

# Chemung County Community Empowerment Action Plan



*January 2011*

*"Aging Together with Independence, Opportunity and Dignity"*

**CHEMUNG COUNTY**  
**COMMUNITY EMPOWERMENT ACTION PLAN**  
**January 2011**

With Update #1 February 2011 and Update #2 September 2011 and  
Update #3 October 2012  
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## **Introduction**

Chemung County Community Empowerment brings residents together to identify and pursue activities that promote successful aging and improve quality of life for all ages. This initiative began with a June 19, 2009, conference and continued with a \$25,359 grant from New York State Office for the Aging to support a one year planning initiative from September 2009 through August 2010. We completed a comprehensive community needs assessment based on findings from a cross section of the Chemung County population, as well as those with a special interest in the Community Empowerment effort, including:

- over 130 participants of our Community Empowerment conference
- surveys completed by over 220 community members including senior groups, rural and urban populations, caregivers, students, consumers and providers of aging services, and the underrepresented, vulnerable and homebound
- 9 focus groups and 14 key informant interviews with over 130 total participants including business and government leaders; members of diverse ethnic, racial and religious groups; residents of senior subsidized housing; working mothers; young adults; and disabled and rural populations
- a steering committee of 27 members representing the public, private and faith-based sectors as well as interested citizens
- four workgroups with over 100 total participants, consisting of citizens and professionals with a special interest in the workgroup topic areas of Civic Engagement; Economic Development, Education, Employment and Environment; Health Care and Human Services; and Housing
- several existing community groups that addressed the topic of Transportation

Participants were asked to share their ideas regarding community strengths, weaknesses and visions for the future. A common theme expressed throughout all levels of our community needs assessment was the desire for a livable and sustainable community that provides opportunities for health care, employment, education, economic development, human services, housing, environmental preservation, mobility and transportation, civic engagement, arts, culture, and recreation necessary for community members to live healthy and fulfilling lives. An ongoing coordinated effort among empowered citizens and representatives from public, private and faith-based organizations to identify and implement strategies to promote successful aging and improve quality of life for all ages was identified as the overarching need for our community. Development of a sense of community and a community-wide vision and plan, as well as

effective methods to communicate services, resources and opportunities, were all identified as important priorities.

Our workgroups and steering committee have completed this Chemung County Community Empowerment Action Plan to address the needs identified in our community needs assessment. Goals, objectives and action plans have been developed and will provide the guidepost that will be used in upcoming years to promote successful aging and improve the quality of life for all ages in our community.

## **Executive Summary**

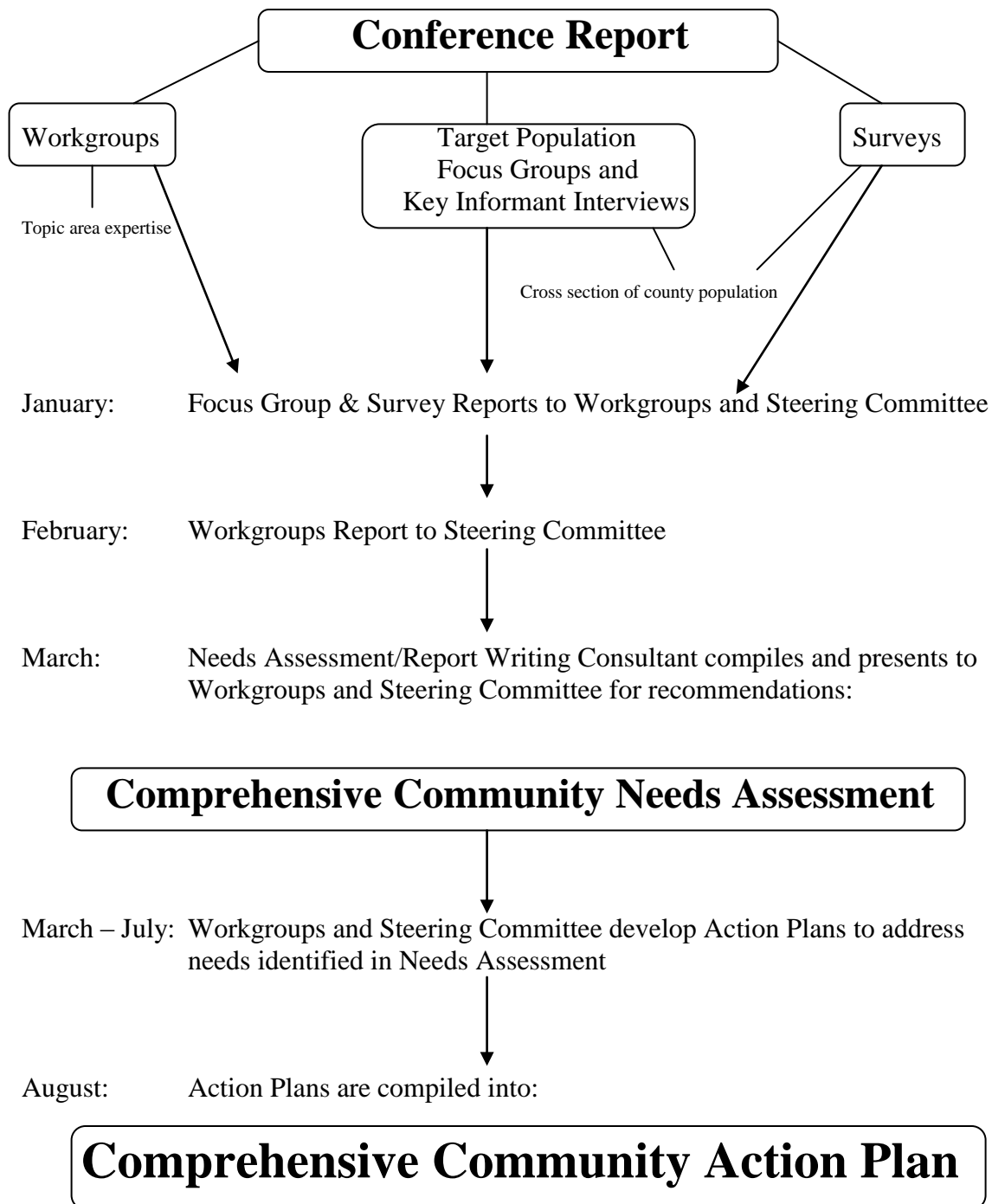
The Chemung County Community Empowerment Steering Committee and workgroups developed 180 goals, objectives and action plans to address the needs identified in our needs assessment. Action plans include strategies to improve everything from health and well being, transportation options, long term care services, access to home improvement grants and loans, and opportunities for entrepreneurs and volunteers.

Three common themes were identified among all components of the needs assessment process, and action plans to address these needs were developed by all four workgroups:

- the need to build a stronger sense of community
- the need to effectively communicate information about and improve access to existing services, resources and opportunities
- the need to coordinate the planning and provision of services, resources and opportunities to avoid duplication and gaps, and to improve effectiveness and efficiency

A strong sense of community improves quality of life for all ages in countless ways, including the enhancement of mental and physical health, civic engagement, neighborhood beautification and safety, and workforce recruitment and retention. Chemung County is fortunate to have a wealth of services, resources and opportunities, but a major challenge lies in communicating the right information to the right people at the right time to ensure effectiveness in fulfilling community needs. The provision of services has become increasingly complex and fragmented, while needs are increasing and funding sources shrinking, requiring strategies to ensure that providers plan and work together. In bringing together interested citizens and professionals from all sectors of the community, Chemung County Community Empowerment has established a plan of action to address these needs.

# COMMUNITY EMPOWERMENT PLANNING PROCESS



## **Civic Engagement (CE) Goals, Objectives and Action Plans**

### **Arts, Culture, Recreation, Leisure and Volunteerism**

**CE Goal #1: Engage all populations and foster a sense of community by expanding upon and communicating the depth and breadth of arts, culture, recreation, leisure and volunteer programming.**

#### **Objectives:**

**CE 1A: Promote and expand community festivals and programming in both rural and urban neighborhoods, utilization of parks, and development of rural and urban community centers**

##### **CE 1A 1<sup>st</sup> Action Plan**

**What:** Further develop projects throughout the county such as community festivals, community gardens, ‘Farm in the City’, farmers markets, culinary arts events, hands-on activities for community and senior centers, intergenerational activities, museum experiences for children, arts and cultural events related to local history, mentoring activities for teens, science and nature experiences, downtown beautification efforts, a bandstand in Wisner Park, Elmira Promenade, guided tours and equipment rentals along the Chemung River, bicycle rentals and improve park maintenance and security

**Who:** Cornell Cooperative Extension of Chemung County, Elmira Downtown Development, local municipalities, Elmira-Chemung Transportation Council, Historical Societies and Museums, Tanglewood Nature Center, Science and Discovery Center, Community Arts of Elmira, Compeer Circle of Friends Program, American Red Cross Youth Council, Friends of the Chemung River Watershed

**When:** Ongoing

**Update #1:** Many projects have been expanded and new projects are being developed or considered, including expansion of the Newtown Battlefield Revolutionary War Re-enactment in August, 2010, from 2 to 3 days, with an additional site in the City of Elmira. Planning is underway for a 5.5 mile Chemung River Trail from the City of Elmira to the Town of Ashland, a boat portage and trail on the Southside near Katy Leary Park, the revitalization of Mark Twain Riverfront Park and the reuse of the Brand Park Memorial Pool. The second annual Farm City Day took place in September 2010 and a new holiday event, “Home for the Holidays”, provided activities following Elmira’s annual Holiday Parade to encourage parade-watchers to remain downtown. A grant from the Community Foundation of Elmira-Corning and the Finger Lakes Inc. will be used to buy life preservers and paddles, four canoes, four kayaks and a trailer to transport the boats for Chemung River cleanups and education programs.

**Update #2:** Many community festivals, activities and projects have continued to develop and expand. The former YMCA facility has been placed under the wing of The Senior Center, Inc. as the “Chemung County Fitness Center”, where volunteers and paid staff are

developing this adult/youth recreation center on Elmira's Southside. The portage and trail project along the Chemung river in Elmira's Southside is expected to be completed this year and will allow canoes and kayaks to be carried on land past the Chase-Hibbard Dam and then to be returned to the river. The Town of Chemung added a spacious picnic pavilion at the White Wagon Boat Launch, one of the newest public access sites along the Chemung River, and future plans include a mile-long nature trail on the south side of the river. The Fitch's Bridge Boat Launch in Big Flats received donations from DEC and the Town of Elmira to repair the access road and parking area. A program focusing on Mark Twain's Adam Project was initiated and plans to erect a historical statue of Adam in Elmira are being considered. Construction of the first phase of the Elmira Promenade project, "Clean, Bright and Safe", should be completed in the fall. A meeting of the Steering Committee for the Promenade Project met on May 19<sup>th</sup> to discuss committee organization and the need for a coordinator, review a list of partners, discuss scheduling of programming for 2012, seek funding for preferred amenities supportive of programming, and to discuss web site development. The following people agreed to coordinate follow-up meetings for their focus areas over the summer: Elaine Farwell, Tanglewood Director - Environment/Health - Riverfront Park; Ron Shaw, Library District Director - Knowledge/History - Library; Brent Stermer, President of Community Arts of Elmira - The Arts - Near Clemens Center. A Coordinating Committee that includes the three focus area coordinators and staff from the City and the Elmira-Chemung Transportation Council have a meeting scheduled to discuss next steps.

**Update :3:** The first phase of the Elmira Promenade was completed in the fall of 2011 and the Elmira-Chemung Transportation Council has coordinated several events using this venue and funded a kiosk which is available to groups to promote activities at the Promenade.

Eldridge Park has continued to plan and implement improvements including a vintage Flying Scooter ride, the addition of weed-controlling fish in Eldridge Lake, installation of concrete blocks to the midway, construction of a new pavilion north of the carousel, planting shade trees and installing lighting along the midway.

Progress continues on a project to rebuild the Grove Park pavilion, as well as installation of benches donated by AARP and new playground equipment provided through a Creating Healthy Places to Live, Work and Play project.

Dunn Field renovations include cosmetic improvements, non-baseball events, a beer garden and children's play area, with special attention paid to historic restoration.

Work on the Lackawanna Trail through Elmira has continued, including installation of fencing, landscaping and ramps accessible to the disabled.

Creating Healthy Places to Live, Work and Play projects continue to improve Elmira parks and playgrounds, make it easier and safer to get to places to play, create community gardens to provide fresh fruits and vegetables, and work with restaurants to make eating out healthier.

Additional community activities include a commemoration and recreation of the Battle of Newtown, First Friday Elmira events to boost the local economy by encouraging local shopping and showcasing area artists and musicians, Strong Kids Safe Kids, 2-1-1 HELPLINE Give Help mini-grants sponsored by Regional Volunteer Center of the Southern Tier for Days of Service and Volunteer Week, Juneteenth Celebration with free C TRAN rides and Chemung County Historical Society bus tours highlighting history of the Underground Railroad, Girls on the Run events and activities, United Way Birthday Bash and Kick Off, Hidden Valley 4-H Camp Soaring Weekend, United Way of the Southern Tier's



annual Day of Caring, Elmira Street Painting Festival, Military and Veterans Appreciation Event, volunteer downtown cleanup events, Express Yourself downtown celebration of art, and Family/Farm City Day.

**CE 1A 2<sup>nd</sup> Action Plan (shared with ED 3A 1<sup>st</sup>, HC 2A 3<sup>rd</sup>, H 3B and T 2 1<sup>st</sup>)**

**What:** Provide training in effective communication methods for providers of community services, resources and opportunities

**Who:** Cornell Economic Development Administration (EDA) University Center, Cornell Cooperative Extension of Chemung County and Cornell University

**When:** Within 1 year

**Update #1:** A meeting has been scheduled in March 2011 to begin planning for this training.

**Update #2:** The Community Empowerment Communications Training Planning Committee has met three times. A communication and marketing survey was developed and distributed to Community Empowerment participants. Twenty-eight responses were received and reviewed to identify relevant training topics. The information will be compiled and shared in October. The next step is to identify community leaders who can assist in organizing the training.

**Update #3:** Selected Institute for Human Services (IHS) sponsored trainings or groups related to communication and available to Chemung County agencies/organizations include IHS Café – Developing a Strategic Communication Plan, Southern Tier/Finger Lakes Voluntary Organizations Active in Disaster (VOAD) Training and Communication Committee (now forming), Volunteer Managers Conference (several sessions related to communication), IHS Annual Conference (sessions related to communication, social media, workplace mediation, professional soft skills and emerging leaders), VATT meeting session on social media with assistance from 2-1-1 HELPLINE, Provider Online news site and weekly newsletters and calendar of events, IHS and 2-1-1 HELPLINE social media including Facebook and Twitter, and Southern Tier Nonprofit Executive Directors' meetings and activities.

