



**Downtown
Revitalization
Initiative**

NY Forward

VISIONING, GOAL SETTING, AND OUTREACH

**JESSICA BACHER, LAND USE LAW CENTER AT PACE LAW
TIFFANY ZEZULA, LAND USE LAW CENTER AT PACE LAW**

AUGUST 11, 2022

NEW YORK FORWARD/DOWNTOWN REVITALIZATION INITIATIVE

For more information on New York Forward, visit:

[NY Forward](https://www.ny.gov/programs/ny-forward) at <https://www.ny.gov/programs/ny-forward>

For more information on the Downtown Revitalization Initiative, visit: [Downtown Revitalization Initiative](https://www.ny.gov/programs/downtown-revitalization-initiative) at <https://www.ny.gov/programs/downtown-revitalization-initiative>

See Page 7 for Process for Asking Questions
Application Webinar Recording



CAPACITY BUILDING WEBINAR SERIES

Thursday, July 28:	Introduction & Community Inventory
Thursday, August 11:	Visioning, Goal Setting, & Outreach
Thursday, August 18:	Community Needs Assessment
Tuesday, August 23:	Placemaking Strategies and Early Project Identification
Thursday, August 25:	Project Development
Thursday, September 8:	Implementation of a Revitalization Plan

To access webinar presentations and recordings, visit:
[NY Forward](https://www.ny.gov/programs/ny-forward) at <https://www.ny.gov/programs/ny-forward>

WEBINAR PRESENTERS

JESSICA A. BACHER
LAND USE LAW CENTER AT PACE LAW



TIFFANY ZEZULA
LAND USE LAW CENTER AT PACE LAW



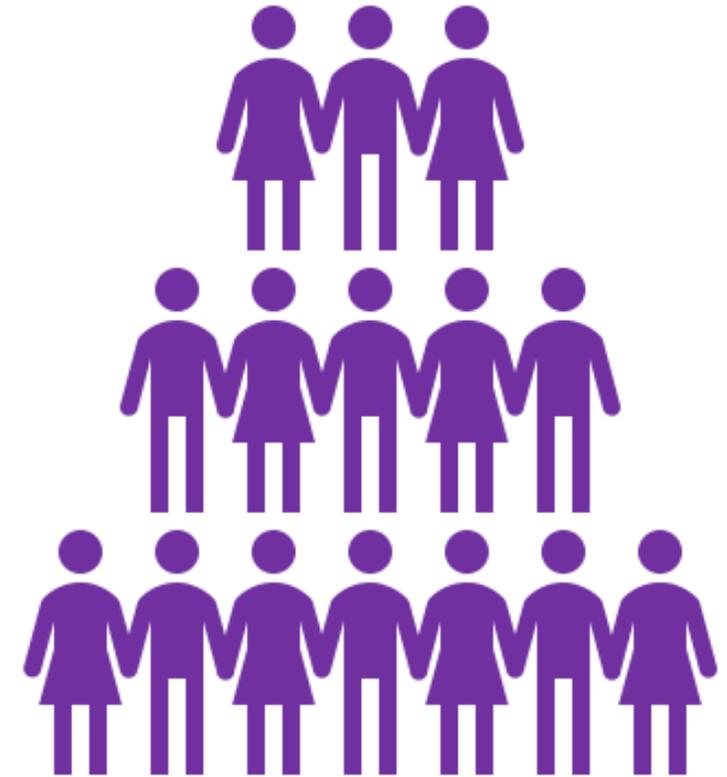
JULY 28: INTRODUCTION & COMMUNITY INVENTORY



AUGUST 11: VISIONING, GOAL SETTING & OUTREACH

This webinar will outline a **process** for actively engaging local residents in participatory and **interactive visioning exercises** aimed at establishing long-term community goals.

Attendees will learn how to leverage existing community networks and **maximize participation** through in-person events, virtual meetings, and online surveys.



