



CONCEPTUAL REVITALIZATION PLAN

appendix h: communications and media



Onondaga  
Environmental  
Institute



## **PRESS RELEASE**

### **Contact:**

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**Dr. Edward M. Michalenko, Onondaga Environmental Institute, (315) 472-2150 x11**

### **ONONDAGA CREEK GOVERNMENT WORKSHOP: JUNE 14, 2007**

**Syracuse — June 14, 2007-** On Thursday, June 14, 28 representatives from the local, regional, state, and federal government offices gathered in the SU Warehouse overlooking the creek to learn how a revitalized creek can benefit a community. Staff from the Onondaga Environmental Institute (OEI) briefed them on ideas that community members have contributed to the Onondaga Creek Revitalization Plan (OCRP) project over the past year, and encouraged them to discuss the roles that their organizations and agencies can play in realizing those goals.

Sponsored by the Onondaga Lake Partnership with funding provided by Congressman James T. Walsh through a grant from the U.S. Environmental Protection Agency, the goal of the OCRP project is to develop a community-based revitalization plan for the Onondaga Creek watershed. Over the last year, stakeholders and community members have contributed their goals and concerns for the future of Onondaga Creek through a series of community meetings. These ideas are being integrated into a draft revitalization plan for Onondaga Creek created by the Onondaga Creek Working Group. The Working Group will base the Onondaga Creek Revitalization plan on their firsthand experience and technical documents, as well as the community input.

Thursday's meeting allowed government employees to hear the community's wishes and begin to build the bridges across organizations that will bring those goals to fruition. OEI president, Edward Michalenko summed it up stating, "One of the best outcomes of today's meeting is that individuals from various agencies and organizations see how the function of their organization fits into a project like creek revitalization."

The Onondaga Creek Revitalization Plan will provide a big picture guide for linking current, fragmented projects which revolve around Onondaga Creek. It is expected to be completed by fall, and will be released to the public for comment thereafter.

For additional information, please contact the Onondaga Environmental Institute at 315-472-2150 x22, or by email at [mperreault@oei2.org](mailto:mperreault@oei2.org). You can also visit the project's website at [www.esf.edu/onondagacreek/](http://www.esf.edu/onondagacreek/).

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## **PRESS RELEASE**

**Contact: Dr. Richard Smardon, SUNY ESF, (315) 470-6636**  
[rsmardon@mailbox.syr.edu](mailto:rsmardon@mailbox.syr.edu)

### **PUBLIC FORUMS BEING HELD FOR COMMUNITY INPUT ON ONONDAGA CREEK**

**Syracuse—April 15, 2006** – The first of a series of community forums soliciting public input on the future of Onondaga Creek is scheduled for Wednesday, April 19<sup>th</sup> starting at 7 PM, at the Bob Cecile Community Center. The community input gathered at this meeting will be used by the team of organizations and involved citizens that make up the Onondaga Creek Conceptual Revitalization Plan's (OCRCP) Project Team and Working Group to create a revitalization plan for Onondaga Creek.

Onondaga Creek's watershed, the area from which all rainfall flows eventually to the creek, covers approximately 111 square miles of Onondaga County, and is the source of 35% of the water flowing into Onondaga Lake. It connects diverse communities and habitat as it flows 27 miles from the hills of Tully through the heart of Syracuse to Onondaga Lake, passing forests, farms, the Onondaga Nation, suburbs, city neighborhoods, businesses, museums, highways, and parks. The most knowledgeable and best acquainted people with Onondaga Creek are those people who live, work, or play in the creek's watershed, and the OCRCP Working Group wants to hear from them!

The community forums will be open to the public. The community's input will be gathered using a variety of spoken, written, and graphic methods. The input will be used, in conjunction with technical reports, to provide the basis of the OCRCP. The goal is to develop a community-based revitalization plan for the Onondaga Creek watershed, providing a guide for future development, water quality, and habitat improvements that can enhance social, environmental, and economic conditions along Onondaga Creek.

The Bob Cecile Community Center can be found at 174 West Seneca Turnpike, at Midland Avenue across from Meachem Field. Additional forums will be held at the following locations:

- May 3<sup>rd</sup> at 5:30 PM at the City Hall Commons Atrium in Syracuse.
- May 18<sup>th</sup> at 7 PM at the LaFayette Community Center.
- May 25<sup>th</sup> at 7 PM at the South Presbyterian Church.

For more information, call the Onondaga Environmental Institute at 315-472-2150 ext 25, or visit [www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek). The Onondaga Lake Partnership (OLP) sponsors the OCRCP project with funds from the U.S. Environmental Protection Agency (U.S. EPA). Visit [www.onlakepartners.org](http://www.onlakepartners.org) for more information on the OLP.

###

# ONONDAGA CREEK STAKEHOLDER MEETING

A gathering of CNY's stakeholders to shape the future of Onondaga Creek  
at the

**MOST** \* **Museum of Science & Technology**  
500 South Franklin St. - Armory Square

**Tuesday, March 20th, 2007**

**Breakfast and Discussion**

**8:00 a.m. - 9:00 a.m.**

**Exhibits open at 7:30 a.m.**

**Free and open to the public**

- Tell us your goal or vision for Onondaga Creek!
- What issues or concerns must be overcome to achieve your vision?
- How will creek revitalization help the community?
- Who will be helpful partners in creek revitalization?

The **ONONDAGA ENVIRONMENTAL INSTITUTE** invites the best and brightest of Central New York to think big and provide your input at this exciting free event!

Waterway revitalization provides environmental, economic, and social benefits to surrounding areas. Help Onondaga Creek join the list of success stories:

- Charles River in Boston
- Bronx River in New York
- South Platte River in Denver
- Providence River in Rhode Island
- Guadalupe River in San Jose
- San Antonio River in Texas
- Des Plaines River in Illinois
- Eighteenmile Creek in Western NY

Visit [www.esf.edu/onondagacreek/](http://www.esf.edu/onondagacreek/) for more information about the Onondaga Creek Revitalization Plan project!



**WACHOVIA**



**COR**  
COMPANIES

**HANCOCK & ESTABROOK, LLP**  
COUNSELORS AT LAW



A clean lake reflects well  
on all of us.

In addition to the event sponsors noted above, the Onondaga Lake Partnership sponsors the Onondaga Creek Conceptual Revitalization Plan project with funds from the U.S. Environmental Protection Agency.

**onondaga  
creek**  
CONCEPTUAL REVITALIZATION PLAN

# Working Group Meeting



*Brook Trout*, Illustration by E. Edmonson,  
NYS Department of Environmental Conservation



A clean lake reflects well  
on all of us.

The Onondaga Creek Working Group is  
part of a grant sponsored by the  
Onondaga Lake Partnership

Date: June 4 2008

Time: 5:30—7:30pm

Santaro Memorial Park

4979 Velasko Road

Town of Onondaga, NY 13215

Free and open to the public. The Working Group is a diverse group of volunteers who live or work in the Onondaga Creek watershed. The Working Group is currently reviewing the draft conceptual revitalization plan for Onondaga Creek .

For more information:  
Onondaga Environmental Institute,  
315-472-2150 x22  
[www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek)



## The Working Group

The Onondaga Creek Working Group will develop the conceptual revitalization plan for Onondaga Creek. They are a diverse group of volunteers who live or work in the Onondaga Creek watershed.

The Working Group meets at 5:30pm on the first Wednesday of each month. Meetings are open to the public. For a meeting schedule and location please visit [www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek).



Working Group members learn about the Creek

S. Harrington, CNVRPDB

## The Project Team

The Project Team is responsible for facilitating the Working Group, Community Forums, and Stakeholder meetings, public education events, and the creation of various informational documents. The following organizations work together to assist the Onondaga Creek Conceptual Revitalization Plan Project:

- Atlantic States Legal Foundation
- Canopy
- City of Syracuse
- Cornell University Cooperative Extension of Onondaga County
- Onondaga Environmental Institute
- State University of New York College of Environmental Science and Forestry (SUNY ESF)



West Branch of Onondaga Creek

M. Perreault, OEI

We want to know what you think!

What is important to you along the creek?

What changes do you wish for?

Let us know!



A. Helpen



E. Michalenko, OEI



A clean lake reflects well on all of us.

The Onondaga Lake Partnership (OLP) sponsors the Onondaga Creek Conceptual Revitalization Plan (OCRCP) project with funds from the U.S. Environmental Protection Agency (U.S. EPA). Visit [www.onlakepartners.org](http://www.onlakepartners.org) for more information on the OLP.



### For more information:

Onondaga Environmental Institute  
102 West Division Street  
Syracuse, NY 13204

Phone: 315-472-2150 x 22

Fax: 315-474-0537

Email: [maponon@verizon.net](mailto:maponon@verizon.net)



## Onondaga Creek Deserves a Vision...

You can help create it!

.....



Past—1919

Syracuse Metropolitan Sewer Board



Present—2006

K. Foote

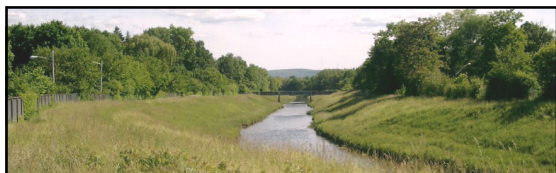


**This vision can only come from the community who lives, works and plays in its watershed.**

## HELP ONONDAGA CREEK

...join the list of rivers around the nation that have made dramatic recoveries after years of neglect and abuse, bringing recreational, ecological, and economic opportunities to their surrounding communities.

**re-vitalize:  
to give new life or vigor**



E. Clark, US EPA

Onondaga Creek near Ballantyne Road

## PROJECT COMPONENTS

Working Group

Public Education Programs

Community Forums and  
Stakeholder Meetings

Information Reports about  
Onondaga Creek

The Onondaga Creek  
Conceptual Revitalization Plan

Onondaga Creek  
at Franklin Square

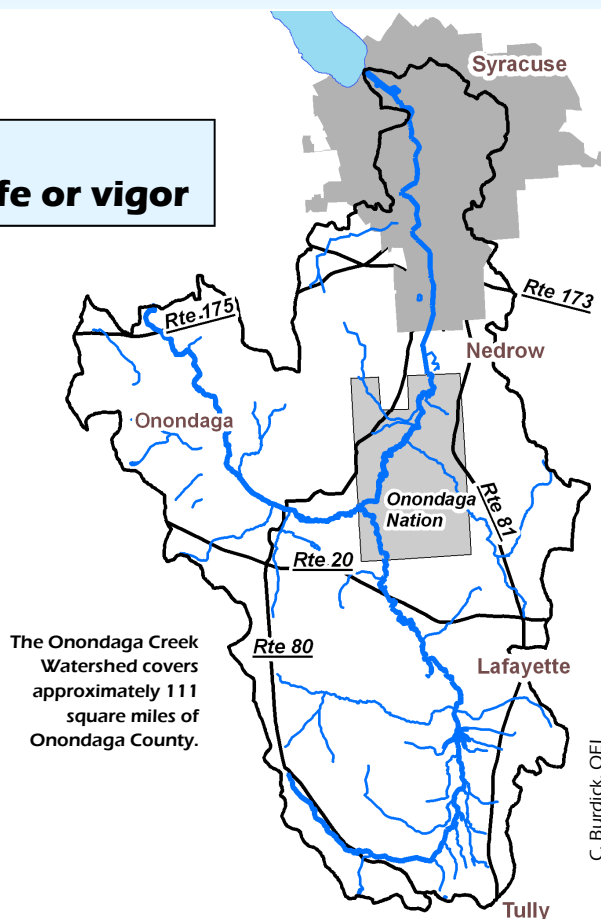


E. Michaelenko, OEI

## PROJECT GOAL

To develop a community-based revitalization plan for the Onondaga Creek watershed, providing a guide for future development, water quality, and habitat improvements that can enhance social, environmental, and economic conditions along Onondaga Creek.

