



FRIENDS ^{OF THE} SOUTH HILL RECREATION WAY

Strategic Plan



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Special thanks to:

Sarah Fiorello

Black Diamond Trail Enthusiasts' Network

Coddington Road Community Center

South Hill Civic Assotiation

ABOUT THE GROUP



The South Hill Recreation Way is a multi-use, non-motorized trail that follows an unused rail corridor from Hudson Road in the City of Ithaca to Burns Road in the Town of Ithaca. There is considerable interest from communities along the trail to extend it southeasterly to Brooktondale and westerly to Buttermilk Falls State Park.

Friends of the South Hill Recreation Way is a citizen group formed in 2012 to support the operation and expansion of the South Hill Recreation Way. The group advocates for the extension and maintenance of the trail, organizes and advertises events, works with trail neighbors, facilitates discussion between municipalities and institutions along the trail, and performs research as necessary.

MISSION

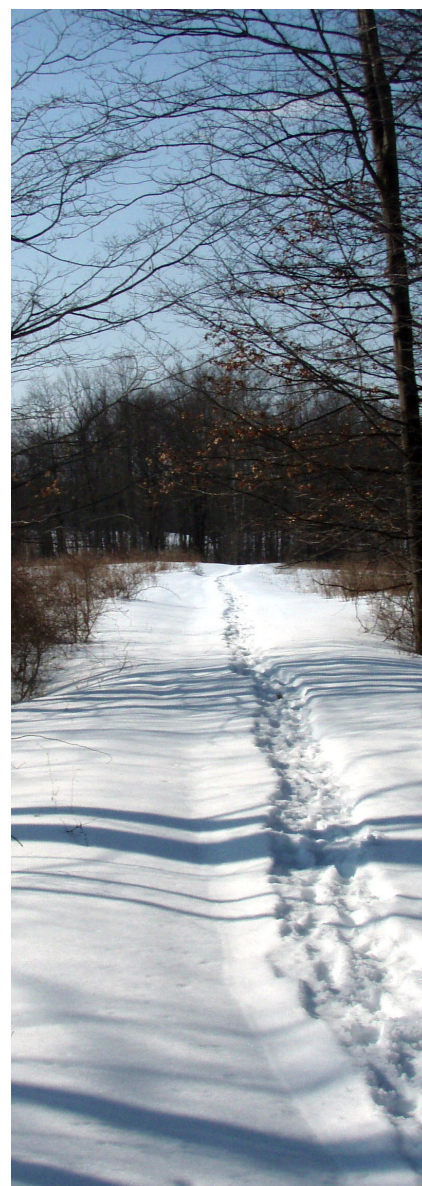
Friends of the South Hill Recreation Way's mission is to build community through the South Hill Recreation Way. It is focused on increasing accessibility for all current and potential users of the trail and enhancing the trail experience for both users and trail neighbors.

VISION

The Friends of the South Hill Recreation Way has developed a vision of what the trail and the group could look like in five years:

In five years, a publicly-accessible trail will extend from Buttermilk Falls to Brooktondale, part of a regional network of trails connecting users with open space and amenities. The trail will be well-maintained, with dedicated funding for possible major repairs such as wash-outs. The trail will be beautiful, safe, and fun: an amenity for all users and neighbors.

The Friends of the South Hill Recreation Way will consist of an enthusiastic committee of core members along with dozens of supporters who attend regular volunteer and recreational events organized by the committee. Institutions, municipalities, and neighborhood and community groups will have representative members in the FSHRW. Every neighbor of the trail will have good relations with the FSHRW, and the FSHRW will be able to work with trail neighbors, users, municipalities, and institutions to respond to all concerns. The FSHRW will be fiscally sustainable and not completely dependent on any one member's volunteer time.