VISIONING

- The planning process starts with visioning.
- Visioning is a planning tool during which the community creates a shared vision of the future.
 - Reflects the whole community and community values
 - Addresses emerging trends and issues
 - Envisions a preferred future
- Visioning process assesses where a community is now and **where it wants to be**
- At the end of a visioning process, the community will have a vision statement that creates a **shared direction and framework for community decisions**



EXAMPLE VISIONS

- Westbury will be Long Island’s **model transit-oriented, diverse, walkable, arts-centric downtown.**
- The revitalization of Downtown Penn Yan will propel long-term regional prosperity and provide year-round opportunities for all residents and visitors to enjoy the area’s **natural assets, local foods and beverages, arts, and creative economy** in an attractive and accessible destination.
- Owego will leverage its access to one of America’s great **rivers**; its **historical** charm; its growing **arts** scene; its safe, friendly, and **walkable** atmosphere; and its proximity to major regional **employers**, to improve quality-of-life, **resiliency**, and economic opportunities for new and future residents, while attracting **visitors** to enjoy all of the **recreational**, cultural, and shopping assets that Owego has to offer.



NEW YORK
STATE OF
OPPORTUNITY.

Downtown
Revitalization
Initiative

NY Forward

HOW DO WE GET TO A SHARED COMMUNITY VISION?

PUBLIC ENGAGEMENT

The public is “engaged” when they play an effective role in decision-making and are actively involved in:

- defining the issues
- identifying solutions
- developing goals
- prioritizing strategies



ADVANTAGES OF ENGAGING THE PUBLIC

- ✓ Better ideas and shared problem solving
- ✓ Considers a range of interests
- ✓ Builds relationships
- ✓ Creates buy-in
- ✓ Satisfactory result
- ✓ Encourages future involvement
- ✓ Boosts confidence in government
- ✓ Increases compliance
- ✓ Implements the vision
- ✓ Saves time



HOW TO EFFECTIVELY ENGAGE THE PUBLIC

- Engage Early
- Listen & Learn First
- Be Inclusive & Involve Many
- Be Transparent & Responsive



POSITIONS vs. INTERESTS

What are **POSITIONS**?

Parties' assertions,
wants, demands,
offers, and solutions

What are **INTERESTS**?

A person's needs and
concerns

PUBLIC ENGAGEMENT PROCESS FOR VISIONING

1. Define the Engagement Effort/Purpose
2. Identify who will Lead the Effort, the Timeline, and Resources Available
3. Identify Task Force/Committee
4. Identify Community Networks and Stakeholders
5. Select Outreach Methods
6. Publicize & Brand the Outreach Effort
7. Conduct the Public Engagement
8. Synthesize Collected Input into a Shared Vision Statement

1. DEFINE THE PURPOSE OF THE PUBLIC ENGAGEMENT EFFORT

- What information do you want to receive?
- What information do you want to share?

- Public engagement can be used for many purposes:
 - Generate ideas
 - Share information with the public
 - Review a proposal
 - Measure an opinion
 - Express general feelings