## WHY ONONDAGA CREEK?



- A healthy creek can help Onondaga Lake! Approximately 35% of the water in Onondaga Lake comes from Onondaga Creek.
- Onondaga Creek has changed over time—but that change is not necessarily permanent. We can plan to improve the creek's water quality, wildlife habitat, and open spaces.
- Access to the creek is currently limited by fences and private property. Creative planning could provide safe opportunities to interact with the creek.

## GET INVOLVED!



### Attend the Community Forums

and other public meetings about the Creek, and bring your friends! A large part of this plan depends on the input given by the public—make your voice heard about the future of Onondaga Creek!

### Attend public education programs

and events related to the Onondaga Creek watershed—educate yourselves!

### Visit the OCRP website:

[www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek)

for more information about the history, geology, and ecology of the Onondaga Creek watershed.

### Join the Friends of Onondaga Creek Working Group email list

by emailing [maponon@verizon.net](mailto:maponon@verizon.net)  
or visiting [www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek)

Canoeing Onondaga Creek



A. Halpern



# Onondaga Creek Community Forums

Help create the plan to  
revitalize Onondaga Creek!

Share your vision for the future of  
Onondaga Creek and your community!  
What is important to you along the creek?  
What changes do you wish for?  
*Let us know!*

Community Forums will be held...

**1. April 19th, 2006 @ 7 PM**

**Bob Cecile Center**

174 West Seneca Turnpike, Syracuse, NY 13205

**2. May 3rd, 2006 @ 5:30 PM**

**City Hall Commons**

201 E. Washington Street, Syracuse, NY 13202

**3. May 18th, 2006 @ 7 PM**

**LaFayette Community Center**

2508 Route 11, LaFayette, NY 13084

**4. May 25th, 2006 @ 7 PM**

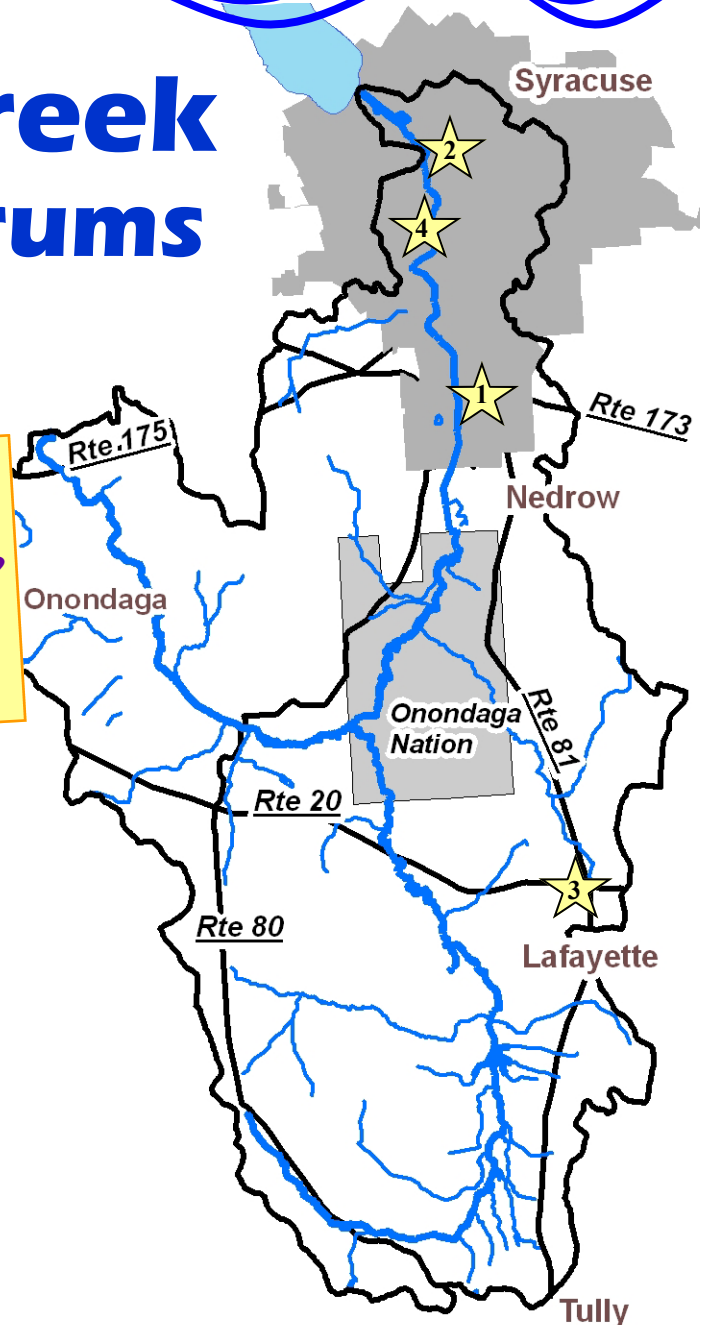
**South Presbyterian Church**

112 West Colvin Street, Syracuse, NY 13205

For more information, contact:

Onondaga Environmental Institute, 315-472-2150 ext 25

Or visit [www.esf.edu/onondagacreek/](http://www.esf.edu/onondagacreek/)



The Community Forums are FREE and open to the public, hosted by local community members and facilitated by the Onondaga Creek Conceptual Revitalization Plan (OCRCP) Project Team. Join us for an evening to learn about the creek, and let your voice be heard about its future!



The Onondaga Lake Partnership (OLP) sponsors the Onondaga Creek Conceptual Revitalization Plan (OCRCP) project with funds from the U.S. Environmental Protection Agency (U.S. EPA).





# Onondaga Creek Community Forums

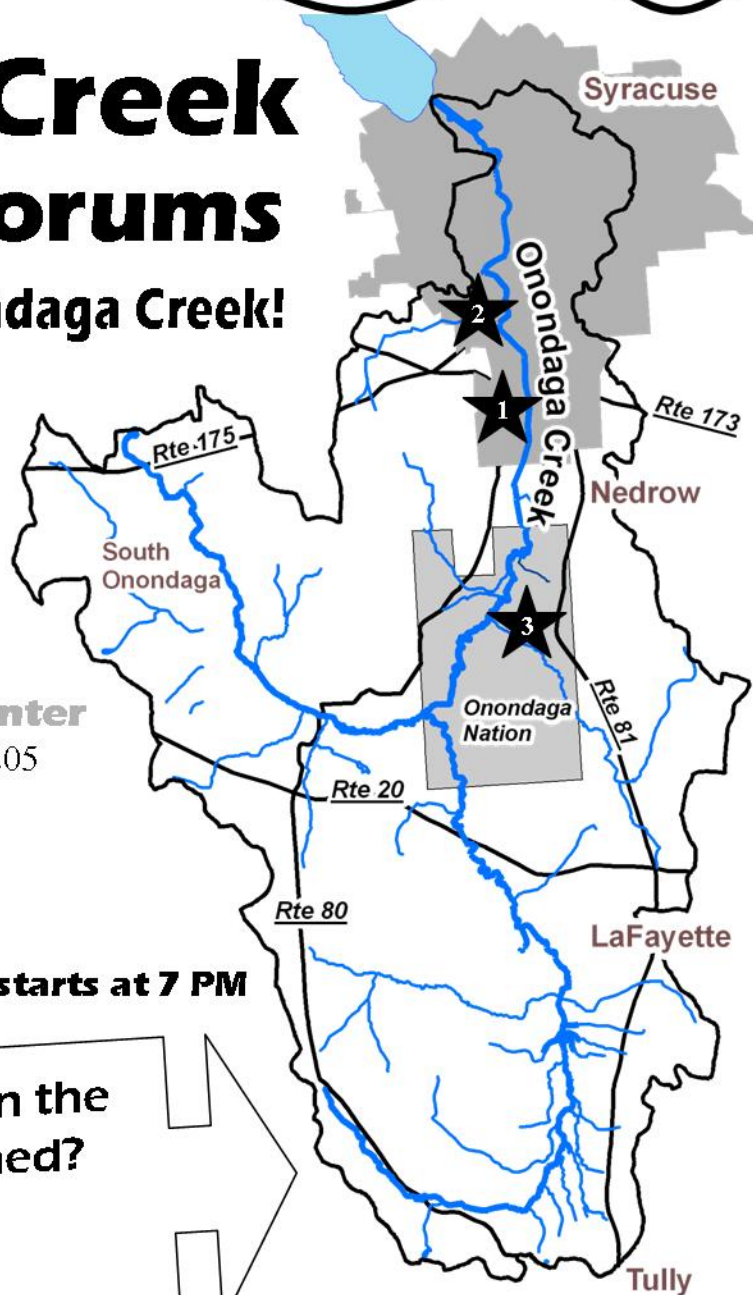
Share your vision for Onondaga Creek!

## Three more dates!

- 1. July 19th, 2006**  
**Clary Middle School**  
Amidon Drive, Syracuse, NY 13205
- 2. July 20th, 2006**  
**Southwest Community Center**  
401 South Avenue, Syracuse, NY 13205
- 3. July 27th, 2006**  
**Onondaga Nation School**  
Route 11A, on the Onondaga Nation

**Doors open at 6:30 PM, discussion starts at 7 PM**

Do you live, work, or play in the  
Onondaga Creek watershed?  
You should attend a  
Community Forum!



*The Onondaga Creek Watershed*

Community Forums are FREE and open to the public. We want to know your dreams and concerns for the future of Onondaga Creek and the surrounding community! Add your input to help create the Onondaga Creek Conceptual Revitalization Plan. Join in—speak up—be a part of the planning process!

For more information, contact the Onondaga Environmental Institute, 315-472-2150 ext 25 or visit [www.esf.edu/onondagacreek/](http://www.esf.edu/onondagacreek/)



The Onondaga Lake Partnership (OLP) sponsors the Onondaga Creek Conceptual Revitalization Plan (OCRCP) project with funds from the U.S. Environmental Protection Agency (U.S. EPA).

