

An aerial photograph of a rural landscape. A wide river flows through the center, bordered by dense green forests. To the right, a farmstead is visible with several buildings, including a prominent red barn and a white house. The surrounding land is a mix of green pastures and brown, tilled fields. In the background, rolling hills are covered in thick green trees under a clear blue sky.

Preserving Local (Rural) Character & Landscapes

Protecting and preserving water quality from our backyard to the Bay

Content developed by:



PROTECT LOCAL WATERWAYS

Adapted for NYS by:



SOUTHERN TIER CENTRAL
Regional Planning & Development Board

View other modules at ProtectLocalWaterways.org/learning-library

We'll cover:

- 👉 Collective Impacts at Play (in the Bay)
- 👉 The Value of Natural Resilience
- 👉 How to Incorporate Natural Resilience to Protect Our Communities
- 👉 Tools for Preserving Local Landscapes

You'll Learn...



how land use planning and conservation strategies support our communities



where you can find more resources to help your community plan for the future



what tools we can use to understand land use changes in our communities

Planning for Your Community

As local leaders, your decisions set the course for your community. But that's not where your impact ends. Our waterways bring the impacts of local development with them all the way to the Chesapeake Bay (or to the Great Lakes). Your community can achieve win-win outcomes by prioritizing local **economic development**, **infrastructure resiliency**, **public health**, and **education** while also protecting your environment.

This module is one of a series created by the Chesapeake Bay Program to support decision-making by local officials. We encourage you to examine the full suite of modules.

STC has adapted this module as part of our annual 604(b) workplan to translate the broader Bay modules into New York State-specific guidance, local examples, and case studies.

Look for the following icons throughout this module to understand how presented information aligns with your priorities:



**Economic
Development**



**Infrastructure
Maintenance &
Finance**



**Public Health &
Safety**



Education





Collective Impacts

Your community's local land use decisions can impact the character of your local landscapes, quality of life, and the future of your home. These decisions can also impact the broader region.

The landscapes around the Chesapeake Bay watershed are economically, ecologically, culturally, and recreationally valuable to the people and communities of the region. Conserving these landscapes protects your community's values and quality of life by providing access to healthy water and greenspaces.

Agriculture

Value of Forests

Outdoor Recreation

Open Space

Targeted Actions



Agriculture



Farms in the Chesapeake watershed ensure permanent, sustainable, and local sources of food for the region, offering a great deal of **economic** and **cultural value**. Farms are an essential source of income, provider of jobs, and connect us to the land.

Conserving farmland is an important local, state, and federal priority.

Many farms across the Chesapeake Bay region organize agritourism activities for visitors, such as festivals, farm and vineyard tours, corn mazes, and more!

New York State had the fifth highest estimated total value of agritourism (or recreational services) income in the U.S., per the [2024 Agritourism Data Brief \(from 2022 Census of Agriculture\)](#) published by the Northeast Center for Rural Development (NERCRD), generating **\$55.5 million** across 947 agritourism operations.

NYS saw a **25% increase in total value** from agritourism or recreational services on farms between 2017 and 2022.

The average total farm income from agritourism in NYS (per operation) was **\$58,626**.

**Agritourism and recreational services data excludes the value of agricultural and food products sold directly to consumers on farm.*

Conservation in Our Counties

Chemung

Out of **352 farms** across **60,337 acres** in Chemung County (in 2022):

- * 4.5% (16) were enrolled in a Conservation Reserve, Wetlands Reserve, Farmable Wetlands, or Conservation Reserve Enhancement Program
- * 3.7% (13) were enrolled in crop insurance programs
- * 2.6% (9) had their land under a *conservation easement*
- * No-till practices (11.6%)
- * Conservation or reduced tillage practices used (7.7%)

Steuben

Out of **1,373 farms** across **362,171 acres** in Steuben County (in 2022):

- * 3.1% (42) were enrolled in a Conservation Reserve, Wetlands Reserve, Farmable Wetlands, or Conservation Reserve Enhancement Program
- * 7.2% (99) were enrolled in crop insurance programs
- * 1.5% (21) had their land under a *conservation easement*
- * No-till practices (8.1%)
- * Conservation or reduced tillage practices used (11.9%)

Schuyler

Out of **358 farms** across **70,731 acres** in Schuyler County (in 2022):

- * Only 1 was enrolled in a Conservation Reserve, Wetlands Reserve, Farmable Wetlands, or Conservation Reserve Enhancement Program
- * 10.9% (39) were enrolled in crop insurance programs
- * 4.2% (15) had their land under a *conservation easement*
- * No-till practices (11.2%)
- * Conservation or reduced tillage practices used (13.4%)

No-till practices, or conservation or reduced tillage practices used, were the more common land use practices across the board.

What makes these (and other) practices attractive to our producers?
What prohibits them?

FINGER LAKES LAND TRUST PROTECTS OVER 160 ACRES IN THE COHOCTON RIVER WATERSHED

APRIL 10, 2024

Landowners David Henderson and John Hatch purchased a hilltop property that extends across the towns of Prattsburgh and Pulteney in 2007 to establish a rural family retreat, away from their work as partners at a New Jersey architectural firm specializing in sustainable redevelopment of urban buildings.

The 167-acre property, which features a 4,000-foot frontage on Town Line and Hotchkiss Roads, is among the Resilient and Connected Network of lands identified by The Nature Conservancy—an important habitat corridor that will allow wildlife to migrate in response to more severe weather events and changing local conditions.