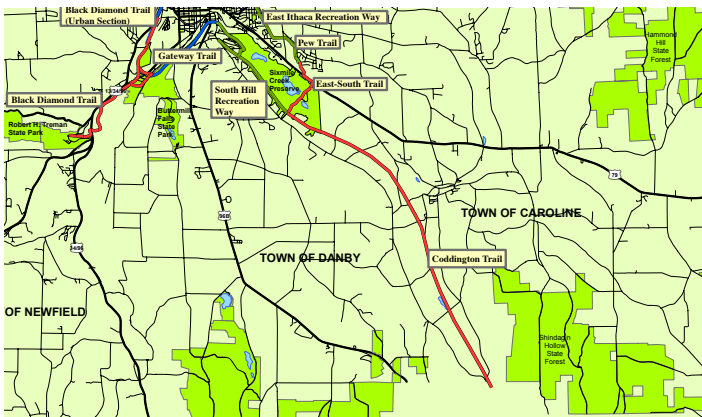
VALUES



The mission and vision, as well as the activities conducted by the Friends of the South Hill Recreation Way, will always follow and improve on the following four guiding principles.

ACCESSIBILITY

We value making open space and the trail network including South Hill Recreation Way accessible to as many people as possible, through trail extension, outreach, and other measures.



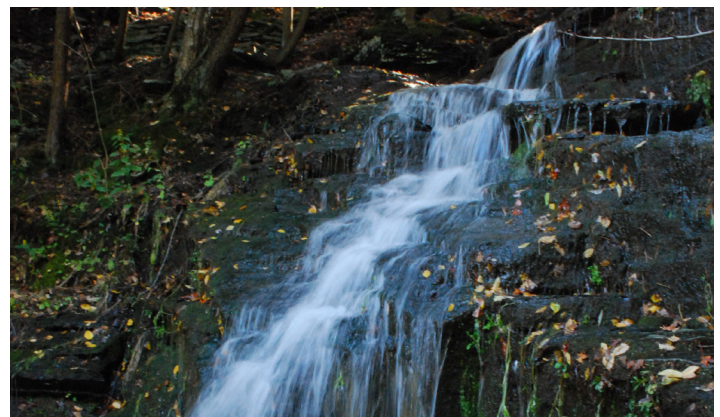
COMMUNITY

We value and recognize the importance community and its well-being, input and guidance from all community members, and the power of the trail to strengthen bonds between community members.



ENVIRONMENT

We value minimizing the trail and user's disturbance to the natural space the trail passes through, along with the inherent ability of trails to reduce vehicle use.



RECREATION

We value the psychological, physiological, and social benefits of recreation to all members of the community.



GOALS



GOAL A WORK WITH TOWNS TO DO PRELIMINARY OUTREACH TO NEIGHBORS AND NEW YORK STATE ELECTRIC AND GAS CORPORATION (NYSEG)

Before Friends of the South Hill Recreation Way becomes active, it is important to ensure neighbors understand its mission and not feel threatened by its activities. In addition, the position of NYSEG, the current owners of the unused rail bed, needs to be clarified before projects can move forward.

OBJECTIVE A1 Work with town officials to conduct individual meetings with property owners along the proposed extension.

OBJECTIVE A2 Contact NYSEG to clarify its position on the current rail bed and determine whether it would be willing to transfer ownership of the bed to municipalities or nonprofits and under what conditions.

OBJECTIVE A3 Contact current trail neighbors through mailing, signage, or other methods to explain FSHRW's potential mission and invite them to kick-off meetings.

GOAL B DETERMINE FUNDING COMMITMENTS AND PLANS FOR TRAIL MAINTENANCE FROM MUNICIPALITIES AND PARTNER INSTITUTIONS

Maintenance has been discussed at initial multijurisdictional meetings, but no plan has been suggested. Discussions with agencies who currently maintain the trail—both the portions in the City and in the Town of Ithaca—must determine the exact level of current maintenance, the ability to extend maintenance, and any shortfalls. If an extension is proposed, the portion of the trail in Caroline and the portion that borders Danby and Dryden must also have a maintenance plan. This will help FSHRW field questions at the initial meeting and determine if it might have a role in volunteer maintenance or clean-ups.

