

Downtown Revitalization Initiative (DRI) and NY Forward (NYF)

Local Planning Committee Training

NYS Department of State | Office of Planning, Development & Community Infrastructure



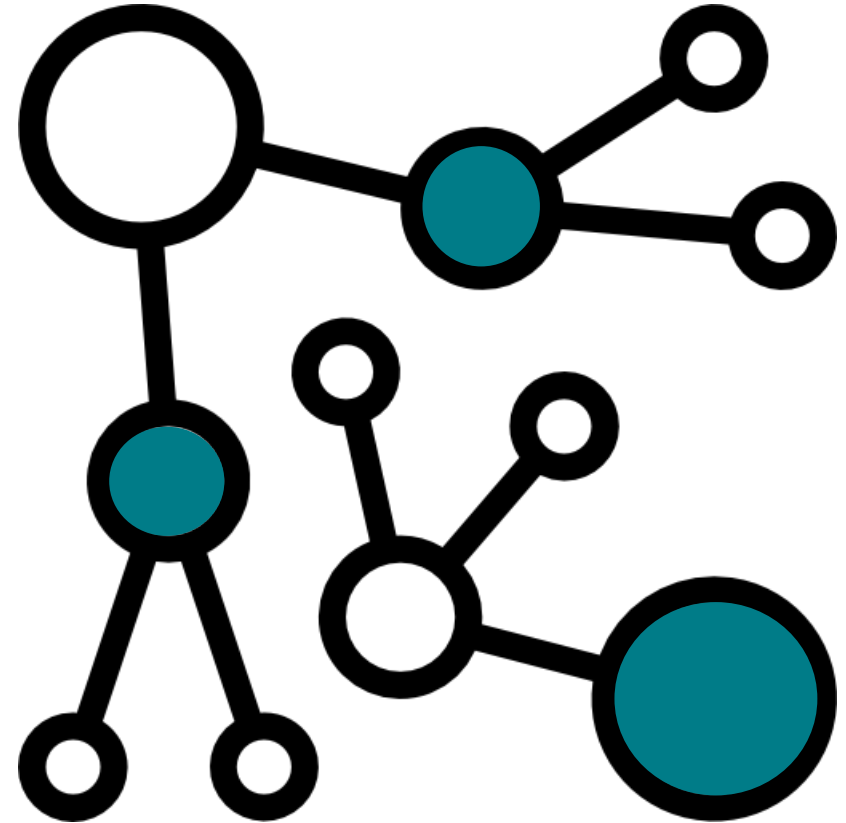
Department
of State

Downtown
Revitalization
Initiative

NY Forward

Why are you here?

- **Your community was selected as a DRI / NYF winner!**
- Your knowledge of the local community and surrounding area.
- Your expertise in a particular topic area / industry
- Your network and connections within the community and region



Agenda

1. DRI / NYF Code of Conduct
2. What is Downtown Revitalization?
3. What is the DRI and NY Forward?
4. The Planning Process
5. You're on the LPC...Now What?
6. What's Next?

***Thank you for serving
on the Local Planning
Committee for your
community!***

What is the DRI / NYF Code of Conduct?

- Guidelines, standards and procedures for Local Planning Committee (LPC) members to follow throughout the planning process
- All LPC members are required to serve and act in the public interest.
- At the end of this webinar, LPC members will receive and **must** sign the *Code of Conduct for Members of New York State Downtown Revitalization Initiative and NY Forward Local Planning Committees (Code of Conduct)*.

Remember...

- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee:

D.

**Disclose conflicts
of interest**

A.

**Act in the public
interest**

D.

**Disqualify as
necessary**

What does ‘Acting in the Public Interest’ mean?

- Avoid conflicts of interest. For example:
 - No “unwarranted privileges.” Code of Conduct, Section 2(1)(e): No Member should use or attempt to use their position as a Member to secure unwarranted privileges or exemption(s) for themselves or others.
 - No “improper influence.” Code of Conduct, Section 2(2): A Member shall exercise the Member’s duties and responsibilities in a manner that does not exert improper influence over another Member. For purposes of the Code of Conduct, such an exercise of improper influence would constitute a conflict of interest.

