



Public Involvement

A comprehensive and inclusive public engagement process has been essential to the development of Genesee: Our County, Our Future. Referencing the Genesee County Public Participation Plan (PPP), which describes all public participation efforts and requirements of GCMPC, the public engagement process included many components that focused on obtaining critical input from various groups throughout the County. This section will discuss methods used to provide information and gather feedback from key stakeholders and groups as well as how this input was used to help guide the development of Genesee: Our County, Our Future.

Public Participation Mailing List

GCMPC maintains an extensive public involvement mailing list that is used to provide information and

notice to the public on planning activities. The list includes nearly 100 representatives of the following agencies:

- Academic Institutions
- Bilingual Organizations
- Churches
- Governmental Agencies
- Labor Unions
- Local Media
- Local Transportation Providers
- Neighborhood Block Groups
- Public Libraries
- Schools
- Senior Centers
- Veterans Groups

Social Media

Since many get their news from social media sources, Facebook and Twitter have been used frequently throughout the development of Genesee: Our County, Our Future. To keep the message about planning activities consistent, posts on social media were often the same as information sent to those on the public mailing list.



[@geneseecountyplanning](https://www.facebook.com/geneseecountyplanning)



[@GCPlanning](https://twitter.com/GCPlanning)

Plan Website

One of the first steps in developing Genesee: Our County, Our Future was to create a website where the public could find information and give input about the plan in a convenient and accessible manner. ourfuturegenesee.org went live in April 2018, allowing visitors to keep up-to-date with all activities taking place during the plan development process. A primary purpose of the website was to provide a unique opportunity to give input through an interactive mapping application. GCMPC staff integrated Community Remarks into the website which allowed users to pinpoint specific locations throughout Genesee County and describe



methods to make improvements. Comments on the map could relate to housing, transportation, environment, or many other categories. Once finished, the comment can be seen by others who visit the interactive map allowing them to further interact with each comment posted.

Stakeholder Interviews

Early in the process of developing the plan, GCMPC staff felt it was important to meet with key individuals and organizations in Genesee County. Stakeholders included representatives of social service agencies, community advocacy groups, state and federal agencies, public institutions, and local officials. Over the course of two months and 100+ face-to-face interviews, staff gained a stronger depiction of Genesee County's strengths, weaknesses, areas to improve on, opportunities to capitalize on, and an overall vision. From these interviews, the following six core themes surfaced:

1. Economic Development
2. Education
3. Infrastructure
4. Housing
5. Parks and Recreation
6. People

During the one-on-one discussions, staff heard what we are doing well, areas that could be improved, and general comments on how local communities could further promote the region. The County's strengths, including our wealth in recreational opportunities, offer current and prospective residents with a greater quality of life. Weaknesses mentioned, such as aging infrastructure, population loss, and affordable