**onondaga creek**  
**CONCEPTUAL REVITALIZATION PLAN**

## Onondaga Creek Sub-basin Conceptual Revitalization Plan Communications and Media Plan

The *Onondaga Creek Sub-basin Conceptual Revitalization Plan* (OCRCP) Project empowers a consortium of non-profit organizations, a local university, and the City of Syracuse to initiate a revitalization planning process for the Onondaga Creek watershed. A coordinated planning effort will identify common goals among diverse interests, and outline a process aimed towards achieving those goals in revitalizing Onondaga Creek. The project is sponsored by the Onondaga Lake Partnership (OLP)<sup>1</sup>, with US Environmental Protection Agency funds. The OCRCP Project Team members are the City of Syracuse, SUNY College of Environmental Science and Forestry (SUNY ESF), Cornell Cooperative Extension of Onondaga County (CCE), Canopy<sup>2</sup>, Atlantic States Legal Foundation (ASLF) and Onondaga Lake Cleanup Corp. (OLCC).

The project team will attempt to maximize watershed-wide public participation in the planning process. SUNY ESF will chair an Advisory Committee composed of watershed stakeholders that will develop the plan based on technical information and public input. OLCC and ASLF will compile, and release to the public, available technical information relevant to the planning process. Canopy, SUNY ESF and OLCC will conduct public forums and events that will identify community goals and issues for Onondaga Creek. CCE and SUNY ESF will conduct educational programs for watershed residents and area teachers. The outcome of this two and one-half year project will be a conceptual plan for restoring Onondaga Creek based on community goals.

The following sections outline the project communications and media plan. This document is a supplement to the OLP *Strategic Communication Plan* (SCP) and is specific to the OCRCP project. Linkages to sections of the OLP SCP are identified and highlighted in parentheses, the OLP SCP remains fully in effect as no statements contained herein contradict or supersede the OLP SCP. Table 1 outlines the project mission and communications/media goals and objectives.

**Table 1. Onondaga Creek Sub-basin Conceptual Revitalization Plan Project Mission, Communications/Media Goals and Objectives**

Project Mission	Initiate a watershed revitalization planning process for the Onondaga Creek watershed. Produce a conceptual revitalization plan based on technical and public input.
Project Communications/Media Goals	<ul style="list-style-type: none"> <li>Maintain effective, two-way communication with the public about the revitalization planning process within the five communication gateways<sup>3</sup> of the project.</li> <li>Use the media to assist in communicating with the public about, and generating interest in, the revitalization planning process.</li> <li>Use academic institutions, public agencies and other organizations to provide applicable technical information to the Advisory Committee and public.</li> </ul> <p>To meet the above goals, communication/media objectives for each communication gateway are listed below. See page 3 for a detailed approach to achieve each objective.</p>

<sup>1</sup> The OLP is comprised of six member agencies: US Army Corps of Engineers, Buffalo District, US Environmental Protection Agency, Governor of the State of New York, Attorney of the State of New York, County Executive of Onondaga County, and Mayor of the City of Syracuse.

<sup>2</sup> Canopy is a coalition of Syracuse park associations, community garden groups and greenspace advocates.

<sup>3</sup> A communication gateway is defined as a component of the OCRCP project where communication with the public, watershed stakeholders, elected officials and government agencies will occur.

1. Onondaga Creek Advisory Committee (OCAC) Communications/Media Objectives:	<ul style="list-style-type: none"> <li>A. Conduct Advisory Committee meetings attended by Onondaga Creek watershed stakeholder representatives</li> <li>B. Use academic institutions, public agencies and other organizations to provide accurate technical information relevant to decision making</li> <li>C. Develop and issue <i>Conceptual Revitalization Plan</i> to public</li> <li>D. Provide awareness of its activities to the public, the media, elected officials and interested government agencies (OLP SCP Section I)</li> </ul>
2. Project Team Communications/Media Objectives:	<ul style="list-style-type: none"> <li>A. Maintain effective interteam communications throughout the OCRP project</li> <li>B. Provide awareness of its activities to the public, the media, elected officials and interested government agencies (OLP SCP Section I)</li> </ul>
3. Public Release of Documents Communications/Media Objectives:	<ul style="list-style-type: none"> <li>A. Reach out effectively in written form to watershed residents and the public by providing widely available, accurate informational documents about Onondaga Creek</li> <li>B. Use the media to inform the public of the availability of the documents</li> </ul>
4. Stream Segment Stakeholder Meetings and Mini-forums Communications/Media Objectives:	<ul style="list-style-type: none"> <li>A. Through meetings and mini-forums, solicit issues and goals for Onondaga Creek revitalization from stakeholders in each of the eight geographically-defined stream segments</li> <li>B. Compile issues and goals and create a document for public release</li> <li>C. Use the media to publicize stakeholder meetings and mini-forums</li> </ul>
5. Public Education Communications/Media Objectives:	<ul style="list-style-type: none"> <li>A. Raise public awareness of, and encourage public involvement in, issues in the Onondaga Creek watershed</li> <li>B. Use academic institutions and public agencies to provide accurate applicable information to public education</li> <li>C. Use the media to publicize educational events and efforts</li> </ul>



## Approach to Achieve Communications/Media Objectives

### 1. Advisory Committee Communications/Media Objectives (OLP SCP Section II)

#### A. Conduct Advisory Committee meetings attended by Onondaga Creek watershed stakeholder representatives

##### 1. Onondaga Creek Advisory Committee (OCAC) Meetings Procedure

###### a. Meeting Notification Procedure

- Meeting dates set in advance by OCAC; meeting reminders 5-10 business days in advance to OCAC by OLCC via email (or regular mail where needed);
- 7 - 15 days advance written notice to public via Syracuse Post-Standard by OLCC, (web posting requests will be sent to OLP, Syracuse.com, and City of Syracuse);
- 3 days advance posting in a public location(s) by OLCC, (based on locations suggested by OCAC);
- 7 - 15 days advance email notice to elected officials, interested government agencies, including the OLP

###### b. Meeting Procedure:

- Agenda produced and distributed 5-10 business days in advance of meeting to OCAC by OLCC via email (or regular mail where needed);
- Meeting location will be determined by SUNY ESF with input from OCRP Project Team, all reasonable efforts will be made for disabilities access;
- Meeting format will be determined by SUNY ESF with input from OCRP Project Team

###### c. Public participation in OCAC Meetings:

- All meetings fully open to public unless executive session called for by OCAC Chair;
- Standard specified time reserved for public speaking (time will be determined by OCAC)

##### 2. Meeting Minutes Procedure

- a. Minutes will be compiled by OLCC as acting recording secretary;
- b. Minutes will be issued in draft form via email to OCAC;
- c. OLCC will maintain draft meeting minutes on file available to the public;
- d. Minutes will be finalized at the following OCAC meeting;
- e. Final minutes will be emailed to stakeholder list (watershed-wide contact list acceptable to OCAC), elected officials, and interested government agencies, including the OLP;
- f. Final minutes will be maintained in library repositories at the Onondaga County Public Library Central Branch, Department of Environmental Conservation, Atlantic States Legal Foundation Library and SUNY ESF. Electronic copies of the meeting minutes will be maintained at the Onondaga County Public Library Central Branch. Requests for posting will be sent to the OLP website and to the City of Syracuse website.

#### B. Use academic institutions, public agencies and other organizations to provide accurate technical information relevant to decision making

- OCAC will develop a list of resource people from academic institutions, public agencies and other organizations

- OCAC will communicate with resource people as the need for technical information arises throughout the OCRP project

C. Develop and issue *Conceptual Revitalization Plan* to public

1. Document Release Procedure (for document review prior to public release, see 1.D.4.a.)

a. After review and approval by the OLP Project Committee, the document will be forwarded to stakeholder groups (including elected officials and government agencies) via one of two methods:

- Postal mail (letter with CD or floppy with PDF file)
- Email with PDF attached

b. Public

- The document will be placed in library repositories to be determined by OCAC (such as: Onondaga County Public Libraries: Central, Beauchamp, Betts, Southwest Community Center Satellite Library, Petit, Onondaga Free, Lafayette, and Tully branches; Atlantic States Legal Foundation Library)
- OLCC, with input from OCAC, will research additional public locations within Onondaga Creek watershed where document can be deposited, for example: schools/PTA organizations; grocery/pharmacy/newsstands; churches; community centers; post offices; and other suggestions from OCAC

c. OLCC will research feasibility of web posting of document:

- Requests for posting to the web will be sent to the OLP, the City of Syracuse and the Onondaga County Public Library.

2. Hold public meeting at release of *Conceptual Revitalization Plan*

a. Meeting Notification (additional media-related information below): See 1.A.1.a.

b. Meeting Procedure

- Meeting location will be determined by OCAC, all reasonable efforts will be made for disabilities access
- Meeting format will be determined by OCAC; presentation of document content will be followed by question and answer session; a professional stenographer will be present to record meeting

3. Public Comment period after release of *Conceptual Revitalization Plan*

a. Public Comment period of 180 days (per OCRP proposal)

b. OLCC will compile public comments and deliver to OCAC

c. OCAC will prepare a response to the public comment, revise the document as necessary and deliver to the OLP Project Committee for approval

d. After approval received from OLP Project Committee, the final document will be re-released following procedures outlined under 1.C.1.

D. Provide awareness of its activities to the public, the media, elected officials and interested government agencies

1. Public

- The OCAC may identify additional, cost-effective methods of reaching the public, for example, using newsletters and flyers periodically throughout the project.

## 2. Media

a. Individual opinions of OCAC members will not be expressed to the media as those representative of the OCAC or those of the OLP

### b. Media Contact

- For media solicitations: As decided by the OCRP Project Team, the project will be divided into three phases. The media contact will depend on the phase of the project:
- Phase 1: From the start of the project to the beginning of the mini-forums and stakeholder meetings, the media contact will be Dr. Edward Michalenko of Onondaga Lake Cleanup Corp.
- Phase 2: During the mini-forums and stakeholder meetings, the media contact will be Dr. Richard Smardon of SUNY ESF
- Phase 3: After the end of the mini-forums and stakeholder meetings through the release of the Conceptual Revitalization Plan, the media contact will be Dr. Edward Michalenko of Onondaga Lake Cleanup Corp.

c. Press Releases (will be made through Marianne Rodgers of USACE as representative of OLP)

#### 1. Planned press release:

- Issuance of *Conceptual Revitalization Plan* and public meeting announcement - prepared by OCAC

#### 2. Press release distribution (for distribution to elected officials and OLP, see 3 and 4 below)

- Press releases will be distributed to local media outlets identified in the United Way of Central New York's 2004 Media Directory (which lists standard newspaper, radio and television contacts for the region), and other contacts as suggested by OCAC to reach specific audiences in the watershed.

## 3. Elected Officials<sup>4</sup>

- Elected Officials will receive information through electronic distribution of meeting minutes, meeting notifications, documents, and advance copies of press releases to the media

## 4. Interested government agencies

### a. Onondaga Lake Partnership (OLP)

- The OLP will receive information through meeting liaisons from the OCRP Project Team<sup>5</sup>, electronic distribution of meeting minutes, meeting notifications, documents, and advance copies of press releases to the media
- Prior to public release, the OLP will review the following documents that will be reviewed or produced by the OCAC; the Project Team or members of the Project Team:
- OLP Project Committee or Outreach Committee will review:
  - 1. Four technical information documents for Onondaga Creek (reviewed by OLP Project Committee);
  - 2. Issues and goals compilation from the stakeholder meetings (reviewed by OLP Project Committee);

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<sup>4</sup> Elected officials are as follows: Federal representatives: local offices of Congressman Walsh, Senator Clinton, and Senator Schumer; State Assembly and Senate representatives, whose election districts are at least in part within the Onondaga Creek watershed: Assemblyman Brown, Assemblywoman Christensen, Senator DeFrancisco, Senator Valesky; Onondaga County: County Executive and County Legislators; City of Syracuse: Mayor and City Councilors; Town and Village Supervisors/Mayors and Councilors/Trustees with residents in the Onondaga Creek watershed: Town of LaFayette, Town of Onondaga, Town of Otisco, Town of Tully, Village of Tully.

