



Chenango County 2050 Vision Plan

PUBLIC PARTICIPATION PLAN

JULY 26, 2023

Introduction

>> ABOUT THE PROJECT

The Chenango County 2050 Vision Plan is meant to replace the former vision plan, originally written in 1992. Chenango County is ready to create a new vision for the County in response to a post-COVID-19 world, addressing new technology and infrastructure needs, as well as a push to be more sustainable through implementation of the New York State 2022 Climate Action Plan.

With increasing amounts of funding opportunities available, now is the time to create an aggressive vision of projects and initiatives to spur Chenango County growth and prosperity into 2050. The goal of the Vision Plan is to help guide future decision-making at the County level and serve as a resource for local governments and agencies by identifying key goals, strategies, and actions to enhance economic development, environmental sustainability, and personal services county-wide.

>> PUBLIC PARTICIPATION PLAN OVERVIEW

This Public Participation Plan (PPP) is intended to:

- Identify an overall branding and messaging plan for the project;
- Establish protocols for coordination between Chenango County, the Consultant Team, and the Steering Committee, as well as local partners and stakeholders;
- Provide an overview of planned public outreach efforts and events, including team roles, responsibilities, and expected outcomes; and
- Outline key methods and channels of communication.

By presenting a comprehensive plan for communication and outreach, the County can ensure a coordinated approach that not only increases public awareness of the project, but also supports diverse, meaningful engagement and participation opportunities throughout the process.

The primary goal of public outreach for this project is to ensure that the final document reflects the true vision and values of the greater Chenango County community. The County seeks to provide opportunities for the public to take part in the broader visioning conversation by learning and working with others, not just providing input on the development of the 2050 Vision Plan

>> COMPONENTS OF THE PPP

The key engagement and communication strategy components identified in this document include:

- Introduction page 2
- Project Branding page 3
- Project Committees page 4
- Stakeholders page 6
- Public Events page 8
- Communication Methods page 12
- Anticipated Schedule page 14

**THE PPP IS NOT
A CHECKLIST.
RATHER, A GUIDING
FRAMEWORK THAT
MAY BE ADAPTED
AS THE PLANNING
PROCESS UNFOLDS.**

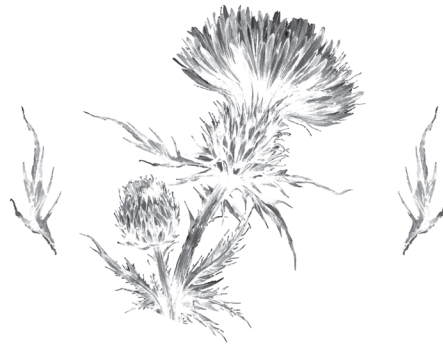
Project Branding

>> PROJECT LOGOS

The logo concept and color scheme below should be used in all public facing materials to help maintain consistency and a recognizable brand. Adapted logos for use on dark backgrounds and social media may also be provided.



Primary Logo



Example of
Related Design



Official Color Palette

Project Committees

>> INTERNAL WORKING GROUP

The Internal Working Group is an administrative body established to ensure adequate coordination between key County and Consultant Team personnel. The Internal Working Group will be responsible for overseeing project progress, providing feedback on preliminary materials and deliverables, and ensuring proper execution of administrative project needs.



AS NEEDED



VIRTUAL

PARTICIPATION

These meetings will be regularly attended by key County and Consultant Team personnel (see table below). Additional representatives of Bergmann, subconsultants, County Administration, or other County Departments may also be invited to participate where necessary and appropriate to address specific topics of discussion. These meetings will not be open to the public.

ORGANIZATION	NAME	ROLE	CONTACT INFORMATION
Chenango County	Shane H. Butler	Director of Planning	shaneb@co.chenango.ny.us
Chenango County	Matt Gladstone	Planner	mattgladstone@co.chenango.ny.us
Chenango County	Allison Yacano	Planner	ayacano@co.chenango.ny.us
Bergmann	Molly Gaudio	Project Manager	mgaudio@bergmannpc.com (585) 498-7971
Bergmann	John Steinmetz	Planning Principal	jsteinmetz@bergmannpc.com (585) 498-7945
Bergmann	Kiernan Playford	Senior Planner	kplayford@bergmannpc.com (585) 498-7790

NOTIFICATION

Members of the Internal Working Group will receive notification regarding the date, time, agenda, and any necessary preparation for these meetings by County Staff or Bergmann in advance of the meeting.

>> STEERING COMMITTEE

The Steering Committee will play a key role in all aspects of the planning process, including but not limited to guiding the public outreach process, reviewing deliverables, providing key insights and direction during the development of the 2050 Vision Plan, and participating in public engagement efforts. Members will also serve as spokespeople for the project throughout the planning process.