**CE 1B: Promote the retention of young people in our community by utilizing our history as an asset and teaching the value of our community**

**CE 1C: Involve youth, including diverse cultural groups, in historical events and activities**

**CE 1BC 1<sup>st</sup> Action Plan (shared with ED 1H 3<sup>rd</sup>)**

**What:** Develop K – 12 educational programming related to local history, culture and entrepreneurship to provide role models, build community pride and encourage young people to remain in our community

**Who:** Cornell Economic Development Administration (EDA) University Center to facilitate in partnership with Cornell Cooperative Extension of Chemung County, local school districts, historical societies and museums, Corning Community College, Elmira College Center for Mark Twain Studies

**When:** Begin planning within 1 year, implementation within 3 – 5 years

**Update #1:** As an initial step, Cornell Cooperative Extension of Chemung County shared this action plan with the GST BOCES after-school program coordinators at the Elmira City

School District, who invited the Extension Educator to offer youth entrepreneurship after-school activities as part of the 21st Century Community Learning Center. Elmira teens with a strong interest in entrepreneurship are identified and provided with educational opportunities to build entrepreneurial skills. An 8 week session was completed at EFA in January of 2011 and another 8 week session will be completed at Southside High School in April of 2011.

**Update #2:** GST BOCES after-school program coordinators at the Elmira City School District and Cornell Cooperative Extension of Chemung County continue to include entrepreneurship in after-school activities as part of the 21<sup>st</sup> Century Community Learning Center.

### **CE 1BC 2<sup>nd</sup> Action Plan**

**What:** Increase historical site signage and expand trolley tour offerings to include thematic tours, e.g. civil and revolutionary wars, Mark Train, aviation, underground railroad, and local architecture

**Who:** Chamber of Commerce, historical societies and museums, municipalities, Historic Elmira, Elmira College and Elmira College's Center for Mark Twain Studies

**When:** Within 1 – 5 years

**Update #2:** The Chamber of Commerce reports that this action plan is being implemented as an inherent component of the chamber's mission.

**Update #3:** To promote historical heritage of community, Trolley Tours now embark from the Chemung County History Museum, which is collaborating with the Chamber on related exhibits at the museum as well as on the administration and marketing of the Trolley Tours. The Chamber has also recruited a diverse team of student interns and student volunteers to staff the Trolley Tours. Several specialty tours have been developed to promote the community's history. Soaring, Economy and Cultural Attributes, along with new refinements to traditional Twain Tours; some of these tours are conducted with the Trolley, while others are provided by Step-on narrators and Self-guided audio or print products.

## **CE 1D: Expand program offerings for greater mass appeal, lower admission fees, handicap accessibility, and nontraditional hours including evenings and weekends**

### **CE 1D Action Plan**

**What:** Provide Community Empowerment findings to community stakeholders involved in arts, culture, recreation and leisure, including suggestion that benefactors (e.g. service groups) be identified to sponsor family memberships and fund scholarships to expand participation and affordability

**Who:** Community Empowerment participants

**When:** Within 1 year

**Update #2:** Information has been shared

## **CE 1E: Identify or develop and promote a more effective calendaring and clearinghouse tool for communicating community services, resources and opportunities**

**CE 1E 1<sup>st</sup> Action Plan (shared with ED 3A 2<sup>nd</sup>, HC 2A 1<sup>st</sup> and H 3A 1<sup>st</sup>)**

**What:** Meet with 2-1-1 Helpline to identify and implement strategies to increase utilization of this call center and website in providing information regarding community services, resources and opportunities

**Who:** Community Empowerment participants

**When:** Meeting by March 2011; identify and implement strategies within 1 – 3 years

**Update #1:** A meeting has been scheduled with 2-1-1 Helpline for March 2011

**Update #2:** Calendaring, clearinghouse, news aggregation, social media, community services and volunteer networking is in place and fully operational. State Volunteer Generation funding will provide support for marketing of “regional volunteer center” efforts and training opportunities. Institute for Human Services’ (IHS) member agencies and the nonprofit/public community in Chemung County have access to a wide range of communications tools, in place and fully operational. The IHS annual conference held in March generally includes sessions on technology, communication and related topics. IHS Cafes address particular training needs and the IHS Education Task Force is currently planning various methods and topics for nonprofit/public education. IHS’s 2-1-1 HELPLINE volunteer program support is in development, including agency-specific volunteer program assessment system and related supports. IHS’s work with community organizing and interagency networking includes Continuum of Care (homeless intervention program for multiple counties), Veterans Community Partners, transportation coordinating committees and mobility management, Steuben Rural Health Network (and liaison to Chemung Valley Rural Health Network, S2AY Rural Health Network and Allegany/Western Steuben Rural Health Network), AmeriCorps host with member agencies in multiple counties, IHSTech (providing low-cost, efficient technology support and communications tools), Chemung Resource Development collaborative, Southern Tier Regional Volunteer Center, and others. 2-1-1 HELPLINE’s directory includes a wide range of resources accessible 24/7 via 2-1-1 dialing and 211helpline.org website, online chat, Facebook and Twitter. 2-1-1 HELPLINE welcomes any efforts to increase utilization of the 2-1-1 telephone number, development of specialized directories and other public relations tools, and any other means to increase awareness. 2-1-1 HELPLINE is very interested in any opportunities to partner with agencies on funding proposals that will support additional marketing, leveraging of the community services database, etc.

**Update #3:** 2-1-1 HELPLINE is converting to new software for both its information and referral functions and its Give Help site, with various improvements including text messaging of referrals and Hands on Connect platform of volunteer clearinghouse and management tools. The Star-Gazette newspaper currently provides daily and weekly event calendars as well as regular and ongoing features of local interest.

**CE 1E 2<sup>nd</sup> Action Plan**

**What:** Identify or establish a coalition of community stakeholders involved in arts, culture, recreation and leisure to pursue this objective

**Who:** The Arts Council of the Southern Finger Lakes

**When:** Within 1 year

**CE Goal #2: Present a community-wide vision and implementation plan that includes coordination of arts, culture, recreation and leisure services, resources and opportunities.**

**Objectives:**

**CE 2A: Develop and implement a community-wide vision and plan**

**CE 2B: Coordinate services, resources and opportunities**

**CE 2C: Promote the community and economic benefits of arts and culture, historic preservation, natural resources and parks**

**CE 2ABC Action Plan**

**What:** Identify or establish a coalition of community stakeholders involved in arts, culture, recreation and leisure to pursue the above objectives, including attention to coordination of financial resources and scheduling, regional coordination of events and sharing of arts and cultural talent, and coordination of events with public transit

**Who:** The Arts Council of the Southern Finger Lakes

**When:** Within 1 year

**CE Goal #3: Develop a community-wide vision and implementation plan that promotes and encourages volunteerism.**

**Objectives:**

**CE 3A: Increase the role of local government, educational institutions, employers and houses of worship in recognizing, supporting and encouraging volunteerism**

**CE 3B: Develop meaningful opportunities for youth to become lifelong volunteers**

**CE 3C: Train agencies to more effectively recruit, select, engage and retain volunteers**

**CE 3D: Develop more effective methods to engage the unique needs and interests of families, students, young adults and the boomer generation**

### **CE 3E: Prioritize the most needed roles in the community and identify and train volunteers accordingly**

### **CE 3F: Develop effective methods to utilize nontraditional (e.g. court-referred and “Welfare-to-Work”) community service participants**

#### **CE 3ABCDEF Action Plan**

**What:** Plan and implement a conference for community volunteer stakeholders to develop ideas for how to fulfill the above objectives. Review, select and implement ideas generated from this conference.

**Who:** Chemung County members of VATT, members of the Volunteer Fair Committee, 2-1-1 Helpline, RSVP

**When:** Conduct conference within 1 year; implement ideas generated from conference within 1 to 3 years of conference date

**Update #2:** Volunteer Administrators of the Twin Tiers (VATT) is working closely with the Institute for Human Services 2-1-1 Helpline Give Help in partnership with United Way of Broome County, who is the recent recipient of the NYS Volunteer Generation grant. The partnership between IHS and UWBC will establish a NYS Regional Volunteer Center serving eight counties in the Southern Tier that include Chemung, Schuyler and Steuben counties. This grant is designed to establish and strengthen volunteerism and support managers of volunteer programs throughout the region.

VATT will work closely with staff from the Institute of Human Services to identify the training needs of volunteer managers and to provide ongoing information, education and support to them. A conference for managers of volunteer programs is planned for spring 2012. VATT members have also been invited to serve on the steering committee for the NY Volunteer Generation Grant. For more information contact Carol Wood, Director of 2-1-1 Helpline, [www.ihsnet.org](http://www.ihsnet.org).

VATT has recently identified a program to increase volunteerism in our community. “From the Community for the Community” is an event that was inspired by staff and faculty from Corning Community College. This day of service is an opportunity for staff, faculty and students from CCC to give back to the community at large. The 4<sup>th</sup> annual event is planned for 10/22/11. For more information, please contact Deborah Beall at [beall@corning-cc.edu](mailto:beall@corning-cc.edu).

VATT is dedicated to helping volunteer managers across the Twin Tiers with volunteer management issues. VATT provides workshops and other educational opportunities to its members in areas such as volunteer recruitment, record keeping, retention, training and much more. VATT is currently accepting new members for the 2011- 2012 program year and is planning a special training opportunity on “The Benefits of Time Management” on 10/28/11 that is open to the public. Registration is required and a small fee will cover the cost of lunch. For more information please call Kim Salisbury at 607-737-5536 or Emily Hoeflich at 732-6060 or visit [www.vatt.org](http://www.vatt.org)

**Update #3:** The Institute for Human Service’s 2-1-1 HELPLINE’s Give Help project received a grant from the New York State Commission on National Community Service to partner with the United Ways of Broome and Tompkins Counties to develop a virtual Regional Volunteer Center of the Southern Tier. Through this new partnership, 2-1-1 HELPLINE’s Give Help project has been able to transfer its existing database over to Hands

on Connect, and connect to regional, state, and national volunteer listing sites. Thanks to this support along with the ongoing leadership & support of the United Way of the Southern Tier, the 2-1-1 HELPLINE Give Help project has been working to build the capacity of local nonprofits to manage volunteers and will begin to build awareness throughout the community that 2-1-1 HELPLINE is a single point of contact for anyone looking to volunteer.

IHS's 2-1-1 HELPLINE's Give Help initiative continues to work toward increased civic engagement with support of United Way of the Southern Tier, in tandem with related IHS activities and in collaboration with VATT and community agencies. Selected activities include:

- Mini-grants awarded for Chemung County for National Volunteer Week & Days of Service (through New Yorkers Volunteer project)
- Curriculum guide produced for using 2-1-1 HELPLINE in school civics & social studies classes in line with state standards
- Annual conference for volunteer managers
- State training curriculum offered in multiple venues as it becomes available
- Southern Tier/Finger Lakes Voluntary Organizations Active in Disaster forming and will include committee focused on donations management (time, money, material goods)
- Improved software available at [211helpline.org](http://211helpline.org) and additional resources being developed
- Working with United Way of the Southern Tier, Chambers of Commerce, local media and others to increase awareness
- Guidelines developed and support available for businesses wanting to build a civic engagement program

## **CE Goal #4: Encourage civic engagement to create positive and meaningful change**

### **CE 4 1<sup>st</sup> Action Plan**

**What:** Pursue a campaign to increase usage of reusable shopping bags and use the interest and energy generated to pursue efforts that grow in size and impact

**Who:** Kaye Newbury, facilitator

**When:** Ongoing, with initial shopping bag campaign implemented within 1 – 2 years

### **CE 4 2<sup>nd</sup> Action Plan**

**What:** Assess the need for a program to ensure all community members have a voice in community development and decision making without negative ramifications toward them or the organizations with which they are associated

**Who:** Community Dispute Resolution Center

**When:** Within 1 year

**Update #2:** Due to funding cuts, Community Dispute Resolution Center does not have the resources to facilitate this action plan

### **CE 4 3<sup>rd</sup> Action Plan**

**What:** Promote inclusive, community-driven planning and implementation strategies through a Livable New York initiative to promote a sustainable community for all ages

**Who:** Chemung County Department of Aging and Long Term Care and Community Empowerment participants

**When:** Begin within one year, ongoing initiative

**Update #1:** The New York State Office for the Aging's Livable New York Resource Manual is now available at [www.aging.ny.gov](http://www.aging.ny.gov); click on the Livable New York logo, then click on "Livable New York Resource Manual". This manual includes 118 articles written by 62 authors and is intended to help municipalities improve livability and quality of life by focusing on housing, planning, zoning, universal design, mobility, transportation, energy alternatives, and green building.

**Update #2:** Assessing the feasibility of incorporating this action plan into the activities of the Chemung County Department of Aging and Long Term Care Advisory Council is on the agenda for their next meeting.

**Update #3:** Several members of the Chemung County Department of Aging and Long Term Care staff and Advisory Council attended the Livable Communities Forum in May 2012 and met with Bill Armbruster from NYS AARP to begin planning for a local Age Friendly Communities initiative.

## **Economic Development, Education, Employment & Environment** **(ED) Goals, Objectives and Action Plans**

**ED Goal #1: Promote economic development and sense of community through entrepreneurship and growth of local industries.**

**Objectives:**

**ED 1A: Develop and expand industries including those related to green technology, tourism, historic and recreational opportunities, manufacturing, service, retail and natural gas**

**ED 1B: Support the continued growth of industries related to education, health care and housing**

### **ED 1AB 1<sup>st</sup> Action Plan**

**What:** Provide letter of Community Empowerment findings and support regarding the above objectives to Southern Tier Economic Growth (STEG)

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

### **ED 1AB 2<sup>nd</sup> Action Plan**

**What:** Support training and business start-ups and work with local unions to develop a mentoring program for local skilled trades people whose services address local housing needs

**Who:** Cornell Economic Development Administration (EDA) University Center, Small Business Development Center (SBDC), GST BOCES, City of Elmira Community Development, facilitated by Chemung-Schuyler-Steuben Workforce New York

**When:** Ongoing

**Update #1:** Chemung-Schuyler-Steuben Workforce New York has been identified as facilitator

**Update #2:** CSS Workforce NY has held meetings with the Chamber of Commerce to begin aligning workforce services with the needs of local businesses

**ED 1C: Create and nurture an entrepreneurial culture**

### **ED 1C Action Plan**

**What:** Conduct an assessment of community support for entrepreneurship and develop strategies to strengthen community support

**Who:** Cornell Economic Development Administration (EDA) University Center to facilitate with Chamber of Commerce

**When:** Conduct assessment within one year and implement strategies over the next 5 years



**Update #1:** An assessment tool is currently being developed

**Update #2:** The legwork for developing a tool to assess community readiness for collaborative, coordinated support for entrepreneurship has been completed. The Chamber of Commerce reports that this action plan is being implemented as an inherent component of the chamber's mission.