Incidental Benefits

- A Member shall exercise duties and responsibilities for the primary benefit of the public and in such a manner where any benefit to the Member, or a Family Member or Relative of the Member, is **incidental only**.
- A conflict of interest arises if such an exercise results in any benefit to the Member, or a Family Member or Relative of the Member, that is **more than incidental**.

See, Code of Conduct, Section 2(3).

Determining if a Conflict Exists: How to Begin?

1. Identify your (and your family member's) financial and organizational interests in relation to DRI / NYF proposed projects.
2. Identify personal (and family) relationships in relation to DRI / NYF proposed projects.
3. Consider whether there is a conflict in relation to DRI / NYF proposed projects, and whether there is any other reason that would prevent you from acting in the public's interest.
4. Disclose any conflicts of interest and any other reason that would prevent you from acting in the public's interest.
5. Recuse from a DRI or NYF propose project if necessary.

If unsure of conflict or disqualification, please request an opinion from NYS Department of State Ethics Officer.

Disclosing a Conflict

- Any potential conflict of interest must be disclosed at the earliest possible time, which should be prior to the meeting in which the matter will be discussed or as soon as you become aware of the conflict.
- An appearance of impropriety or an appearance of improper conduct should be avoided.
- *If a potential conflict of interest is known by others but not disclosed, a complaint can be filed with the NYS DOS Ethics Officer. Code of Conduct, Section 6.*

Documenting Conflict(s)

- Members must identify if they have a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- When a potential conflict is identified, LPC members must complete and submit a formal Recusal Form.



Recusal Form

LPC Member Name _____ Date _____

DRI or NYF Name _____

Applicable Project Title(s) _____

Reason(s) for Recusal

(Check all that apply.)

- I or a relative or family member have a financial interest in the project. (Describe below.)
- I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in the project sponsor. (Describe below.)
- I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in a potential competitor of the project. (Describe below.)
- Other: _____

Please provide a description of each conflict. (Be complete and specific. Attach additional pages if necessary.)

Member Signature _____

Documenting Conflict(s)

- A list of recusals together with the recusal form completed by each recused member will be maintained for each project for the duration of the DRI and NYF planning process.
- The recusal list will be updated at each meeting.
- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee.

LPC Member Recusal

- LPC members may not vote, or attempt to influence, a discussion or vote on any project(s), where one or more potential conflicts of interest exist. *Code of Conduct, Section 3(3)(a)*.
- When possible, LPC members exercising recusal should attempt to remove themselves physically from any room or location wherein the project(s) that necessitated the need for recusal is/are being considered. *Code of Conduct, Section 3(3)(b)*.
 - Note when its not physically possible or practicable to leave.
- To prevent an appearance of improper conduct or an appearance of impropriety, no LPC member exercising recusal shall make public statements, or provide nonfactual information to the public, relating to the matter that gave rise to the need for recusal. *Code of Conduct, Section 3(3)(c)*.

Voting on Recommended Projects

- All LPC members will vote on a slate of projects to be recommended to the state for DRI / NYF funding.
- Voting will take place via an official LPC ballot to be submitted to the State.
- LPC members must recuse themselves from voting on individual projects where a conflict of interest exists.
- LPC members must follow the determinations made by the Ethics Officer in accordance with the Code of Conduct and other applicable laws.

Questions on the Code of Conduct?

Contact the New York State Department of State Ethics Officer:

Acting General Counsel David Gonzalez
(518) 474-6740



What is Downtown Revitalization?

Examples of Downtown Revitalization



Creating more vibrant, walkable, inclusive and attractive public places



Supporting business growth and job creation



Providing accessible housing and transportation choices



Fostering arts, cultural, and recreational opportunities



Redevelop properties and enhance existing buildings and public spaces



Building and strengthening community partnerships

There is no single answer!