**MONTHLY /
BI-MONTHLY**
EIGHT MEETINGS



**IN-PERSON &
VIRTUAL**
CHENANGO COUNTY
OFFICE BUILDING

PARTICIPATION

The Steering Committee is made up of members of key Chenango County communities and organizations, and community members (see list below). Additional representatives from Bergmann, project subconsultants, County Administration, Stakeholders, or other County Departments may also be invited to participate depending on the topic of discussion. The Steering Committee will meet a total of eight (8) times. These meetings are not open to the public.

Victoria Mitchell
United Way of Mid Rural New York

Paul Romahn
Town of Oxford Planning Board

Salvatore Testani
Commerce Chenango

Diane Scalzo
Town of Columbus

Paul Thomsen
Town of New Berlin

Erik Scrivener
City of Norwich

Ted Guinn
Town of Norwich Planning Board

Dan Ryan
City of Norwich

Michael Flanagan
LaBella Associates/City of Norwich

Zachary Meseck
Town of Preston

Rober Davis
Town of Guilford Planning Board

Karol Kucinski
City of Norwich

NOTIFICATION

Members of the Steering Committee will receive notification regarding the date, time, agenda, and any necessary preparation for these meetings by Bergmann in advance of the meeting.

Stakeholders

Broadly, stakeholders are individuals and small groups with a specific interest in or ability to serve the project, and/or who may be directly able to support the implementation of the Vision Plan. Communication and collaboration with stakeholders will help identify needs and opportunities, expand awareness of the project, and ensure recommendations are implementable and that they align with community goals. Our strategy for stakeholder engagement will include meetings early on in the process to understand their current issues, needs, and goals as well as share information relevant to developing the 2050 Vision Plan. We then plan to regroup with key stakeholders during the vision, goal, and action planning phase to gain additional input and identify opportunities for collaboration.

PARTICIPATION

Outlined below are the three general types of stakeholders identified for this planning effort. The complete list of stakeholders may be made available upon request to the County Planning and Development Department. The Consultant Team will participate in at least four (4) meetings, which may be with single groups or combined. County Staff and Steering Committee members may host additional meetings as desired.

- **Municipal Decision-Makers.** Municipal decision-makers include City, Town, and Village elected officials and/or local review board members.
- **County/Regional Planning & Economic Development Entities.** County/regional planning & economic development entities include the County Planning Board, Agriculture and Farmland Protection Board, County Soil and Water Conservation District, Environmental Management Council, Commerce Chenango, and Southern Tier 8 Regional Board.
- **Public Service Providers & Community Organizations.** This includes the County Departments of Public Works, Social Services, and Code Enforcement, as well as other local and regional agencies and organizations providing services for the betterment of public health, safety, and wellbeing.

NOTIFICATION

The Consultant Team, County Staff, and the Steering Committee will coordinate outreach to individual stakeholder groups to set meeting dates, times, and formats.

FORMAT

The format of stakeholder outreach will vary based on the size and preference of the group. In some cases it may make sense to engage multiple stakeholder groups at one time depending on topic area and interest. Meetings may be held in person, via telephone, or video conference and may include, but are not limited to, the following formats: One-on-one Interviews; Small Group or Focus Group Meetings; and Virtual Office Hours.

SCHEDULE

Stakeholder meetings will generally be held in two rounds, at the start and near to the end of the process. This does not limit, however, opportunities for stakeholder engagement that may come up outside these planned timeframes over the course of the project. For each phase's anticipated timeframe see the schedule on page 14.

- **Round 1.** At the beginning of the project stakeholder outreach will be focused on making connections with local organizations, representatives, and groups to inform them of this Vision Plan effort and allow for the sharing of information, data, and general vision for the future of Chenango County.
- **Round 2.** The second round of stakeholder meetings will be held during the development of the Action Plan. The purpose of this is to get inform the direction of these plan elements and help to identify implementation strategies and partnerships.

RESULTS

Feedback from the stakeholder meetings will be compiled and summarized by the Consultant Team. All meeting summaries will be provided to the County and Committee for their review and consideration.

Public Events

Educating and informing stakeholders and community members about the purpose, goals, and process is a critical first step for connecting with the public. The following public events are designed to facilitate the largest level of engagement throughout the planning process and help build a sense of ownership and pride in the plan, supporting implementation at the local and county level. The approach to each event will be tailored to the project needs at that time and together will help to achieve the following objectives:

- Inform the community about the project and the planning process;
- Build consensus on County-wide goals and actions to spur community-wide development;
- Help develop policies and actions;
- Gather public feedback on draft material.

