

MEDINA

NY FORWARD



NY Forward

COMMUNITY ENGAGEMENT STRATEGY

2023 NY Forward
Planning Process
June 2023



INTRODUCTION

The Community Engagement Strategy establishes guidelines for coordination between the consultant team, agencies, and stakeholders to foster diverse, meaningful, public engagement throughout the Medina NY Forward process.

COMPONENTS OF THE STRATEGY

The Medina NY Forward planning process will include the following engagement strategies:

1. Project Team weekly calls
2. Local Planning Committee (LPC) meetings
3. Stakeholder + Project Sponsor meetings
4. Public workshops
5. Targeted public outreach
6. Project website
7. Open call for project proposals

MEETING PREPARATION AND DOCUMENTATION

Bergmann and their sub-consultants will be responsible for meeting preparation and facilitation, including the development of meeting materials, including but not limited to agendas, sign-in sheets, PowerPoint presentations, boards, and other activities identified to fulfill the needs of the meeting. Bergmann will also prepare a summary following each meeting. The summary will document the presentation and discussion and will include any relevant photos and graphics used at the meeting. All documentation will be sent to the Department of State (DOS) for review prior to distribution to the public.

COMMUNITY CONTACT LIST

Bergmann will prepare, update, and maintain a community contacts list that includes the names, addresses, telephone numbers, and/or email addresses of individuals and organizations that are interested in becoming involved with the NY Forward planning efforts. The list will be used to notify community members of upcoming outreach opportunities and meeting dates.

» PROJECT CONTACTS

Project Team

Village of Medina Mayor / LPC Co-Chair	Mike Sidari	msidari@villagemedina.org
LPC Co-Chair	Steve Mowers	steve.mowers@crfservices.com
Department of State (DOS)	Sam Aldrich	samantha.aldrich@dos.ny.gov
Empire State Development (ESD)	Greg Parker	gregory.parker@esd.ny.gov
Homes & Community Renewal (HCR)	Patricia O'Reilly	patricia.oreilly@hcr.ny.gov
NYS Energy Research and Development Authority (NYSERDA)	TBD	
NYS Office of the Governor, Finger Lakes Regional Representative	Elizabeth Morabito	elizabeth.morabito@exec.ny.gov
Bergmann	Jeanette Petti Kimberly Baptiste Liz Podowski King	jpetti@bergmannpc.com kbaptiste@bergmannpc.com lpodowskiking@bergmannpc.com

Local Planning Committee Members

Mike Sidari	Village of Medina Mayor / LPC Co-Chair	mayor@norwichnewyork.net
Steve Mowers	Finger Lakes REDC / Claims Recovery Financial Services / LPC Co-Chair	steve.mowers@crfservices.com
Lauren Backlas	Community Leader	laurenbacklas@gmail.com
Gabrielle Barone	Orleans County Economic Dev. Agency	gbarone@orleansdevelopment.org
Kathleen Blackburn	Medina Planning Board	kblackbu@rochester.rr.com
Gloria Brent	Orleans Community Health Foundation / MSD Consultants	gbrentrn@mds-consultants.com
Christopher Busch	Orleans Renaissance Group	chris@orleansrenaissance.org
Jesse Cudzilo	Orleans County YMCA	jcudzilo@glowymca.org
Timothy Elliott	Brushstrokes Studios / Into the Enigma	telliott@villagemedina.org
David Flynn	Community Member	lirr227@gmail.com
Rollin Hellner	Founder and Director Hellner Dev. Group	rhellner@hellnerdevelopment.com
Mark Kruzynski	Medina Central School District	mkruzynski@medinacsd.org
Andrew Meier	Hart House Hotel	andrew@wsmelderlaw.com
Patrick Weissend	Tompkins Community Bank	pweissend@tompkinsfinancial.com
Mark Zambito	Orleans County Chamber of Commerce / Zambito Realtors	mzambito@zambitorealtors.com



SECTION 1

PROJECT TEAM WEEKLY CALLS

Weekly meetings for Project Team members to discuss the status of the project and coordinate upcoming activities, including deliverables, needs, and other topics.