<sup>5</sup> Meeting liaisons are members of the OCRP Project Team who also attend OLP Committee meetings. They are: Ms. Amy Samuels, CCE (OLP Outreach Committee); Mr. William Owens, City of Syracuse (OLP Executive Committee) and Dr. Edward Michalenko, OLCC (OLP Projects Committee).



3. *Draft Conceptual Revitalization Plan* (reviewed by OLP Project Committee);
  4. *Conceptual Revitalization Plan* with responses to public comments (reviewed by OLP Project Committee);
  5. Project Team's OCAC candidate list for conflicts-of-interest (reviewed by OLP Project Committee);
  6. SUNY ESF and CCE public education work elements (reviewed by OLP Outreach Committee)
- The documents will be mailed to the Chair of the OLP Project Committee or to the Chair of the OLP Outreach Committee, as appropriate
  - To accommodate the short duration of the OCRP project (30 months), the OCAC will proceed with the project during the OLP review process. The OCAC will assume that no written comment received from the Committee Chair regarding the above within 60 calendar days of receipt will signify acceptance by the OLP. If the OLP chooses to comment on the above, the OCAC or Project Team will prepare a response, or delegate the preparation of a response, to the OLP's comments.
  - OLP Outreach Committee will review:
    - The OCRP Project Team's Communications and Media Plan (this document)
    - The document will be mailed to the Chair of the OLP Outreach Committee
    - The document will be presented to the Outreach Committee by Ed Michalenko
    - If the OLP chooses to comment on the above, the OCRP Project Team will modify the document accordingly and/or prepare a response, or delegate the preparation of a response, to the Outreach Committee's recommendations for the OCRP Communications and Media Plan.
- b. Other government agencies will receive information through electronic distribution of meeting minutes, meeting notifications, documents, and, if appropriate, copies of press releases to the media

## 2. Project Team Communications/Media Objectives

### A. Maintain effective interteam communications throughout the OCRP project

- The most active role for the OCRP Project Team will be before the formation of the OCAC. Regular monthly meetings of the OCRP Project Team will occur during this phase to complete the work necessary to successfully launch the OCAC.
- Once the OCAC is formed, the OCRP Project Team may elect to discontinue monthly meetings and reserve 15 minutes at the end of OCAC meetings to address OCRP Project Team business.
- The OCRP Project Team may elect to call for meetings separate from the OCAC at the discretion of any of its members, especially to assist in oversight of the stakeholder meetings and mini-forums.

### B. Provide awareness of its activities to the public, the media, elected officials and interested government agencies

1. Public: The OCRP Project Team may identify additional, cost-effective methods of reaching the public, for example, using newsletters and flyers to generate interest in the project.
2. Media: See 1.D.2.
3. Elected Officials: See 1.D.3.
4. Interested government agencies

- a. Onondaga Lake Partnership (OLP): See 1.D.4.a.
- b. Other government agencies: See 1.D.4.b.

### **3. Public Release of Documents Communications/Media Objectives (OLP SCP Section V.B.2. and 7.)**

- A. Reach out effectively in written form to watershed residents and the public by providing widely available, accurate informational documents about Onondaga Creek
  - Four documents<sup>6</sup> will be researched and written by OLCC, reviewed by OCAC, reviewed by the OLP Project Committee (see 1.D.4.a.) and released to the public.
  - Document Release Procedure
    - 1. Stakeholder Groups, including government agencies: See 1.C.1.a.
    - 2. Public: See 1.C.1.b.
    - 3. OLCC will research feasibility of web posting of documents: See 1.C.1.c.; and
  - The documents will be forwarded to the USACE for posting on the OLP's Project Management Information System
- B. Use the media to inform the public of the availability of the documents (OLP SCP Section V.C.1.)
  - Press Releases
    - 1. Planned press releases:
      - A press release will be prepared and issued by the OCAC via the OLP for the release of each document to the public
    - 2. Press release distribution: See 1.D.2.b.2.

### **4. Stream Segment Stakeholder Meetings and Mini-forums Communications/Media Objectives (OLP SCP Section IV.C.3.)**

- A. Through meetings and mini-forums, solicit issues and goals for Onondaga Creek revitalization from stakeholders in each of the eight geographically-defined stream segments
  - 1. Meetings Notification Procedure: See 1.A.1.a.; and
    - Notification of stakeholder groups/organizations (includes elected officials and government agencies, including OLP) within stream segments by regular mail and/or email
    - Notification of watershed residents within stream segments may include bulk-mail postcards to households, flyers, posters and door-to-door contact
  - 2. Meetings Procedure
    - Meeting locations will be determined by SUNY ESF and OLCC with input from OCAC, all reasonable efforts will be made for disabilities access
    - Meeting formats

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<sup>6</sup> Documents are the *Conceptual restoration alternatives and case studies*; the *Applicable government and regulatory jurisdictional guide*; the *State of Onondaga Creek*; and the *Relevant information directory*. OLP sponsorship will be identified on all documents and work products of the OCRP.

- a. Mini-forums format will be determined by SUNY ESF
- b. Stakeholder meetings format will be developed by OLCC with content specified and approved by the OCAC

**B. Compile issues and goals and create document for public release**

- Documents Release Procedure
  1. Stakeholder Groups, including government agencies: See 1.C.1.a.
  2. Public: See 1.C.1.b.
  3. OLCC will research feasibility of web posting of document: See 1.C.1.c.

**C. Use the media<sup>7</sup> to publicize stakeholder meetings and mini-forums (OLP SCP Section V.C.1.)**

**1. Press Releases**

**a. Planned press releases:**

- The OCAC may elect to prepare and issue a press release for each mini-forum and stakeholder meeting

**b. Press release distribution: See 1.D.2.b.2.**

**2. Editorial Board Meeting with the Syracuse Post-Standard**

- The OCAC may elect to hold an Editorial Board Meeting with the Syracuse Post Standard prior to the mini-forums and stakeholder meetings to encourage public attendance at meetings

**3. Radio Interviews**

- The OCAC may elect to coordinate radio interviews on appropriate radio stations to encourage public attendance at meetings

**5. Public Education Communications/Media Objectives**

**A. Raise public awareness of, and encourage public involvement in, issues in the Onondaga Creek watershed**

- Format of public education work elements will be determined by SUNY ESF and Cornell Cooperative Extension (CCE)
  - OLP Outreach Committee will review SUNY ESF's and CCE's public education work elements: See 1.D.4.a.

**B. Use academic institutions and public agencies to provide accurate applicable information to public education**

- Contact of academic institutions and public agencies will be determined by SUNY ESF and CCE

**C. Use the media<sup>8</sup> to publicize educational events and efforts (OLP SCP Section V.C.1.)**

- Media contact for the public education work elements will be determined by SUNY ESF and CCE

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<sup>7</sup> Media and other announcements will include the OLP Logo. The OLP Logo will be prominently displayed on such announcements.

<sup>8</sup> Identical to footnote 7, see above.



# Goals and Concerns for Onondaga Creek

Onondaga Creek Community Forums were conducted to solicit public input for the future of Onondaga Creek.

Seven forums were held in April, May and July of 2006. Input was gathered three ways:

- participants voted on “dot boards”
- flip chart notes of verbal statements
- written responses on “goals ” and “concerns” cards.

Quotes (shown to the right) were selected from written and verbal comments. “Dot board” results are depicted below. Data analysis is underway; a final report is forthcoming.

Input obtained at the forums will be used by the Onondaga Creek Working Group to develop the Onondaga Creek Revitalization Plan (OCRP).

## A Sample of Verbal and Written Input:

**What is your goal, vision or dream for the Onondaga Creek corridor? What do you want for Onondaga Creek and its surroundings in the future?**

*“I’d like to see the creek cleaned up so I could enjoy walking and paddling along as much of its length as possible.”*  
(Community Forum participant at Bob Cecile Center, 4/19/06)

*“I want my children and future grandchildren to be able to fish in a clean creek and to be able to eat the fish they catch.”*  
(Community Forum participant at Onondaga Nation School, 7/27/06)

*“Revitalize the neighborhood by revitalizing the creek.”*  
(Participant at Southwest Community Center, 7/20/06)

*“Beacon for economic development in the city.”*  
(Community Forum participant at City Hall Commons, 5/3/06)

*“Take the fence down, slow down the current and allow access, clean up water.”*  
(Community Forum participant at South Presbyterian Church, 5/25/06)



**What issues or concerns, problems or obstacles, if any, must be overcome or solved before your vision of Onondaga Creek and its surroundings can be achieved?**

*“The speed of the water is both an attraction for boaters and danger for errant walkers.”*  
(Community Forum participant at the Bob Cecile Center, 4/19/06)

*“Dumping sewage and chlorine into the creek is not cleaning the creek.”*  
(Participant at South Presbyterian Church, 5/25/06)

*“Lack of government will/support to spend and follow through with the plan.”*  
(Community Forum participant at Clary Middle School, 7/19/06)

*“Maintaining public momentum long enough to reach long term goals.”*  
(Participant at LaFayette Community Center, 5/18/06)

*“To stop the major polluters that are currently polluting Onondaga Creek and surrounding watersheds.”*  
(Community Forum participant at Onondaga Nation School, 7/27/06)

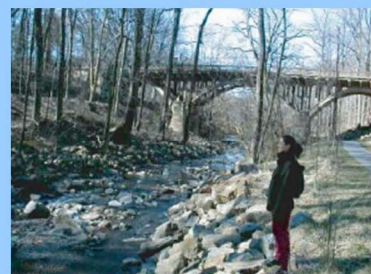
## Dot Board Results:

**“What would you like to see or do near Onondaga Creek?”**



Walking / Jogging

**— Top 3 Recreational Activities —**

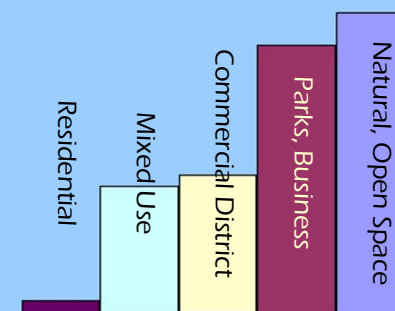


Finding a Peaceful Place / Solitude

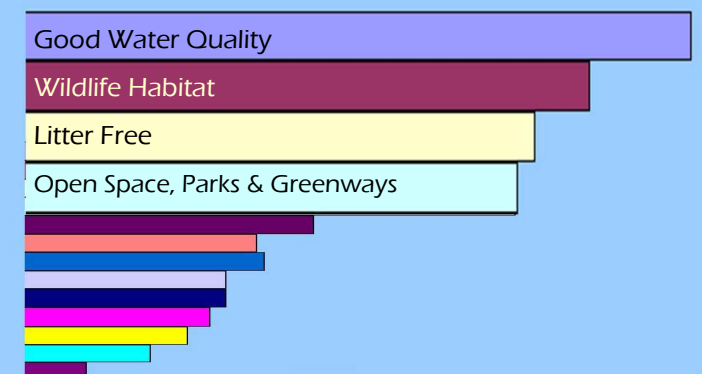


Biking

**Land Use Preferences**



**“Which qualities are important to you for Onondaga Creek?”**





## 6 Ways to get involved

1

Visit the website regularly

[www.esf.edu/onondagacreek/](http://www.esf.edu/onondagacreek/)

2

Attend a Working Group meeting

5:30 PM on the first Wednesday of every month. Meetings are open to the public. Locations and topics can be found on the website.