>> PUBLIC WORKSHOPS

Public Workshops are intended for a broader audience, focused on providing general project information and gathering local knowledge and values to support the development of the County’s Community-wide Vision Plan at key points in the process.

PARTICIPATION

All members of the public are invited to attend and participate in these events. County Staff and Steering Committee members are also encouraged to attend and help facilitate. The Bergmann team will work with the County to provide accessibility accommodations as well as translation services, as needed. The Consultant Team will also prepare all necessary presentation, facilitation, and engagement materials for each workshop.

NOTIFICATION

Public Workshops will be advertised at least three weeks ahead of time using the media and communication channels identified as part of the Advertising Toolkit on page 13.

FORMAT & SCHEDULE

The Consultant Team will facilitate three (3) Public Workshops. Each workshop will incorporate innovative approaches and non-traditional meeting formats to foster a collaborative, enjoyable, and engaging environment. This may include open houses with interactive boards, brainstorming activities, and breakout groups.

The anticipated focus, format, and scheduling of each workshop are outlined on the following page. It is anticipated that County Staff will assist in securing venues for in-person events.



ONLINE ENGAGEMENT TOOLS

After each workshop an online tool, such as a survey or forum, will be launched. This increases participation by allowing the public to tap into the process as it fits their schedule, rather than a one-time event.

Tools will be accessible via the website and open for 2-4 weeks.

Bergmann will create and manage each tool and provide a summary of results upon closing.

- Public Kick-off.** The first workshop will act as a public kick-off for the project. This workshop will include an overview of the project purpose, scope, and schedule, and will provide opportunities for the public to ask questions and share their thoughts and ideas for the direction of the plan update. An online survey will be launched at this workshop. This workshop will be held via video conference platform and will be recorded for posting to the project website for viewing by those who may not have been able to attend.



AUGUST 2023
AUGUST 9
6PM



VIRTUAL
WEBINAR

- Vision & Actions Workshop.** The second public workshop will be focused on presenting the Draft Vision and Goal Framework to the public and preliminary recommendations as outlined in the Action Plans. Interactive breakout sessions and/or live survey tools may be utilized to encourage active participation. A web-based Priority Action Exercise tool will be launched in coordination with this workshop.



DEC 2023
DATE/TIME
TBD



IN-PERSON OR
VIRTUAL
TBD

- Public Open House.** This workshop will occur on the same night as the final Steering Committee meeting, to share Draft Plan elements with the community and solicit feedback before sending the Plan to the Board of Supervisors. This meeting will have an open house format with activity stations set up by plan topic area or section



APRIL 2024
DATE/TIME
TBD



IN-PERSON
LOCATION TBD

RESULTS

Feedback from the Public Workshops will be compiled and summarized by Bergmann and provided to the County and Steering Committee for their review and consideration. All meeting summaries, presentations, and recordings will be made available on the project website.

The information collected from each event will be utilized as a reference to direct the next stages of the project process and Vision Plan document development.

>> BOARD OF SUPERVISORS MEETINGS

The Chenango County Board of Supervisors will be the body adopting the final Vision Plan. Therefore, it will be imperative that the Board be kept up to date on project progress and the development of the goals, strategies, and actions identified. Additionally, the Board of Supervisors is required to hold a public hearing prior to adoption in compliance with NYS General Municipal Law §239-d.

PARTICIPATION

All meetings with the Board of Supervisors shall be open to the public. Representatives of county departments, municipalities, citizens, and other interested parties shall be given the opportunity to be heard in accordance with NYS Law.

NOTIFICATION

All Board of Supervisors meetings and hearings will be duly noticed in accordance with NYS Law. This shall include, but is not limited to, public notices and mailed notices to the chief executive officer and the chairperson of the planning board of each municipality in Chenango County. These notifications shall be the responsibility of County staff; however, Bergmann will assist with content and language as needed.

FORMAT & SCHEDULE

The Consultant Team will assist with the facilitation of two (2) meetings with the Board of Supervisors. This includes the following:

- **Informational Meeting.** Midway through the planning process the Consultant Team will attend a Board of Supervisors meeting to provide an update on project progress and present an overview of data and implications from the County Community Profile and summary of the draft vision, goals, and strategies to be included in the plan.



DEC 2023
DATE/TIME
TBD



IN-PERSON
CHENANGO COUNTY
OFFICE BUILDING

- **Public Hearing.** Once the Draft Vision Plan has been completed and referred to the Board of Supervisors by the Steering Committee, the Board must hold a public hearing to allow for additional public comment. The consultant team will help to facilitate this hearing and provide a presentation of key Draft Plan elements as desired by the Board of Supervisors.