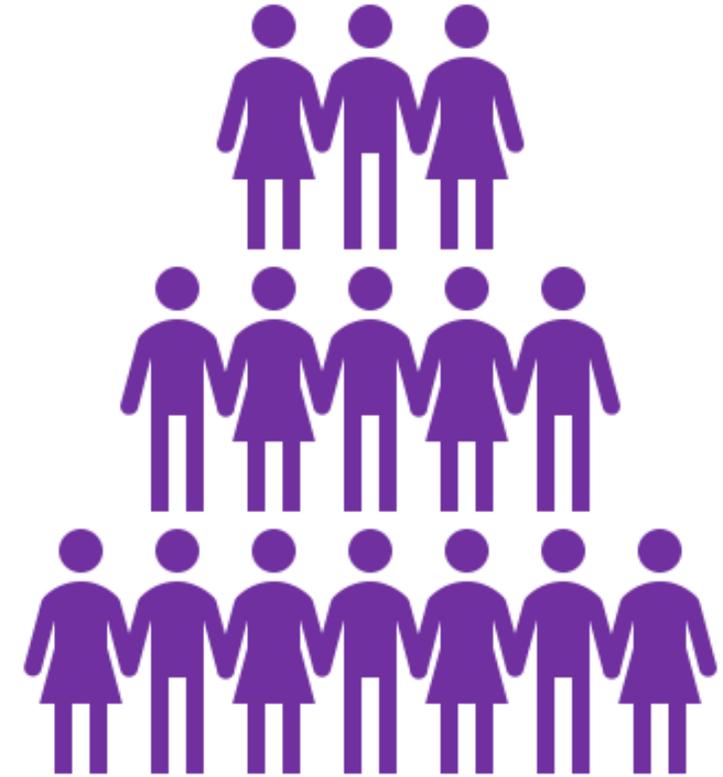
2. IDENTIFY WHO LEAD THE EFFORT, THE TIMELINE AND RESOURCES AVAILABLE

- Who will lead the effort?
- What is the timeline?
- What resources are available?



3. IDENTIFY TASK FORCE/COMMITTEE

- Municipal staff
- Local elected officials
- Land-use board members
- Historic preservation or other committee members
- Local developers
- Business owners
- Religious Organizations
- Fire and rescue personnel
- Local environmental activists, citizen groups, or non-profits
- Environmental justice advocates
- Representatives of disadvantaged or underrepresented communities
- Homeowner association members
- Who else?



**Downtown
Revitalization
Initiative**

NY Forward

4. IDENTIFY YOUR COMMUNITY NETWORKS AND STAKEHOLDERS

To ensure meaningful, diverse and widespread public engagement, the leader of the engagement effort should conduct outreach to a broad group of stakeholders, including but not limited to:

- Municipal staff
- Local elected officials
- Land-use board members
- Historic preservation or other committee members
- Local developers
- Business owners
- Religious Organizations
- Fire and rescue personnel
- Local environmental activists, citizen groups, or non-profits
- Environmental justice advocates
- Representatives of disadvantaged or underrepresented communities
- Homeowner association members



5. SELECT OUTREACH METHODS

- Focus & Advisory Groups Interviews
- Community Meetings
- Pop-ups & Neighborhood Walks
- Surveys
- Online Platform



FOCUS AND ADVISORY GROUP INTERVIEWS

Identify target stakeholders for small group or individual engagement



**Downtown
Revitalization
Initiative**

NY Forward

COMMUNITY MEETINGS / WORKSHOPS

Types of Meetings / Workshops:

