

## Westfield NY Forward

# PROGRAM FACT SHEET

### NY Forward Program

*The NY Forward (NYF) program is a comprehensive approach to reinvigorate and enliven downtowns in New York's smaller and rural communities—the type of downtowns found in villages, hamlets and other small, neighborhood-scale municipal centers. NY Forward utilizes a "Plan-than-Act" strategy that starts with a bottom-up community planning process and results in the implementation of key projects recommended by the community. In its third year, the State allocated \$100 million across the State's ten regions. Two communities in each region were awarded \$4.5 million for planning and implementation support needed to attract more businesses, residents, and visitors, while also providing a higher quality of life for all residents. The Village of Westfield was awarded \$4.5 million by the State in the third round of the NYF program.*

#### Goals

The primary goals of the NYF program are to:

- Create an active downtown with a strong sense of place.
- Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
- Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
- Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
- Grow the local property tax base.
- Provide amenities that support and enhance downtown living and quality of life.
- Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

#### Process

The NYF program follows a well-structured process that includes the development of a Strategic Investment Plan for the selected downtown area. Key components of the plan include:

- Vision, goals, and strategies;
- Public engagement strategy;
- Downtown profile and assessment (characterizing existing conditions); and
- Identification of projects that catalyze or continue downtown revitalization.

## Local Planning Committee (LPC)

A Local Planning Committee, composed of local and regional leaders, is formed to guide the NYF planning process and represent the interests and priorities of the community. Over several months, the LPC meets regularly to:

- Guide the consultant and State team;
- Discuss the vision, goals, and strategies for the downtown area;
- Review planning documents; and
- Evaluate and recommend proposed projects.

Public meetings are also held to solicit feedback from the community on the vision, goals, and proposed projects within the NYF boundary.

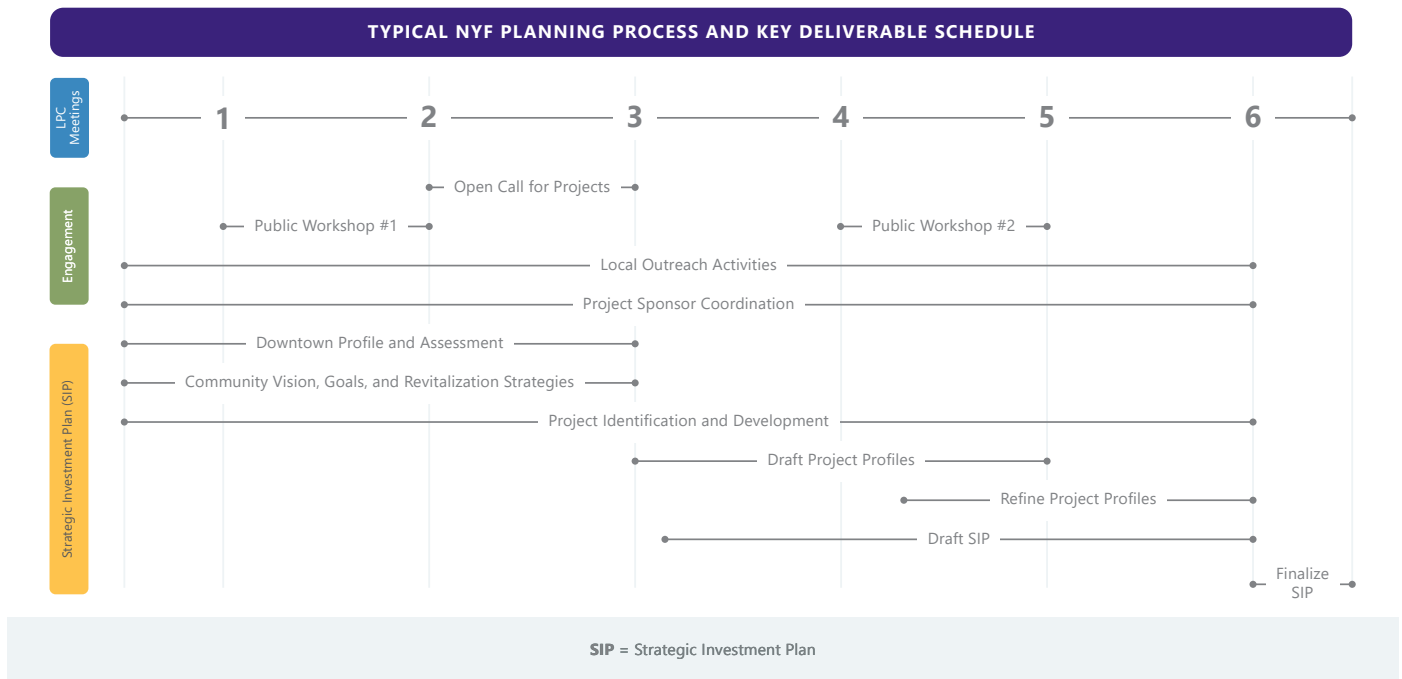
## Consultant Team and State Support

The NYF program process is supported by:

- A consultant team that provides expertise and guidance;
- Staff from the local municipality; and
- A team from New York State that offers technical assistance

## Timeline

The NYF planning process typically spans several months and includes various milestones:



## Conclusion

The NY Forward program is critical in revitalizing the local economies and downtown areas of smaller and rural communities across the State. By fostering collaboration between public and private partners, leveraging existing assets, and engaging local communities, the program aims to create vibrant, sustainable neighborhoods that attract investment, create jobs, and improve the quality of life for residents.



**NY Forward**

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