3

Join the Listserv

Project updates are distributed through the Onondaga\_Creek listserv. Email your name to [outreach@oei2.org](mailto:outreach@oei2.org)

4

Invite us to your meeting

The Project Team is actively engaging groups interested in the future of Onondaga Creek.

5

Blog us

Post your thoughts for the future of Onondaga Creek at [www.onondagacreek.blogspot.com/](http://www.onondagacreek.blogspot.com/)

6

Read and comment on the Plan

The Draft Onondaga Creek Revitalization Plan will be released for a six-month public comment period in Autumn 2007.

The Onondaga Creek Revitalization Plan (OCRCP) is currently being developed by the Onondaga Creek Working Group.

The plan will provide a guide for future development, water quality, and habitat improvements that can enhance environmental, social, and economic conditions along Onondaga Creek.

Public input is essential to development of the plan.

A draft plan will be released in Autumn 2007.

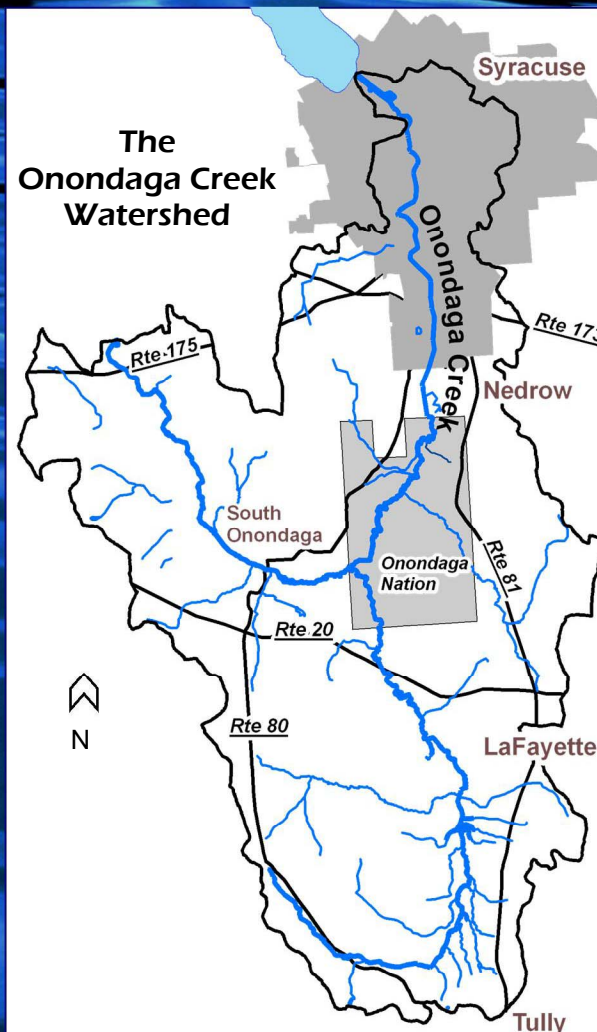


Working Group

The Working Group is a diverse group of volunteers who live or work in the Onondaga Creek watershed. The Working Group will develop the revitalization plan for Onondaga Creek.

Project Team

Atlantic States Legal Foundation  
Canopy  
City of Syracuse  
Cornell Cooperative Extension of Onondaga County  
Onondaga Environmental Institute  
SUNY College of Environmental Science and Forestry



The Onondaga Lake Partnership (OLP) sponsors the Onondaga Creek Conceptual Revitalization Plan (OCRCP) project with funds from the U.S. Environmental Protection Agency (U.S. EPA). Visit [www.onlakepartners.org](http://www.onlakepartners.org) for more information on the OLP.



A clean lake reflects well on all of us.

# Shaping the Future of ONONDAGA CREEK

A first look at Central New York citizens' goals and concerns for the future of Onondaga Creek



For more information:  
Onondaga Environmental Institute  
102 West Division Street, Third Floor  
Syracuse, NY 13204

Phone: 315-472-2150 x 22  
Fax: 315-474-0537  
Email: [outreach@oei2.org](mailto:outreach@oei2.org)

**onondaga creek**  
CONCEPTUAL REVITALIZATION PLAN



# **onondaga creek**

CONCEPTUAL REVITALIZATION PLAN

## **PROJECT SUMMARY**

### **PROJECT GOAL**

The goal of the Onondaga Creek Conceptual Revitalization Plan (OCRP) project is to develop a community-based revitalization plan for the Onondaga Creek watershed, providing a guide for future development, water quality, and habitat improvements that can enhance social and economic conditions along Onondaga Creek.

### **THE WORKING GROUP**

The Onondaga Creek Working Group will develop the conceptual revitalization plan for Onondaga Creek. They are a diverse group of volunteers who live or work in the Onondaga Creek watershed. Members are from Syracuse, Nedrow, the Onondaga Nation, LaFayette and Tully.

The Working Group meets at 5:30 p.m. on the first Wednesday of each month. Meetings are open to the public. For a meeting schedule and location please visit [www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek).

### **THE PROJECT TEAM**

The Project Team is responsible for facilitating the Working Group, community forums, and stakeholder meetings, public education events, and the creation of various informational documents. The following organizations work together to assist the OCRP Project:

- Atlantic States Legal Foundation (ASLF)
- Canopy
- City of Syracuse
- Cornell University Cooperative Extension of Onondaga County (CCE)
- Onondaga Environmental Institute (OEI)
- State University of New York College of Environmental Science and Forestry (SUNY ESF)

### **PROJECT COMPONENTS**

**Working Group Meetings** – Facilitated by Dr. Rick Smardon, SUNY ESF

**Public Education Programs** – Facilitated by SUNY ESF & CCE

*Purpose:* To raise public awareness, and encourage public involvement, for Onondaga Creek watershed issues and the OCRP project.

**Community Forums and Stakeholder Meetings** – Facilitated by SUNY ESF & OEI

*Purpose:* To provide opportunity for community input concerning visions for creek restoration. This input will be used in the development of the OCRP. A summary report will be available to the public.

**Information Reports about Onondaga Creek** – Facilitated by OEI & ASLF

*Purpose:* To provide the technical documents to guide the formation the OCRP, including conceptual restoration alternatives and case studies, an applicable government and regulatory jurisdictional guide, a summary of the state of Onondaga Creek, and a directory of relevant information. All reports will be available to the public.

**The Onondaga Creek Conceptual Revitalization Plan** – Facilitated by the Working Group

The plan is expected to be developed by mid-2007, and will be made available for public comment. The Onondaga Lake Partnership (OLP) may choose to incorporate the conceptual plan for the revitalization of Onondaga Creek into the overall management plan for Onondaga Lake.

### **PROJECT FUNDING**

The Onondaga Lake Partnership (OLP) sponsors the OCRP project with funds from the U.S. Environmental Protection Agency (U.S. EPA).





# onondaga creek

## CONCEPTUAL REVITALIZATION PLAN

### COMMUNITY FORUMS

## COMMUNITY INPUT WANTED!

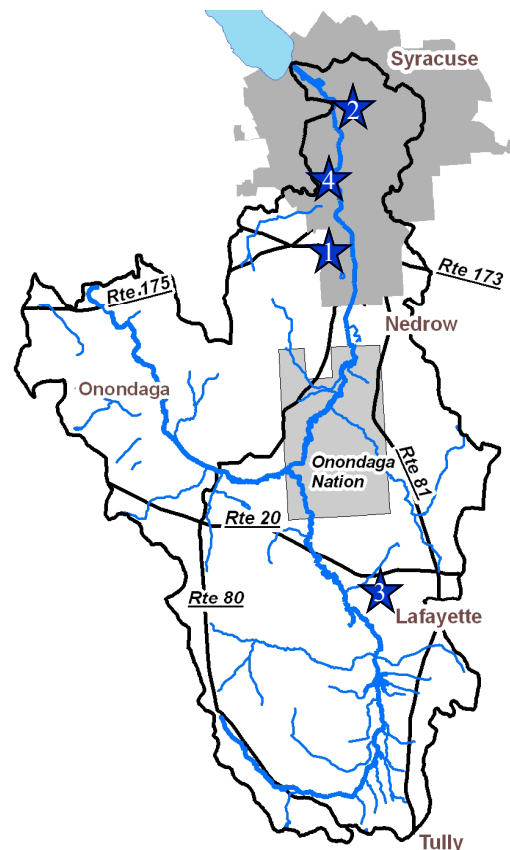
Diversity characterizes Onondaga Creek, as well as the land and people around it. It connects people from rural southern Onondaga County with those in the City of Syracuse. It flows past forests, farms, the Onondaga Nation, suburbs, city neighborhoods, businesses, museums, highways, and parks before emptying into Onondaga Lake.

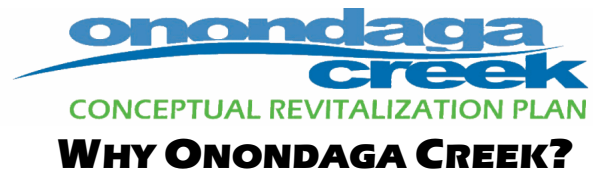
The goal is to develop a community-based revitalization plan for the Onondaga Creek watershed, providing a guide for future development, water quality, and habitat improvements that can enhance social, environmental, and economic conditions along Onondaga Creek. The most knowledgeable and best acquainted people with Onondaga Creek are those people who live, work, or play in the creek's watershed. The key to a successfully implemented plan is the empowerment of the community from the beginning of the planning process, allowing people to get involved and feel ownership for the outcome of the plan. For these reasons, the Working Group and Project Team are taking a community-based planning approach to the creation of the Onondaga Creek Conceptual Revitalization Plan, scheduling community forums throughout the watershed to gather community input.

Input will be gathered in a variety of fun and interactive ways at the community forums. This community input, in conjunction with the Technical Reports, will provide the basis of the Onondaga Creek Conceptual Revitalization Plan. The forums are open to the public. Additional forums may be scheduled.

