



LONG ISLAND IS LISTENING!

**REGIONAL ECONOMIC DEVELOPMENT COUNCILS
DRAFT PUBLIC PARTICIPATION STRATEGY**

ADOPTED BY REGIONAL COUNCIL ON 8-23-11

TASK 2

The Proposed Strategy

“DEVELOP AN APPROACH TO PUBLIC INVOLVEMENT THAT WILL EFFICIENTLY AND EFFECTIVELY ENGAGE THE PUBLIC AND SOLICIT IDEAS AS WELL AS FEEDBACK TO INFORM THE COUNCIL’S WORK. INNOVATIVE CIVIC ENGAGEMENT APPROACHES ARE ENCOURAGED. **THE OPEN FOR BUSINESS** WEBSITE IS ONE FORUM TO SOLICIT AND RECEIVE FEEDBACK AND COMMENT FROM THE PUBLIC.”

Goal: To engage a broad range of public input in the development of the Long Island Strategic Plan and to provide feedback to the Regional Council on public reaction to the draft.

The Long Island Regional Economic Development Council (“the Council”) seeks to identify and provide opportunities to engage all potentially interested parties in the development of a Long Island Strategic Plan. The following Public Participation Strategy (“the Strategy”) will help the Council in:

- Developing its Strategic Plan by providing an understanding of the region’s present circumstances;
- Soliciting input from the public early on and throughout the process; and
- Providing a mechanism for comment by the public on draft documents prepared by the Council.

The Public Participation Strategy identifies stakeholders throughout the region who will be engaged in order to create the most effective Strategic Plan to advance the delivery of economic development programs and foster collaboration.

The LI Regional Council will set the tone to foster meaningful collaboration from stakeholders, provide opportunities for under-represented groups, promote dialogue and interaction, and engage members of the public. This strategy is a guide and should be considered a living document. Modifications to the Strategy are anticipated in order to add opportunities not currently included in this document.

The success of the Strategy will be determined by the following criteria:

- To what extent were the public and stakeholders engaged in the development of the Strategic Plan and the identification of strategic economic development opportunities and critical issues?
- To what extent did members of the Council contribute and participate?

A multi-faceted Public Participation Strategy will include Regional Council meetings, Regional Council work groups, public forums, smaller community group meetings, business group meetings and individual input.

Outreach-

Open for Business and ESD, DOL, DOS, DEC press releases announcing Council website launch. Public service announcements, public library networks, phone and email, surveys, social media, publications and media advisories from trade associations, business groups and community groups. Press releases, press conferences, articles in trade magazines, news coverage, panels and meetings featuring the work being undertaken by the LI Regional Council and its work groups. Summary notes from RC meetings will be posted on the Governor’s website, www.governor.ny.gov.



Input from the public-

- Public portion of Council meetings – written input solicited.
- “Suggestions” made via www.governor.ny.gov or nys-longisland@empire.state.ny.us
- Public forums “Input”- Between Council meetings two and three. Purpose will be to solicit stakeholder’s ideas to help inform the Council of the critical issues and opportunities to be addressed in the Strategic Plan, the region’s vision for its future, priority project selection criteria and Consolidated Funding Application endorsement standards.
- Public forums “Feedback” - Once several draft elements of the Strategic Plan has been developed, feedback will be solicited on emerging economic drivers and

implementation agenda. Between Council meetings four and five.

In advance of each Public Forum, the Council will consider and agree upon the methods that will be employed in order to inform the public of the meeting dates, times, locations and purpose. Public forums can adopt interactive formats such as workshops, table discussions and open houses in addition to or instead of the more formal hearing process. Announcements may be provided through:

Open for Business_Website

- (The Long Island Region has its own webpage on the ***Open for Business*** website accessible through the Governor's webpage www.governor.ny.us . Full details of the Council's activities will be posted on the web and the Council will expand its internet presence to use the web to generate public comment on strategic plan products. In addition to comments on specific documents, the public will be able to offer general comments via email and through the suggestion box. Regional Council staff will be responsible for posting to Council websites information about upcoming Council meetings, collecting comments received online and informing Council members.)
- Email blast
- Community and RC member websites
- Press releases to local print media-
A media outreach strategy should be developed for implementation by ESD Public Affairs liaison; may include radio advisements or public service announcements, TV bulletins, flyers
- Local Government networks, such as Supervisors' and Mayors' Associations.



- Special events- Should include established conferences, meetings, workshops and newsletters, local government planning meetings, regional planning organizations, existing agency outreach efforts and existing non-profit outreach efforts.
- Creative public participation such as site visits and tours.
- **Work groups-** The work groups are another component of the Strategy and consist mainly of stakeholders in the following categories:



- Innovation
- Natural assets
- Workforce and education
- Infrastructure
- Nassau Hub

This list will be posted on the ***Open for Business*** website. The public will be invited to respond to questions and provide comments on the working group focus areas. Work groups have been established in order to explore various opportunities and issues in more depth and to involve non-RC member regional stakeholders. Regular meetings will be scheduled as needed. Notification of work group meetings will occur through email and will be initiated by the Work Group co-chairs and staff liaison and meetings will be held at locations throughout the Long Island region in order to encourage participation from a variety of stakeholders.

Engaging the public- The goal is to provide as many opportunities as possible for stakeholders and members of the public to offer comment and provide feedback at every step of the process. Geographic diversity is a desired goal. **Special emphasis should be given to reach out to Long Island's youth as well as the elderly. The multitude of institutions of higher learning should be engaged in the process as well. Regional Council members are encouraged to promote and update the activities of the Council on their**

respective websites and other media. The list below is not all-inclusive and represents the main groups that need to be represented during the strategic planning process. Regardless of which group is being addressed, the message delivered should be consistent.

- Action Long Island
- Advancement for Commerce, Industry and Technology (ACIT)
- Long Island IDAs (8)
- Community Development Corporation of Long Island (CDC-LI)
- Hauppauge Industrial Association (HIA)
- Long Island Association
- Long Island Fair Media Council
- Long Island Forum for Technology
- Long Island Business Development Council
- Long Island Mid-Suffolk Business Action (LIMBA)
- Long Island Software and Technology Network (LISTnet)
- Nassau County
- Suffolk County
- National Association of Women Business Owners-LI
- League of Women Voters
- Small Business Development Centers
- La Fuerza Unida
- LI Hispanic Chamber of Commerce
- 100 Black Men
- Sustainable Long Island
- All towns
- Vision Long Island
- WEDLI
- All academic institutions
- SCORE
- School Districts
- Universities and Colleges
- Rauch Foundation
- LI Angel Network
- LI Housing Partnership
- US Department of Commerce LI Export Assistance Center
- Suffolk County Planning Commission
- Nassau County Council of Chambers
- Council of Libraries
- Village/Mayors Association

Continued outreach during implementation plan:

Long Island Regional Council
2011 Meeting Schedule

Time: 3:00 P.M.

Location: Will Advise

The Council will continue public outreach during the implementation of the strategic plan. The Council should use the outreach approaches outlined above to continue public engagement in seeking:

- Reactions to strategic plan
- Input on how strategies are working
- Suggestions about emerging critical issues or opportunities
- Proposed new strategies

AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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