“Preserving farmland, protecting forests and habitat for many creatures, this conservation easement was a practical way to ensure that the Finger Lakes’ rural character lasts in perpetuity”



Photo: Bill Hecht

Local Example

Value of Forests



Did you know?

Trees improve the health of your community by cleaning the air we breathe and the water we drink and swim in. They also decrease deadly **heat island** effects and **lower stress and crime rates**.

Homes near natural forests earn **\$10k higher property premiums**. The forests in the Chesapeake Bay watershed provide \$24 billion in ecological benefits (like carbon dioxide removal and flood control).

Studies show that more trees near schools correlates with **higher student performance** and **improved wellness**. Access to trees and natural landscapes also provides opportunities for hands-on environmental education.

Forests absorb and slow runoff, decreasing the risk of damaging floods. **Riparian forest buffers** also filter out excess nitrogen for *half the cost* of filtering through wastewater treatment plants (\$3.10/lb of nitrogen, compared to \$8.56)

LARGE TRACTS OF FORESTLAND IN STEUBEN, LIVINGSTON COUNTIES NOW PROTECTED BY CONSERVANCY

NOVEMBER 13, 2025

The Genesee Valley Conservancy received funds to protect a total of 976 acres of forestland: a 152-acre forest in Springwater, Livingston County and an 841-acre forest spanning Rexville and West Union, Steuben County.

The Beckhorn property in Steuben is one of the largest contiguous private forest parcels in the county and **captures and holds the carbon equivalent of the emissions emitted by 56,000 vehicles in a single year.**

Protecting the 152-acre forest at the headwaters of Springwater Creek will help ensure water is filtered and clean before it enters Hemlock Lake, reducing the cost and treatment needs for the freshwater drinking source for the City of Rochester.



Photo: Genesee Valley Conservancy

Local Examples

Outdoor Recreation



HOW DO YOU DEFINE THE “OUTDOORS”? WHAT DOES IT MEAN TO YOU TO BE “OUTSIDE”?

! Consider how residents define their “outdoors” experiences, how they interact with their environment, and what they value to help curate local recreational opportunities and bolster connection with non-local ones.

There is an increasingly high demand for access to outdoor recreation. From walking to fishing and birdwatching to kayaking, access to natural open space and waterways can improve public health and quality of life. Spending time in nature—*outside* or *outdoors*—can look different for everyone but is equally valued by community members.



Trails are valued by those who live nearby as places to recreate, convenient opportunities for physical activity and improving health, and safe corridors for walking or cycling to work or school. And, depending on the trail and its connectivity, boosted revenue from increased property values can partially offset the trail’s construction and maintenance costs.

Overwhelmingly, community support for trails increases after construction, when residents experience the direct benefits. Research shows that ***those who opposed a trail prior to construction generally found it to be a much better neighbor than anticipated.***

[Library of Trails Benefits, Headwaters Economics](#)



Photo: Welliver

Watkins Glen’s Clute Park redevelopment created a beautiful complex that includes a winter ice rink, summer splash pad, a pavilion, bathhouse, and outdoor showers to provide year-round, flexible, accessible public waterfront gathering space.

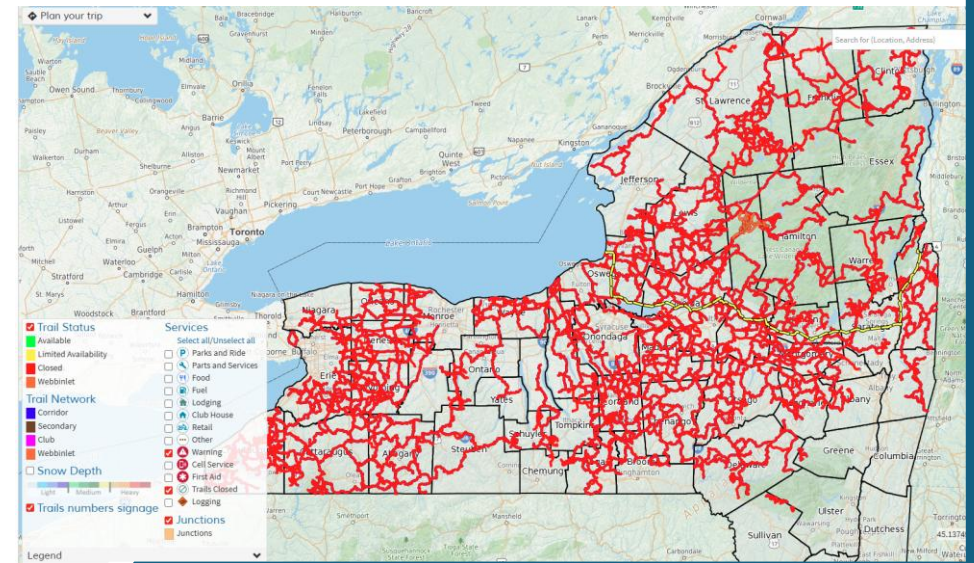
The [New York State Snowmobile Association \(NYSSA\)](#) created a handy online interactive webmap and app for clubs and riders across the state. These tools make it easy for people to get access information about recreational opportunities and reduce barriers to getting started, like uncertainty surrounding trying something new.

The State Comptroller’s *The Economic Impact of the Great Outdoors* (2022) outlined the numbers behind outdoor recreation in the state in 2020. Hint: The economic impact? Almost as great as the great outdoors.

Outdoor recreation generated **\$21.1B in economic activity** and supported **over 241,000 jobs** in 2020.

