projects around the region, which has also included planning work for trails and greenways
- B. HOCN's role in consulting for the equitable development process and a robust community engagement and outreach strategy
- C. Alta Planning + Design role as the planning firm contracted for the technical design process
- D. Ralph C. Wilson, Jr. Foundation is funding the planning and outreach efforts for this project

## **III. Project Introduction**

- A. Introducing this project as the East Side Trail Connections.
  1. Composed of both the Northeast Greenway and the Scajaquada Creek Trail Extension
  2. Acknowledging the existing outreach and development efforts of the Northeast Greenway Initiative by the University at Buffalo Architecture and Planning School Studio and the University District Community Development Association (UDCDA)
  3. Project is a component part of the broader vision for a bike network in Buffalo, and the connections of this project are, in fact, noted in the City of Buffalo's Bike Master Plan
- B. Community Engagement and Outreach Strategies
  1. Targeted, direct approach to residents and community members in the immediate, affected areas to the project site

2. ¼ mile radius from project site to send direct mailings
3. 1 mile radius for targeted social media advertising
4. Focusing on eliciting the experiences and expertise of residents and community members
5. Stakeholders are shown a preview of the GObike East Side Trail Connections project page, a landing page for all information about the project
6. Stakeholders were shown a separate site (linked to the landing page) to preview the digital engagement tools that will be used to engage the public
  - a) An interactive map that users can comment on
  - b) An idea wall, where users can post questions, start discussions through sticky note-like icons
  - c) Community survey

#### **IV. Q+A Session/Open Discussion**

- A. The following issues were discussed by stakeholders and project team members:
  1. Ways to reach people offline
    - a) What are the different platforms we can use to reach more people, especially offline?
      - (1) Large, poster size prints of the map and project site
      - (2) Monthly (?) newsletter with project updates (email and print?)
      - (3) One-pager or pamphlet with project information
        - (a) Could these be disseminated with National Grid utility bills?
  2. Creating a stronger connection with ROCC
    - a) Creating messaging to better clarify or incorporate ROCC's work with restoring communities through better, accessible modes of transportation (cars, bicyclists, and pedestrians alike)
    - b) Highlighting the fact that the mission and methods of East Side Trails and ROCC are, in fact, quite similar and our task is working to restore, rather than envision something new
      - (1) Opportunities to show before/after pics of the Humboldt Parkway in East Side Trail Connections visualizations
  3. Addressing sidewalk lighting in the trail design plan
    - a) Potential partnership with Niagara Mohawk (National Grid)
  4. Discussions about ways to disseminate information

- a) Community mailboxes, refrigerators, libraries, etc.
  - b) Identifying people in our communities who will disseminate information about the trail project
5. Potentially having separate, targeted information to businesses along the corridor
  6. Working to shift the culture around biking/walking, by saturating areas with information and spending the time to listen and discuss with small community groups
  7. Addressing/acknowledging housing concerns and fears of gentrification and displacement

**V. Next Steps**

- A. Project team will digest information from stakeholders and re-evaluate any outreach or engagement strategies accordingly
- B. Stakeholders will be sent a link to the digital engagement tools, to pre-populate and comment their ideas, and take the survey
- C. Project team will schedule another stakeholder meeting for next month, being mindful of the stakeholders' prior commitments to their own community groups and organizations