



Southern Tier Regional Economic Development Council
Proposed Public Engagement Strategy

The Southern Tier Regional Economic Development Council (REDC) will actively engage the general public and key stakeholders throughout the planning process, culminating in an initial strategic plan submitted to New York State by November 14, 2011. The Council will utilize a wide range of techniques to solicit input and feedback on the plan, including, but not limited to the following:

Governor Cuomo's Regional Council Website (<http://nyworks.ny.gov/content/southern-tier>)

- Council documents will be uploaded to this public website following each meeting. The Council will solicit comments and suggestions throughout the planning process via the website. The website will also be used to post announcements of upcoming meetings and/or other news related to the strategic planning process.

Surveys

- At least one survey will be developed and made available to the public to obtain input on critical issues, opportunities and assets within the region. A link to the survey will be posted on the above website and announced through a press release. The survey will also be distributed to key community stakeholders identified by Council members. Results of the survey will be distributed to Council and Work Group members, and will be posted on the website. Survey results will help inform and guide the Council and Work Groups.

Public Forums

- Early in the planning process, a public forum will be held in each of the Region's eight counties to solicit input on the strategic plan. Summaries of public input will be documented and posted on the website, and will be distributed to Council and Work Group members for consideration during the planning process. The format of the public forum is yet to be determined; however, the format will foster effective and meaningful engagement of the public. The forums will be advertised to the general public through a press release and website notice. Additionally, the Council and its staff will reach out to county leaders for assistance in coordinating and publicizing the forums.

- Toward the end of the planning process, at least one public forum will be held in a central location to obtain feedback on the draft plan. This forum will be advertised to the general public through a press release and website notice.

Council Meetings and Work Sessions

- At least a portion of each council meeting will be open to the public. The open portion of the meetings will be used to inform the public of decisions made during the Council's work session, identify next steps, and provide any other relevant announcements or information to the public.

Work Groups

- Eight initial Work Groups have been established by the Council to address key issues and opportunities within the region. These Work Groups include: Agriculture, Energy (natural gas, wind, solar, biomass), Healthcare, Infrastructure (broadband, water, sewer, roads, rail), Technology Transfer and Development, Tourism, Downtown Revitalization and Community Development, and Business Development and Entrepreneurship.
- Work Groups will meet on a regular basis throughout the planning process to make recommendations to the full Council.
- Work Groups will consist of Council members, along with key community stakeholders identified by Council members. Work Groups will solicit input from additional stakeholders and sector experts as needed.
- The need for additional Work Groups may be identified by the Council and formed as the strategic planning process advances.

Existing Groups, Forums, Networks and Reports

- The Council may use existing groups, forums, and networks to discuss the strategic plan and solicit input/suggestions. Existing reports will also be thoroughly reviewed, summarized and integrated with the regional strategic plan as appropriate.

Media

- All meeting dates, public forums and other key announcements will be provided to media sources throughout the Southern Tier through media advisories and press releases.

Social Media

- To the extent practicable, the Council will utilize social media to enhance public engagement, with an emphasis on reaching young professionals, college students and others who utilize social media.

Other

- The Council will evaluate the effectiveness of its public engagement strategy on a continual basis and will explore new opportunities for public outreach and input as the planning process progresses.