Top outdoor recreational activities in the state that year included:

- \$ Boating/fishing (~\$1.5B in economic activity)
- \$ Festivals/Concerts/Sporting Events (~\$955M in economic activity)
- \$ RVing (~\$559M in economic activity)
- \$ Camping/Hiking (~\$207M in economic activity)
- \$ Amusement Parks (~\$202M in economic activity)
- \$ Snow Activities (~\$135M in economic activity)



Local Examples

Open Space



Open space, and the provision of it, has recognizable environmental and recreational benefits, but did you know it also offers economic benefits? *How does that make sense?* You're telling me preserving land as "open space" can be *economically* advantageous?

Our environment and ecosystems are well-practiced at managing natural processes—and "if it ain't broke, don't fix it"!

Open space can offer a less expensive approach to supporting water quality, managing stormwater, runoff, and erosion, and mitigating flooding, saving you tax dollars!

The [NYS Comptroller \(back in 2010!\) found that:](#)

- 🍷 Open space supports industries that generate billions of dollars in economic activity annually;
- 🍷 Open space protection can be financially beneficial to local governments by reducing costs for public infrastructure and programs, lessening the need for property tax increases;
- 🍷 Open space preservation can support regional economic growth; and,
- 🍷 Well-planned open space protection measures need not conflict with meeting other vital needs, such as economic development, municipal fiscal health and affordable housing.





The majority of the Town of Big Flats is zoned **Rural District** followed in size by their **Conservation District**. Despite this, Big Flats is home to multiple shopping centers, a regional airport, a corporate park, and several industries and major employers.

How do they achieve both a booming commercial center and quaint rural neighborhoods?



Protecting open space can help shape growth by reducing the need for construction and maintenance of utility, transportation, and public works infrastructure and limiting of intensive development which would require the creation or expansion of that infrastructure.

Cluster development maintains or creates contiguous open space and preserves important scenic and environmental resources. The compact development that supports walkable and bikeable neighborhoods allows for a denser built environment without a loss of the surrounding natural environment.

Local Examples

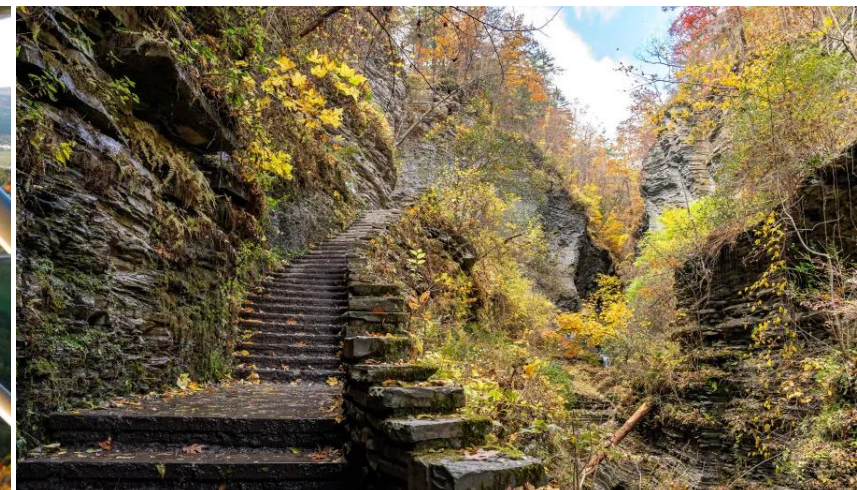
Targeted Actions

Collaboration and **place-based action** can increase the effectiveness of your conservation investments.

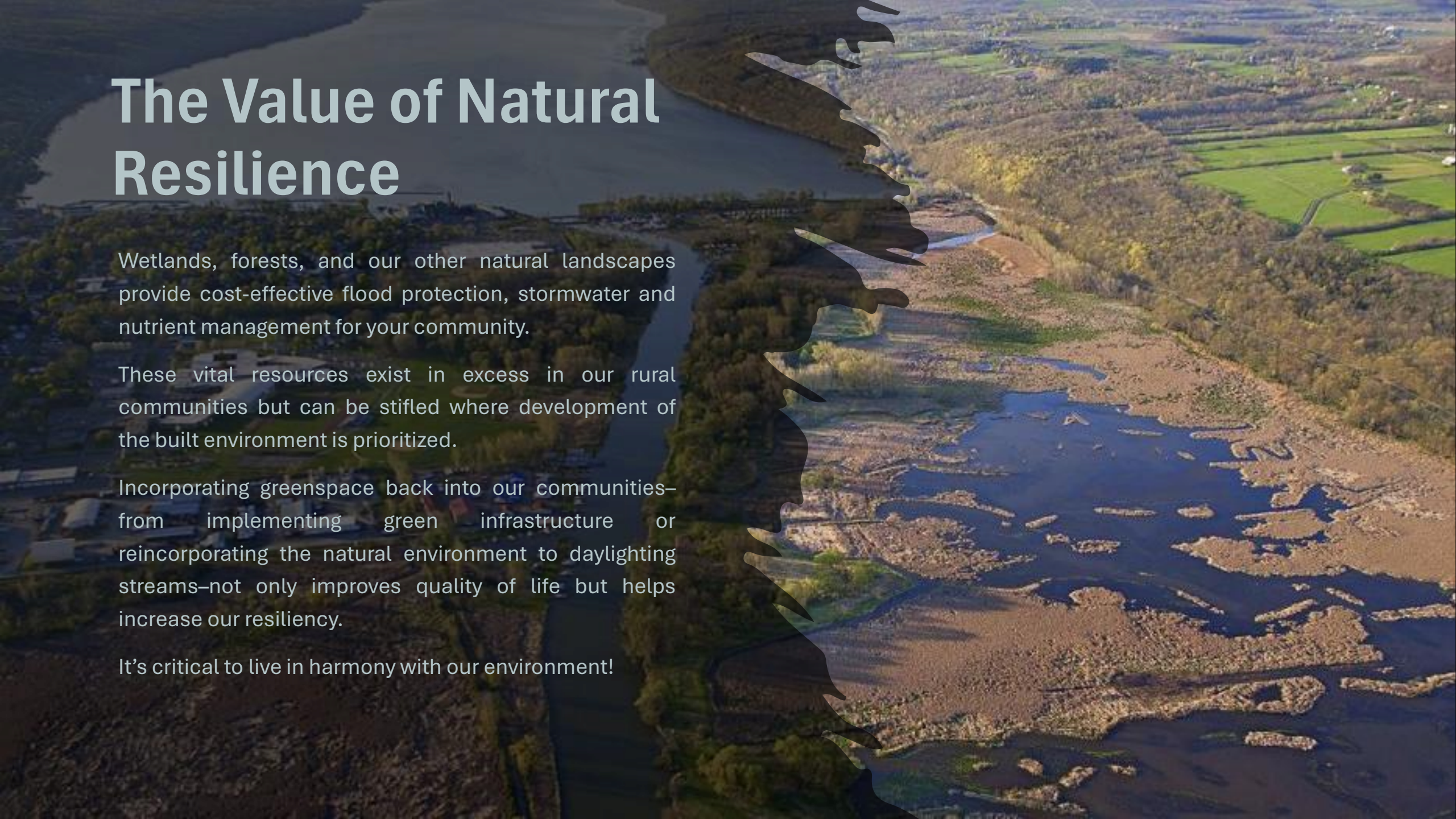
Efforts toward land conservation should be **targeted** and **intentional** to make the biggest impact when protecting lands, especially those facing multiple threats.