## COMMUNITY FORUM DATES & LOCATIONS

- 1. April 19th, 2006 7 PM**  
**Bob Cecile Center**  
174 West Seneca Turnpike  
Syracuse, NY 13205
- 2. May 3rd, 2006 5:30 PM**  
**City Hall Commons**  
201 E. Washington Street  
Syracuse, NY 13202
- 3. May 18th, 2006 7 PM**  
**Lafayette Community Center**  
2508 Route 11  
LaFayette, NY 13084
- 4. May 25th, 2006 7 PM**  
**South Presbyterian Church**  
112 West Colvin Street  
Syracuse, NY 13205





## **ABOUT ONONDAGA CREEK**

- Approximately 35% of the water in Onondaga Lake comes from Onondaga Creek.
- Onondaga Creek begins 18 miles south of Syracuse, in the hills of Tully.
- The creek flows a total of nine miles through the City of Syracuse.
- Three issues that affect everyone along the length of the creek:
  - Impaired water quality
  - Altered natural habitat
  - Restricted public access to the creek
- History:
  - Sewage has been a problem in the creek since the early 1800s.
  - Straightening of the creek began in 1855 in order to increase the flow rate and flush out sewage more quickly.
  - Flooding became a problem as more people settled in the creek's floodplain and deforestation occurred upstream. The creek was further channelized to reduce flooding. Creek straightening and channelizing projects continued well into the 1960s.
  - Channelization resulted in swift currents with steep sides. The creek was infamous for drownings. A chain link fence was first proposed in 1962 to keep the public away from the "Killer Creek".
- Polluted runoff, sedimentation from landslides and the Tully mudboils, and a lack of public access to the creek, are issues for the creek's rural headwaters.

## **WHY DO SOMETHING NOW?**

### **Increased environmental awareness has renewed public interest in Onondaga Creek.**

- Onondaga Creek Cleanups organized by Cornell Cooperative Extension began in 2002, hauling two to three dumpsters worth of trash out of the creek each year.
- Onondaga Creek Festivals were held in 2004 and 2005, increasing community awareness and celebrating the hidden promise of the creek.
- The City of Syracuse is currently constructing a Creekwalk from Armory Square to Onondaga Lake.
- Stream bank stabilization and mudboil control projects have reduced sediment loads in the southern stream reaches.

### **Technology and understanding of the environment has improved significantly since the 1960s.**

Innovative solutions to creek problems now exist. Many cities around the country have "rediscovered" their streams, undergone revitalizations, and are enjoying the economic and ecological benefits of doing so. We can learn from examples like Denver's South Platte River, San Antonio's River Walk, and Illinois' Des Plaines River. **If they can do it, so can Syracuse!**

### **Onondaga Creek has a bad reputation, but it's not a lost cause.**

The creek has been chained up, abused, and neglected... treated as a drainage ditch. But with attention, care, and creative planning from the community, it could be restored to a healthy, functioning creek that people want to visit, and enjoy.





## **DOCUMENTS**

“Background” – all the documents in this folder, in both PDF and Text format.

**PICTURES** - Model release and reproduction permissions are documented and on file at the Onondaga Environmental Institute. Please credit photographers for the use of their pictures in articles.

- **013\_10a.jpg**
  - Credit: Ed Michalenko, OEI
  - Suggested Caption: Onondaga Creek is surrounded by fencing throughout most of the City of Syracuse.
- **EPA\_Onondaga Creek at Ballantyne Ave\_04.Jun.04\_IMGP1123.JPG**
  - Credit: Erika Clark, EPA
  - Suggested Caption: Looking south along Onondaga Creek from the Ballantyne Ave. Bridge.
- **EPA\_Onondaga Creek at Franklin Square\_04.Jun.04\_IMGP1101.jpg**
  - Credit: Erika Clark, EPA
  - Suggested Caption: Onondaga Creek, overlooking the Franklin Square area.
- **line of folks along creek805.jpg**
  - Photographer: Amy Samuels, CCE
  - Suggested Caption: More people are getting a chance to see Onondaga Creek from inside the fence, thanks to Cornell Cooperative Extension's educational programs.
- **OCR\_P\_Foote\_48\_Plum St\_15NOV05.jpg**
  - Credit: Knowlton Foote
  - Suggested Caption: Onondaga Creek from Plum St.
- **OCR\_P\_map\_15\_West Branch at Rt 80 west view\_17JUN05.JPG**
  - Credit: Meredith Perreault, OEI
  - Suggested Caption: The West Branch of Onondaga Creek.
- **OCR\_P\_map\_16\_WG field trip Ed and Dan sampling at Furnace\_07SEP05.jpg**
  - Photographer: Meredith Perreault, OEI
  - Suggested Caption: Dan Gefell and Ed Michalenko teach Working Group members how to sample streams for macroinvertebrates, indicators of water quality, in Furnace Brook, a tributary of Onondaga Creek.
- **T) Creek Cleanup 2005 Day 2.jpg**
  - Photographer: Stephanie Harrington,
  - Suggested Caption: Each year, the junk pulled out during the Onondaga Creek Cleanup fills multiple dumpsters.

**MAPS** – Please credit any maps used in articles to Clark Burdick, GIS Specialist, OEI

- **M01\_1.1.1\_Location Map 8.5x11.pdf** – a map depicting the watershed in more detail, and identified within the state.
- **M02b\_1.1.3\_Onondaga Creek 8 Planning Segments 8.5x11 (no underline)** – the map included in your printed media kit.
- **OnondagaCreekWatershed\_nov05.jpg** – a jpg map of the watershed
- **OnondagaCreekWatershed.pdf** – same map as above, in pdf form.



March 1, 2007

**SAMPLE INVITATION LETTER**

Name  
Title  
Organization  
Address  
City NY Zip

Dear,

Did you know over 10,000 businesses and homes are within 1/2 mile of Onondaga Creek as it flows from Tully to Onondaga Lake? Are Syracuse and surrounding communities realizing the potential of this natural resource? Tell us what you think and shape the future at the Onondaga Creek Stakeholder Meeting, on March 20, 2007, from 7:30am – 9:00am.

From Providence to Denver, San Jose to the Bronx, reclaiming rivers brings ecological, economic and social benefits to surrounding areas. An important step in revitalization is to develop a plan. The goal of the *Onondaga Creek Revitalization Plan* (OCRP) project is to develop a community-based revitalization plan for Onondaga Creek. With support, the plan can provide a clear mandate to reconnect the community to Onondaga Creek. But this is the key: we need your input to create the plan.

Join us for a free breakfast at the Onondaga Creek Stakeholder Meeting on Tuesday, March 20, 2007 at the Museum of Science and Technology (MOST), 500 South Franklin Street, in Armory Square. Parking for the meeting is available in the Trolley Lot behind the MOST. Doors open at 7:30am, for viewing exhibits and networking with others committed to a bright future for our area. At 8:00am, discussion begins. After a brief introduction to the project, share your input for Onondaga Creek: your goals, dreams and concerns, plus talk further with peers about how creek revitalization can make a difference in Syracuse and nearby towns. Your input will be used in the development of the Onondaga Creek Revitalization Plan.

Generous support for the Onondaga Creek Stakeholder Meeting is provided by Wachovia Securities, Hancock & Estabrook, LLP and COR Companies, Inc. The Onondaga Lake Partnership sponsors the OCRP project with funds from the U.S. Environmental Protection Agency. More information about the project can be found at [www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek).

On behalf of our sponsors, project team and the Onondaga Creek Working Group, I invite you to provide your input over breakfast at the Onondaga Creek Stakeholder Meeting on Tuesday, March 20<sup>th</sup>, 2007.

Sincerely,

A handwritten signature in black ink, appearing to read "Ed M. Michalenko".

Edward M. Michalenko, Ph.D.  
President



**Onondaga Environmental Institute** | Phone (315) 472-2150  
102 West Division Street □ Third Floor □ Syracuse, New York 13204 | Fax (315) 474-0537

# Six Ways to Stay Involved

The *Onondaga Creek Revitalization Plan* (OCRCP) is currently being developed by the *Onondaga Creek Working Group*, which relies on community input to aid the development of the plan. The plan will provide a guide for future development and management of the creek.

**1** *Visit the website regularly*  
[www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek)

**2** *Attend a Working Group meeting*  
Meetings take place at 5:30 PM on the first Wednesday of every month. They are always open to the public. Locations and topics can be found on the website.

**3** *Join the Listserv*  
Project updates are distributed through the Onondaga\_Creek listserv. Email your name to [outreach@oei2.org](mailto:outreach@oei2.org)

**4** *Invite us to your meeting*  
The Project Team is actively engaging groups interested in the future of Onondaga Creek.

**5** *Blog us*  
Post your thoughts on the future of Onondaga Creek at [www.onondagacreek.blogspot.com/](http://www.onondagacreek.blogspot.com/)

**6** *Read and comment on the Plan*  
The Draft Onondaga Creek Revitalization Plan will be released for a six-month public comment period in Autumn 2007.

# What Happens to My Input?

## **Your Dreams and Vision**

Consider the GOALS and ISSUES: What do you want for Onondaga Creek in the future? What are your concerns about Onondaga Creek?

1

Public Input

2

## **Goals and Issues Report**

Community input will be compiled and made available for your comment. Are your *wants* and *concerns* included?

Report Issued

## **Onondaga Creek Working Group**

The Working Group incorporates your input in the Draft Onondaga Creek Conceptual Revitalization Plan by addressing your wants and concerns.

3

Plan Released

4

## **Draft Conceptual Revitalization Plan**

The draft is made available for your review. Does the plan reflect your dream or vision, addressing the issues you raised?

Plan Delivered

## **Onondaga Lake Partnership**

Onondaga Lake Partnership will review the final version of the plan.

5

Action

6

## **Implementation**

Your participation and support can make the plan happen!

Questions? Comments? Contact us!  
Onondaga Environmental Institute  
Outreach@oei2.org  
272-2150 x22

# How can a free lunch help boost Community Renewal and Revitalize Onondaga Creek?

*Over the last year, stakeholders and community members contributed their goals and concerns for the future of Onondaga Creek as part of the Onondaga Creek Revitalization Plan Project (OCRPP). Their visions for the creek's future will help formulate the draft revitalization plan for Onondaga Creek, currently in development by the Onondaga Creek Working Group. We need your help to maintain the momentum and make the vision a reality!*

On June 14th, come hear about the community's ideas and progress on the revitalization plan over sandwiches. Tell us your thoughts about Onondaga Creek's future and where your office fits into making revitalization a reality.

Where: **The Warehouse of Syracuse University**

*350 West Fayette Street at West Street,  
Downtown Syracuse  
Art Studio, Room 004*

When: **Thursday, June 14th, 2007  
from Noon–1:30 p.m.**

Share *Your* Ideas with  
Local, State and Federal  
Government Agencies For:  
-Potential Projects -Networking  
-Implementation -Resources



Onondaga  
Environmental  
Institute



## June 14th Onondaga Creek Government Workshop

Onondaga Creek Revitalization and a Free Lunch!

RSVP by June 4, 2007 for free parking at Murbro Lot #33 (at the corner of Franklin and Washington):

call Onondaga Environmental Institute: 472-2150 x24 or email [RGriffiths@oei2.org](mailto:RGriffiths@oei2.org) (see [www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek))





**Frequently Asked Questions**  
*from the*  
**Onondaga Creek Community Forums, Spring and Summer 2006**

The Onondaga Creek Community Forums were public meetings intended to provide opportunity for community input concerning goals and dreams for the future of Onondaga Creek. Over 200 people attended seven forums held in April, May and July, 2006. The input obtained at the forums will be used by the Onondaga Creek Working Group to develop the Onondaga Creek Revitalization Plan (OCRPlan).