- Traditional
- Online and Hybrid

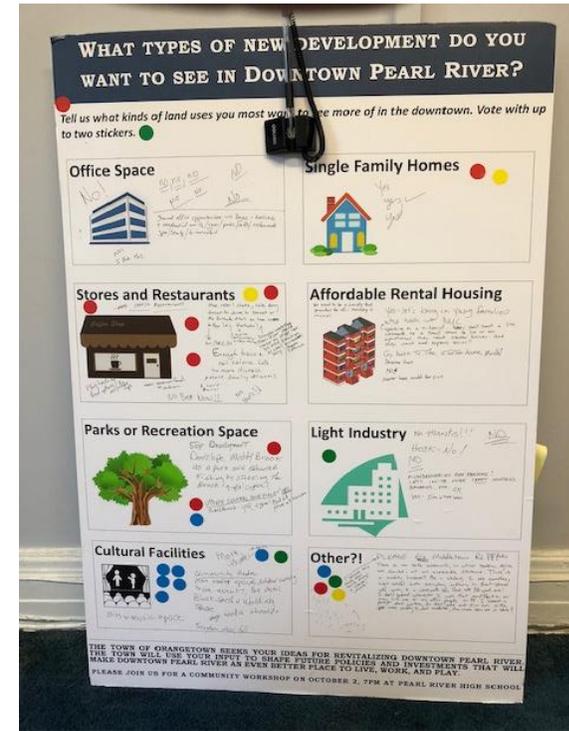
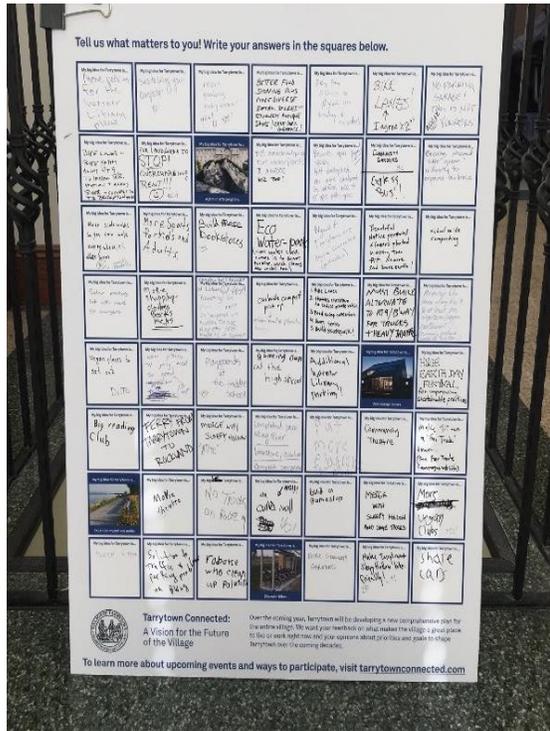


POP-UPS AND NEIGHBORHOOD WALKS

- Trains
- Parks
- Bars/Restaurants
- Schools
- Shopping Centers
- Homeowner Association Meetings
- Senior and Recreational Centers
- Business locations/restaurants