**Update #3:** To explore and nurture community support, the Chamber houses and promotes a micro-entrepreneurial counseling program and has discussed informally with lending institutions the impact of economic and governmental developments on the availability of funding for fledgling entrepreneurial initiatives.

## **ED 1D: Reduce business-related state taxes and burdensome government mandates, especially for start-up and small businesses**

### **ED 1D Action Plan**

**What:** Provide letter of Community Empowerment findings and support regarding the above objective to Southern Tier Economic Growth (STEG) and Chamber of Commerce

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

## **ED 1E: Develop and expand high speed internet wireless and fiber optic networks**

### **ED 1E Action Plan**

**What:** Create a fiber optic infrastructure making fiber available even in rural areas that have had to rely on dial-up service

**Who:** Public-private partnership facilitated by Southern Tier East – Southern Tier Central Regional Planning and Development Board Fiber Backbone Initiative, Chemung County Planning Department

**When:** Ongoing

**Update #1:** Construction of an optical fiber broadband network across Chemung, Schuyler and Steuben counties is expected to begin in June 2011 and to take about 30 months to complete.

**Update #3:** Chemung County and the City of Elmira received recognition from the National Association of Telecommunications Officers and Advisors for a wireless project in which Integrated Systems, working with Chemung County and the City of Elmira, designed, engineered, and deployed a WiMAX wireless network in Chemung County encompassing the City of Elmira and surrounding suburbs.

## **ED 1F: Further efforts to develop downtown and address aging structures**

### **ED 1F Action Plan**

**What:** Provide letter of Community Empowerment findings and support regarding above objective to Elmira Downtown Development and City of Elmira Community Development, manager and mayor

**Who:** Community Empowerment participants  
**When:** By January 2011  
**Update #1:** Letter has been sent

## **ED 1G: Promote quality of life and livable community features to attract and retain businesses, entrepreneurs and an effective workforce**

### **ED 1G Action Plan**

**What:** Provide letter of Community Empowerment findings and support regarding the above objective to the County Planning Department (and ask that they share this information with all municipal planning and zoning boards and residential developers), Elmira-Chemung Transportation Council, Chamber of Commerce, City of Elmira Community Development and The Arts Council of the Southern Finger Lakes

**Who:** Community Empowerment participants  
**When:** By January 2011  
**Update #1:** Letter has been sent

## **ED 1H: Encourage young people and their families to remain or relocate to our community**

### **ED 1H 1<sup>st</sup> Action Plan**

**What:** Develop employment programs and paid internship opportunities that encourage students to remain in or return to our community

**Who:** Pipeline 4 Progress facilitate work with colleges, universities and local businesses to expand internship opportunities through use of the Project ION (Internship Opportunity Now) data base. Ask Chamber of Commerce to facilitate work with local employers to identify and implement internship opportunities, utilizing as a possible model Chemung County's Student Certified Nurse Aid Employment Program (recognized as a best practice by the Health Resources and Services Administration).

**When:** Begin planning within 1 year, implement within 3 - 5 years

**Update #1:** Pipeline 4 Progress will co-sponsor the 2011 We Live NY Summit at Cornell University March 24 - 26, which will focus on helping NY communities improve ways to attract young talent.

**Update #2:** The Pipeline 4 Progress 2011 We Live NY Summit directly engaged with 550 summit attendees, 250 Twitter followers, 225 Facebook fans, over 5,000 unique visitors to the summit website, and countless more through the sustained media attention received during the event. The Chamber of Commerce reports that this action plan is being implemented as an inherent component of the chamber's mission.

**Update #3:** To message the value and variety of local careers, the Chamber of Commerce Business Education Roundtable developed, with county school districts, a comprehensive series of Teacher Tours of area business and professional firms. Working in concert with BOCES, Corning Community College, Elmira College and other economic development agencies, the Chamber has cosponsored an annual Regional Job Fair, which promotes long-term career opportunities as well as job openings.

On behalf of business interests in the future workforce, the Chamber has also increased its working relationship with county school superintendents and has successfully supported

greater participation in school board elections by business leaders. While some internships and similar involvements in business have been made available to young people, the recession and its resultant layoffs have, for employee morale as much as financial reasons, severely diminished the number of such opportunities for students.

Corning Community College expects to receive \$1.01 million from the federal Department of Labor to provide education and training programs for jobs in high-tech industries.

### **ED 1H 2<sup>nd</sup> Action Plan**

**What:** Develop worker-owned enterprises to rehabilitate and purchase rental properties in the city of Elmira to compliment Community Development rehabilitation initiatives

**Who:** A collaboration of local organizations including City of Elmira Community Development and EOP, facilitated by John Bryant

**When:** Begin development within one year and incorporate as an ongoing community project

**Update #2:** John Bryant is in the process of assessing community resources and feasibility

### **ED 1H 3<sup>rd</sup> Action Plan (shared with CE 1BC 1st)**

**What:** Encourage K - 12 educational programming related to local history, culture and entrepreneurship to provide role models, build community pride and encourage young people to remain in our community

**Who:** Cornell Economic Development Administration (EDA) University Center to facilitate in partnership with Cornell Cooperative Extension of Chemung County, local school districts, historical societies and museums, EOP, SCT BOCES, The Arts Council of the Southern Finger Lakes

**When:** Ongoing

**Update #1:** As an initial step, Cornell Cooperative Extension of Chemung County shared this action plan with the GST BOCES after-school program coordinators at the Elmira City School District, who invited the Extension Educator to offer youth entrepreneurship after-school activities as part of the 21st Century Community Learning Center. Elmira teens with a strong interest in entrepreneurship are identified and provided with educational opportunities to build entrepreneurial skills. An 8-week session was completed at EFA in January of 2011 and another 8-week session will be completed at Southside High School in April of 2011.

**Update #2:** GST BOCES after-school program coordinators at the Elmira City School District and Cornell Cooperative Extension of Chemung County continue to include entrepreneurship in after-school activities as part of the 21<sup>st</sup> Century Community Learning Center.

**Update #3:** 2-1-1 HELPLINE has developed a curriculum guide for schools to connect with volunteer opportunities or possible internships with nonprofits, following state standards.

## **ED Goal #2: Utilize innovative developments and economic forecasts to create and implement effective education and training programs.**

### **Objectives:**

## **ED 2A: Identify the skills and skill gaps of the current workforce and develop education and training programs to address gaps**

### **ED 2A 1<sup>st</sup> Action Plan**

**What:** Identify skills and skill gaps

**Who:** Southern Tier Economic Growth (STEG), Corning Community College, GST BOCES, EOP, NYS Department of Labor, Joint Education and Training (JET), school districts and Corning Community College, facilitated by Chemung-Schuyler-Steuben Workforce New York

**When:** Ongoing

**Update #1:** Chemung-Schuyler-Steuben Workforce New York has been identified as facilitator

**Update #2:** The local workforce system continues to support the WorkKeys assessment in conjunction with Corning Community College

**Update #3:** We continue to work through the Regional Economic Development Council structure to implement.

### **ED 2A 2<sup>nd</sup> Action Plan**

**What:** Address gaps through development of education and training programs and continued expansion of Corning Community College's Elmira branch campus facility and programs

**Who:** Corning Community College, Elmira College, Cornell University, GST BOCES, NYS Department of Labor, Joint Education and Training (JET) and school districts, facilitated by Chemung-Schuyler-Steuben Workforce New York

**When:** Ongoing

**Update #1:** Chemung-Schuyler-Steuben Workforce New York has been identified as facilitator

**Update #2:** The local workforce system continues to work with local training providers to develop training and education programs to fill the needs of employers; many of these programs are delivered onsite at the CCC Academic and Workforce Development Center

**Update #3:** Ongoing.

The Institute for Human Services' annual conference and other education and training programs are directed to nonprofit/agency staff at all levels. Subscribe to Provider Online for more information ([ihsnet.org](http://ihsnet.org)).

Corning Community College expects to receive \$1.01 million from the federal Department of Labor to provide education and training programs for jobs in high-tech industries.

## **ED 2B: Identify reliable sources of information regarding innovative developments and economic forecasts and develop methods for utilizing this information in the design of education and training programs**

### **ED 2B 1<sup>st</sup> Action Plan**

**What:** Identify reliable sources of information regarding innovative developments and economic forecasts

**Who:** Small Business Development Center (SBDC), Cornell University, Corning Community College, Elmira College and GST BOCES, Chamber of Commerce, Department

of Labor and Corning Community College, facilitated by Chemung-Schuyler-Steuben Workforce New York and Cornell Economic Development Administration (EDA) University Center

**When:** Within 1 – 2 years

**Update #1:** Facilitators have been identified

**Update #2:** Department of Labor has an abundance of statistics available on their website, many forecasting labor and workforce trends

**Update 3:** Ongoing

#### **ED 2B 2<sup>nd</sup> Action Plan**

**What:** Develop methods for utilizing this information in the design of education and training programs

**Who:** Corning Community College, Elmira College, Cornell University and GST BOCES, Joint Education and Training (JET), school districts and Corning Community College, facilitated by Chemung-Schuyler-Steuben Workforce New York

**When:** Ongoing

**Update #1:** Chemung-Schuyler-Steuben Workforce New York has been identified as facilitator

**Update #2:** The local workforce system uses the available data when designing and supporting education and training programs on an ongoing basis as a requirement of the federal law authorizing such expenditures

**Update #3:** Ongoing

### **ED 2C: Regain our competitive edge in manufacturing and create jobs that are attractive to young people through identification and development of innovative technologies and promotion of entrepreneurship**

#### **ED 2C Action Plan**

**What:** Provide letter of Community Empowerment findings and support regarding the above objective to Southern Tier Economic Growth (STEG), Pipeline 4 Progress and Twin Tiers Young Professionals

**Who:** Community Empowerment participants

**What:** January 2011

**Update #1:** Letter has been sent

### **ED 2D: Prepare for needs of aging baby boomers including preparation for encore careers, home modification and caregiver services**

#### **ED 2D 1<sup>st</sup> Action Plan**

**What:** Identify and provide for encore career development needs

**Who:** Provide letter of Community Empowerment findings and support to GST BOCES, Corning Community College and Elmira College

**When:** January 2011

**Update #1:** Letter has been sent

**ED 2D 2<sup>nd</sup> Action Plan**

**What:** Prepare for and facilitate provision of services to address home modification and caregiver needs

**Who:** Chemung County Department of Aging and Long Term Care NY Connects/Point of Entry in partnership with local educational institutions and public and private providers of caregiver and home modification services

**When:** Ongoing

**Update #2:** In an effort to address the local area's shortfall in accessing timely home modification assistance for ramp construction, NY Connects has utilized its long term care agency contacts to promote utilization of a recently developed local volunteer program. NY Connects met with key players of the RSVP Supporting Our Seniors (SOS) Program to discuss ramp construction as a new service and referral process. Volunteer commitment for the ramp construction has been found; however, securing funds to cover materials has been more challenging. Additional networking has occurred to secure outside funding streams. This program is a partnership between RSVP, Gentiva (Certified Home Health Agency), Department of Aging and Long Term Care, NY Connects, and Southern Tier Independence Center (STIC).

**Update #3:** A Chemung County Department of Aging and Long Term Care staff member now specializes in helping those in need to identify and access home modification and repair services, grants and loans.

**ED 2E: Expand communication channels between educational institutions and businesses****ED 2E Action Plan**

**What:** Provide letter of findings and support regarding above objective to Career Development Council and Chamber of Commerce

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

**ED 2F: Expand educational programming that accommodates a wide range of learning styles****ED 2F Action Plan**

**What:** Provide letter of findings and support regarding the above objectives to local educational institutions

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

**ED Goal #3: Develop and promote more effective methods to communicate information about services, opportunities and**

**resources related to economic development, employment, education and the environment.**

**Objectives:**

**ED 3A: Develop and promote methods to assist organizations in developing effective communication strategies for their unique and changing needs (shared with HC 2A and H 3B)**

**ED 3A 1<sup>st</sup> Action Plan (shared with CE 1A 2<sup>nd</sup>, HC 2A 3<sup>rd</sup>, H 3B and T 2 1<sup>st</sup>)**

**What:** Provide training in effective communication methods for providers of community services, resources and opportunities

**Who:** Cornell Economic Development Administration (EDA) University Center, Cornell Cooperative Extension of Chemung County and Cornell University

**When:** Within 1 year

**Update #1:** A meeting has been scheduled in March 2011 to begin planning for this training.

**Update #2:** The Community Empowerment Communications Training Planning Committee has met three times. A communication and marketing survey was developed and distributed to Community Empowerment participants. Twenty-eight responses were received and reviewed to identify relevant training topics. The information will be compiled and shared in October. The next step is to identify community leaders who can assist in organizing the training.

**Update #3:** Selected Institute for Human Services (IHS) sponsored trainings or groups related to communication and available to Chemung County agencies/organizations include IHS Café – Developing a Strategic Communication Plan, Southern Tier/Finger Lakes Voluntary Organizations Active in Disaster (VOAD) Training and Communication Committee (now forming), Volunteer Managers Conference (several sessions related to communication), IHS Annual Conference (sessions related to communication, social media, workplace mediation, professional soft skills and emerging leaders), Volunteer Administrators of the Twin Tiers meeting session on social media with assistance from 2-1-1 HELPLINE, Provider Online news site and weekly newsletters and calendar of events, IHS and 2-1-1 HELPLINE social media including Facebook and Twitter, and Southern Tier Nonprofit Executive Directors' meetings and activities.