NOTIFICATION

The core Project Team will receive email notifications regarding time, agenda, and any necessary preparation for weekly calls in advance of the meeting.

SCHEDULE

Calls will be held weekly on Fridays at 10:30 AM. Additional meetings may be scheduled as needed.



SECTION 2

LOCAL PLANNING COMMITTEE MEETINGS

Monthly meetings to provide updates on the planning process, discuss proposed projects, and review project documents with Committee members.

PARTICIPATION

The Local Planning Committee (LPC) is comprised of stakeholders who provide diverse perspectives, experiences and local knowledge to inform the NY Forward planning process. LPC members include but are not limited to: local and regional government officials, property owners, business owners, educational institutions, youth leaders, local development corporations, social and public service organizations, and advocacy organizations that address quality of life.

LPC members are asked to provide feedback and guidance regarding the identification, development, and prioritization of catalytic projects recommended for NY Forward funding.

All LPC meetings are open to the public.

FORMAT

LPC meetings are held in-person. Meeting locations for in-person meetings will be ADA accessible.

NOTIFICATION

LPC members will receive notification for all meetings from Bergmann at least two weeks in advance of the meeting date.

At a minimum, LPC meetings will be publicly advertised using the Medina NY Forward website (www.MedinaNYForward.com), the Village of Medina's social media channels, flyers, and the local newspaper. As needed, media outlets, press releases, and other platforms may be used to advertise LPC meetings.

SCHEDULE

LPC Meetings will be held monthly from May 2023 through November 2023. The schedule is subject to change, with any modifications posted to the project website and coordinated with the LPC in advance. Meeting dates are as follows:

- **June 27th at 5 PM**
- **July 25th at 6 PM**
- **August 22nd at 6 PM**
- **Sept 26th at 6 PM**
- **Oct 24th at 6 PM**
- **Nov 28th at 6 PM**



SECTION 3

STAKEHOLDER & PROJECT SPONSOR MEETINGS

Meetings or interviews with key stakeholders and project sponsors to gather critical information, understand community needs, and inform potential NY Forward projects.

PARTICIPATION

Stakeholder and Project Sponsor meetings are by invitation. Bergmann will interview stakeholders and project sponsors associated with projects identified in the Village of Medina’s initial NY Forward application, as well as any additional project partners or leads identified during the project development process. The LPC, the Village of Medina, and the Project Team may also identify additional stakeholders to interview over the course of the planning process.

Bergmann will also meet with local officials and regional and State agencies (e.g., DOT, NYSERDA, DEC, ESD, HCR) as needed to further refine proposed projects.

FORMAT

Stakeholder and Project Sponsor interviews will be conducted through a combination of in-person and virtual interviews. Interviews will involve organic discussion between stakeholders and the Bergmann team, to better understand community needs and/or project details.

NOTIFICATION

Stakeholders will receive an invitation from Bergmann.

SCHEDULE

Stakeholder Meetings will begin in June 2023 and will occur over the duration of the planning process on an as-needed basis.



SECTION 4 PUBLIC WORKSHOPS

Engaging workshops to inform and educate the public about the NY Forward program, gather feedback, refine vision and goals, and prioritize projects.

PARTICIPATION

Public events are open to any and all members of the community. All community members are urged to attend and participate.

FORMAT

Two public workshops will be held over the course of the NY Forward planning process, focusing on the following topics:

1. Overview of NY Forward and community visioning
2. Review of proposed projects

Each public workshop will utilize innovative approaches and non-traditional meeting formats to foster a collaborative, enjoyable, and engaging environment that encourages participation. Meeting formats may include

open houses with interactive preference boards, project prioritization exercises, and experiential engagement, such as walking tours. Formats for each public workshop will be determined with input from the LPC.

Public workshops will be held in-person. Meeting locations for in-person workshops will be ADA accessible.