It is apparent from the community forums that participants recognize Onondaga Creek as a hidden treasure in our community, but lots of work must happen before revitalization can occur. Numerous questions need to be answered: *What is possible? Where and when do we start? What does this mean for my community? What are the steps?* Many of the questions that surfaced at the community forums followed these themes. This document is intended as a general response to the commonly repeated questions received at the Onondaga Creek Community Forums.

**How do we implement a plan for Onondaga Creek? What's the point of this project? Will this project really make a difference?**

We are in the middle of the project which will result in a conceptual plan for the future of the Onondaga Creek corridor (from Tully valley to Syracuse's Inner Harbor). The Onondaga Creek Working Group<sup>1</sup> will develop the plan after hearing from many interested people and stakeholder groups and after being given technical information to guide them. The objective is to create a plan, a starting point, which can then be used as a guide to the revitalization of Onondaga Creek. With a plan that considers the whole creek corridor, revitalization can occur in a cohesive manner, rather than by disconnected, under-utilized pieces.

At the moment, it may seem that this project is lots of talk. Let's get to the action! But how do we act if we don't know what the community wants? No plan for a resource as important as Onondaga Creek should be developed in a vacuum. So, at this time, forums and meetings are taking place to gather goals, dreams, and concerns for the future of Onondaga Creek - no ideas or suggestions are being ruled out. The community has a right, and a responsibility, to work together to revitalize Onondaga Creek.

By understanding our collective goals, dreams and concerns for Onondaga Creek, the Working Group can find common ground to create a living, working plan of action for Onondaga Creek; one that is supported by many people, instead of just a few. A supported plan is much more likely to be implemented and more likely to benefit large numbers of people.

Implementation will be a long term process, occurring in stages, possibly over decades. Some projects will be faster to implement than others because of cost or difficulty. The long term approach to creek revitalization affirms the need to build public support now, by creating a revitalization plan based on public input. The more overwhelming public support that exists for the plan, the greater the chance that it will not be decoration for library shelves, but will be a blueprint for the future of Onondaga Creek.

**What's in the plan? How can I see the plan? What is the schedule? How does the project work?**

At the moment, there is no preconceived notion of what will be in the plan. Once the plan is developed by the Working Group, a draft version will be widely available for public review.

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<sup>1</sup> Hereinafter referred to as "the Working Group".

The schedule of this project is listed below. The schedule provides an idea of how the project works:  
Ongoing through Spring 2007

- Onondaga Creek Community Forums were completed this summer and stakeholder organization meetings will take place through the winter.

Spring 2007

- Your input, gathered at community forums, stakeholder organization meetings and other methods, will be compiled into a Goals and Issues Report, which will be made available for your comment.

Summer 2006 through Summer 2007

- Technical information developed by Onondaga Environmental Institute (OEI) will be released and available for your review in a variety of ways: via the project website ([www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek)); at local libraries and other appropriate venues, and by mail.
- The Working Group will incorporate your input, along with technical information about Onondaga Creek, as they develop the revitalization plan (Working Group meetings are open to the public, more information below). The Working Group must also consider how various existing projects, plans, and designs for Onondaga Creek can be merged into a single revitalization plan for the Onondaga Creek corridor. This is a big job! The goal is to have a draft of the plan by Fall, 2007.

Fall 2007

- The draft plan will be available for your review in a variety of ways: via the project website ([www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek)); at local libraries and other appropriate venues, and by mail. Once the draft plan is released, public meetings and an extended comment period will be scheduled.

### **Who implements the plan? How much will it cost?**

The Onondaga Creek Revitalization Plan doesn't exist yet, thus these questions can not be answered readily. In other examples of stream revitalization around the United States, multiple government agencies, municipalities, non-profit organizations, community groups, and private firms form coalitions to fund and implement revitalization plans. Some of the plan might call for private sector investment; investors will have to be identified and encouraged. Some of the plan might fall under existing federal or state programs for which competitive funding might be available. Some parts of the plan might relate to innovative ideas that could get pilot funding from state or federal government appropriations.

The Onondaga Lake Partnership (OLP) promotes cooperation among government agencies involved in the management of Onondaga Lake and its watershed. Onondaga Creek is part of the Onondaga Lake watershed. The OLP sponsors the OCRP project. The OLP may choose to incorporate the plan or specific projects from the plan into the overall management plan for Onondaga Lake.

Much of Onondaga Creek flows through the City of Syracuse. The majority of the land next to and under the creek (referred to as the creek corridor) is owned by the City. The City's Office of Creek Development is responsible for implementing projects. For example, the Creek Walk between Armory Square and Onondaga Lake is one project already in progress. Federal and State transportation dollars fund the Creek Walk.

### **Who owns the creek? What's going to be allowed along the creek?**

Nobody really "owns" the creek. However, the creek *corridor* is owned by private landowners or municipalities. The best uses of the creek will be determined by factors like existing water quality and safety considerations. Ownership of the corridor, water quality, and safe access can change over time and thus use of the creek will change over time.

The issues of stream channel modifications, re-naturalizing the creek, flood control, recreation access and safety came up frequently at the forums and in your questions. These issues may be the toughest for our community to tackle over time. Ready answers can not be given in this document, but can begin to be addressed in the revitalization plan. Cooperation between the public and government

agencies will be critical to successfully addressing these issues. The hope is that this project serves as a catalyst for starting a dialog in our community about the future of Onondaga Creek.

For the Working Group and the public to get a real sense of what might be possible for the Onondaga Creek revitalization plan, OEI has been tasked by the OCRP project to develop an information inventory for Onondaga Creek. Information gathered for reports and fact sheets will be widely available to the public and will be part of the basis upon which the Working Group prepares the revitalization plan. An understanding of the technical information about Onondaga Creek will assist the Working Group in developing a realistic revitalization plan.

### **Are there existing plans for Onondaga Creek? What have other communities done?**

There is no single, cohesive plan for the creek corridor for its entire length. Students and professors at the State University of New York College of Environmental Science and Forestry (SUNY ESF) and Syracuse University have created conceptual designs for the Onondaga Creek corridor, particularly in Syracuse. The City of Syracuse is in the process of designing and building a creek walk as noted above. The Working Group will incorporate this information into the revitalization plan.

Other communities are revitalizing creek and river corridors throughout the country by reclaiming land for greenspace; creating water parks and trails; restoring or protecting habitat, wetlands and creekside vegetation; and holding clean-up events. Website links to revitalization/restoration efforts can be accessed on the “links” page at the project website: [www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek).

### **How do I know what’s going on? How can I learn more? How do I participate?**

Attending monthly Working Group meetings is the best way to stay involved in the development of the Onondaga Creek Revitalization Plan. The meetings are held at 5:30pm on the first Wednesday of every month. For meeting locations, please call 472-2150, x22; check the project website, [www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek); or add your email to the Onondaga Creek Project listserv. Working Group meetings are open to the public.

Information about the project is available from both Project Team and Working Group members (see contact information below). As noted before, the Onondaga Creek Revitalization Plan is based on public input. Your input is always valued and encouraged. Tours along the creek, clean ups, etc. happen in conjunction with various scheduled events. Special tours can be arranged in certain situations. The Working Group and the Project Team are committed to an open process with as much give and take from everyone interested in this project. There are several ways you can stay up-to-date, participate in, and comment on the plan during its development:

- Onondaga Creek Community Forums – completed April, May and July of 2006 – free and open to the public, for sharing your goals and concerns for Onondaga Creek revitalization. *You can add your input at the Onondaga Creek Project website, see below.*
- Stakeholder Organization Meetings – Winter and Spring 2007 – participate through a professional association, club, or community group – another opportunity to share your goals and concerns for Onondaga Creek revitalization;
- Onondaga Creek Working Group meetings – ongoing through Summer 2007 – if you are interested in seeing how the plan is put together, join in the monthly meetings where the plan development will take place, usually the first Wednesday evening of the month. Volunteers living and/or working in the Onondaga Creek watershed participate in the Working Group. The Working Group will develop the Onondaga Creek Conceptual Revitalization Plan, based on public input received (from you) and technical information about Onondaga Creek. The goal is to develop the first draft of the plan by Fall 2007. Meeting minutes can be viewed at the project website or requested by phone.
- Onondaga Creek Revitalization Plan project website - [www.esf.edu/onondagacreek](http://www.esf.edu/onondagacreek). Learn about the creek, upcoming meetings and events, and add your input to the on-line blog by sharing your goals and concerns for Onondaga Creek revitalization;

- The Onondaga Creek Project Listserv – get a monthly email update about the project;
- Further public meetings, comment periods, release of reports and information – check the website (above), call OEI, watch for media announcements about further progress on the Onondaga Creek Revitalization Plan project. Public meetings and an extended public comment period will take place upon the release of the draft revitalization plan in Fall 2007.

**This process takes a long time! I want to do something RIGHT NOW!**

You can! To contact any of the following organizations, see the list below.

Many events revolve around Onondaga Creek. The Onondaga Lake Partnership sponsors many projects and events in the Onondaga Lake watershed, including the Onondaga Creek Revitalization Plan project. Annual clean-ups organized by Cornell Cooperative Extension of Onondaga County take place in September. Canoe rides, informal clean-ups, and water quality monitoring take place on Onondaga Creek through various organizations. A good way to find out about upcoming events is to attend the Onondaga Creek Working Group meetings, see above. Check the website for upcoming events. If you have email, signing up for Canopy's Enviromails is strongly suggested. This is a bi-monthly email notice of upcoming environmental events in Central New York.

Day-to-day activity can make a difference, too. Much of what we do around our homes and workplaces impacts our local waterways, including Onondaga Creek. Pick up and dispose of pet waste, and keep litter and debris out of stormdrains on your street. Onondaga County's Onondaga Lake Improvement Project has educational materials and leaf bags available. Learn about creek-friendly lawn maintenance from the Sierra Club. Cornell Cooperative Extension of Onondaga County conducts a program for community and student groups to stencil neighborhood stormdrains with the message "dump no waste – drains to creek". Most municipalities are required to hold public meetings about stormwater management, contact your local government representative to find out more. Participate in gathering data about Onondaga Creek through the volunteer water quality monitoring program of Project Watershed.

As stated above, if you are interested in the development of the *Onondaga Creek Revitalization Plan*, the Onondaga Creek Working Group is the best way to stay involved. Working Group meetings occur every month and are open to the public. You are welcome to join us!