**ED 3A 2<sup>nd</sup> Action Plan (Shared with CE 1E 1<sup>st</sup>, HC 2A 1<sup>st</sup> and H 3A 1<sup>st</sup>)**

**What:** Meet with 2-1-1 Helpline to identify and implement strategies to increase utilization of this call center and website in providing information about services, resources and opportunities related to economic development, education, employment and the environment

**Who:** Community Empowerment participants

**When:** Meeting by March 2011; identify and implement strategies within 1 - 3 years

**Update #1:** A meeting has been scheduled with 2-1-1 Helpline for March 2011

**Update #2:** Calendaring, clearinghouse, news aggregation, social media, community services and volunteer networking is in place and fully operational. State Volunteer Generation funding will provide support for marketing of "regional volunteer center" efforts and training opportunities. Institute for Human Services' (IHS) member agencies and the

nonprofit/public community in Chemung County have access to a wide range of communications tools, in place and fully operational. The IHS annual conference held in March generally includes sessions on technology, communication and related topics. IHS Cafes address particular training needs and the IHS Education Task Force is currently planning various methods and topics for nonprofit/public education. IHS's 2-1-1 HELPLINE volunteer program support is in development, including agency-specific volunteer program assessment system and related supports. IHS's work with community organizing and interagency networking includes Continuum of Care (homeless intervention program for multiple counties), Veterans Community Partners, transportation coordinating committees and mobility management, Steuben Rural Health Network (and liaison to Chemung Valley Rural Health Network, S2AY Rural Health Network and Allegany/Western Steuben Rural Health Network), AmeriCorps host with member agencies in multiple counties, IHSTech (providing low-cost, efficient technology support and communications tools), Chemung Resource Development collaborative, Southern Tier Regional Volunteer Center, and others. 2-1-1 HELPLINE's directory includes a wide range of resources accessible 24/7 via 2-1-1 dialing and 211helpline.org website, online chat, Facebook and Twitter. 2-1-1 HELPLINE welcomes any efforts to increase utilization of the 2-1-1 telephone number, development of specialized directories and other public relations tools, and any other means to increase awareness. 2-1-1 HELPLINE is very interested in any opportunities to partner with agencies on funding proposals that will support additional marketing, leveraging of the community services database, etc.

**Update #3:** 2-1-1 HELPLINE is converting to new software for both its information and referral functions and its Give Help site, with various improvements including text messaging of referrals and Hands on Connect platform of volunteer clearinghouse and management tools.

### **ED 3B: Develop and implement strategies to encourage greater participation in BOCES programs**

#### **ED 3B Action Plan**

**What:** Provide letter of Community Empowerment support and findings to school district and GST BOCES administrators

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

### **Goal #4: Create a plan to support the economic development potential of Marcellus Shale while preserving environmental and community strengths.**

#### **Objectives:**



**ED 4A: Support Marcellus Shale potential to benefit current residents and bring new people to the community with high-paying jobs, home purchases and rentals, and spin-off businesses serving the gas drilling industry**

**ED 4B: Support the development and enforcement of regulations that provide long-term protection of our community and environment**

**ED 4C: Provide timely opportunities for citizen education and involvement in Marcellus Shale planning efforts, impact assessments and development of regulations**

**ED 4D: Promote companion and future alternative green energy initiatives and business development along with Marcellus Shale development.**

**ED 4ABCD 1<sup>st</sup> Action Plan**

**What:** Provide Community Empowerment findings to the County Executive's Advisory Commission on Natural Energy Solutions

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Findings have been provided

**ED 4ABCD 2<sup>nd</sup> Action Plan (shared with HC 1D 2<sup>nd</sup>)**

**What:** Encourage timely opportunities for citizen education and involvement in Marcellus Shale planning efforts, impact assessments and development of regulations

**Who:** Cornell Cooperative Extension of Chemung County in partnership with the County Executive's Advisory Commission on Natural Energy Solutions

**When:** Ongoing

**Additional Resource:** Paleontological Research Institution (received National Science Foundation grant to expand Marcellus Shale public education efforts), [gasleasing.cce.cornell.edu](http://gasleasing.cce.cornell.edu)

**Update #1:** A meeting has been scheduled with Cornell Cooperative Extension of Chemung County for April 2011 to discuss implementing this action plan

**Update #2:** The above mentioned meeting occurred and ideas continue to be explored. The Paleontological Research Institute (PRI) has begun publishing a series of printed and online primers on the earth science involved in exploration and extraction in the Marcellus shale rock formation. Online versions are at [museumoftheearth.org/marcellusshale](http://museumoftheearth.org/marcellusshale). PRI is collaborating with Cornell Cooperative Extension, which has also gathered Marcellus shale background at [naturalgas.cce.cornell.edu](http://naturalgas.cce.cornell.edu), in an effort to help communities learn to collectively think through difficult issues involving science.

**Update #3:** Chemung County's website ([www.chemungcounty.com](http://www.chemungcounty.com)) has extensive information regarding the Chemung County Executive's Advisory Commission on Natural Energy Solutions including meeting minutes and presentations; upcoming events, webinars and training opportunities; NYS legislative activity; Chemung County's Natural Resources

Inventory; drill and shale related maps; information on wind power, biomass systems, solar energy and geothermal heating and cooling; and an extensive list of links and resources.

WSKG.com includes a Marcellus Shale Resource Center to highlight reporting done on this topic from the local and national Public Broadcasting Community, with a goal to “facilitate personal understanding on the issues surrounding this topic”.

## **Health Care & Human Services (HC)**

### **Goals, Objectives & Action Plans**

**HC Goal #1: Improve access and availability of health care and human services for all ages to more effectively fulfill community needs.**

#### **Objectives:**

**HC 1A: Develop and implement services, including the use of technology, that support the ability to age in the community for all ages**

##### **HC 1A 1<sup>st</sup> Action Plan**

**What:** Maintain awareness of new technology and develop health care management using tele-monitoring (telephonic/Internet based)

**Who:** Hospital and primary care systems (e.g. VA, Arnot, Gentiva, St Joseph's, Urgent Care)

**When:** Some currently underway, augment over next 3 years

**Update #3:** AOMC initiated tele-health monitoring the end of 2011 and currently has 16 active patients involved in the Congestive Heart Failure and Chronic Obstructive Pulmonary Disease tele-health monitoring program.

##### **HC 1A 2<sup>nd</sup> Action Plan**

**What:** Incorporate universal design in residential construction

**Who:** Building code officials, architects, home builders, AARP consultant Mike Lenzner

**When:** Advocate now; long-term investment and impact

**Update #1:** Mike Lenzner introduced the AARP Universal Design project to the Rural Association of Mayors and Supervisors (RAMS) at their August, 2010, meeting. The objective of the AARP Universal Design project is to create within the building permit process a requirement that home builders educate and have buyers sign-off that they have been informed of universal design concepts that could be incorporated into their homes. Mike and AARP's Bill Armbruster met with the Town and Village of Horseheads, Town of Southport and City of Elmira and provided sample ordinances/model checklists. Follow up meetings with these municipalities, as well as meetings with additional municipalities, are planned.

**Update #2:** Mike Lenzner and AARP's Bill Armbruster are developing strategies for their next steps.

**HC 1B: Better coordinate care management between facilities, from facility to home, and from home to facility**

##### **HC 1B 1<sup>st</sup> Action Plan**

**What:** Generate and maintain a comprehensive list of providers and facilities followed by identification or establishment of a workgroup to construct a framework

for improving coordination among facilities

**Who:** NY Connects will generate and maintain list of providers and facilities; workgroup to represent all health care providers and facilities, NY Connects, RSVP and local providers of New York State Office for the Aging's community supports navigator program, facilitated by the Community Partnership Program.

**When:** Initiate within 1 year, continue until completed

**Update #1:** NY Connects is maintaining a current list of providers and facilities. The Community Partnership Program (a workgroup consisting of Arnot Ogden Medical Center, Chemung County Nursing Facility, Elcor, Bethany Manor, Gentiva Health Services, the Chemung County Public Health Dept and Southern Tier Hospice and Palliative Care) constructed a framework for improving coordination among facilities. After completing a SWOT analysis, a reference book for facilities was developed providing step-by-step directions for admissions, discharges and transfers, including transfer and discharge guidelines to/from acute care hospitals, adult care/proprietary homes, Office for People With Development Disabilities group homes, assisted living facilities, Elmira Psychiatric Center, certified home health care, hospice, prison/correctional facilities, acute rehabilitation, skilled nursing facilities and US Dept of Veterans Affairs medical centers. An electronic certified Home Health Care referral was also developed, as well as teaching materials to address heart failure, pulmonary disease, diabetes mellitus and basic wound care to ensure consistent standardized patient/family teaching prior to discharge. Plans are in place to assess the effectiveness of these new processes, review hospital readmissions to identify causes, and review particularly challenging cases to identify strengths and areas for improvement. For more information contact Joan Peterson, AOMC Clinical Data Analyst, at 737-4213.

**Update #2:** The Community Partnership Program continues to convene every two months. Recent activities include sharing the Advanced Care Plan teleconference; case record reviews of shared patients to assess effectiveness of plans for transfers and discharges with the goal of enhancing communication between facilities and home to ensure thoughtful, well-planned discharges are in place to prevent re-hospitalizations; and sharing MOLST forms between facilities and sending copies home with patients. AOMC is working on a grant through the Centers for Medicare and Medicaid Services to target high-risk populations, is planning to initiate tele-health monitoring by year end for chronic heart failure and COPD patients, and is participating in value-based purchasing. All facilities are encouraged to reinforce consistent disease management training tools.

**Update #3:** The Community Partnership Program continues to convene every two months and reports the following updates:

- AOMC initiated tele-health monitoring the end of 2011 and currently has 16 active patients involved in the CHF (Congestive Heart Failure) and COPD (Chronic Obstructive Pulmonary Disease) tele-health monitoring program.
- Hospital Case Management to implement tool to identify patients who are at a high risk for readmission during their hospitalization. Results of the risk assessment will be part of the discharge planning from the hospital to facilities and/or home. Homecare Case Management currently completes risk assessment for each new patient and when their services are resumed after a hospitalization.
- Communication has improved between hospital and homecare since "shared list" was implemented. Hospitals are notified of homecare patients hospitalized via phone call, email, fax and/or face to face encounter to foster an effective care transitions process.

- Continue to work collaboratively to address medication reconciliation, disease process teaching/patient education, fall prevention, senior safety and health literacy between all service providers.
- Continue to discuss case record reviews of shared patients to assess effectiveness of plans for transfers/discharges. Goal is to enhance communication between facilities and home ensuring thoughtful, well planned discharges are in place to prevent re-hospitalizations.
- Sharing MOLST forms between facilities and sending copies home with patients.
- AOMC has 2 full time RN Case Managers in the Emergency Room working collaboratively with homecare providers to manage frequent ER patients and re-admissions to the hospital.
- Service providers are working collaboratively to facilitate and ensure follow-up with primary physicians after discharge from the hospitals.

### **HC 1B 2<sup>nd</sup> Action Plan**

**What:** Develop common electronic community-based forms for communications

**Who:** Hospitals and all in-patient facilities, home care agencies, primary care systems, facilitated by Chemung Valley Rural Health Network

**When:** Begin within 1 year, complete within 3 – 5 years

**Update #2:** Local hospitals are currently developing systems. Following the formal association between the two hospitals in the county and the association with the Chemung County Department of Health's Certified Home Health Agency (CHHA), some common forms are being used and others are being planned. Human Service organizations have continued to use the software and reporting systems they were provided through collaboration of agencies and Chemung Valley Rural Health Network funding. This shared reporting mechanism greatly increases the accuracy and efficiency of reports due for local planning and to the state.

**Update #3:** Arnot Ogden Medical Center is on the annual Health & Hospital Network 2012 Most Wired list for the third time and, as of July, has been a part of the Rochester Regional Health Information Organization, a secure electronic health information exchange serving authorized medical providers and consenting patients that makes medical care data more easily accessible to a patient's complete medical team.

### **HC 1B 3<sup>rd</sup> Action Plan**

**What:** Encourage patients to expect and require effective communication between patient and health care providers, similar to the detailed information and counseling (required by law) when pharmacies dispense prescription medications

**Who:** All health care providers & facilities, facilitated by Chemung Valley Rural Health Network

**When:** Begin advocacy within 1 year, continue as needed

**Update #2:** A flyer on questions to ask your health provider about medications, tests that are ordered and other health instructions has been distributed in the community.

## **HC 1C: Develop and implement initiatives to promote wellness, case finding, care management and enrollment in health promoting programs in a variety of locations including work places and schools**

### **HC 1C 1<sup>st</sup> Action Plan**

**What:** Establish the Chronic Disease Self-Management Program (CDSMP) in Chemung County, “Living Healthy Chemung”, through development of peer leaders in the community to lead the program

**Who:** Department of Aging and Long Term Care, Chemung Valley Rural Health network, RSVP, Central Steuben Rural Health Network, Chemung County volunteer peer leaders

**When:** Initial steps begun to implement CDSMP in Chemung County, to be available within six months

**Update #1:** Five Chemung County peer leaders were trained in October 2010 and each peer leader is expected to conduct the six-session program during the next year.

An additional peer leader training will be conducted in the spring of 2011. Working in conjunction with RSVP, those who are enrolled in RSVP will be credited with the time they volunteer as peer leaders.

**Update #2:** Six additional peer leaders were trained in August 2011. One series of CDSMP workshops were held in Big Flats in the spring and another will be offered in Elmira in the fall of 2011. An additional peer leader training will be offered in late winter or spring of 2012.

**Update #3:** A CDSMP workshop series was held in Horseheads in June and July 2012. Additional sessions will be offered in the fall. An effort is underway to reach out to church groups, congregate housing, and retirement communities in the county.

### **HC 1C 2<sup>nd</sup> Action Plan**

**What:** Form a workgroup to assess case finding in Chemung County (occupational health office, contracted service, health fair, etc.) and develop case finding programs

**Who:** Chemung Valley Rural Health Network

**When:** Within 3 years

**Update #1:** The Healthy Communities Committee will serve as the core group for community and workplace walking campaigns. The baseline and program ending physiologic health measurements will serve to casefind and to monitor changes as a result of the program. The hospitals currently offer workplace assessments to those businesses who request them.

**Update #2:** The hospitals’ community health programs are currently involved with many industrial and business sites. A spring walking campaign was conducted on the Southside of Elmira and a fall campaign is planned. An extensive list of church leaders were contacted and offered the Chronic Disease Self Management Program free to groups they brought together from their congregations.

**Update #3:** The Diabetes Action Program, a collaborative of Arnot Health - AOMC/SJH, Chemung County Health Department, the Chemung Valley Rural Health Network and Creating Healthy Places, has been formed to address the increase in diabetes and has met four times. The regional approach provides for staffing of health fairs and other events to perform screening, including a Diabetes Awareness Fair in November 2012.