OBJECTIVE B1 Meet with representatives from all agencies that maintain or might potentially maintain the SHRW and create a written summary of maintenance activities, roles, and needs.

GOAL C CREATE AND IMPLEMENT A MEDIA OUTREACH PLAN

To grow FSHRW and support for the SHRW, outreach must be consistent and constant. This could take the form of mailing list updates, educational tables at community events, letters to the editor, or inviting reporters to trail events. Other core activities for a media outreach program are establishing a mailing list, webpage, and social network presence on sites like Facebook or Twitter. Finally, the most effective media outreach is simple face-to-face contact, whether it be door to door or at local events or club meetings. Examples of a planning process (for a library media plan) is at http://www.sos.wa.gov/library/libraries/projects/outreach/docs/2006/media_plan.pdf and a how-to for trails is at <http://www.railstotrails.org/news/features/mediaoutreach.html>. Outreach is an excellent opportunity to show how many community groups and neighbors appreciate and use the trail.

- OBJECTIVE C1* Create a webpage with WordPress or another easy-to-use blog or website utility. At first, this website can include information on upcoming events and links to other organizations. As the FSHRW's activities and objectives clarify, this can be a source of news, information about the trail, maps, and upcoming event announcements.
- OBJECTIVE C2* Create a Facebook group or fan page for people to join before or during the kick-off event. This group can be used for any trail users to announce events or other news items.
- OBJECTIVE C3* Expand and utilize list of community calendars and bulletin boards to advertise upcoming events.
- OBJECTIVE C4* Create a full media plan with goals, target audiences, and outlets: events, newspapers, other sources. Designate a member to make regular updates to social media sites.

GOAL D CREATE AND IMPLEMENT A KNOWLEDGE SHARING PROGRAM

Currently, many groups and institutions do not know of one another's existence, research, or plans. The committee meetings arising from the Finger Lakes Trails & Greenways conference is an excellent step toward sharing information and coordinating planning, but those who have not attended the meetings are "out of the loop." Because of FSHRW's extensive research, it is well-suited to help start an online information repository with other groups.

- OBJECTIVE D1* Create a website or use an existing club's website as a shared knowledge repository to show all trail-related public information and updates. Include reports and summaries already generated by the Caroline Trails and Natural Areas Committee, ITCTC, DesignConnect, or other agencies or groups.
- OBJECTIVE D2* Advertise this website as a shared repository of Tompkins County-specific information to all contacts.

GOAL E GROW MEMBERSHIP AND CREATE A FINAL STRATEGIC PLAN THROUGH A SERIES OF KICK-OFF EVENTS

A series of kick-off events are a good way to get Friends of the South Hill Recreation Way's name to the larger community and open up a discussion about the priorities of the friends group. The goal of the first event, an open meeting with fun activities, should be to advertise the FSHRW and develop and confirm values and community objectives. In addition, this meeting should be used to create a mailing list for future events. Subsequent meetings can be used to determine who is interested in being a core committee member, what skills or resources those committee members can bring, and prioritizing FSHRW's objectives. Personalized invitations are important in making groups feel welcome.

- OBJECTIVE E1* Identify a format for the kick-off event (picnic, charette, etc.).
- OBJECTIVE E2* Identify and secure a space, a date, and other necessities such as sound system, projector, snacks, and discussion facilitators.
- OBJECTIVE E3* At least one month in advance, advertise event in collaboration with Coddington Road Community Center, South Hill Civic Association, Ithaca College, and Cornell University. Include personalized invitations to groups identified in the contact list, other identified groups, and neighbors of the trail.

OBJECTIVE E4 Hold kick-off event and complete strategic plan. Begin objectives identified in plan (events, fund-raising, etc.).