Downtown revitalization:

- Is unique to each community
- Spurs economic development
- Contributes to downtown activation and liveliness
- Enhances quality of life for residents
- Creates opportunities for visitors



Village of Saranac Lake – DRI Round 3

City of Geneva – DRI Round I



Public Improvement



Before

After

City of Oswego – DRI Round I



Before



After

City of Rome – DRI Round II



Before



After



City of Glens Falls– DRI Round I



Façade Improvement



After

5/21/2023



Photo credit: The Chronicle

Before

City of Olean – DRI Round II



After



Branding and Wayfinding





What is the DRI + NYF?

What is the DRI + NY Forward?

- Two complementary programs with common goals
- Programs recognize the unique qualities and sizes of various communities throughout the State
- State-wide investment to reinvigorate local and regional economies by revitalizing downtowns



DRI + NY Forward Goals



**Enhance downtown living
and quality of life**



**Provide enhanced public
spaces that serve those of
all ages and abilities**



**Create an
active downtown with
a mix of uses**



**Create diverse
housing options for
all income levels**



**Encourage the reduction
of greenhouse gas
emissions**



**Provide diverse
employment opportunities
for a variety of skill sets
and salary levels**



**Grow the local property
tax base**

DRI/NYF Process from Start to Finish



APPLY

- Communities prepare and submit applications to REDCs
- REDCs nominate communities
- State announces winners



PLAN

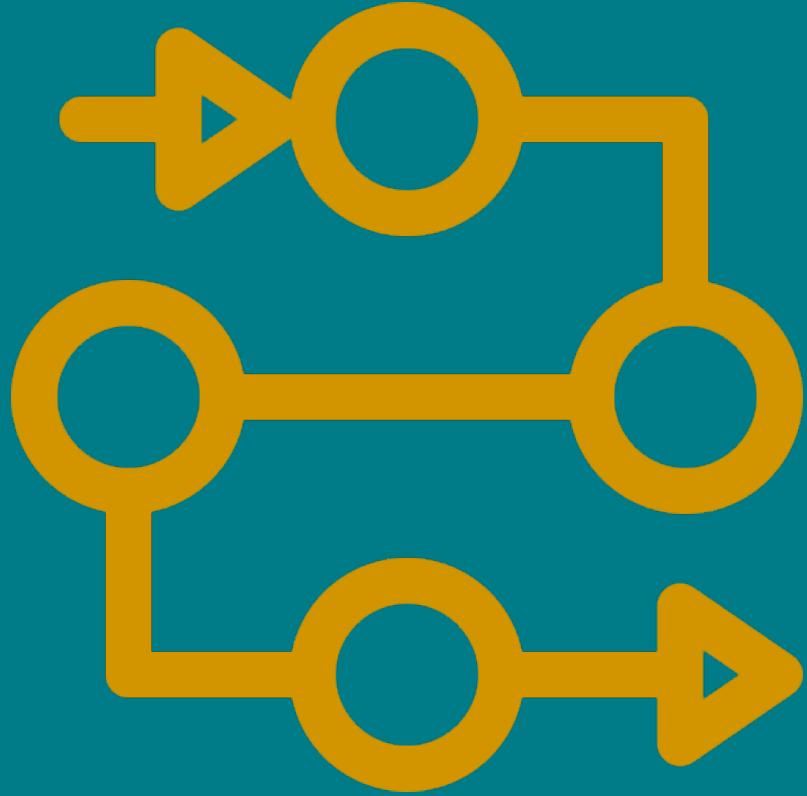
- **Local Planning Committees are established**
- **Community vision and goals are refined**
- **Projects are identified, and refined**
- **LPC recommends final slate of projects for funding to the State**

YOUR FOCUS IS HERE!