### **HC 1D: Examine and respond to initiatives having environmental impact, including Marcellus Shale drilling, to advocate methods that protect our environment and health**

### **HC 1D 1<sup>st</sup> Action Plan**

**What:** Institute physical environment changes that promote health including complete streets, park improvements, adequate lighting, and initiatives that decrease automobile usage and dependency

**Who:** Addressed by other Community Empowerment Workgroup plans

**When:** Ongoing

### **HC 1D 2<sup>nd</sup> Action Plan (shared with ED 4ABCD 2<sup>nd</sup>)**

**What:** Encourage timely opportunities for citizen education and involvement in Marcellus Shale planning efforts, impact assessments and development of regulations

**Who:** Cornell Cooperative Extension of Chemung County in partnership with the County Executive's Advisory Commission on Natural Energy Solutions

**When:** Ongoing

**Additional Resource:** Paleontological Research Institution (received National Science Foundation grant to expand Marcellus Shale public education efforts),  
[gasleasing.cce.cornell.edu](http://gasleasing.cce.cornell.edu)

**Update #1:** A meeting has been scheduled with Cornell Cooperative Extension of Chemung County for April 2011 to discuss implementing this action plan

**Update #2:** The above mentioned meeting occurred and ideas continue to be explored

**Update #3:** Chemung County's website ([www.chemungcounty.com](http://www.chemungcounty.com)) has extensive information regarding the Chemung County Executive's Advisory Commission on Natural Energy Solutions including meeting minutes and presentations; upcoming events, webinars and training opportunities; NYS legislative activity; Chemung County's Natural Resources Inventory; drill and shale related maps; information on wind power, biomass systems, solar energy and geothermal heating and cooling; and an extensive list of links and resources.

WSKG.com includes a Marcellus Shale Resource Center to highlight reporting done on this topic from the local and national Public Broadcasting Community, with a goal to "facilitate personal understanding on the issues surrounding this topic".

### **HC 1D 3<sup>rd</sup> Action Plan**

**What:** Investigate implementation of river water quality monitoring downstream from landfill

**Who:** Susquehanna River Basin Commission (SRBC)

**When:** Within 2 years

**Update #2:** SRBC currently maintains a continuous water quality monitoring station at Elmira and periodically collects water samples for more extensive lab analyses. At the mouth of the Chemung River at Chemung, water quality samples are collected twice a month and during select storms. Constituents that may indicate presence or absence of drilling waste and wastewater are not currently analyzed. Expansion of water analysis is being considered but has not yet been implemented due to limited resources.

### **HC 1D 4<sup>th</sup> Action Plan**

**What:** Adopt a program to safely dispose of residents' unused medication

**Who:** Cornell Cooperative Extension of Chemung County

**When:** Within 1 – 2 years

**Update #1:** Two collections for safe disposal of unused medications have occurred and more are planned

**Update #2:** A third collection for safe disposal of unused medications occurred in April 2011.

**Update #3:** A fourth collection for safe disposal of unused medications occurred in April and a fifth in September 2012.

## **HC 1E: Develop and maintain a comprehensive health workforce system, including skilled professionals as well as formal and informal caregivers**

### **HC 1E 1<sup>st</sup> Action Plan**

**What:** Analyze the Finger Lakes Health Systems Agency Sage Commission Report and develop local recommendations for our community

**Who:** NY Connects Long Term Care Council

**When:** Within 1 year of report completion

**Update #1:** The Sage Commission Workforce Workgroup has completed a report and recommendations

### **HC 1E 2<sup>nd</sup> Action Plan**

**What:** Form a partnership of regional organizations whose mission it is to build and maintain the health workforce

**Who:** Central New York Area Health Education Center (CNYAHEC), Human Resource Association of the Twin Tiers, GST BOCES, Corning Community College, NY Connects, facilitated by Chemung Valley Rural Health Network

**When:** Ongoing

**Update #1:** Chemung Valley Rural Health Network (CVRHN) served as Co-Chair for the workforce subcommittee of the SAGE Commission. The report was submitted in December, 2010. The sixth year of the Student Certified Nurse Aide Employment Program is underway with work to expand the program to Steuben County. CVRHN continues to participate on the Board of CNYAHEC. A Health Workforce Summit will be held in March 2011 and Representatives from Chemung County will attend.

**Update #2:** The Health Workforce Summit was attended by representatives from Chemung County. CVRHN continues to participate on the Board of CNYAHEC. A final SAGE report has been published by Finger Lakes Health System Agency. On June 17<sup>th</sup>, the NYS Association for Rural Health and the NYS Office of Minority Health held their first of several regional conferences on minority health disparities. CVRHN hosted this event at the Chemung County Health Department where over 90 health and human service participants attended from the southern Finger Lakes. A final report will be available later this summer.

**Update #3:** A regional center for CNA, HHA and PCA training is being discussed for the southern portion of the Rochester Health Region. The regional planning group has met to begin preliminary discussions. CVRHN assisted the Empire State Public Health Training Center to assess local facilities for the purpose of providing continuing education and tele-learning opportunities.



### **HC 1E 3<sup>rd</sup> Action Plan**

**What:** Share information on continuing education offerings on a continuing education website

**Who:** Chemung Valley Rural Health Network facilitate using CVRHN website, Joint Education and Training (JET), Department of Aging and Long Term Care, 2-1-1 Helpline

**When:** Ongoing

**Update #1:** The Central New York Area Health Education Center has begun the development of a variety of on-line courses that will be linked to the Chemung Valley Health Network website. When offerings become available, the information will be posted on CVHN.org.

**Update #2:** The University of Albany School of Public Health and the University of Buffalo School of Public Health and Health Professions created the Empire State Public Health Training Center to strengthen the competency of the current and future public health workforce. A website, free modules and outreach classes are provided. The New York State Association for Rural Health is offering continuing medical education credits (CME) and continuing education units (CEU) at a conference in September. The University of Buffalo is offering up to 6.0 AMA PRA Category 1 credits, and the National Association of Social Workers New York Chapter is offering up to 10.75 CEUs for attending the conference sessions.

**Update #3:** The New York State Association for Rural Health annual conference held in Corning this September offers social work and long term care continuing education credits.

### **HC 1E 4<sup>th</sup> Action Plan**

**What:** Watch for, share information, and support grant/scholarship opportunities for health professionals and students and post on a common website

**Who:** Central New York Area Health Education Center (CNYAHEC) and all interested persons, using Chemung Valley Rural Health Network website

**When:** Ongoing

**Update #1:** Listings are being shared eight to ten times per month with Chemung Valley Rural Health Network partners.

**Update #2:** The Chemung Shared Services Committee, formed with the assistance of the Southern Tier Central Regional Planning and Development Board, meets regularly to share information about community resources. The Chemung County Health Department, assisted by CVRHN, applied for and received a grant that will support the work of a Masters student of Public Health from SUNY at Albany. During the fall semester 2011, the student will work with the community to explore some of the root causes of the health standing and health outcomes of the population.

**Update #3:** This activity is ongoing.

## **HC 1F: Identify needs and strategies to further develop identified services such as geriatric mental health, suicide prevention, obesity, hoarding, drug and alcohol rehabilitation and homeless shelters**

### **HC 1F 1<sup>st</sup> Action Plan**

**What:** Work with and empower existing groups working on above issues

**Who:** Family Services of Chemung County, The Crisis Program, Trinity of Chemung County, Catholic Charities, Cornell Cooperative Extension of Chemung County, city & county officials, facilitated by Chemung County Department of Mental Hygiene

**When:** Within 2 – 3 years

**Update #1:** Brian Hart of the Chemung County Department of Mental Hygiene reports that geriatric mental health inpatient services are at a standstill and will likely not move forward. Outpatient geriatric services will be structured in a way that pulls existing services together at Family Services this year in a more formal and organized manner. A dual recovery (mental health and substance abuse) inpatient program is being developed at St. Joseph's Hospital.

Cornell Cooperative Extension has developed a Home Management Program for low- to moderate-income City of Elmira residents that provides classes in home management and includes strategies to address hoarding.

Initiatives addressing obesity include:

- The Eat Well Play Hard Health Department grant involved a collaboration with the County Health Department, St Joseph's Hospital, Arnot Ogden Medical Center, Cornell Cooperative Extension, Chemung Valley Rural Health Network, Childcare Council, Southern Tier Food Bank, GST BOCES, Elmira City School District, Southern Tier Bicycle League, Southern Tier Tobacco Awareness Community Partnership, Head Start, School Readiness, and WIC that encouraged increased age appropriate physical activity and consumption of fruits, vegetables and low-fat dairy. Sustainable activities include the Gold Shoe Event and fruit slicers in several City of Elmira elementary schools.
- The Healthy Communities Capacity Building Grant was a 6-month grant received this past year by the County Health Department with all of the above partners as well as the City of Elmira Community Development and the Katy Leary Community Garden Group. Accomplishments include the refurbishment of Katy Leary Park with new play ground equipment and assistance with funding for the park's community garden.
- Creating Healthy Places to Live, Work and Play is a new grant received by Arnot Ogden Medical Center. All Eat Well Play Hard partners have committed to collaborate on this grant as well as the Near Westside Neighborhood Association, City of Elmira Community Development, several community restaurants, EOP, Dept of Aging and Long Term Care, Association for Visual Rehabilitation and Employment, Elmira-Chemung Transportation Council, and AARP (see HC 1G 3<sup>rd</sup> Action Plan).
- Step It Up is a 6 week community walking program occurring twice a year (spring and fall) and sponsored by the County Health Department, St. Joseph's Hospital, Arnot Health, Chemung Valley Rural Health Network and Cornell Cooperative Extension.
- FIT Families in the Southern Tier is a collaborative endeavor of Southern Tier Pediatrics, EOP, and local fitness consultants and nutritionists providing a semiannual 8 week program for overweight children, adolescents and their families that focuses on nutrition and lifestyle modification to promote weight loss.

**Update #2:** Brian Hart of the Chemung County Department of Mental Hygiene reports that the geriatric mental health inpatient service has not been approved by the state. Family Services is further developing outpatient geriatric services. Suicide prevention and substance abuse treatment continue for all ages without a specific structure for the geriatric population.

The Healthy Communities Capacity Building grant ended March 2011 and Eat Well Play Hard funding ended October 2010, but both lead to the receipt of the NYS Department of

Health Creating Healthy Places to Live, Work and Play grant. A broad-based community coalition has completed work on Jim Nelson, Katy Leary, Hathorn and Eldridge Parks, is nearly finished refurbishing Brick Pond and McKinnon Parks, and has plans to complete refurbishment on Miller Pond next year. Work has included new playground equipment, signage, lighting and community gardens. The accessibility group has helped make it safer to get to these parks by working with DOT and DPW to obtain signage regarding speed limits and crosswalks on cross streets. Three restaurants are making eating out healthier and at least two more restaurants will be added. The development and refurbishing of community gardens will be supplemented with the Near Westside, EOP and a mobile community garden at Diven School. The Step It Up 6 week community walking program is ongoing with another session to be held in September 2011. FIT Families of the Southern Tier continues to provide a semiannual 8 week program for overweight children, adolescents and their families that focuses on nutrition and lifestyle modification to promote weight loss. **Update #3:-** NYS Office of Mental Health approved a grant to Family Services for integrated geriatric mental health and physical health starting April 2012. Additionally, Family Services is consolidating its geriatric services into one location instead of being incorporated in all of their adult services without a specific geriatric track. By September Trinity of Chemung will be the only outpatient substance abuse provider in the county, and will be in a new larger office in the HSBC building.

Creating Health Places to Live, Work and Play projects continue to improve Elmira parks and playgrounds, make it easier and safer to get to places to play, create community gardens to provide fresh fruits and vegetables, and work with restaurants to make eating out healthier.

In March 2012, Shabach Tabernacle began providing daytime resources for the homeless, including computers for job search use, to compliment services at Catholic Charities' Second Place East homeless shelter.

Step it Up 6 week community walking program continues twice a year.

A "Girls on the Run" program began in August to inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

Chemung County is part of a regional Continuum of Care plan (CoC) to organize and deliver housing and services to meet the needs of people who are homeless as they move to stable housing and maximize self-sufficiency. The regional CoC includes over 50 public and private agencies, including local, state and federal representatives.

### **HC 1F 2<sup>nd</sup> Action Plan**

**What:** Work with and empower disease prevention initiatives to bring nutrition and physical activity messages to schools, houses of worship, community centers, etc.

**Who:** "Eat Well Play Hard", "Shape Up Chemung!", senior centers, the Nutrition Clinic, RSVP, Senior Games and "Chemung County Eat Well Live Well"

**When:** Begin work immediately, ongoing initiative

**Update #2:** RSVP's bi-monthly newsletter contains articles on preventing osteoporosis, the need for Chronic Disease Self Management volunteer trainers, fall prevention, a home safety checklist, numerous healthy recipes, local farmers' market schedules, as well as information about [www.HealthCare.gov](http://www.HealthCare.gov).

### **HC 1F 3<sup>rd</sup> Action Plan**

**What:** Develop an ongoing relationship with the newly formed NYS suicide prevention program that is based on Chemung County's suicide prevention program

**Who:** The Crisis Program, Children's Integrated Services, Chemung County Department of Mental Hygiene's Mental Health Subcommittee

**When:** Ongoing

**Update #1:** Brian Hart of the Chemung County Department of Mental Hygiene reports a great relationship with NYS OMH's Suicide Prevention Center, which calls him frequently to solicit feedback and/or request piloting of new services. Conversely, the Chemung County Department of Mental Hygiene reaches out to the Suicide Prevention Center when looking for statistics, and the Suicide Prevention Center pays for all materials associated with the Dept of Mental Hygiene's SafeTALK suicide prevention trainings.

**Update #2:** Chemung County Department of Mental Hygiene continues to enjoy a strong relationship with the NYS suicide prevention program and is recognized across the state as a leader in suicide prevention.

**Update #3:** Suicide prevention efforts continue to expand, making us one of the most progressive counties in the state on this issue under new leadership of our Prevention Coordinator, Shannon Oakes. Recently purchased pill boxes with positive suicide prevention marketing are being distributed, with the target population being the elderly. We have several requests for other states and counties to adopt our messaging and replicate our annual walk, including the name and logo.

## **HC 1G: Develop and implement education, incentives and policy changes to promote healthy life habits, diet, exercise, and health screening**

### **HC 1G 1<sup>st</sup> Action Plan**

**What:** Develop free community walking programs that include education, incentives and health parameter screening

**Who:** "Healthy Living Partnership" led by Chemung County Health Department, Arnot Health and St Joseph's Hospital

**When:** Begin immediately, ongoing

**Update #1:** Step It Up, a 6-week community walking program sponsored by the County Health Department, St. Joseph's Hospital, Arnot Health, Chemung Valley Rural Health Network and Cornell Cooperative Extension, is occurring twice a year (spring and fall).