Consider the value of land conservation options through several lenses, such as:

- ☑ Recreational and historical value
- ☑ Improving local climate resilience and adapting to changing environmental conditions
- ☑ Water quality and quantity
- ☑ Habitat connectivity
- ☑ Farmland and forest productivity
- ☑ Safeguarding biodiversity



The Value of Natural Resilience

An aerial photograph showing a wide river on the left, with a large, irregular black silhouette overlaying the left side of the image. To the right of the river, there is a vast expanse of wetlands and fields, with some areas appearing brown and others green. The background shows a rural landscape with green fields and scattered buildings under a clear sky.

Wetlands, forests, and our other natural landscapes provide cost-effective flood protection, stormwater and nutrient management for your community.

These vital resources exist in excess in our rural communities but can be stifled where development of the built environment is prioritized.

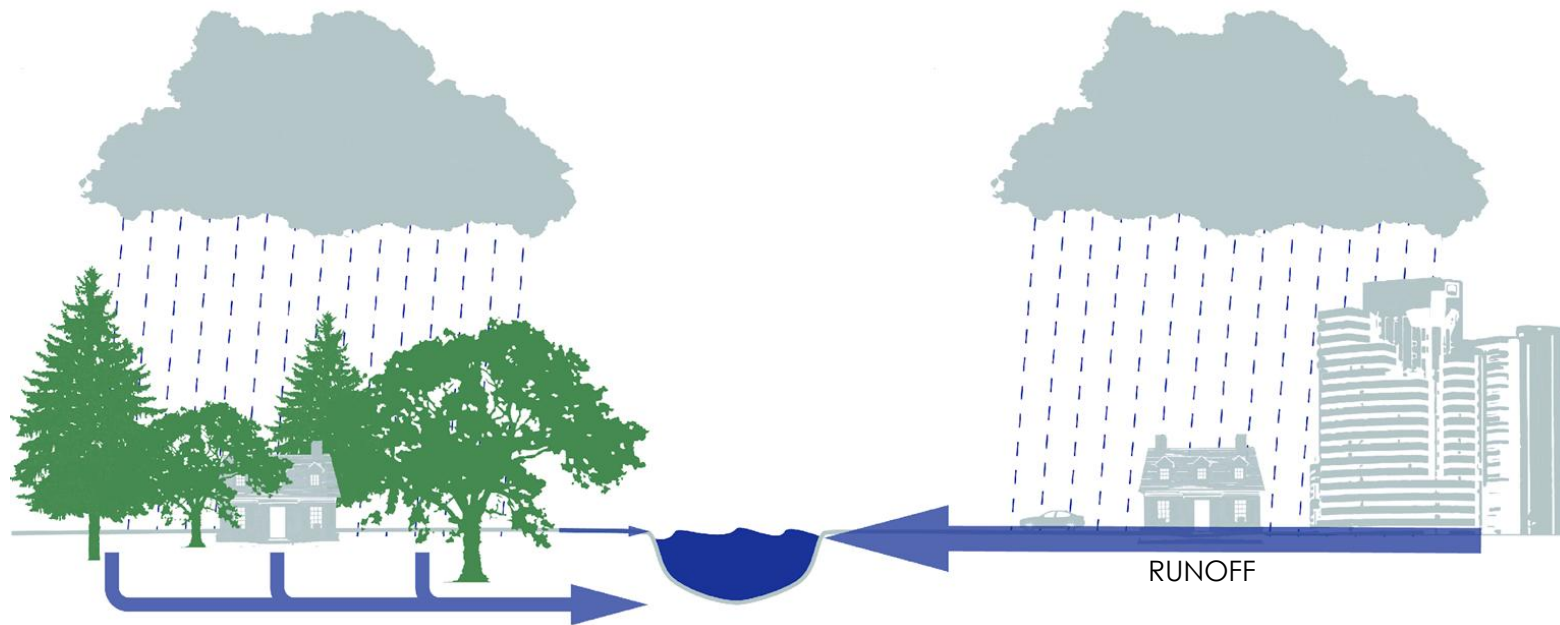
Incorporating greenspace back into our communities—from implementing green infrastructure or reincorporating the natural environment to daylighting streams—not only improves quality of life but helps increase our resiliency.

