

Appendix C – Methodologies

In order to establish a baseline understanding of conditions, relevant policy and planning documents were reviewed along with research from census data and other publicly available datasets. Direct public engagement was conducted through a series of nine virtual public forums and an online public survey. Data sources can be found in Appendix D, and a summary of the results from the public survey can be found in Appendix G.

Community engagement was a critical part of developing this housing plan. Due to New York State Stay at Home orders, the Town, with technical support from VHB, hosted a series of nine virtual public forums. Residents of the Town had the opportunity to learn about the Plan and to provide feedback on their community's housing needs. The public forums targeted each of the Citizen Advisory Committees (CACs), though all residents were encouraged to attend as many of these virtual public forums as they wanted. The forums were broadcast on SEA-TV, streamed on YouTube, and recordings of the forums were posted on the Town's website after the meetings. The virtual public forums were held as follows;

- › July 21, 2020: North Sea CAC
- › July 23, 2020: Noyac CAC
- › July 29, 2020: Shinnecock Hills/Tuckahoe/Southampton CAC
- › July 30, 2020: Water Mill CAC
- › August 4, 2020: Westhampton/Resmsenburg-Speonk/Eastport/Quiogue CAC
- › August 6, 2020: Bridgehampton CAC
- › August 11, 2020: East Quogue CAC
- › August 13, 2020 Flanders/Riverside/Northampton CAC
- › August 18: Hampton Bays CAC

Comments and recommendations from each of these forums have been reviewed and incorporated into this Plan where appropriate.

While the virtual public forums were created with the intention of reaching as many residents as possible, it could be difficult for some residents to attend if they did not have the time or appropriate technology. In order to reach as wide an audience as possible, an online public survey regarding housing needs was created using Metroquest. The survey was available from August 3, 2020 through September 30, 2020 and received 2,557 responses. The housing survey responses, which were not limited to residents of the Town of Southampton, were integral in drafting the needs assessment chapter of this Plan.

An extensive notification strategy was used by the Town to publicize the virtual public forums and the online public survey. News articles covering the virtual public forums and survey were published in local press including *The Southampton Press*, *East End Beacon*, *Riverhead Local*, and others. Additionally, the Town sent email blasts to over 20,000 residents. Direct links to the public survey were provided on the Town's website and Facebook page. The Town also posted direct links to the virtual public forums on their website to facilitate easy access for the public to join. Each CAC was notified in advance of the virtual public forum, so CAC members could actively participate.

In an effort to identify areas with potential for housing development, an analysis was conducted of the following issues or constraints to housing development including:

- › current zoning policy and land use regulations
- › access and connectivity to existing water and sewer infrastructure
- › access to transit
- › environmental constraints
- › school district capacity

The needs assessment section of the Housing Plan presents an overview of the Town's housing needs. These were established based on the findings from the assessment of existing conditions, constraints, and community feedback.