

CHAPTER 6: IMPLEMENTATION STRATEGY AND UPDATE PROCESS

6.1: Implementation Strategy

This Implementation Strategy is intended to outline the actions that will be necessary in order for the municipalities of the Keuka Lake watershed to realize the potential of the vision, goals and potential solutions outlined in this document.

The actions identified in the Implementation Strategy chart below include recommendations for:

1. Education and outreach targeted toward municipal governing boards;
2. Encouraging municipal acknowledgement and ownership of the vision, goals and potential solutions outlined herein;
3. Identification/formation of a regional cooperative framework or organizational structure to oversee this Guide’s general use, progress and implementation;
4. Establishment of a system for continued progress evaluation;
5. Fostering citizen engagement in the iterative land use planning process; and
6. Organization of a regular regional symposium to discuss issues common among all municipalities and to review overall successes and failures.

Table 6-1: Keuka Lake Watershed Land Use Planning Guide Implementation Strategy

Potential Actions	Responsible Parties	Resources	General Time Frames
<p>1. Education and Outreach</p> <p>Education and outreach to each municipal governing board explaining: (a) the Land Use Planning Guide; (b) the process used to gather information and establish the Keuka Lake Watershed vision; (c) progress to date; and (d) possible next steps toward strategic implementation of Goals and Objectives.</p> <p>Establish a schedule of meetings in December of 2008. Create a presentation. Solicit a mix of local volunteers, stakeholders, and professionals to engage the boards. Establish a clear set of quantifiable expectations that the Land Use Planning Guide Committee has of the municipalities. Determine a means of measuring the success of the engagement process and a method that can gauge local interest.</p>	<p>Responsible Parties</p> <ul style="list-style-type: none"> • Local Level involvement is critical and can be gauged as follows: <p>Level 1-individual municipal actions and use of Guide resources initiated</p> <p>Level 2- sign agreement for greater inter-municipal cooperation and coordination</p> <p>Level 3-appoint representatives from your municipality to work w/ others to continue land use initiatives (i.e., Annual Watershed Summit)</p> <ul style="list-style-type: none"> • Keuka Lake Land Use Planning Guide Committee • KWIC • KLA • CCE • Regional Council(s) 	<p>Key Partners</p> <ul style="list-style-type: none"> • County Planning/Coun ty Gov’t • SWCDs • Other state/federal agencies (USDA, NYSDOS, etc) 	<p>Ongoing/Near – term</p>

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Potential Actions	Responsible Parties	Resources	General Time Frames
<p>2. Local Champions/Local Ownership</p> <p>Establish at least one elected official from each municipality to act as a liaison between Keuka Lake issues and the local governing body. Liaison can be in charge of relaying local concerns to a Keuka Lake regional representatives as well as reporting regional issues back to local decision-making boards.</p>	<p><u>Responsible Parties</u></p> <ul style="list-style-type: none"> Local leaders/champions Local governing and other decision-making boards 	<p><u>Key Partners</u></p> <ul style="list-style-type: none"> County Planning Boards County Legislature 	<p>Ongoing/Near term</p>
<p>3. Organizational Structure</p> <p>Establish a cooperative regional organizational framework, or build upon an existing framework, to guide the implementation and update process. This organizational framework can take a variety of forms:</p> <ul style="list-style-type: none"> Subcommittee of an existing group Task force of an existing group (similar to above) Independent advocacy group or alliance <p>Members should act as the working oversight committee responsible for the implementation and update of the Land Use Planning Guide.</p>	<p><u>Responsible Parties</u></p> <ul style="list-style-type: none"> Keuka Lake Land Use Planning Guide Committee KWIC KLA CCE 	<p><u>Key Partners</u></p> <ul style="list-style-type: none"> County Planning/County Gov't SWCDs Other state/federal agencies (USDA, NYSDOS, etc) Regional Council(s) 	<p>Near-term/Mid-term</p>
<p>4. You can't manage what you can't measure.</p> <p>Establish a reporting method for measuring implementation progress both within each municipality and across the watershed. This reporting method should also consider the priority of various issues. Reporting method can most likely take the form of a matrix (or checklist) that identifies local methods that address the Potential Solutions outlined in Chapter 5 (although exploration of other methods is encouraged).</p> <p>Indicators such as the passage of specific local laws or other implementation methods should be identified within the matrix. The matrix should also measure the perceived</p>	<p><u>Responsible Parties</u></p> <ul style="list-style-type: none"> Keuka Lake Land Use Planning Guide Committee Local Champions/designees 	<p><u>Resources</u></p> <ul style="list-style-type: none"> The local law gap analysis developed in conjunction with this report Appendices of this report Conesus Lake "Report Card" Other prioritization methods used locally 	<p>Mid-term</p>

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<p>success of various types of implementation methods (ie. “Smith-town’s subdivision law works great, but the erosion and sediment control law needs improvement...”).</p> <p>Such a matrix can act as the “work plan” for implementation, prioritization and measurement of progress over time.</p>			
<p>5. Consider the Need for Citizen/Property Owner Engagement⁵⁹</p> <ul style="list-style-type: none"> Who do you want or need to be involved? How do you want them to be involved (directly or indirectly)? Are there existing groups that should be engaged and leveraged? How can you create long-term partnerships that will assist the implementation and education/outreach processes? What tools will you use to engage them? <ul style="list-style-type: none"> Surveys? Key contact interviews? Group focus meetings? Public Hearings? Conferences? 	<p>Responsible Parties</p> <ul style="list-style-type: none"> Keuka Lake Land Use Planning Guide Committee Local Champions/designees 	<p>Resources</p> <ul style="list-style-type: none"> Land Use Leadership Alliance participants KWIC KLA CCE Regional Council(s) 	<p>Mid-term to long term</p>
<p>6. Come Together...</p> <p>Organize a regional summit of local leaders and citizens that focuses on common issues and concerns among municipalities in the Keuka Lake watershed; attempt to establish and/or re-affirm issues common among all municipalities. Focus and build upon primary goals outlined in the Land Use Planning Guide and other local documents or laws. Utilize the time and effort among participants to work in possible updates to the Guide .</p> <p>Celebrate successes, acknowledge failures, and focus on making progress.</p>	<p>Responsible Parties</p> <ul style="list-style-type: none"> Keuka Lake Land Use Planning Guide Committee Local Champions/Designees Municipal leadership needs to be involved/encouraged to attend 	<p>Resources</p> <ul style="list-style-type: none"> KWIC KLA CCE Regional Council(s) 	<p>Every 2-3 Years?</p>

⁵⁹ Developing Effective Citizen Management: A How-to Guide for Community Leaders. http://www.ruralpa.org/effective_citizen_engagement.pdf

6.2: Update Process

The long-term Guide update process is rather straight-forward, relying on a standard iterative, self-evaluation regimen:

- *Establishment of Land Use Planning Guide Vision and Goals* *Year 1*
- *Local-Level Implementation* *Years 2-5*
- *Measurement/Evaluation of Implementation Success* *Years 3-5*
- *Public Input* *Years 3-5*
- *Revision of Land Use Planning Guide Vision and Goals* *Year 5*
- *Implementation* *Year 6*
- *(repeat above)*

Appendices