It's critical to live in harmony with our environment!

Land Use & Stormwater

Natural landscapes like forests and wetlands are very good at soaking up rain, while the built environment (i.e., roofs, roads, parking lots) both prevent water from absorbing into the ground and increase runoff.

Too much impervious surface with inadequate stormwater infrastructure can contribute to flooding in your community, impacting infrastructure, your community's health, the local economy, and schools.



More rain is absorbed by trees, wetlands, and natural landscapes

Why are we getting more frequent and intense storms?

Warmer air holds more moisture which means more intense and frequent precipitation events as the climate warms. Increased rainfall has the potential to overwhelm waterways and stormwater systems, increasing flood and erosion risks across towns and cities.

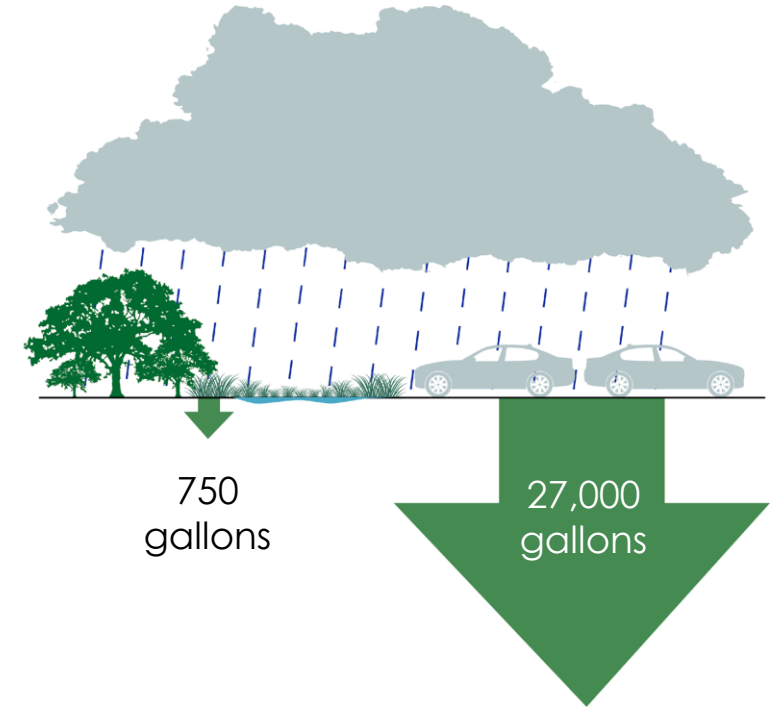
Wetlands

Wetlands capture, hold, and slowly release runoff, creating buffer zones that can help prevent damage to the surrounding infrastructure.

And, they do all of this while also supporting diverse wildlife and providing many other ecosystem services, like:

- * Habitat for fish, shellfish, waterfowl, bird, and furbearers (and general biodiversity)
- * Protect and enhance water quality by filtering pollutants, removing sediment from surface water, oxygen production, nutrient regulation and recycling, and chemical and nutrient absorption, as well as aquatic productivity, microclimate regulation, and world climate
- * Provide natural hazard regulation such as flood and erosion control
- * Allow for groundwater recharge and water supply, timber and other natural products (such as food production), energy source (peat), livestock grazing, fishing and shellfishing, hunting and trapping, recreation, aesthetics, cultural values, education, and scientific research

Wetlands are a natural feature, but humans try to replicate their functions to address stormwater management needs within the built environment and even constructed (manmade) wetlands that are engineered to mimic natural wetlands to support stormwater management, wastewater treatment, and habitat restoration.



When one inch of rain falls, a wetland may only release 750 gallons of runoff.

A parking lot of the same size releases over 27,000 gallons!

That's **36x** as much runoff!

Case Study

EFFECTIVENESS OF A CONSTRUCTED WETLAND FOR TREATMENT OF AGRICULTURAL RUNOFF

- Constructed wetland implemented in 2007 to treat ag wastewater runoff from livestock operations during heavy rain events (high-flow, low-concentration of ag waste per volume of stormwater)
- No permits during construction—this conservation practice was considered exempt from EPA oversight, per the Clean Water Act, as a normal farming activity necessary to conserve and protect soil, “water and related resources in order to sustain agricultural productivity.” This construction must be in conformance with NRCS technical standards.



The wetland was separated into five segments to allow retardation of water flow, which prolongs biological activity and enables sedimentation to improve water quality.

Restore and Maintain

WETLANDS RESERVE EASEMENTS (WRE) help private and tribal landowners protect, restore and enhance wetlands which have been previously degraded due to agricultural uses.

Wetlands Reserve Easements are a component of the Agricultural Conservation Easement Program and provide habitat for migratory waterfowl and other wetland-dependent wildlife, including threatened and endangered species; improves water quality by filtering sediments and chemicals; reduces flooding; discharges groundwater; protects biological diversity; and provides opportunities for educational, scientific and limited recreational activities.

Goal: Restore and maintain wetlands

Wetland Reserve enrollment options range from 30-year contracts or easements to term or permanent easements.