**Update #2:** Step It Up is ongoing with another session to be held in September 2011

**Update #3:** Step It Up is ongoing and continues to be held twice a year.

### **HC 1G 2<sup>nd</sup> Action Plan**

**What:** Support school districts in providing ongoing K - 12 curriculum that contains powerful messages about healthful behaviors

**Who:** Community Empowerment participants provide letter of findings and support to local school districts

**When:** By January 2011

**Resources:** School district newsletters and websites, local superintendents' association, "Eat Well Play Hard", Healthy Living Partnership

**Update #1:** Letter has been sent

### **HC 1G 3<sup>rd</sup> Action Plan**

**What:** Through images and role modeling, present a fitter, healthier appearance to the community; normalize the appearance of proper weight and health while being sensitive to those who are underweight, overweight or obese

**Who:** Engage community leaders and members through local media, facilitated by Chemung Valley Rural Health Network

**When:** Ongoing

**Update #1:** Arnot Ogden Medical Center (AOMC) has received a Creating Healthy Places to Live, Work and Play grant from NYS for Chemung County. A broad-based coalition is addressing the objectives of promoting health through environmental and system changes. The primary planners include AOMC, St Joseph's Hospital, Chemung County Health Department and Department of Aging and Long Term Care, City of Elmira, Chemung Valley Rural Health Network, Cornell Cooperative Extension, local AARP Chapter 276, Chemung County Child Care Connection, Food Bank of the Southern Tier, Elmira-Chemung Transportation Council, EOP, Restaurant Association and local food businesses, Southern Tier Tobacco Awareness Community Partnership, Near Westside Association, Tanglewood Nature Center, Southern Tier Bicycle League, Park Church, United Way, School Readiness Program, Association for Visual Rehabilitation and Employment, Friends of the Chemung River Watershed, and community members. The group is working on the environmental changes that will promote physical activity, "normalizing" that being active is an important component in weight control, strength and health.

**Update #2:** The Creating Healthy Places grant continues to develop and implement activities that promote health through environmental and system changes.

**Update #3:** Creating Health Places Coalition and grant funding has continued to work in conjunction with the City of Elmira to restore parks in the city. This environmental change will work to promote safe places to play for children and families.

## **HC 1H: Develop and implement creative ideas and services to supplement traditional medical care to include holistic care**

### **HC 1H Action Plan**

**What:** Work to de-stigmatize supplemental health care and health services (e.g. stress reduction) so as to promote their cost effectiveness, efficacy and availability, focusing on Chronic Disease Self-Management Program (CDSMP) strategies

**Who:** Chemung Valley Rural Health Network

**When:** Within 2 – 3 years

**Update #1:** Five Chemung County peer leaders were trained in October 2010 and each peer leader is expected to conduct the six-session program during the next year. An additional peer leader training will be conducted in the spring of 2011. Working in conjunction with RSVP, those who are enrolled in RSVP will be credited with the time they volunteer as peer leaders.

**Update #2:** Thirteen participants attended a series of CDSMP workshops in Big Flats in the spring of 2011 and another series will be offered in Elmira in the fall of 2011.

**Update #3:** A CDSMP workshop series was held in Horseheads in June and July 2012. Additional sessions will be offered in the fall. There is an effort underway to reach out to church groups, congregate housing, and retirement communities in the county.

## **HC 1I: Promote supportive chronic care, end-of-life choice initiatives, and end-of-life services such as those provided by Southern Tier Hospice and Palliative Care**

### **HC 1I 1<sup>st</sup> Action Plan**

**What:** Provide Community Empowerment letter of findings and support to Southern Tier Hospice and Palliative Care

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

### **HC 1I 2<sup>nd</sup> Action Plan**

**What:** Further develop initiatives to increase use of advance directives and health care proxy designation

**Who:** Southern Tier Hospice and Palliative Care and Chemung Valley Rural Health Network

**When:** Within 1 – 3 years

**Update #1:** A Chemung Valley Rural Health Network staff member has become certified in the Respecting Choices curriculum and has delivered community presentations as well as providing tools and a presentation to the Department of Aging and Long Term Care and NY Connects staff. Other community presentations are being scheduled.

**Update #2:** Chemung Valley Rural Health Network has delivered Respecting Choices (end of life decision making) information and distributed NYS documents in six settings reaching about 250 people in the community over the past year.

**Update #3:** In April a presentation on end of life decision making was delivered to the Big Flats Seniors dinner meeting attended by about 60 people. Arnot Ogden Medical Center provided a full day information and assistance session on Do Not Resuscitate orders, powers of attorney, living wills, health care proxies and organ and tissue donation. The Community Partnership Program has initiated the sharing of MOLST forms between facilities and sending copies home with patients.

## **HC 1J: Minimize regulations, red tape, duplication, wait times and complex billing systems to enable more people to access services**

## **HC 1K: Improve coordination of patient information among providers**

### **HC 1JK Action Plan**

**What:** Develop a clearer understanding of issues and possible strategies, including expansion of health insurance advocacy services and development of electronic health records that are owned by individuals and shared according to each individual's wish

**Who:** Chemung Valley Rural Health Network and health care providers

**When:** Ongoing vision to advocate for and work towards

**Update #2:** The Chemung County Department of Aging and Long Term Care has trained additional staff and volunteers to provide health insurance advocacy services

**Update #3:** The Chemung County Department of Aging and Long Term Care has trained additional volunteers to provide health insurance advocacy services

## **HC 1L: Provide effective home care at an affordable cost for those not eligible for Medicaid**

### **HC 1L Action Plan**

**What:** Further develop efforts to provide accessible, effective and timely home care

**Who:** NY Connects Long Term Care Council

**When:** Ongoing

**Update #1:** NY Connects is maintaining a list of homecare providers and their respective private pay costs for those not eligible for Medicaid, providing information and assistance about long term care service options and private pay costs, operating the EISEP (Expanded In-home Services for the Elderly) program which offers in-home aid service to those not eligible for Medicaid, and advocating for greater EISEP allocations to better meet demand for this service, as there is a waiting list for a large part of the funding year.

**Update #2:** The above mentioned activities are ongoing

**Update #3:** 2-1-1 HELPLINE also provides referrals to agencies providing these services.

## **HC 1M: Develop a community model to provide easily accessible services, resources and opportunities to maintain or improve health**

### **HC 1M Action Plan**

**What:** Increase number of primary care providers who deliver health education through incentives; highlight local quality of life and livable community features to recruit and retain primary care providers

**Who:** Health systems, NYS scholarships, Central New York Area Health Education Center (CNYAHEC), Finger Lakes Health Systems Agency (FLHSA)

**When:** Ongoing

**Update #3:** A coalition of community health and human service providers has developed, and will implement in August and September, a community health assessment project. This project will assist the hospitals, health department and other providers of health and human services to identify gaps and challenges in providing services that improve health outcomes and will work to address health disparities of minority populations.

## **HC Goal #2: Develop and promote use of more effective methods to communicate information about health care and human services, resources and opportunities for all ages.**

### **Objectives:**

## **HC 2A: Develop and promote methods to assist organizations in developing effective communication strategies for their unique and changing needs (shared with ED 3A and H 3B)**

### **HC 2A 1<sup>st</sup> Action Plan (shared with CE 1E 1<sup>st</sup>, ED 3A 2<sup>nd</sup> and H 3A 1<sup>st</sup>)**

**What:** Meet with 2-1-1 Helpline to identify and implement strategies to increase utilization of this call center and website in providing information about services, resources and opportunities related to health care and human services

**Who:** Community Empowerment participants

**When:** Meeting by March 2011; identify and implement strategies within 1 - 3 years

**Update #1:** A meeting has been scheduled with 2-1-1 Helpline for March 2011

**Update #2:** Calendaring, clearinghouse, news aggregation, social media, community services and volunteer networking is in place and fully operational. State Volunteer Generation funding will provide support for marketing of “regional volunteer center” efforts and training opportunities. Institute for Human Services’ (IHS) member agencies and the nonprofit/public community in Chemung County have access to a wide range of communications tools, in place and fully operational. The IHS annual conference held in March generally includes sessions on technology, communication and related topics. IHS Cafes address particular training needs and the IHS Education Task Force is currently planning various methods and topics for nonprofit/public education. IHS’s 2-1-1 HELPLINE volunteer program support is in development, including agency-specific volunteer program assessment system and related supports. IHS’s work with community organizing and interagency networking includes Continuum of Care (homeless intervention program for multiple counties), Veterans Community Partners, transportation coordinating committees and mobility management, Steuben Rural Health Network (and liaison to Chemung Valley Rural Health Network, S2AY Rural Health Network and Allegany/Western Steuben Rural Health Network), AmeriCorps host with member agencies in multiple counties, IHSTech (providing low-cost, efficient technology support and communications tools), Chemung Resource Development collaborative, Southern Tier Regional Volunteer Center, and others. 2-1-1 HELPLINE’s directory includes a wide range of resources accessible 24/7 via 2-1-1 dialing and 211helpline.org website, online chat, Facebook and Twitter. 2-1-1 HELPLINE welcomes any efforts to increase utilization of the 2-1-1 telephone number, development of specialized directories and other public relations tools, and any other means to increase awareness. 2-1-1 HELPLINE is very interested in any opportunities to partner with agencies on funding proposals that will support additional marketing, leveraging of the community services database, etc.

**Update #3:** 2-1-1 HELPLINE is converting to new software for both its information and referral functions and its Give Help site, with various improvements including text messaging of referrals and Hands on Connect platform of volunteer clearinghouse and management tools.

### **HC 2A 2<sup>nd</sup> Action Plan**

**What:** Promote NY Connects as the point of entry for long term care services

**Who:** NY Connects and Long Term Care Council

**When:** Ongoing



**Update #1:** Community outreach and PR activities are being conducted to promote NY Connects as a resource for long term care information. A satisfaction survey to evaluate effectiveness has been completed and results are being compiled. NY Connects is currently working with the New York State Office for the Aging to develop a web-based resource directory to improve accessibility of long term care services throughout the state.

**Update #3:** Ongoing promotion efforts continue. A case study analysis was completed and a random sample of contacts will be polled this year. The NYS Office for the Aging NY Connects web-based resource directory is now accessible at [www.nyconnects.ny.gov](http://www.nyconnects.ny.gov).

### **HC 2A 3<sup>rd</sup> Action Plan (shared with CE 1A 2<sup>nd</sup>, ED 3A 1<sup>st</sup>, H 3B and T 2 1<sup>st</sup>)**

**What:** Provide training in effective communication methods for providers of community services, resources and opportunities

**Who:** Cornell Economic Development Administration (EDA) University Center, Cornell Cooperative Extension of Chemung County and Cornell University

**When:** Within 1 year

**Update #1:** A meeting has been scheduled in March 2011 to begin planning for this training.

**Update #2:** The Community Empowerment Communications Training Planning Committee has met three times. A communication and marketing survey was developed and distributed to Community Empowerment participants. Twenty-eight responses were received and reviewed to identify relevant training topics. The information will be compiled and shared in October. The next step is to identify community leaders who can assist in organizing the training.

**Update #3:** Selected IHS-sponsored trainings or groups related to communication and available to Chemung County agencies/organizations include IHS Café – Developing a Strategic Communication Plan, Southern Tier/Finger Lakes VOAD Training and Communication Committee (now forming), Volunteer Managers Conference (several sessions related to communication), HIS Annual Conference (sessions related to communication, social media, workplace mediation, professional soft skills and emerging leaders), VATT meeting session on social media with assistance from 2-1-1 HELPLINE, Provider Online news site and weekly newsletters and calendar of events, IHS and 2-1-1 HELPLINE social media including Facebook and Twitter, and Southern Tier Nonprofit Executive Directors' meetings and activities.

## **HC 2B: Promote positive perceptions of the different developmental stages of life**

### **HC 2B Action Plan**

**What:** Provide Community Empowerment letter of findings and support to news media, schools and community organizations regarding the need to cultivate positive role models and images to encourage acceptance of different developmental stages of life

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

**Goal #3: Develop a community-wide vision and implementation plan that includes coordination of health care and human services, resources and opportunities for all ages.**

**Objectives:**

**HC 3A: Develop or support existing strategies for community-wide planning and coordination of health care and human services**

**HC 3B: Improve networking and support collaborations to expand opportunities for innovative projects**

**HC 3C: Share information and planning locally and regionally**

**HC 3D: Share services more effectively across government boundaries**

**HC 3ABCD Action Plan**

**What:** Establish a coalition of health care and human services planners to pursue the above objectives through the coordination of local and regional planning, strengthening of service awareness and referral processes, identification and incorporation of best practices, exploration of grant opportunities, and other initiatives as identified

**Who:** Chemung Valley Rural Health Network, Chemung County Department of Human Services and Chemung County Planning Department

**When:** Identify facilitator within 3 months, establish coalition within 1 year, begin identifying and implementing strategies to pursue objectives within 1 - 2 years

**Update #1:** The Central New York Area Health Education Center is in the process of establishing Regional Advisory Councils for health workforce, continuing education and pipeline programs. A Shared Services Task Force was formed for Chemung County in the fall of 2010 with the assistance of Southern Tier Central Regional Planning and Development Board. Several work groups were created to examine the possibility of developing shared services among nonprofits and others. The human resource work group has agreed to share resumes and job applications among the organizations. There is consensus to continue to explore other potential shared service.

**Update #2:** The Chemung County Shared Services Committee continues to meet regularly to coordinate and share information about community resources.

**Update #3:** Community Assessment Work Groups will collect and analyze data through September 2012. This information will be used by health and human service organizations for health planning and to reduce health disparities for minority populations and those disadvantaged by social economic circumstances. The development of the form for collecting the data is similar to that used by surrounding counties, so that information can be used for regional planning.

## **Housing (H) Goals, Objectives and Action Plans**

**H Goal #1: Expand the services, resources and opportunities necessary to promote a livable, sustainable and affordable community.**

**Objectives:**

**H 1A: Promote the incorporation of compatible elements of historic preservation, green technology and universal design to create a model community**

### **H 1A Action Plan**

**What:** Identify key players to establish a coalition that will build consensus around, and pursue strategies to implement, the above objective

**Who:** Home builders, Historic Elmira, county and local planning and zoning boards, City of Elmira Community Development, realtors, interested citizens, Catholic Charities, Sheen Housing, Tri County, USDA Rural Development, Near Westside Neighborhood Association, local architectural firms, Community Progress, Inc., County Planning Department, City of Elmira Community Development, Elmira Downtown Development (EDD)

**When:** Identify facilitator within 3 months, establish coalition within 1 year and implement strategies within 3 years

**Update #2:** Efforts to identify a facilitator have not yet been successful

**Update #3:** Sherri Geary from Southern Tier Economic Growth (STEG) reports as follows:

STEG, EDD, Near Westside Neighborhood Association, Chemung History Museum, Historic Elmira and the City of Elmira Office of Community Development staff have coordinated preservation and redevelopment activities and aligned our missions to better prepare for and meet the ongoing effort of community revitalization, historic property rehabilitation and economic development/job creation. Although at times we are competing for the same funding source, we do our best to keep one another informed. We meet on an as needed basis.