OBJECTIVE E5 Hold follow-up events

GOAL F MAKE A CORE COMMITTEE OF 5-10 DEDICATED MEMBERS INCLUDING REPRESENTATIVES FROM INSTITUTIONS AND MUNICIPALITIES

Many organizations are carried by one or two key members, but the most successful organizations have a committee to share work and carry on the organization if key members resign. This requires consistent recruitment. In addition, representatives from institutions and municipalities should be targeted, both because they can bring special resources to FSHRW and because they can provide input from the perspective of their agencies. However, volunteers who cannot commit to regular meetings naturally still provide value to FSHRW and should not be discounted.

OBJECTIVE F1 Make a list of stakeholder organizations that could commit a representative to regular meetings and then ask each of those organizations if they could field a representative.

OBJECTIVE F2 Advertise follow-up meetings after the initial kick-off meeting to form a core committee and decide on the direction of FSHRW. Recruit members with needed skills such as event facilitation or grant-writing by asking members for additional contacts.

GOAL G RESEARCH ORGANIZATIONAL STRUCTURES AND POSSIBILITY OF NON-PROFIT STATUS, OR USING OTHER ORGANIZATIONS TO HANDLE FUNDING

An identified weakness of the FSHRW is that it has little capacity to handle funds, which would make any fundraising difficult. It may also be difficult to fund events FSHRW may sponsor. An important first activity for the group would be to research and identify an ideal structure and elect a treasurer to handle bookkeeping for the group.

OBJECTIVE G1 Research possible structures for FSHRW or capacity for other organizations or agencies to handle fundraising and bookkeeping. Choose the ideal alternative understanding FSHRW's mission and limitations.

OBJECTIVE G2 Elect a treasurer.

GOAL H SECURE LAND RIGHTS, FUNDING, AND VOLUNTEER POWER FOR TRAIL EXTENSION ON BOTH SIDES OF EXISTING FSHRW

This goal does not have written objectives yet, because roles must be determined in conjunction with other stakeholders—however, institutions such as Ithaca College, neighborhood groups, and county agencies should be contacted, as they may be sources of funding or technical assistance that take pressure off of municipalities. In addition, trail planning and design should be as public an activity as possible to achieve FSHRW's mission of building community.

APPENDIX A
PROJECT TIMELINE



AUGUST 2012	SEPTEMBER 2012	OCTOBER 2012	NOVEMBER 2012
A1: MEET WITH PROPERTY OWNERS			
A2: CLARIFY WITH NYSEG			
B1: MAINTENANCE CLARIFICATION			
C1: START WEBPAGE			
C2: START FACEBOOK PAGE	C3: COMMUNITY CALENDARS	C4: CREATE FULL MEDIA PLAN	
	D1: KNOWLEDGE REPOSITORY		
	D2: ADVERTISE REPOSITORY		
	E1: FIND FORMAT FOR KICK-OFF		
	E2: FIND SPACE, TIME, SUPPLIES		
	E3: ADVERTISE	E4: KICK-OFF	E5: FOLLOW-UP EVENTS
	F1: FIND STAKEHOLDER REPS	F2: FORM CORE GROUP, EXPAND	
		G1: INVESTIGATE GROUP STATUS	G2: ELECT TREASURER

APPENDIX B

STRATEGIC PLAN PROCESS



In Spring 2012, Friends of the South Hill Recreation Way contracted DesignConnect to create a strategic plan for the nascent group. At that time, the FSHRW consisted of a core committee of two members, and had practical support and encouragement from the Creating Healthy Places program of Human Services Coalition of Tompkins County and the Towns of Caroline, Danby, Dryden, and Ithaca.

Over Spring and Summer 2012, the DesignConnect team completed stakeholder analysis interviews, including the core committee and supporters, South Hill Civic Association, Coddington Road Community Center, Ithaca College, and other trail friends groups in Tompkins County. An open-ended interview guide was used:

- How does your organization or your organization's members use the trail?
- Would your organization support an extension of the trail?
- Would you or a representative be interested in becoming a member of a new Friends group and attending a kick-off meeting?
- What would you like to see the Friends group achieve and what activities should the group undertake?
- What values should the Friends group hold?
- Who else should we reach out to?