[Learn about the WRE Initiative](#)

[Watch a brief video on WREs](#)

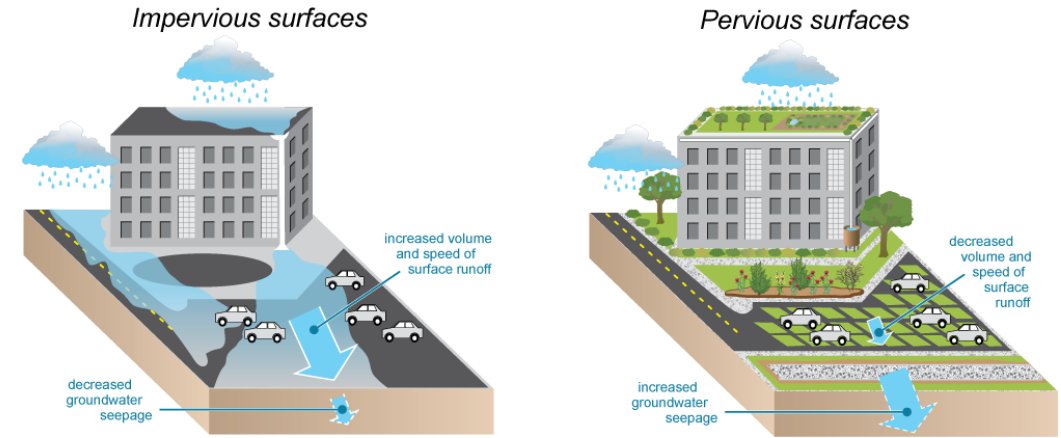
[Read SU EFC's Using Constructed Wetlands to Improve and Protect New York State Water Quality \(2015\)](#)

Green Infrastructure

Green infrastructure incorporates natural processes and technology that works with, and is inspired by, nature. Incorporating green infrastructure is often less costly, less disruptive to the environment, and contribute to community wellbeing, as opposed to “gray infrastructure”.

Green infrastructure seeks to manage stormwater, reduce heat island effects, improve air quality, and promote economic development. Additional benefits include the creation of pollinator and wildlife habitats, open and recreational public space, and sequestering carbon.

GI projects can vary in size, design, and location.

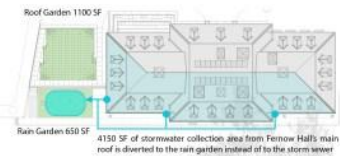


Impervious 'hard' surfaces (roofs, roads, large areas of pavement, and asphalt parking lots) increase the volume and speed of stormwater runoff. This swift surge of water erodes streambeds, reduces groundwater infiltration, and delivers many pollutants and sediment to downstream waters.

Pervious 'soft' surfaces (green roofs, rain gardens, grass paver parking lots, and infiltration trenches) decrease volume and speed of stormwater runoff. The slowed water seeps into the ground, recharges the water table, and filters out many pollutants and sediment before they arrive in downstream waters.

Conceptual diagram illustrating impervious and pervious surfaces. Impervious surfaces are hard and increase stormwater runoff, causing pollutant and sediment delivery in downstream waters. Pervious surfaces are soft and decrease stormwater runoff, which filters out pollutants and sediments before they arrive in downstream waters. Diagram courtesy of the Integration and Application Network (ian.umces.edu), University of Maryland Center for Environmental Science. Source: Chesapeake and Atlantic Coastal Bays Trust Fund, 2013. Stormwater Management: Reducing Water Quantity and Improving Water Quality. IAN press, newsletter publication.

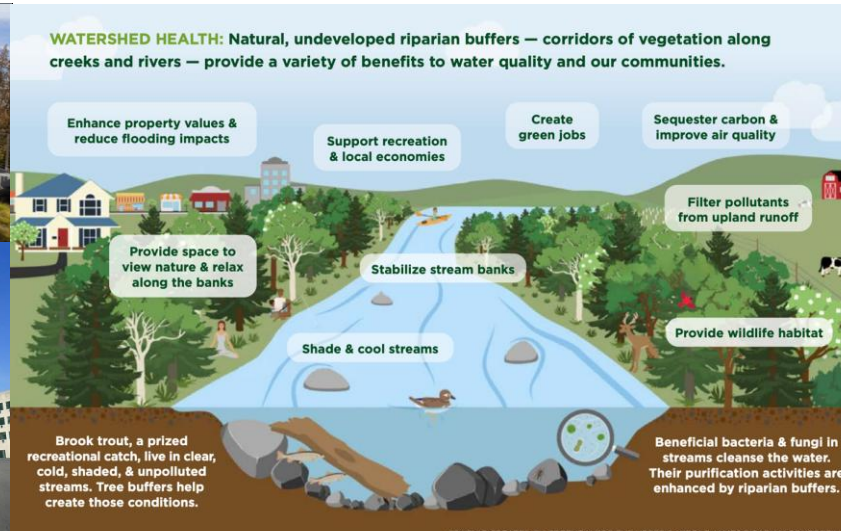
Examples



4150 SF of stormwater collection area from Farrow Hall's main roof is diverted to the rain garden instead of to the storm sewer



Photo: di Domenico + Partners, LLP



GRAPHIC CREATED BY GREENFIN FOR THE UPPER & MIDDLE JAMES RIPARIAN CONSORTIUM

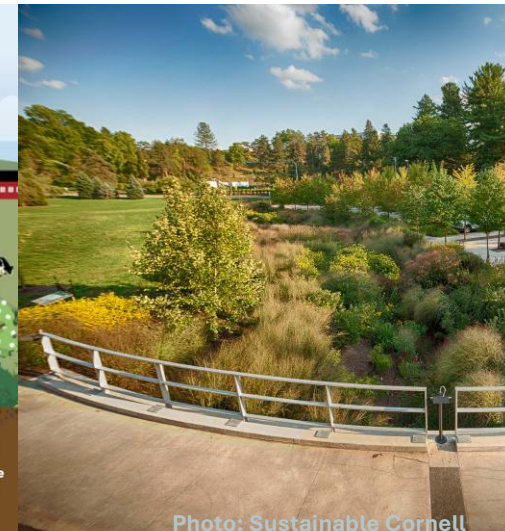


Photo: Sustainable Cornell

Local Government Toolkit

Regulatory and voluntary tools you can use in your community to preserve what you care about most.

