Draft of intro and survey questions for the REDC Survey(to begin September 30)

October 3, 2011 4 pm.

Welcome to Central New York’s “Be Heard” survey! Now is your chance to help economic growth in our region, and share your ideas. Listen to WSYR 106.9 FM on \_\_ , and participate in a live discussion between government representatives and the public. This survey is being conducted by the Central New York Regional Economic Development Council, representing Cayuga, Cortland, Madison, Onondaga and Oswego counties. For more information, please visit our website at:---

\*This survey is confidential and anonymous. You may only participate once in this survey.

1. **Please complete this sentence and be specific**: We will have job growth in Central New York during the next five years, if

**[**Provide text box]

1. Using the list of economic goals below, please pick YOUR TOP 3, with #1 being the MOST important goal for our region:

* Better public transportation
* Fewer people living in poverty
* More businesses
* Higher wages
* A greener economy
* More jobs
* More people choosing to live here

1. In your view, which of the following steps is **most likely to transform** the CNY economy? **Choose one or add your own idea in the space provided.**

* Strengthen communities by investing in neighborhoods, downtown areas and main streets
* Support new businesses and unique CNY business strengths, like agriculture, tourism, healthcare, and renewable fuels
* Connect CNY to the global marketplace
* Other: [Please specify]

[Provide text box]

1. Thinking about your top choice in Question 3, which of the following is **most likely to achieve your top goal**? **[**Survey generates a list of strategies associated with the top goal selected in question 3, except for “Other” in which case the prompt is: “Please describe how to make your goal happen” with a text box

* Strengthen communities by investing in neighborhoods, downtown areas and main streets
  + Construct green buildings to make cities and towns more attractive
  + Encourage partnerships between business, cultural organizations, and higher education
  + Close the education and opportunity gap through retraining and youth programs
  + Other [Please specify].
    - Provide text box
* Support new businesses and unique CNY business strengths, like agriculture, tourism, healthcare, and renewable fuels
  + Improve the region’s health care system
  + Invest in better marketing of tourism
  + Expand businesses that offer energy efficiency
  + Improve the agriculture and food delivery system
  + Other [Please specify].
    - Provide text box
* Connect CNY to the global marketplace
  + Increase the marketing of our region to global investors
  + Offer grants to new businesses
  + Support business efforts to export more goods and services
  + Other [Please specify].
    - Provide text box
* If you filled in your own choice for Question 3, please describe how to make your goal happen and be specific:   
  [provide text box]

1. **Please complete this sentence and be specific**: The government can help businesses succeed in Central New York by

[Provide text box]

Thank you!