POP-UP POSTERS



DEVELOP SURVEYS



ONLINE PLATFORMS

Specific community engagement programs

- Mind Mixer
- Crowdbrite
- Community Planit

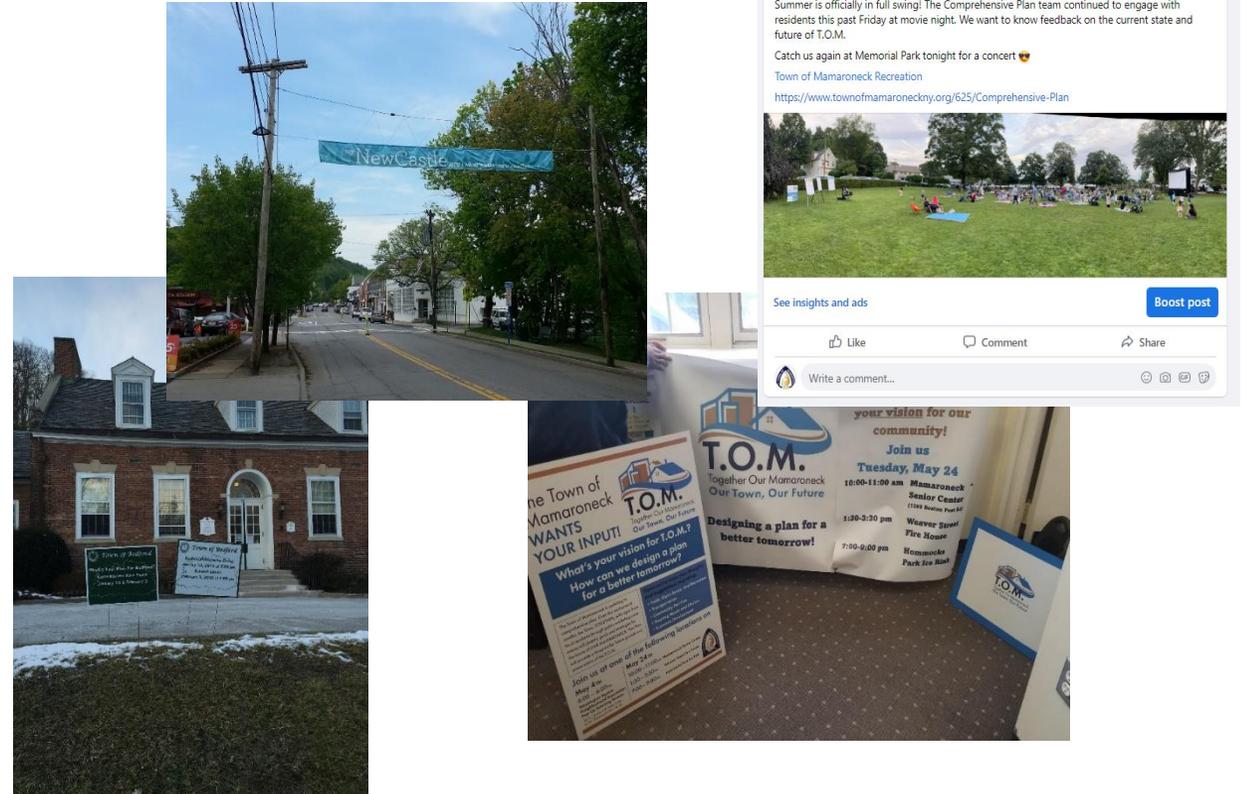


HOW DO WE DECIDE WHICH METHOD IS BEST?



6. PUBLICIZE & BRAND THE OUTREACH EFFORTS

- Develop a calendar of public outreach efforts and distribute it early and often
- Use multiple mediums to advertise outreach efforts
 - Website
 - Email
 - Flyers
 - Social Media
 - Local Media
 - Banners
 - Posters
 - Lawn Signs
- Share information at places where people already are.
 - Library
 - Community Center
 - Farmers Markets
 - Community festivals
- Make sure outreach efforts are inclusive and reaching all community members



SUSTAINABLE OSSINING

YOUR TOWN, YOUR VISION



The Town of Ossining wants your input! We want to know your vision for the community to help us design a plan for a better tomorrow. Thursday, November 19, 2020 • 7:00–9:30PM

Over the next several years, the Town of Ossining is updating its Comprehensive Zoning Ordinance, which describes the conditions and provisions for growth and preservation. Why Participate? This is a great way to share your ideas and concerns about the future of our town. We need your input on the assets and challenges to its land use patterns.

JOIN 2 Meeting For more information

DOWNTOWN RIVERHEAD

Downtown Revitalization Initiative



GET INVOLVED!
NEXT PUBLIC MEETING
May 23rd - 6PM - Suffolk Theater

CALL FOR PROJECTS!
Submit a Project for DRI Funding
Projects must be located in Downtown Riverhead
Visit the DRI Website for more information
Proposals Due April 20th 2022



Photo Credit: RiverheadLOCAL.com



Click Here to Visit the DRI Website or use the QR code below



www.riverheadri.com

Join us to PARTY, PARTICIPATE & PLAN!

reIMAGINE WEST HILL~WEST END

THE CITY OF ALBANY INVITES YOU TO ATTEND

FRIDAY PARTY IN THE PARK

WHEN: May 13th
WHERE: Swinburn Park
WHAT: Food, music, celebration, merchant leaders, West End

SATURDAY NEIGHBORHOOD

WHEN: May 14th
WHERE: Philip Seaman Park, 676 Clinton Ave
WHAT: Neighborhood cleanup, community revitalization, West End

Find out more at reimaginewestend.com

VILLAGE OF ENDICOTT

Downtown Revitalization Initiative (DRI)

JOIN US!

PUBLIC WORKSHOP #2

Come learn about the projects proposed for Endicott's Downtown Revitalization Initiative and give input on what you'd like to see!