IMPLEMENT

- Final plans are submitted to the State
- Projects are selected and awarded



DRI / NYF Planning Process

Planning Process



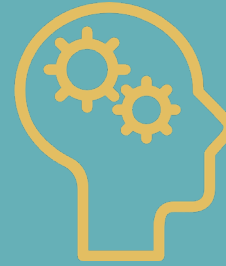
Vision + Goals

Refine the community's future vision, establish priorities and gather input



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Identification + Evaluation

Identify, review and evaluate potential projects



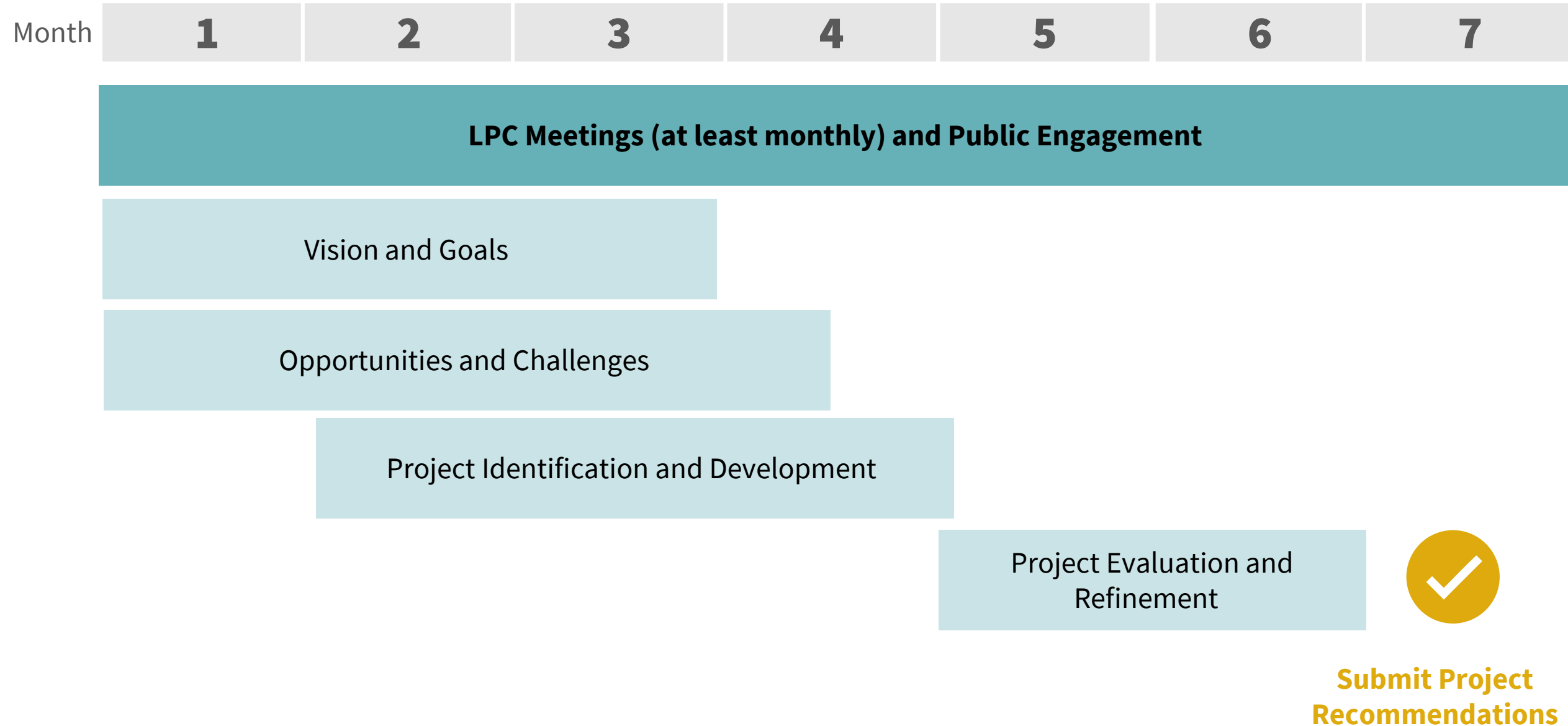
Project Recommendations

Recommend projects that align with the public's goals

Don't fret! We aren't starting over!

- Each community is led by a consultant team to guide the planning process, develop projects to recommend to the State, and document in a Strategic Investment Plan
- This process helps ensure all voices are heard and projects are carefully considered.

Anticipated Timeline



What is the end goal of the planning process?