JULY 2024
DATE/TIME
TBD



IN-PERSON
CHENANGO COUNTY
OFFICE BUILDING

RESULTS

Following the public hearing and adoption of the Vision Plan by the Board of Supervisors, the Consultant Team will provide the County with a final version of the document and all supporting files and materials.

>> POP-UP EVENTS

Pop-up and neighborhood events provide additional avenues to inform the public about the Vision Plan process and solicit feedback from the community in an informal and non-traditional manner as compared to a public workshop. These events follow a “go-to-them” philosophy, as an alternative approach to traditional invite based meetings. By meeting people where they already are we can reach audiences that may not otherwise be actively seeking ways to participate in the planning process.

PARTICIPATION

Bergmann will facilitate four (4) pop-up events over the course of the project. County Staff and Steering Committee members may facilitate additional pop-up events as desired. It is recommended that there be multiple project representatives at each event to ensure a strong, visible presence. In general, pop-up and neighborhood events will be open to the public. However, the audience at each event will be dependent upon the hosting organizations own invitation and advertising efforts.

NOTIFICATION

Public notification will be reliant upon the efforts of the lead organization or group hosting the event. Bergmann will work with the County and event coordinators to reserve space and accommodations as necessary.

FORMAT

The format of pop-ups will vary based on the event. It is anticipated all events will be in-person and will include the distribution of informational and promotional materials, as well as fun activities to solicit community feedback relevant to the current stage of the project. Pop-up event materials and supplies will be prepared and provided by Bergmann. These items may also be provided to County Staff and/or Steering Committee members for their own pop-up event efforts.

SCHEDULE

Pop-up opportunities will take advantage of already scheduled local meetings and events, such as:

- Farmers Market
- Festivals (176th Chenango County Fair, etc.)
- Concerts
- Community Events (Block Parties, Neighborhood Gatherings, etc.)
- County Sponsored Events (related to departmental activities and/or other planning effort outreach)

RESULTS

Like public workshops, information collected at pop-up events will be compiled by Bergmann into a public input summary.

Communication Methods

>> PROJECT WEBSITE

The website will serve as a platform for both informing and collaborating with the public, fostering two-way communication. Community members will be able to access up-to-date project information and documents; public event advertisements, schedules, and summaries; surveys and virtual engagement tools; and an online submission form for comments and questions. Residents and stakeholders will also be able to sign up for the project email list to receive direct updates and invitations to public events and engagement opportunities.



ONGOING
LAUNCH IN JULY



WWW.CHENANGOCOUNTY2050.COM

CONTENT

Bergmann will be responsible for the development and maintenance of the project website in consultation with the County and Steering Committee. At a minimum the website will include a general project overview page, engagement page, links to the existing related plans and initiatives and other relevant County planning efforts, and a resources page. Regular updates will be made to ensure the public has access to the latest information regarding:

- Project Progress
- Public Event & Virtual Engagement Information
- Meeting Summaries
- Draft Reports
- Online Community Survey (will go live at Workshop #1)
- Priority Action Exercise (will launch at Workshop #2)
- Plan Comment Tool (will be available prior to Workshop #3).

County Staff and Steering Committee members are also encouraged to share with the Consultant Team additional content, such as news updates, for posting at any time to the website blog or other pages.

SCHEDULE

The website will be launched in tandem with the Public Kick-off Meeting and will remain active throughout the course of the project. An update on website activity and record of any comments received will be provided by Bergmann at each Steering Committee meeting.

Upon completion and adoption of the Vision Plan, Bergmann will transfer ownership of the project website to the County for continued use as a one-stop resource sharing further community and County-led planning efforts.

>> ADVERTISING TOOLKIT

To ensure a broader reach and maximize participation in engagement events, Bergmann will prepare an Advertising Toolkit that includes a wide array of media for use across multiple communication channels. The resources will be updated and adapted, as necessary, for each public workshop and survey/online engagement opportunity. These tools may also be utilized for distributing project information, sharing process updates, and directing the public to key documents and deliverables.