- * Comprehensive Planning
- * Zoning & Overlays
- * Subdivision Ordinances
- * Smart Growth
- * Performance Zoning
- * Natural Resources Inventories & Open Space Plans
- * Conservation Easements & Development Rights
- * Incentive Zoning & Impact Fees
- * Pledge Cards

When deciding what tool or combination of tools to use, consider the following:



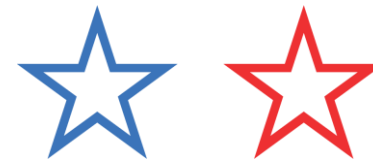
LEGAL CONTEXT



EXISTING
REGULATIONS



REGULATION +
INCENTIVE BALANCE



POLITICAL
LANDSCAPE



CAPACITY

Comprehensive Planning

Includes long-range goals and objectives for the community to guide all activities that affect the local government.

Should consider smart growth, economic development, infrastructure (community facilities, housing, street networks, pedestrian and cyclist infrastructure) natural resources, and quality of life.

Strategizing how the future of land uses will look in your community and the principles your community will be guided by saves you the trouble of undoing impacts from unsustainable or incompatible uses down the line.



Photo: NYS Press Office

Zoning Ordinances, Land Use Regulations, & Overlays

A regulatory tool that establishes zoning districts, permitted uses within those districts, and restrictions. Restrictions can include prohibiting intensive land uses and permitting only low-impact, compatible uses in Conservation or Open Space zoning districts, or in special flood hazard areas.

Overlay districts can help establish even more specialized regulations (and incentives) on top of the base zoning districts.

Subdivision Ordinances

Regulates if, how, and when a landowner can divide, consolidate, develop, or change boundaries based on the land's characteristics. If a landowner wants to divide a large parcel of land into multiple lots, building sites, or other changes, an ordinance can coordinate site design that improves the community rather than degrades it.

Smart Growth and Performance Zoning

5 Key Smart Growth Principles:

- 🌀 **Build connected communities.** Locate the things people need close to where they live.
- 🌀 **Make transportation accessible.** Build a safe transportation system that connects people to jobs and other needs, whether they drive, take transit, walk, bike, or roll.
- 🌀 **Build for everyone.** Make sure people can afford to live in smart growth communities at all stages of life.
- 🌀 **Center community voice.** Give people a say in what is built in their own neighborhoods.
- 🌀 **Invest in Main Streets.** Focus development in existing communities with a strong sense of place.

Performance zoning (also called “flex(ible) zoning” or “impact zoning”) is a method of regulating design and location of a development based on factors relating directly to the development site and that development’s specific impacts on its neighborhood. Natural features are commonly protected from development and deducted from the site’s development potential before the remaining areas are developed at the permitted density.

CONVENTIONAL ZONING

Conventional zoning often promotes bad design because of its rigidity. The standards it sets become the lowest common denominator, with mediocrity in design a predictable result. In order to maximize his profits under these standards, the designer is almost compelled to employ a cookie-cutter design, which gives to suburbia its “little boxes made of ticky-tacky.” Conventional zoning also results in uneconomical layout and waste when a portion of a site does not conform to its inflexible standards. Finally, it encourages natural resources to be bulldozed, often literally, so that they may be converted into developable area.