In addition, other trails Friends groups were asked about their own organization and activities. DesignConnect used this analysis to suggest a mission statement and values for the Friends group. Finally, DesignConnect completed and analyzed internal strengths and weaknesses of and external opportunities and threats to the Friends group (SWOT analysis). A list of goals was created for the Friends group along with suggested strategies and deadlines.

This analysis is not intended as the final plan, but rather the first step of a iterative process. This draft plan is a starting point for discussion that will include more stakeholders and potential new members. Each step should be taken again with this larger group over the course of several meetings:

1. First, a redefinition and confirmation of mission and values. This should be undertaken with as many stakeholders as possible.
2. After a committee of dedicated members has been identified, an analysis of resources available to the group, strengths, weaknesses, opportunities, and threats should be undertaken.
3. Finally, goals should be redefined with action steps and deadlines assigned to different members of the group.

The plan will then become a “roadmap” for the Friends group's continuing operations. This iterative process should continue annually or semiannually, to respond to the changing needs of the Friends group.

REFERENCES

John M. Bryson, “A Strategic Planning Process for Public and Nonprofit Corporations” Long Range Planning, 21.1, pp 73-81.1998. Accessed on July 2, 2012:<http://docushare.usc.edu/docushare/dsweb/Get/Document-8775/bryson%2B-%2Bstrategic%2Bplanning%2Bfor%2Bnon-profits.pdf>

Authenticity Consulting, “All About Strategic Planning,” Free Management Library. Accessed on July 2, 2012:<http://managementhelp.org/strategicplanning/index.htm>

APPENDIX C
STRATEGIC ANALYSIS



STAKEHOLDER INTERVIEWS

Included in this document are summaries of some of the interviews conducted by the DesignConnect team with possible SHRW stakeholders during the spring and summer of 2012.

BLACK DIAMOND TRAIL ENTHUSIASTS NETWORK

Questions:

What gave you and Vikki the idea to start BDTEN?

Title: build the TEN miles.

Both like bike and walk – trails.

Used the trail before, found out it was old railroad, extended

Did any of you have a role in the development of the Black Diamond Trail before BDTEN?

City of Ithaca bicycle and ped advisory board, appointed position.

Met Vikki through “Curb Your Car Coalition”

How many members do you have and what did you do to recruit them?

First started with 8-9 people in meeting with Finger Lakes Parks Committee

What resources did you look up in order to start BDTEN?

Found a webmaster (word of mouth)

What other groups or organizations did you contact in order to get BDTEN started?

Met the Finger Lakes Park Commission first since they own the trail.

Brainstormed who did the group know in gov’t/activist, who knew better...

- Important: Jan is very committed, most important! Someone who will stick to the project for a long time.
- Two or three people start it, and keep going. MORE THAN ONE, can get burned out.
- Email mainly to update people (~150 ppl) and hold few meetings right on trail/park
- Jan is representative of BDTEN in advisory boards, got on boards because of her leadership/representation
- Build membership/visibility through work days on Saturday afternoons (~40 ppl)
- Got a lot of people to public meetings, open hearings, get involved
- Tabled at a few places, advocate and educate: Eastern Mountain Sports, Earth Day Festivals
- Important: movement of people interested in trail, called a lot of people to come to Town of Ulysses meeting, incorporate into a formal friends group – but not, good to be informal.
- 07-08: Tried to get CEE students, failed, start over, failed, start over
- Mission: Network, few emails, ...
- Few actual meetings, work days (2-3 times a year), people came when needed

Can help with roadside signage at Burns and Coddington Road, etc

Other Suggestions

Need Facebook Page

Should contact Ithaca College for promotion and for money for event(s)

CRCC can provide space for events or meeting space if necessary

Contacts for further Support

Danby Community Council (Gets money from town of Danby, provides recreation money for different events including CRCC's camp)