Organization	Phone	Website or email
OCRP Project Team members:		
Atlantic States Legal Foundation	475-1170	<a href="http://www.aslf.org/ASLF/index.html">http://www.aslf.org/ASLF/index.html</a>
Canopy		<a href="mailto:leegech@dreamscape.com">leegech@dreamscape.com</a>
City of Syracuse	448-8005	<a href="http://www.syracuse.ny.us/">http://www.syracuse.ny.us/</a>
Cornell Cooperative Extension	424-9485 x0	<a href="http://counties.cce.cornell.edu/onondaga/">http://counties.cce.cornell.edu/onondaga/</a>
Onondaga Environmental Institute	472-2150 x22	<a href="mailto:maponon@verizon.net">maponon@verizon.net</a>
SUNY ESF	470-6500	<a href="http://www.esf.edu/">http://www.esf.edu/</a>
More organizations/agencies:		
Onondaga Lake Improvement Project, Onondaga County	435-2260	<a href="http://www.lake.onondaga.ny.us/">http://www.lake.onondaga.ny.us/</a>
Onondaga Lake Partnership	1-800-833-6390	<a href="http://www.onlakepartners.org">http://www.onlakepartners.org</a>
Project Watershed	677-5194	<a href="http://www.projectwatershed.org/">http://www.projectwatershed.org/</a>
Sierra Club		<a href="http://newyork.sierraclub.org/iroquois/index.htm">http://newyork.sierraclub.org/iroquois/index.htm</a>

## Stakeholder Organization Meetings: Themes from key contacts

### 1. Pointers on making a productive meeting:

- *Realtors* want to give feedback on vision already laid out, need visuals;
- *Izaak Walton/Fishermen* would not have specific things to say about OC – would be more general, want information;
- *Peace/Progressive Groups* need meaning, need to know where it goes, need informational follow up afterwards;
- *Community Foundation/Non-profits* have to have very clear information on why, what is process, what is role of participant, what to expect, what outcome will be;
- *Environmental/Community Groups*: productive if we can reach out beyond those that came to the community forums. Because most of these people are community leaders who are busy, don't create extra work for them – create a traveling information meeting that goes to them.
- *Fed agencies* don't want work beyond the meeting, want to share knowledge, projects, views;
- *State agencies*: focus on how to get revitalization done, present it as a brainstorming meeting;
- *County agencies*: productive if county concerns can be incorporated into plan.
- *Town government*: At Town Supervisors' monthly meeting, give a little information, especially forum results, then open up discussion with flip chart. Don't need to be more formal than that.

### 2. Pointers on the 'big meeting'

- *Realtors* – big is good for networking opportunities. Lunch/food is good. Early to midweek, mid day.
- *Izaak Walton/Fishermen* – coming to individual org meetings would be better. If big, weekday evenings.
- *Peace/Progressive Groups* – weekday as part of work for staffed orgs, volunteers have to be in evening, food helps, networking opportunity.
- *Community Foundation/Non-profits* – Got to have food – to lure people out. Have break out sessions.
- *Environmental/Community Groups*: Don't create yet another meeting for people to go to – go to them instead.
- *Fed agencies* – daytime, with free food. Do it after field season and avoid end of Sept fiscal year.
- *State agencies*: got to have food, don't overlap with OLP meetings, day meetings preferred, but night is possible, present as networking opportunity
- *County agencies*: organize a big meeting through Dave Coburn or Sue Miller, to give them a sense of control. During workday would be better. Lunch time would be good – food would encourage people to come out.
- *Town government*: Forget trying to get towns to come to a meeting. The only thing that will work is if we go to the Town Supervisors' monthly meeting.

### 3. Pointers on communications

- *Realtors* – emphasize that meeting won't be too time consuming, emphasize economics and property values – compare to economic benefit other small cities have received, need to convey that revitalization can have huge positive impact.
- *Izaak Walton/Fishermen* – emphasize fish habitat status/future, how project will promote better fishing, duck hunting, wetlands, increase in property values.
- *Peace/Progressive Groups* – emphasize justice concerns, especially around Midland and Nation, emphasize labor issues, economics, health/safety, include information from forums, need to convey that revitalization can have huge positive impact, need sense that something is happening, that issue is moving, include PS articles/editorials.
- *Community Foundation/Non-profits* – emphasize neighborhood revitalization, idea that creek is key to quality of life, potential for making city a better place. Provide synopsis of what is happening so far, need to demonstrate that something is happening. Summarize #'s of people spoken to at forums. Emphasize that we are already talking about OC and we need to hear from them.
- *Environmental/Community Groups*: Advised me to put Janets survey on SurveyMonkey and advertise through Lee's Enviromails.
- *Fed agencies* – Need to differentiate from lake initiative, while still acknowledging connection, promote that their thoughts and ideas are wanted, opportunity to share ideas (networking). Emphasize that creek can have direct stewardship from everyone, can actually get in there and clean it out (more so than lake, which has more of an off-limits feeling). For NRCS, OCSWCD, emphasize creek headwaters, agricultural/farmers.
- *State agencies* – use politics as motivation – emphasize funding/project opportunities. Appeal with "help us" message, help make the plan happen, share knowledge, need assistance to make this plan a working document;
- *County agencies*: acknowledge safety and flood control issues, county responsibilities for remediation.
- *Town government*: We can communicate through the fax that goes out announcing Town Supervisors' monthly meeting. Creek should be interesting topic to all of them – we can communicate whatever we think is appropriate.





## **PRESS RELEASE**

### **Contact:**

**Dr. Edward M. Michalenko, Onondaga Environmental Institute, (315) 472-2150 x11**

**Dr. Richard Smardon, SUNY ESF, (315) 470-6636 [rsmardon@mailbox.syr.edu](mailto:rsmardon@mailbox.syr.edu)**

### **ONONDAGA CREEK STAKEHOLDER MEETING, MARCH 20, 2007**

**Syracuse—March 7, 2007-** Did you know over 10,000 businesses and homes are within 1/2 mile of Onondaga Creek as it flows from Tully to Onondaga Lake? Are Syracuse and surrounding communities realizing the potential of this natural resource? The Onondaga Creek Revitalization Plan project wants input from representatives of local organizations and businesses that have a stake in what happens in Onondaga Creek's watershed, the 'movers and shakers' of Syracuse. An Onondaga Creek Stakeholder Meeting is scheduled at the Museum of Science & Technology (MOST) in Armory Square on March 20, 2007. Doors open at 7:30am for this free, public event. Discussion will take place from 8:00-9:00am.

Sponsored by the Onondaga Lake Partnership with a grant from the U.S. Environmental Protection Agency, the goal of the project is to develop a community-based revitalization plan for the Onondaga Creek watershed. The Onondaga Creek Working Group, a diverse group of volunteers who live or work in the watershed, will create the plan. The Working Group will base the Onondaga Creek Revitalization Plan on their firsthand experience, technical documents, and community input.

At the March 20<sup>th</sup> meeting, stakeholders will discuss the future of Onondaga Creek over breakfast, providing verbal and written input for the Working Group to use in the planning process. Exhibits can be viewed before and after the event. A new series of Fact Sheets about Onondaga Creek will be available at the meeting. This event is an opportunity for networking with others committed to a bright future for our community. Generous support for the Onondaga Creek Stakeholder Meeting is provided by Wachovia Securities, Hancock & Estabrook, LLP and COR Companies, Inc.

For more information about the event, community input, and progress of the Onondaga Creek Revitalization Plan project, visit the project's website at [www.esf.edu/onondagacreek/](http://www.esf.edu/onondagacreek/).



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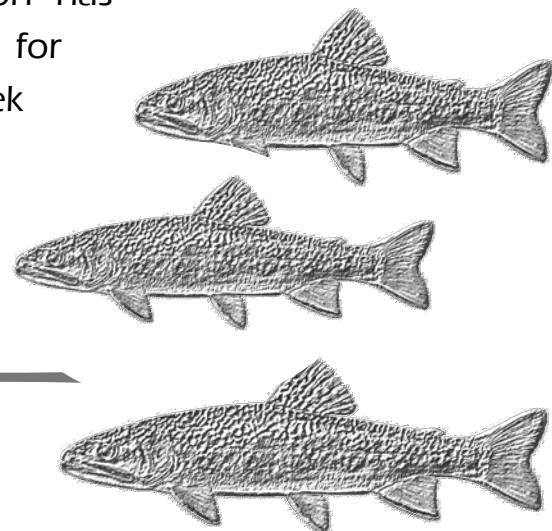
**HANCOCK & ESTABROOK, LLP**  
COUNSELORS AT LAW



**Onondaga Environmental Institute**  
102 West Division Street ■ Third Floor

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Throughout the United States, waterway revitalization has resulted in ecological, economic, and social benefits for communities. The goal of the Onondaga Creek Revitalization Plan project is to develop a community-based revitalization plan for the Onondaga Creek watershed.



Next Trout Unlimited Meeting

## Fishing For Ideas:

# Creating Visions for Onondaga Creek's Future

Guest Speaker: Ms. Meredith Perreault, Onondaga Environmental Institute

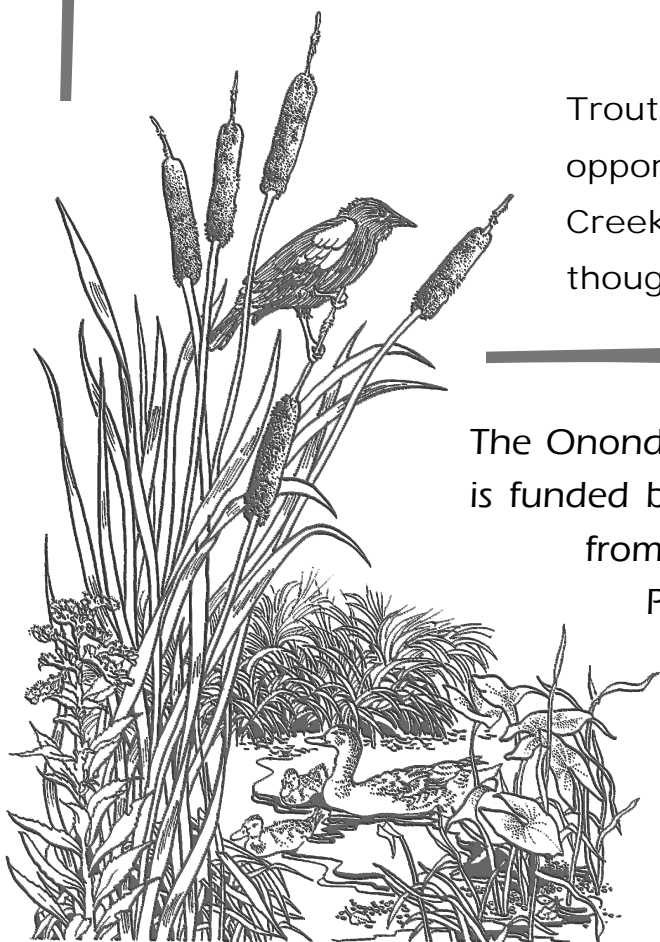
Wednesday, February 7th @ 7 p.m.

Glen Loch Restaurant

Jamesville

Trout Unlimited members will have the opportunity to hear the progress of the Onondaga Creek Revitalization Plan project and share their thoughts for the future of Onondaga Creek.

The Onondaga Creek Conceptual Revitalization Plan project is funded by the Onondaga Lake Partnership with a grant from the U.S. Environmental Protection Agency. Project partners include: SUNY-ESF, Canopy, the City of Syracuse, Cornell Cooperative Extension, Atlantic States Legal Foundation, and the Onondaga Environmental Institute.



**onondaga  
creek**  
CONCEPTUAL REVITALIZATION PLAN