- Consensus on a recommended list of projects for implementation
- Submission of a Strategic Investment Plan to the State containing recommended list of projects
- Momentum and direction for downtown revitalization



VILLAGE OF TANNERSVILLE Strategic Investment Plan

Capital Region Economic Development Council

New York State
Downtown Revitalization Initiative

August 2022



Downtown
Revitalization
Initiative

Public Engagement

- Takes place throughout the process and is tailored specifically to each community's needs
- Activities should encourage participation from a broad and diverse population
- LPC members are expected to assist with public notification and encourage participation throughout the process



LPC Meetings

- Held at least monthly
- Open to the public with opportunity for comment
- Approximately 2 hours in length
- Agenda/meeting materials to be sent in advance of meeting
- Led by the LPC Co-chairs and facilitated by the Consultant Team and State



At the beginning of the process, the LPC will establish a schedule of meetings at a time that is most convenient for members.



**You're on the
LPC...
Now What?**

Who is involved?

State Agencies

- Provide guidance and support for the DRI / NYF planning process
- Manage and assist the consultant team
- Participate in preparation and review of DRI / NYF documents
- Engage other State agencies, when needed

Local Planning Committee

- Participate in LPC meetings
- Provide direction on planning efforts
- Provide feedback to consultant team and State
- Review documents
- Assist with community engagement and outreach

Consultant Team

- Lead all public engagement
- Prepare program documents
- Assist LPC with identification, development, and evaluation of potential projects
- Conduct research, as necessary.

Community Members

- Participate in the process
- Help define community vision and priorities
- Share feedback throughout the planning process

What is the Local Planning Committee?

- Group of diverse community and regional stakeholders nominated by the municipality and others. Confirmed by the NYS Secretary of State.
- Ambassadors of the DRI / NYF program and their respective communities
- Led by two co-chairs – typically the local chief elected official and a REDC member/designee
- Ensure the community vision is met and the public interest is served



We want to hear from you!



- You have a chance to shape your community's future!
- This is your chance to actively participate in discussions, provide your input and ask questions!



We ask that you respect the opinions of others, engage in civil discussions, and be polite to all participants.

What should you expect?

- Monthly meetings (at a minimum)
- Regular emails from state representatives and consultants with meeting materials
- Assistance with and participation in public engagement sessions
- Provide input on documents prepared by consultants



How will you help lead the process?

- Identify best ways to communicate with and engage the community
- Recommend key stakeholders and groups/organizations we should hear from
- Provide guidance and direction on documents
- Help identify potential projects for funding
- Offer input on and assist with project evaluation / selection for recommendation



How will you provide feedback?

- Speak up during regular LPC meetings
- Voice your constituent's perspective during meetings
- Reach out to the LPC co-chairs or consultants at any time – via email or phone
- Submit comments via DRI / NYF webpage, survey, etc.

Your feedback during the planning process is crucial! We encourage all LPC members to participate and be an active advocate for their community!

How do you prepare for a LPC Meeting?

- Be sure to read the project materials prior to each LPC meeting
- Come ready for a productive discussion
- Reflect on input received from the community
- Think holistically about projects and their potential local/regional impact

All LPC members are not expected to be subject matter experts. Members are encouraged to reach out to the consultant/State Team as needed.

Communications

- As an LPC member, you may:
 - Be provided documents/information that are not immediately publicly available or
 - Be approached by media/press outlets.
- Please be cognizant of statements you provide and information you share.
- Please refer press to **Michelle Rosales** (Michelle.Rosales@dos.ny.gov) if uncertain of how to respond to media requests.

***Broad, inclusive,
transparent and open
engagement is an
important component
of the DRI / NY
Forward planning
process.***

Code of Conduct

- DRI and NY Forward Code of Conduct guides LPC participation in the process
- All members are required to sign a Code of Conduct



Please review, sign and submit the Code of Conduct to the DOS Project Manager at LPC Meeting #1.



What's Next?

Next Steps

- Review the DRI / NYF Guidance Document
- Familiarize yourself with previously submitted Strategic Investment Plans
- Review the Code of Conduct
- Keep an eye out in your email inbox for information on the first LPC meeting in your community

Program resources can be found at:

DRI

<https://www.ny.gov/programs/downtown-revitalization-initiative>

NY Forward

<https://www.ny.gov/programs/ny-forward>

Questions?