South of the Creek Community Organization

CAYUGA TRAILS CLUB

50 years with Cayuga Trails Club

gary mallow

Tue, May 15, 2012 at 8:59 AM

Reply-To: gary mallow

To: Hector Chang

Mr. Chang,

Thanks for your interest in how Cayuga Trails Club has kept itself vital and attractive to members for 50 years. Be glad to chat in person, on the phone, or on-line with you about it. You may reply to my email address above or call me at: 564-7938, which is my land line at home. I am off work today, but evenings are better most days. The camaraderie that is created in group trail work projects, and on hikes, is a contributor to the integrity of Cayuga Trails Club over so many years. The 3 or 4 social events typically organized during the year probably play a bigger part than we realize to cement relationships. The club has an active Board with a good mix of old and new that takes its responsibilities seriously, and truly has member interests at the heart of all decisions and planning. The board is financially stable and conservative in its management of resources, but makes a point of financially supporting allied organizations, the two most important being: the Finger Lakes Land Trust and the Finger Lakes Trail Conference. I suspect those three or four elements account for this organization's vitality and longevity. There are probably others.

Of course after an organization is around for decades, it takes on a life of its own, and it becomes more a matter of maintaining itself than taking on new challenges. There is a small group of very active members that are willing to take on trail projects and plan hikes, and the club has been fortunate to recruit good people willing to do this work of organizing.

I served on the board for 8 or 9 years and I'm active in trail work now. Please feel free to contact me.

Gary Mallow

Meeting Notes, Ithaca College (Ithaca College Natural Lands)

Meeting: Monday, July 23, 2012, Ithaca College

Present: Jacob Brenner, Faculty Manager, Ithaca College Natural Lands, Chris Hayes

Ithaca College owns and manages natural lands adjacent to the campus and in Newfield. It owns two parcels (the Regenerative Use Area and D3 Sentinels Outdoor Classroom) between the campus and Stone Quarry Road, south of South Hill Business Campus.

Support for Extension

Although the amount Ithaca College students currently use the Rec Way is unknown, students in one class use the trail to collect leaves. Students often use trails in South Hill Natural Area immediately southeast of the college for classes and cross country training.

Ithaca College Natural Lands generally supports trails through south hill, especially if they help link its natural lands to one another and other natural areas. The trailhead near Coddington Road is near its campus, and the proposed Gateway extension may go near the Regenerative Use Area and D3.

Activities for a Friends Group

Believes a Friends Group could work in three realms: Help negotiate with NYSEG, etc, for extension; raise awareness and organize events; and be a liaison to neighbors.

A Friends Group could be especially helpful in communicating neighbor concerns about Ithaca College students use to IC, negotiating with neighbors, etc.

Organize regular events, such as candlelight/moonlight walks or day hikes or other events that could involve residents and Ithaca College students/faculty/staff.

Help in Advertising Event

Could send one or more representatives from IC to a kickoff event. May include students and/or staff and faculty.

Other Suggestions

IC Natural Lands could probably provide meeting space, technical assistance, volunteer power, or other resources. This may be an official or unofficial relationship.

Contacts for further Support

?

Meeting Notes, South Hill Civic Association

Meeting: Saturday, Jun 1, 9:30 am, South Hill Church of the Nazarine

Present: South Hill Civic Association, Sarah Fiorello, Chris Hayes

Support for Extension

The Civic Association and City has been discussing extension of the trail through the Emerson site to the Black Diamond Trail at Gateway.

Civic Association voiced support for extension both from Burns Road to Brooktondale and the Emerson extension.

To get a larger “voice of support,” Civic Association volunteered to put it to the listserv.

Activities for a Friends Group

Organize volunteer bicycle opportunities for school-age kids to or from Brooktondale

Increase education/outreach for good trail etiquette: Leashed dogs, cleaning up after dogs, and not going off trail. Trailside wildflowers have been lost because of these things. Lack of scooping and littering are occasionally problems in the summer.

Organize volunteer “trail stewards” for occasional cleanup, suggesting etiquette, etc.

Education/outreach to IC students who may misuse trail.