MEDIA MATERIALS

Advertising and informational materials prepared by the Consultant Team will include:

- Press Releases
- Print Materials (flyers, handouts, postcards, etc.)
- Social Media Graphics
- Website Links & Pop-Ups
- Email Invitation Language

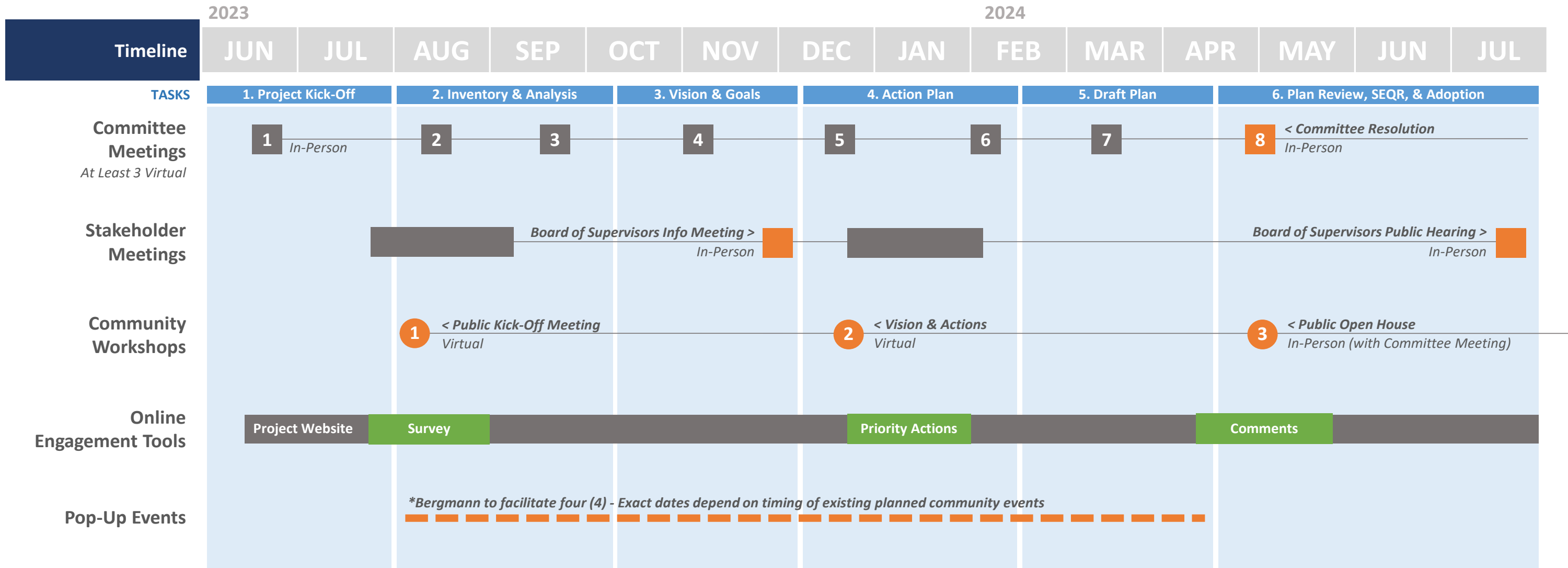
COMMUNICATION CHANNELS

In coordination with Chenango County Staff and Communications Department, Steering Committee, and stakeholders, the Consultant Team will assist with the distribution of advertising materials through the following channels:

- County Website & Social Media
- Project Website
- Project Email Listserv
- Local News & Media Outlets (e.g. The Evening Sun, WIVT NewsChannel 34, WBNG 12 News, etc.)
- Stakeholder Contacts
- Pop-Up Events
- Others (as identified throughout the planning process)

The Steering Committee is also encouraged to participate in the creation and distribution of advertising and informational materials through their own contacts and resources.

Anticipated Schedule



- Task Deliverables:**
- Committee Visioning Session Summary
 - Public Participation Plan
 - Branding Strategy
 - Project Website
 - Online Survey Tool
 - Community Workshop #1 Materials
 - Advertising Toolkit
 - Existing Plans & Studies Review

- Task Deliverables:**
- Public Input Summary
 - Draft Existing Conditions Report, including Countywide Profile and municipal fact sheets
 - Supporting Graphics, Maps & Data Files

- Task Deliverables:**
- Draft Vision & Goal Framework, including local government guidance
 - Board of Supervisors (BOS) Project Update Presentation

- Task Deliverables:**
- Community Workshop #2 Materials
 - Advertising Toolkit
 - Online Priority Action Tool
 - Public Input Summary
 - Draft Action Plan(s), including identification of leaders, partners, and timeframes

- Task Deliverables:**
- Draft Plan
 - Supporting Graphics, Maps & Data Files
 - Community Workshop #3 Materials
 - Advertising Toolkit
 - Online Comment Tool

- Task Deliverables:**
- SEQR & Referral Forms
 - BOS Draft Plan Overview Presentation
 - Final Comprehensive Plan & Appendices
 - Final Maps, Data, Document, and Graphics Files

 - Orange Indicates Public Meetings