Wednesday, April 27

6:00 - 8:00 PM

Village Hall Rotunda

1009 East Main Street

www.endicottdri.com/get-involved



DRI Plan Presentation and Open House

OSWEGO DOWNTOWN REVITALIZATION INITIATIVE

Your input has shaped Oswego's DRI action plan. Please join us for a presentation about the recommendations in the draft plan, then stay for an open house where you can talk with the consultant team.

WEDNESDAY, FEBRUARY 22

6:00PM TO 8:00PM

McCROBIE CIVIC BUILDING
41 LAKE STREET

Help shape Oswego's future!



GET INVOLVED ONLINE! POST COMMENTS <https://mysidewalk.com/organization>

Pool, Popsicles and Planning for Mt. Pleasant

Everyone is welcome! Come out and meet with neighbors and friends to cool off at the pool, enjoy some popsicles, and talk about our future.

August 24, 2018
2:00pm - 4:00pm
Mt. Pleasant Town Pool

Come out to share your ideas about the collective vision for our community and ways to strengthen the Town as a whole.

FREE access to the Town Pool and free popsicles will be provided, along with arts and crafts for the kids.

PLEASE BRING ID TO ENTER WITHOUT MEMBERSHIP



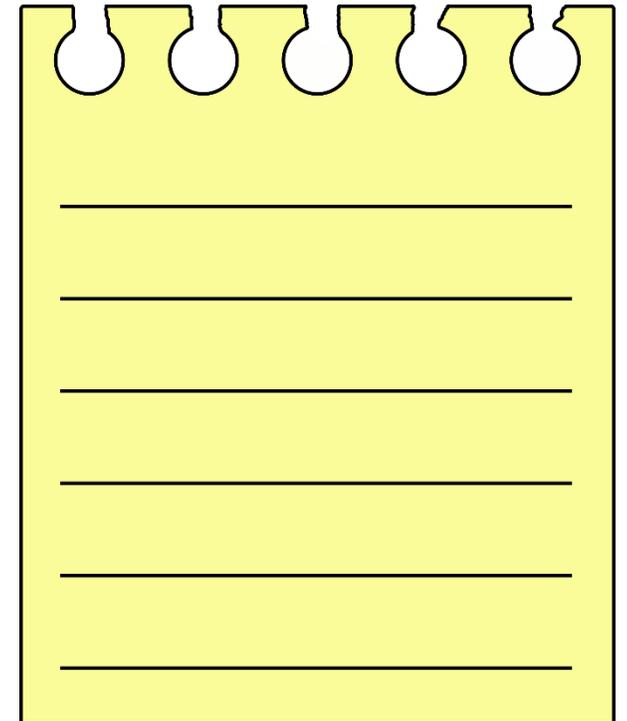
Downtown Revitalization Initiative

NY Forward

7. CONDUCT THE PUBLIC ENGAGEMENT

Considerations:

- Logistics
 - Schedule meetings to meet the needs of various stakeholders
 - Select convenient and accessible venues
 - Select varying dates and times
 - Consider going to locations/events where people already are
- Create a Positive Environment
 - Distribute detailed agendas so everyone knows what's happening
 - Establish ground rules to ensure there is respectful conversation where everyone has the opportunity to participate
 - Make it easy to attend by offering refreshments, childcare, other amenities
 - Distribute meeting summary after the meeting
 - Discuss interests instead of positions
 - Take detailed, visible notes so that participants know they've been heard
 - Ensure a skilled facilitator is available to keep the group on track, summarize discussions, and manage the conversation