Help in Advertising Event

Can advertise kick-off event through listserv

Thinks event needs music, food, other draws to get people to divert time from their busy schedules

Other Suggestions

Name the extension to garner additional support/funding?

Be careful with events, as neighbors may be concerned about noise or trash. Neighbors were resistant to idea of trail events when trail first installed because of these reasons.

IC Students can use trail if extended to go to Buttermilk Falls for outdoor activities (rather than inappropriate places in neighborhood.)

When discussing supporting the trail with Ithaca College Administration, can phrase it in such a way as to help improve community relations and refocus on natural areas following controversy over Ithaca College expansion.

Reach out to people who ride the #52 bus, which parallels the trail. Determine support for increasing bicycle capacity, so that people may ride bikes along trail in one direction and take bicycle back on bus.

South Hill Civic Association Website: Can host Report, Feasibility Study, etc, so that interested members can read the pdfs.

Contacts for further Support

Ithaca College

Cross-Country Coach (Bruce Rogel?)

Mark Darling, Sustainability Coordinator

Anthony Hopson, Assistant Vice President, Community/Government Relations
(Should cc: President of IC when emailing)

Maryann Taylor, Administrative Assistant for Grants and Sponsored Projects, Office of Provost
mataylor@ithaca.edu

Cornell

Dan, Atkinson Center for a Sustainable Future (Possible funding, lunches)

Raylene Ludgate, Youth Education Coordinator
rgl3@cornell.edu

Margherita Fabrizio, Director Rome Program and AAP NYC (Helped designate Ithaca Falls as a natural/historic area to block hydropower development there)
mjf24@cornell.edu

Other Community

Michael Ludgate, Canaan Institute (Musician, many community contacts, can pass word)
michael.ludgate@canaaninstitute.org

Molly, Historian at Brooktondale

Tom and Connie, property owners in Brooktondale

SWOT ANALYSIS OF FSHRW

SWOT analysis is a common strategic planning method to list Strengths and Weaknesses of an organization and Opportunities and Threats related to the achievement of an objective. It also suggests action steps to take advantage of strengths and mitigate weaknesses. In this case, the objective to be achieved is the mission statement in the Strategic Plan. Blue boxes are the resources and processes available or lacking to FSHRW and opportunities and threats. Yellow boxes are the activities suggested by the analysis. Separate analysis should be undertaken as more specific objectives are defined. See Appendix B for more information and references.

	<p><i>STRENGTHS (INTERNAL)</i></p> <ul style="list-style-type: none"> • Good relationship with Cornell • Connections with many county and local groups • Interpretive signage skills • Advertising expertise from CRCC • Space available from IC, CRCC, other community centers • Good data about neighbor concerns • Good knowledge about trail maintenance and effects 	<p><i>WEAKNESSES (INTERNAL)</i></p> <ul style="list-style-type: none"> • Limited amount of time available from core committee • No dedicated person with grant experience • No dedicated person with meeting/event facilitation experience • No current way to handle funds directly • No plan to extend trail from Burns Rd. to Brooktondale, where many supporters live • No clear definition of where town maintenance ends and where volunteer maintenance would start
<p><i>OPPORTUNITIES (EXTERNAL)</i></p> <ul style="list-style-type: none"> • Large amount of community support for extension • Countywide Trails group • Excitement over Black Diamond Trail expansion • IC's Natural Areas • Many existing events and festivals • Town manager support for extension 	<p><i>LEVERAGE STRENGTHS TO TAKE ADVANTAGE OF OPPORTUNITIES</i></p> <ul style="list-style-type: none"> • Identify and share knowledge and data with network. • Use institutional spaces for trail conferences or other events to increase support. • Lend expertise and facilitate discussion between NYSEG and Towns 	<p><i>ENSURE WEAKNESSES DO NOT OBSTRUCT OPPORTUNITIES</i></p> <ul style="list-style-type: none"> • Piggyback on other groups' skills when FSHRW's is lacking. (For example, provide data and research for a grant to be shared between two trails) • Expansion should be taken in small steps as acceptance and funding comes available, but FSHRW should ensure planned extensions don't prevent future expansions to connect more users with more amenities (Such as IC natural lands, Brooktondale, Buttermilk Falls, etc.) • Actively recruit members with event facilitation skill
<p><i>THREATS (EXTERNAL)</i></p> <ul style="list-style-type: none"> • Organized opponents of trail • Lack of state funding • Complexities of trail being in 5 jurisdictions • Differing desires of neighbors along trail 	<p><i>USE STRENGTHS TO MITIGATE THREATS</i></p> <ul style="list-style-type: none"> • Identify funding from nonprofits such as Cornell and IC. • Advertise support from non-profit community groups and neighborhood organizations. 	<p><i>FIX WEAKNESSES THAT EXPOSE FSHRW TO THREATS</i></p> <ul style="list-style-type: none"> • Facilitate multijurisdictional meetings to discuss maintenance plan, costs, and ways to coordinate.