The City has been a Certified Local Government since 1990 and as such reviews any redevelopment projects within the city boundaries to ensure project review and provide assistance to the developer if needed. Those of us who have current or future development projects, work with code enforcement and the planning commission (county and city) to provide customer service to the developer and a smooth review process for the city staff. [http://www.historicelmira.org/news/CityOfElmiraBrochure\\_12\\_7.pdf](http://www.historicelmira.org/news/CityOfElmiraBrochure_12_7.pdf)

STEG, Near Westside, EDD and Historic Elmira follow and encourage community support of the NYS SHPO plan and use it as a planning tool and a grant writing tool. You may review it at:

<http://nysparks.com/publications/documents/NewYorkStateHistoricPreservationPlan.pdf>

EDD and STEG currently manage and implement grant funding received through the New York Main Street program. You can review the guidelines on the home page. You will note that the NYMS program is linked to SHPO and the State objectives. West Water Street

has several examples of the completed NYMS projects; Riverside Suites, Rounding Third and currently Kingsbury Cycle. <http://www.nyshcr.org/Programs/NYMainStreet/>

STEG partners with the New York State Preservation League to provide workshops on LEED, NYSEDA incentives, proper rehabilitation techniques and funding for historic preservation projects. In 2010, STEG received a grant from the preservation league to identify appropriate stabilization methods for the Rosenbaum's property on West Water Street. Additionally, the former Post office on Church Street was the recipient of RESTORE NY dollars for interior work necessary to attract a developer for the property.

<http://www.preservenys.org/>

As the Economic Development Specialist for STEG, I served on the Community Revitalization Group designated by Governor Cuomo to assist in the planning for the Southern Tier Region Economic Development Council. This group was instrumental in developing a funding model for urban projects within the region.

Here is the mission:

The Community Revitalization Program will facilitate the redevelopment of downtown and community center locations to encourage investment and job creation. The program will assist community neighborhood commercial center revitalization projects to improve downtowns with mixed-use residential/commercial and retail opportunities. Communities utilizing these funds will have the ability to identify their own priorities and structure projects to support unique local needs in targeted areas. Eligible applicants will include cities, towns and villages within the Region. The available resources will provide gap financing for capital use and will leverage additional financing from federal, state, municipal, and local development agencies, and corporations and private sector entities. You will find the complete guideline by following the link.

<http://regionalcouncils.ny.gov/content/southern-tier>

In order to carry out the objectives of STEG, NYS and the urban/rural communities that are located within Chemung County, we partner with the USDA, ESD, ARC and other statewide agencies along with local and regional architectural firms, contractors and construction firms with a proven track record in historic preservation/ rehabilitation. We have a long list of appropriate contractors that we provide to developers in case they do not have contacts of their own (which is very rare).

Currently STEG is working with Community Progress on several community preservation planning and implementation activities within the County.

**H 1B: Support the ability to age in the community through a variety of housing options including retirement communities; independent and assisted living communities; and multi-generational, mixed-use neighborhoods where people can walk, bike, live, shop, work, learn and play**

**H 1C: Support the ability to age in the community through more flexible building codes and zoning laws, universal design, and financial assistance for home modifications**

**H 1BC 1<sup>st</sup> Action Plan**

**What:** Provide a letter of Community Empowerment findings and support regarding the above objectives to the Chemung County Planning Department (and ask that they share this information with all municipal planning and zoning boards and residential developers), Elmira-Chemung Transportation Council, Chamber of Commerce and City of Elmira Community Development

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

**H 1BC 2<sup>nd</sup> Action Plan**

**What:** Educate local municipal leaders and home builders about universal design and advocate for initiatives to support its implementation

**Who:** AARP consultant Mike Lenzner

**When:** Within one year

**Update #1:** Mike Lenzner introduced the AARP Universal Design project to the Rural Association of Mayors and Supervisors (RAMS) at their August, 2010, meeting. The objective of the AARP Universal Design project is to create within the building permit process a requirement that home builders educate and have buyers sign-off that they have been informed of universal design concepts that could be incorporated into their homes. Mike and AARP's Bill Armbruster met with the Town and Village of Horseheads, Town of Southport and City of Elmira and provided sample ordinances/model checklists. Follow up meetings with these municipalities, as well as meetings with additional municipalities, are planned.

**Update #2:** Mike Lenzner and AARP's Bill Armbruster are developing strategies for their next steps.

**H 1BC 3<sup>rd</sup> Action Plan**

**What:** Organize and deliver services and resources to support aging in the community through an established network of key organizations

**Who:** NY Connects Long Term Care Council

**When:** Ongoing

**Update #2:** This action plan is an ongoing activity of the NY Connects Long Term Care Council

**H 1BC 4<sup>th</sup> Action Plan (shared with T 1AB 3<sup>rd</sup>)**

**What:** Pursue transit-oriented development

**Who:** Elmira-Chemung Transportation Council, Chemung County Transit, Chemung County and local planning boards, Statewide Transportation Improvement Program

**When:** Ongoing

**Update #1:** The Elmira-Chemung Transportation Council 2030 Long Range Plan includes a plan to work with local government entities to encourage development and transit services that will be vital for an aging population.

**H 1BC 5<sup>th</sup> Action Plan**

**What:** Pursue Complete Streets initiatives and legislation

**Who:** BACPAC (Bicycle Advisory Committee and Pedestrian Advisory Committee), Elmira-Chemung Transportation Council, NYS AARP and local AARP chapter

**When:** Within 1 year

**Update #1:** Complete Streets surveys were completed for 77 Chemung County streets and intersections. The results were compiled into a report that was provided to BACPAC and NYS AARP for advocacy efforts as needed.

**Update #2:** NYS Complete Streets legislation was signed into law on 8/15/11, amending the state highway law to mandate that Complete Street design guidelines are at least considered in the planning, design, construction, reconstruction and rehabilitation of roadways that receive federal or state funding. Chemung County Complete Streets survey results for Church Street have been forwarded to the consultant preparing the design for a transportation construction project on Church Street between Madison Avenue and Clemens Center Parkway. A project aimed at increasing pedestrian safety is nearing completion on a section of North Main Street at Elmira College through a joint effort by the city and the college. Elmira-Chemung Transportation Council staff have been working as part of the Creating Healthy Places grant to improve safe access to targeted City of Elmira parks.

**Update #3:** The Main Street project has been completed and is a considerable upgrade in pedestrian safety and includes Complete Streets concepts in the streetscape. The Elmira-Chemung Transportation Council participated in an extensive evaluation of the Church Street project for safety and accessibility concerns (a Safety Assessment) with the Complete Streets concepts in mind and coordinated the input for this project from a non-profit organization for the visually impaired.

Creating Health Places has implemented Complete Streets efforts to improve access to several city parks.

### **H 1BC 6<sup>th</sup> Action Plan**

**What:** Study the challenges caused by an increase in younger age groups living in senior housing to identify and implement solutions

**Who:** Resident councils, Elmira Housing Authority and Villa Serene management, ARC, Able 2, Elmira Psychiatric Center

**When:** Identify facilitator within 3 months, identify and implement solutions within 1 – 2 years, continue as an ongoing initiative if needed

**Update #2:** Further assessment has revealed that these challenges have been resolved and benefits gleaned from intergenerational opportunities.

## **H 1D: Increase availability of accessible, low-maintenance, safe homes for low and middle-income families**

### **H 1D 1<sup>st</sup> Action Plan**

**What:** Reduce unnecessary energy costs and usage by expanding the availability of home energy audits through increased funding and staffing, use of trained volunteers, and by coordinating existing services

**Who:** EOP and RSVP

**When:** Within 1 year

**Update #1:** RSVP has initiated the “Energy Stewards” volunteer program.

**Update #2:** The first group of Energy Stewards was trained in the fall of 2010 and a second group is currently in training. Funding and training was obtained for a blower door assessment tool to provide energy-saving recommendations for homeowners. Future plans include possibly providing assistance with applications for home repair grants and low-interest loans.

**Update #3:** EmPower NY has provided training to local organizations to facilitate referrals for free energy audits and energy saving education, appliances and installations for eligible residents.

#### **H 1D 2<sup>nd</sup> Action Plan**

**What:** Support efforts to lower state and local property taxes and share government services by providing a letter of Community Empowerment findings and support to municipal and school district leaders, Southern Tier Economic Growth (STEG) and Chamber of Commerce

**Who:** Community Empowerment participants

**When:** February 2011

**Update #1:** Letter has been sent

### **H 1E: Rehabilitate and transform homes and neighborhoods in disrepair while maintaining and improving satisfactory homes and neighborhoods**

#### **H 1E 1<sup>st</sup> Action Plan**

**What:** Expand programs that utilize volunteers (including local youth groups) and grant monies to beautify and transform neighborhoods

**Who:** Elmira Downtown Development, Elmira Community Development, local beautification committees, Cornell Cooperative Extension of Chemung County, Catholic Charities First Time Home Buyers Club, GST BOCES, Eldridge Park Preservation Society, Elmira Garden Club, Near Westside Neighborhood, RSVP, ARC, local youth work programs

**When:** Ongoing

**Update #2:** Many volunteer efforts to beautify and transform neighborhoods have occurred. The City of Elmira Community Development is rehabilitating several homes in the Near Westside neighborhood and has applied for \$600,000 (double the amount previously applied for) from Affordable Housing Corporation to continue efforts to rehabilitate homes and neighborhoods.

**Update #3:** Volunteer efforts and home rehabilitations continue. Any Chemung County agency/nonprofit/civic group may post opportunities or manage events/volunteers on [www.211helpline.org](http://www.211helpline.org). Dial 2-1-1 for more information.

#### **H 1E 2<sup>nd</sup> Action Plan**

**What:** Develop and implement a program of trained volunteers to increase utilization of available home modification and repair funds through increased public awareness and assistance with applications

**Who:** RSVP to pilot with city of Elmira

**When:** Develop and implement pilot within 2 years

**Update #2:** RSVP is exploring feasibility of this initiative

### **H 1E 3<sup>rd</sup> Action Plan**

**What:** Provide a letter of Community Empowerment findings and support to City of Elmira regarding the following possible initiatives:

- Provide tax breaks to repair houses in need
- Provide additional resources and workshops for owners of rental properties
- Improve contracts between landlords and renters to ensure better maintenance of housing stock
- Establish a third party to inspect apartment condition before and after renting
- Increase and enforce restrictions on landlords for accountability purposes
- Increase capacity to monitor and ensure code compliance
- Properties should be inspected, free of code violations and lead safe when taxpayer funds are used for rent subsidy and other housing assistance programs

**Who:** Community Empowerment participants

**When:** February 2011

**Update #1:** Letter has been sent

### **H 1E 4<sup>th</sup> Action Plan**

**What:** Provide a letter of Community Empowerment findings and support to Catholic Charities Housing Coalition regarding the following possible initiatives:

- Improve contracts between landlords and renters to ensure better maintenance of housing stock
- Establish a third party to inspect apartment condition before and after renting
- Properties should be inspected, free of code violations and lead safe when taxpayer funds are used for rent subsidy and other housing assistance programs

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

## **H 1F: Support efforts to utilize vacant buildings and lots within our city and villages while preserving open space, farmland and natural beauty**

### **H 1F Action Plan**

**What:** Provide a letter of Community Empowerment findings and support regarding the above objective, including the possibility of creating a homesteading program that encourages home and community building on vacant lots, to the Chemung County Planning Department and to municipal leaders for consideration in local comprehensive planning

**Who:** Community Empowerment participants

**When:** February 2011

**Update #1:** Letter has been sent

## **H 1G: Improve public safety within the City of Elmira**

### **H 1G 1<sup>st</sup> Action Plan**

**What:** Provide a letter of Community Empowerment findings and support to City of Elmira leaders regarding the following possible initiatives:



- Increase utilization of 271-HALT
- Strengthen court system and make offenders accountable
- Encourage continued installation of security cameras in city parks

**Who:** Community Empowerment participants

**When:** February 2011

**Update #1:** Letter has been sent

#### **H 1G 2<sup>nd</sup> Action Plan**

**What:** Provide a letter of Community Empowerment findings and support to NYS court system regarding the need to strengthen the court system and make offenders accountable

**Who:** Community Empowerment participants

**When:** February 2011

**Update #1:** Letter has been sent

### **H 1H: Prepare for an influx of workers due to the existing and future impact of Marcellus Shale drilling on housing and other related services in the community**

#### **H 1H Action Plan**

**What:** Provide a letter of Community Empowerment findings to the County Executive's Advisory Commission on Natural Energy Solutions

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

### **H Goal #2: Expand and coordinate housing-related services to more effectively fulfill community needs**

#### **Objectives:**

#### **H 2A: Assess and address community housing needs, pool shared resources for maximum effectiveness, and increase community conversation and engagement in housing and aging issues**

##### **H 2A 1<sup>st</sup> Action Plan**

**What:** Assess the ability of the Catholic Charities Housing Coalition to address the above objective or establish a new coalition for this purpose

**Who:** Community Empowerment participants and Catholic Charities Housing Coalition

**When:** Assess by February 2011; establish a new coalition, if necessary, within 6 months

**Update #1:** Catholic Charities Chemung County Housing Coalition has agreed to address objective H 2A

**Update #2:** Chemung County Housing Coalition has been focused since January on public policy advocacy to salvage state and federal housing funding. These efforts included visits, letters and emails to Senator O'Mara, Assemblyman Friend and U.S. Representative Reed;

and letters and emails to Senators Gillibrand and Schumer regarding federal housing programs (Section 8 and other HUD programs) and state funding for programs that help poor and vulnerable persons. The housing coalition joined with the Every Child Matters Coalition to host a NYS budget briefing that included housing-related issues such as circuit breaker, property cap, and funding for rural and neighborhood preservation organizations. Coalition members continued lead poison prevention outreach and met regularly for networking and planning, including discussion of the “2011 Out of Reach Report” on housing quality and affordability published by the National Low Income Housing Coalition, and a presentation on housing and health issues by Sherry Coronas, Esq., from Rochester Office of Legal Assistance of Western New York. Several Coalition members worked with the City of Elmira on a HUD application for lead poison prevention rehabilitation. The coalition’s convener, Catholic Charities, partnered with the Town of Elmira to administer the town’s Senior Home Repair program. Training for tenants’ rights and financial fitness are scheduled for fall of 2011. The coalition is gathering information on high volume hydraulic fracturing-related housing issues, and feedback to date is that gas drilling is causing rents to rise in Chemung County and local renters are competing with out-of-state drillers who have large housing allowances.