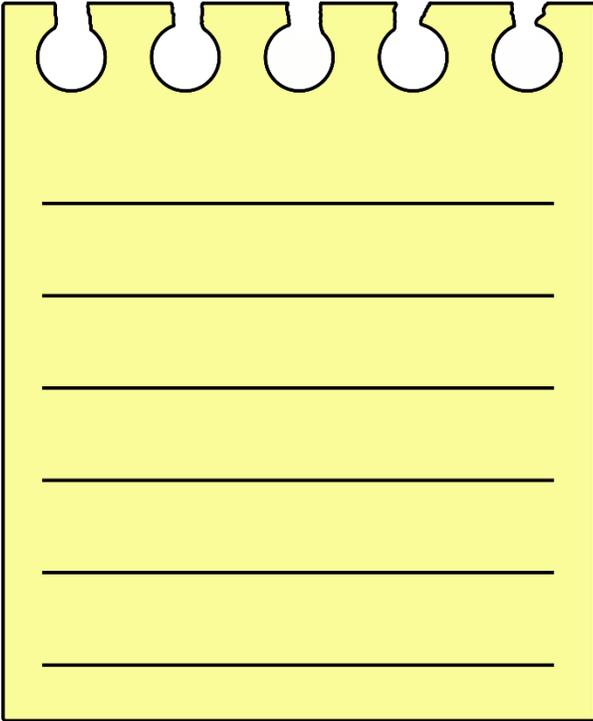
GROUND RULES

- Only one person will speak at a time
- Be courteous and respect other points of view
- Wait for others to finish speaking
- Speak for yourself
- Everyone participates – *no one person dominates*
- No one will make personal attacks
- Stay on track with the agenda
- Stay open minded to new ideas and viewpoints
- Identify areas of common ground
- Assume positive intentions first when things go wrong



8. SYNTHESIZE COLLECTED INPUT INTO A SHARED VISION

- Formulate vision incorporating all the ideas gathered during the public engagement opportunities.
- Share vision with the public and continue to receive input/feedback
- Finalize community vision



NEXT STEPS

We have our community's input, now what?



VISION AND GOAL DEVELOPMENT

- At the end of this visioning engagement process, a vision statement is created and represents a **shared direction and framework for the community**
- After your community has a vision, the community will create goals that support the vision and tells the community **how to get to its desired future**
- Goals (1) help the community identify and prioritize action-oriented approaches and (2) help the community measure its progress and make adjustments where needed
- Goals are developed using **qualitative information from the Visioning process** in conjunction with information from the **Community Needs Assessment** (August 18 webinar)
- From the goals, a community will develop strategies provide specific steps on how to achieve those goals (August 23 webinar).



EXAMPLE VISION & GOALS

Vision:

Downtown Hornell serves as the regional center of activity in the Southern Tier. It is a full service hub that leverages its compact, walkable design to attract a range of businesses and residents by offering diverse housing options, a fully utilized historic building stock, educational and employment opportunities and a range of community and social amenities. The close-knit community benefits from a unique blend of cultural, artistic and recreational spaces designed to provide a welcoming and attractive environment.

Goal: Preservation

Preserve the city's historic character through the revitalization of vacant and underutilized buildings.

Goal: Public Realm

Provide a Walkable and Pedestrian Friendly Environment and Enhance Public Spaces in the Downtown to Encourage Year-Round Activity.

Goal: City Living

Increase the number of residential options in the downtown core to meet the needs to the larger community

Goal: Vibrancy

Establish downtown as a vibrant center for business, entrepreneurship, working, and learning



**Downtown
Revitalization
Initiative**

NY Forward

CAPACITY BUILDING UPCOMING WEBINARS

Thursday, July 28:	Introduction & Community Inventory
Thursday, August 11:	Visioning, Goal Setting, & Outreach
Thursday, August 18:	Community Needs Assessment
Tuesday, August 23:	Placemaking Strategies and Early Project Identification
Thursday, August 25:	Project Development
Thursday, September 8:	Implementation of a Revitalization Plan

To access webinar presentations and recordings, visit:
[NY Forward](https://www.ny.gov/programs/ny-forward) at <https://www.ny.gov/programs/ny-forward>



PLEASE SUBMIT QUESTIONS USING THE CHAT FUNCTION