NOTIFICATION

Public workshops will be widely advertised at least two weeks in advance of the meeting date through the following outlets:

1. Project website (www.MedinaNYForward.com)
2. Local media outlets and press releases
3. Notifications via email and social media
4. Flyers

SCHEDULE

Exact times, dates, and locations will be identified with input from the Village of Medina. Tentative dates are as follows:

1. Public Workshop #1: June, 27th, 2023
2. Public Workshop #2: TBD

A third public workshop may be held toward the end of the planning process, based on the discretion of the LPC and Project Team.



SECTION 5

TARGETED PUBLIC OUTREACH

Additional engagement strategies tailored to the Medina community are recommended to ensure participation is broad, convenient, and accessible to all.

PARTICIPATION

All public meetings and events related to NY Forward are open to the public.

FORMAT

The preferred format(s) for additional targeted public outreach will be identified based on input from the Village of Medina and the LPC. All in-person meetings will be located in an ADA accessible space. Potential targeted outreach strategies include:

- **Youth engagement**

Bergmann will work with the Village of Medina and the LPC to identify youth organizations, school-aged students, college students, and other youth stakeholders to engage throughout the project. Youth engagement may take several forms, including: youth-focused surveys; youth participation in public events; or pop-ups at local schools.

- **Focus group meetings**

Focus group meetings may be established, as needed, to better understand specific opportunities, needs, and concerns related to NY Forward. For example, an equity focus group may be formed to ensure opportunities to participate in the NY Forward planning process are open and accessible to all.

- **Participation in standing community meetings**

Bergmann will work with the Village and LPC to identify standing community meetings that Bergmann can attend to share information and updates about NY Forward.

NOTIFICATION

Any form of targeted public outreach will be advertised at least two weeks in advance using a diversity of media to maximize participation including:

- Local media outlets and press releases
- Correspondence through handouts, flyers, email, and social media
- Notices posted on the Village of Medina website and the project website (www.MedinaNYForward.com)

SCHEDULE

Targeted public outreach will be on-going throughout the NY Forward process. Exact times, dates, and locations of meetings and public events will be identified by the Project Team in coordination with the Village, LPC, and relevant community members.



SECTION 6 PROJECT WEBSITE

An online repository for all Medina NY Forward-related information, including project documents, the public event schedule, and other materials.

PARTICIPATION

The website will be publicly accessible at www.MedinaNYForward.com.

FORMAT

The website will provide community members with access to project information and documents, meeting schedules and summaries, and a mechanism for submitting project applications and general feedback. MedinaNYForward.com will also link to the Orleans Commerce and Village of Medina webpages.

Bergmann will create the Medina NY Forward website and develop content for posting throughout the NY Forward planning process.

The State also maintains a website for all NY Forward communities that provides a central location for the public to obtain information about the NY Forward program. Bergmann will develop content for the State NY Forward website (www.ny.gov/programs/ny-forward), which will be submitted to DOS for approval and posting.

SCHEDULE

MedinaNYForward.com is live and will be continually updated with new content throughout the duration of the project.

The State NY Forward website (www.ny.gov/programs/ny-forward) is currently live and will be updated as new content is developed throughout the planning process.



SECTION 7

OPEN CALL FOR PROJECT PROPOSALS

An application for anyone to submit a project proposal for the Project Team to consider for inclusion in the Strategic Investment Plan.

PARTICIPATION

The open call application will be publicly accessible at www.MedinaNYForward.com as well as in hard copy at the Medina Village Office.

An Open Call for Projects public information session is being held on June 13th, 2023 at 6 PM in the School District Board Room at 1 Mustang Drive.

FORMAT

The application can be filled out online and submitted electronically either on the project website or via email to Jeanette Petti at jpetti@bergmannpc.com or Kimberly Baptiste at kbaptiste@bergmannpc.com. Hard copy applications can be mailed or hand delivered to the following address:

Medina Village Office
119 Park Avenue
Medina, NY 14103

Bergmann will be responsible for producing the open call application, addressing questions, and handling submissions.

SCHEDULE

The open call application will be available on the project website beginning on June 7th and submissions will be accepted until Monday, July 10th, 2023.