#### **H 2A 2<sup>nd</sup> Action Plan**

**What:** Develop services to address housekeeping and hoarding problems

**Who:** Cornell Cooperative Extension of Chemung County, RSVP’s Supporting our Seniors (SOS), Compassionate Solutions

**When:** Within 1 – 2 years

**Update #1:** Cornell Cooperative Extension has developed a Home Management Program for low- to moderate-income City of Elmira residents that provides classes in home management and includes strategies to address hoarding.

### **H 2B: Organize and deliver services and resources to support aging in the community**

#### **H 2B Action Plan**

**What:** Organize and deliver services and resources to support aging in the community through an established network of key organizations

**Who:** NY Connects Long Term Care Council and Senior Centers

**When:** Ongoing

**Update #2:** NY Connects provides information about long term care services options to patients and their families and administers the Medicaid Personal Care Program, Expanded In-home Services for the Elderly Program (EISEP) and completes Patient Review Instruments (PRIs). This single point of entry model provides consistency and efficiency in service delivery.

**Update #3:** 2-1-1 HELPLINE provides referrals to these services via 2-1-1 easy-to-remember, toll-free, 24/7 information & referral service.

## **H Goal #3: Develop and promote use of more effective methods to communicate accurate information regarding housing-related services, resources and opportunities**

### **Objectives:**

### **H 3A: Develop and promote a comprehensive county directory and clearinghouse of housing-related resources that is accessible throughout the community**

#### **H 3A 1<sup>st</sup> Action Plan (shared with CE 1E 1<sup>st</sup>, ED 3A 2<sup>nd</sup> and HC 2A 1<sup>st</sup>)**

**What:** Meet with 2-1-1 Helpline to identify and implement strategies to increase utilization of this call center and website in providing information regarding housing-related services, resources and opportunities

**Who:** Community Empowerment participants

**When:** Meeting by March 2011; identify and implement strategies within 1 – 3 years

**Update #1:** A meeting has been scheduled with 2-1-1 Helpline for March 2011

**Update #2:** Calendaring, clearinghouse, news aggregation, social media, community services and volunteer networking is in place and fully operational. State Volunteer Generation funding will provide support for marketing of “regional volunteer center” efforts and training opportunities. Institute for Human Services’ (IHS) member agencies and the nonprofit/public community in Chemung County have access to a wide range of communications tools, in place and fully operational. The IHS annual conference held in March generally includes sessions on technology, communication and related topics. IHS Cafes address particular training needs and the IHS Education Task Force is currently planning various methods and topics for nonprofit/public education. IHS’s 2-1-1 HELPLINE volunteer program support is in development, including agency-specific volunteer program assessment system and related supports. IHS’s work with community organizing and interagency networking includes Continuum of Care (homeless intervention program for multiple counties), Veterans Community Partners, transportation coordinating committees and mobility management, Steuben Rural Health Network (and liaison to Chemung Valley Rural Health Network, S2AY Rural Health Network and Allegany/Western Steuben Rural Health Network), AmeriCorps host with member agencies in multiple counties, IHSTech (providing low-cost, efficient technology support and communications tools), Chemung Resource Development collaborative, Southern Tier Regional Volunteer Center, and others. 2-1-1 HELPLINE’s directory includes a wide range of resources accessible 24/7 via 2-1-1 dialing and 211helpline.org website, online chat, Facebook and Twitter. 2-1-1 HELPLINE welcomes any efforts to increase utilization of the 2-1-1 telephone number, development of specialized directories and other public relations tools, and any other means to increase awareness. 2-1-1 HELPLINE is very interested in any opportunities to partner with agencies on funding proposals that will support additional marketing, leveraging of the community services database, etc.

**Update #3:** 2-1-1 HELPLINE is converting to new software for both its information and referral functions and its Give Help site, with various improvements including text messaging of referrals and Hands on Connect platform of volunteer clearinghouse and management tools.

### **H 3A 2<sup>nd</sup> Action Plan**

**What:** Provide an information session on services, including those that are housing related, that support economic security

**Who:** Chemung County Department of Aging and Long Term Care

**When:** October 2010

**Update #1:** Over 90 participants attended this all-day information session. A list of “Programs to Help You Make Ends Meet”, which includes a section on housing, was developed and distributed, is continually updated, and is posted to the Chemung County Dept. of Aging and Long Term Care website (ChemungCounty.com, click on “Departments”, click on “Aging and Long Term Care”, and click on “Programs to Help You Make Ends Meet”).

### **H 3B: Develop and promote methods to assist organizations in developing effective communication strategies for their unique and changing needs (shared with ED 3A and HC 2A)**

#### **H 3B Action Plan (shared with CE 1A 2<sup>nd</sup>, ED 3A 1<sup>st</sup>, HC 2A 3<sup>rd</sup> and T 2 1<sup>st</sup>)**

**What:** Provide training in effective communication methods for providers of community services, resources and opportunities

**Who:** Cornell Economic Development Administration (EDA) University Center, Cornell Cooperative Extension of Chemung County and Cornell University

**When:** Within 1 year

**Update #1:** A meeting has been scheduled in March 2011 to begin planning for this training.

**Update #2:** The Community Empowerment Communications Training Planning Committee has met three times. A communication and marketing survey was developed and distributed to Community Empowerment participants. Twenty-eight responses were received and reviewed to identify relevant training topics. The information will be compiled and shared in October. The next step is to identify community leaders who can assist in organizing the training.

**Update #3:** Selected IHS-sponsored trainings or groups related to communication and available to Chemung County agencies/organizations include IHS Café – Developing a Strategic Communication Plan, Southern Tier/Finger Lakes VOAD Training and Communication Committee (now forming), Volunteer Managers Conference (several sessions related to communication), HIS Annual Conference (sessions related to communication, social media, workplace mediation, professional soft skills and emerging leaders), VATT meeting session on social media with assistance from 2-1-1 HELPLINE, Provider Online news site and weekly newsletters and calendar of events, IHS and 2-1-1 HELPLINE social media including Facebook and Twitter, and Southern Tier Nonprofit Executive Directors’ meetings and activities.

## **Transportation (T) Goals, Objectives and Action Plans**

Because several transportation-related community groups already exist, no workgroup was formed to focus exclusively on transportation. Transportation topics, however, were a component of the conference, workgroups, steering committee, surveys, focus groups and key informant interviews.

### **T Goal #1: Assess and expand transportation-related services, resources and opportunities to more effectively and safely fulfill community needs.**

#### **Objectives:**

#### **T 1A: Engage the public in transportation issues**

#### **T 1B: Assess and address community transportation needs**

##### **T 1AB 1<sup>st</sup> Action Plan**

**What:** Conduct a transit summit to provide information to the public about transit services, gather public feedback regarding strategies to improve services, and establish a transit consumer advisory council

**Who:** Chemung County Transit and Elmira-Chemung Transportation Council

**When:** Within 1 year

**Update #1:** The Transit Summit was held on November 10, 2010, with over 60 participants including riders, representatives from local human service and transportation agencies, and local government officials. As a result of the Transit Summit, a Transit Riders Advisory Council is being formed and has scheduled its first meeting for February 2011.

**Update #2:** RSVP publicized and transported participants to the Transit Summit, some of whom now participate on the Transit Riders Advisory Council. The Council has met four times and the group has provided a mechanism to disseminate transit information and receive rider feedback. The Council will continue to meet and perform the intended function under the Chemung County Transit System's Mobility Manager.

**Update #3:** C TRAN has trained six RSVP volunteers to act as Bus Buddies to provide peer to peer travel training. The pilot program is being offered to older adults in the city of Elmira. In December, C TRAN put in service four new buses equipped with bicycle racks.

Mobility managers in three counties, Chemung, Schuyler, and Steuben, are working regionally through the creation of a Tri-county Transportation Guide in 2011 and the hosting of a Transportation Solutions for Human Services Professionals workshop in 2012.

2-1-1 HELPLINE is represented on the Chemung County Transportation Council and its Human Services Subcommittee. A project is pending final approval that will enable Chemung County residents to dial 2-1-1 for more specialized transportation referrals and transfer to providers, with data/reporting on unmet needs as well. Greater awareness of 2-1-1 HELPLINE will evolve.

**T 1AB 2<sup>nd</sup> Action Plan**

**What:** Provide a letter of Community Empowerment findings and support to the Elmira-Chemung Transportation Council and its committees

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter has been sent

**T 1AB 3<sup>rd</sup> Action Plan (shared with H 1BC 4<sup>th</sup>)**

**What:** Pursue transit-oriented development

**Who:** Elmira-Chemung Transportation Council, Chemung County Transit, Chemung County and local planning boards, Statewide Transportation Improvement Program

**When:** Ongoing

**Update #1:** The Elmira-Chemung Transportation Council 2030 Long Range Plan includes a plan to work with local government entities to encourage development and transit services that will be vital for an aging population

**T 1AB 4<sup>th</sup> Action Plan**

**What:** Increase the capacity, as needed, of volunteer programs that provide transportation

**Who:** Elmira-Chemung Transportation Council's Transportation Coordination Committee and RSVP

**When:** Ongoing

**Update #2:** RSVP continues to serve on the Transportation Coordination Committee

**Update #3:** The C-TRAN Mobility Manager has a task for 2012 – 2013 to improve volunteer transportation capacity. 2-1-1 HELPLINE's Give Help volunteer clearinghouse is available to any agency/organization to match potential volunteers with available opportunities.

**T 1AB 5<sup>th</sup> Action Plan**

**What:** Conduct Complete Streets surveys and advocate for improvements as indicated

**Who:** Chemung County Dept of Aging and Long Term Care, Community Empowerment participants, local AARP Chapter, Elmira-Chemung Transportation Council and Bicycle Advisory Committee Pedestrian Advisory Committee (BACPAC)

**When:** Complete report of survey results by August 2010, to be followed by advocacy efforts within 6 months and ongoing as needed

**Update #1:** Complete Streets surveys were completed for 77 Chemung County streets and intersections. The results were compiled into a report that was provided to BACPAC and NYS AARP for advocacy efforts as needed.

**Update #2:** NYS Complete Streets legislation was signed into law on 8/15/11, amending the state highway law to mandate that Complete Street design guidelines are at least considered in the planning, design, construction, reconstruction and rehabilitation of roadways that receive federal or state funding. Chemung County Complete Streets survey results for Church Street have been forwarded to the consultant preparing the design for a transportation construction project on Church Street between Madison Avenue and Clemens Center Parkway. A project aimed at increasing pedestrian safety is nearing completion on a section of North Main Street at Elmira College through a joint effort by the city and the college. Elmira-Chemung Transportation Council staff have been working as part of the Creating Healthy Places grant to improve safe access to targeted City of Elmira parks.

**Update #3:** The Man Street project has been completed and is a considerable upgrade in pedestrian safety. The Elmira-Chemung Transportation Council participated in an extensive evaluation of the Church Street project for safety and accessibility concerns (a Safety Assessment) with the Complete Street concepts in mind and coordinated the input for this project from a non-profit organization for the visually impaired.

Creating Health Places has implemented Complete Streets efforts to improve access to several city parks.

#### **T 1AB 6<sup>th</sup> Action Plan**

**What:** Assess and address the need for critical transportation services to support those who can no longer drive safely

**Who:** Chemung County Transportation Coordination Committee, Chemung County Transit System and Chemung County Department of Aging and Long Term Care

**When:** Ongoing

**Update #2:** Chemung County Transit now offers discounted monthly passes for people with disabilities and Mobility Manager Tina Hager has conducted presentations at assisted living facilities and public forums, increasing accessibility and awareness of Transit services and fare charges.

**Update #3:** In March 2012, the Elmira Chemung Transportation Council approved the Chemung County Coordinated Public Transit-Human Services Transportation Plan that includes strategies such as exploring volunteer driver programs, partnering with 2-1-1 Helpline to provide enhanced customer service for transportation needs in Chemung County and to track unmet needs, and improving communication of transit information.

In 2012, the Chemung County Mobility Manager, also a C TRAN staff member, serves on the Office for Aging and Long Term Care Advisory Council to better understand the needs and concerns of seniors and people with disabilities.

The Chemung County Mobility Manager completed 21 outreach opportunities in 2011 and outreach continues in 2012.

C TRAN has trained six RSVP volunteers to act as Bus Buddies to provide peer to peer travel training. The pilot program is being offered to older adults in the city of Elmira.

### **T Goal #2: Develop and promote more effective methods to communicate information about services, resources and opportunities related to transportation.**

#### **T 2 1<sup>st</sup> Action Plan**

**What:** Provide training in effective communication methods for providers of community services, resources and opportunities

**Who:** Cornell Economic Development Administration (EDA) University Center, Cornell Cooperative Extension of Chemung County and Cornell University

**When:** Within 1 year

**Update #1:** A meeting has been scheduled in March 2011 to begin planning for this training.

**Update #2:** The Community Empowerment Communications Training Planning Committee has met three times. A communication and marketing survey was developed and distributed

to Community Empowerment participants. Twenty-eight responses were received and reviewed to identify relevant training topics. The information will be compiled and shared in October. The next step is to identify community leaders who can assist in organizing the training.

**Update #3:** Selected Institute for Human Services sponsored trainings or groups related to communication and available to Chemung County agencies/organizations include IHS Café – Developing a Strategic Communication Plan, Southern Tier/Finger Lakes Voluntary Organizations Active in Disaster (VOAD) Training and Communication Committee (now forming), Volunteer Managers Conference (several sessions related to communication), IHS Annual Conference (sessions related to communication, social media, workplace mediation, professional soft skills and emerging leaders), VATT meeting session on social media with assistance from 2-1-1 HELPLINE, Provider Online news site and weekly newsletters and calendar of events, IHS and 2-1-1 HELPLINE social media including Facebook and Twitter, and Southern Tier Nonprofit Executive Directors’ meetings and activities.

## **T 2 2<sup>nd</sup> Action Plan**

**What:** Provide a letter of Community Empowerment findings and support to the Elmira-Chemung Transportation Council and its committees

**Who:** Community Empowerment participants

**When:** By January 2011

**Update #1:** Letter was sent