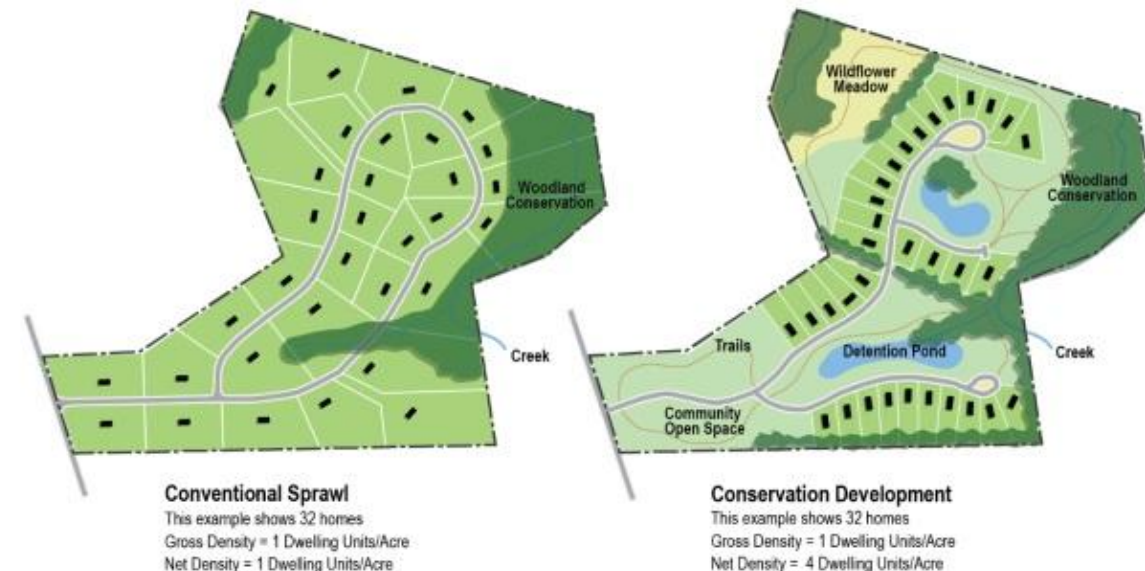


PERFORMANCE ZONING

Good design is predicated on freedom, flexibility, and creativity. Performance zoning was developed to permit the designer to implement these values. The increased flexibility of performance zoning enables the landowner to work with the constraints of the site and to buffer adjoining uses and roads; it provides a necessary protection for the welfare of the community without depriving the developer of a profitable return. The illustrations contrast the layout of a property under conventional and performance zoning.



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NRIs & Open Space Plans

Compiles and describes important, naturally occurring resources within a given locality.

Typically includes a survey of land uses and the status, condition, and trends of land, soil, water, and related natural resources.

Cultural resources, such as historic, scenic, or recreational resources are often included, also.

NRIs are a great building block for comprehensive land use and conservation planning and provide an easy way for people to access natural resource information, particularly for consideration in local planning and zoning efforts.

Once an NRI is completed, communities are well-positioned to develop strategies to conserve their natural areas and open space identified in the NRI.





Conservation Easements & Development Rights

A voluntary agreement between a landowner and another party to protect specific resources on the property. Some are donated, with the landowner receiving a tax benefit in lieu of payment.

An easement can also be created by the landowner selling the development rights to a public agency through a purchase of development rights (PDR) program.

Transfer of development rights (TDR) allows a landowner to disconnect the right to develop the property from the property itself and sell or transfer it for use on a different parcel of land in the community. This practice often supports a municipality's open space planning goals without causing a financial burden on landowners or the greater community.



Photo: Homes.com

Incentive Zoning & Impact Fees

Incentive zoning is a strategy that allows property owners to receive certain benefits or exemptions from zoning restrictions in exchange for meeting certain public goals or objectives, essentially providing an economic incentive for developers to undertake activities that benefit the community.

Impact fees have developers pay for new or expanded public facilities that serve their developments. The types of public facilities funded range from transportation to libraries, depending on the state and jurisdiction. Impact fees allow developers to share the cost of expensive infrastructure system, which incentivizes cluster and infill development. Jurisdictions can also use the impact fees to support new parks, recreation facilities, and open space.

Community Campaigns & Pledge Cards

Pledge cards are behavioral commitment tools—accompanying community, regional, or state-wide campaigns—that can be used to encourage specific actions and serve as tangible reminders to citizens that prompt engagement with community goals.

Top 10 Urban Nutrient Management Practices to Protect Water Quality, Use Fertilizer Sparingly, and Potentially Save \$

- Avoid spillage of fertilizer and herbicides onto paved surfaces and storm drains
- Retain clippings and mulched leaves on the lawn—these are natural fertilizers and can help your lawn stay healthy
- Avoid late-season applications (after mid-December) of all N sources and avoid excessive early-spring applications of water soluble quick-release N sources. NY prohibits application of any lawn fertilizer December 1 - April 1
- Do not apply fertilizer within 20 feet of a water feature
- No P applications or secondary nutrients unless a soil test indicates a deficiency
- If turf has desirable function, growth, and quality, fertilizer of any kind is not necessary
- Fertilizer applications should not be made when soil temperatures are under 50 degrees F or during late-winter months when fertilizer can burn the lawn
- For efficient use of fertilizer, use slow-release N fertilizers, especially on sandy soils
- Set mower height at 2.5 inches or taller—grass of this height is healthier and more drought resistant
- If more assistance is needed, work with a professional to develop an ENMP based on a soil test analysis

USC Upper Susquehanna Coalition

Please tear this off and keep as a reminder to maintain your lawn using these 10 nutrient management practices

For questions or concerns, email urbannutrients@u-s-c.org

Upper Susquehanna Coalition

I Pledge to Use the Top 10 Urban Nutrient Management Practices to Protect Water Quality and Use Fertilizer Sparingly

First and Last Name: _____

Address: _____

City: _____

State, ZIP: _____

Email Address: _____

Phone Number: _____

Approximate size of your yard in square feet or acres: _____

Submit via mail or complete online at:
<http://www.u-s-c.org/UNMPform>

Your Call to Action

- ! Support conservation actions, such as incorporating appropriate regulatory and voluntary tools, during your community's next comprehensive planning activity.
- ! Discuss the tools your community can use to plan and prepare for the future, and share these resources with your department, office, or other potential collaborators.
- ! Explore available data, plans, laws, regulations and ordinances. If your community lacks a(n updated) comprehensive plan, natural resource inventory, and/or land use regulations, but would benefit from them, start there! Were there aspects of this presentation that piqued your interest? Other practices or approaches on your mind, but you're not sure where to start? ***Let's talk!***
- ! Speak your constituents' language. How are your efforts seeking to protect the things they love and care about?
- ! Spread the good word (educate, educate, educate).
- ! Gather testimonials or provide other opportunities for community members to learn from one another about things they may be skeptical about or unaware of.
- ! Work *with* your natural environment, not against it!

Questions? Comments? Thoughts?

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SOUTHERN TIER CENTRAL
Regional Planning & Development Board