RESOURCES NEEDED

To capitalize on opportunities and minimize threats that could hinder completion of the group's goals, these resources are needed. The following is only a partial list that can be added to when new needs arise.

- Limited web design/knowledge of WordPress, Facebook, etc.
- Facilitation skills for brainstorming sessions, charettes, or other community meeting and event facilitation skills
- Event space for kick-off event and follow-up meetings
- Food, entertainment, or other materials for kick-off event
- Writing skills for letters to editor, news releases, etc.
- Graphic design for brochures, maps, or other materials
- Legal/negotiation skills for obtaining right of way or use agreements
- Treasurer/bookkeeping skills

The following appendices will provide contact information of interested parties and stakeholders who could provide the resources above, and provide ideas for events that the friends group can hold.

APPENDIX D

STAKEHOLDER CONTACT LIST



COUNTY-WIDE ORGANIZATIONS	Website	Contact Information	Description/Comments
Ithaca-Tompkins County Transportation Council (ITCTC)	http://www.tompkins-co.org/itctc/	itctc@tompkins-co.org (607) 274-5570	Organization that coordinates transport initiatives between towns in Tompkins County, key stakeholder in County-wide Trail Network (CTN).
Way2Go	http://www.way2go.org	Ray Weaver weaver@cornell.edu (607) 272-2292 x150	Program of CCE of Tompkins. Role to provide public awareness of transportation alternatives and improve dialogue between planners and users.
Tompkins County Planning	http://www.tompkins-co.org/planning/	Ed Marx emarx@tompkins-co.org (607) 274-5560	Contact familiar with trail, attends CTN meetings.
Tompkins County Human Services Coalition	http://www.hsctc.org/	Jeanne Lecesse jleccese@hsctc.org	Mission to identify information and service needs, to provide planning and coordination, and to enhance the delivery of health and human services.
Environmental Management Council	http://www.tompkins-co.org/emc/index.html	emc@tompkins-co.org	Advisory board of variety of environmental issues.
Ithaca/Tompkins County Convention & Visitors Bureau	http://www.visitithaca.com/	Fred Bonn fred@visitithaca.com	Provides tourism technical assistance and information. Fred Bonn is director, attends CTN meetings.
Tompkins County Cornell Cooperative Extension	http://cctompkins.org/	tompkins@cornell.edu (607) 272-2292	Cornell Cooperative Extension runs the Way2Go program in Tompkins County.
<i>NATIONAL ORGANIZATIONS</i>			
The National Center for Bicycling & Walking	http://www.bikewalk.org/	info@bikewalk.org	Organization website provides a wealth of resources for the creation of bicycle and walking trails
Rails to Trails Conservancy	http://www.railstotrails.org/	http://goo.gl/SgmSA	Advocacy and education organization. Provides information and assistance. Maintains traillink.com .
Safe Routes to Schools National Partnership	http://www.saferoutespartnership.org/		Advocacy and technical assistance provided on website.
Park Foundation	http://www.parkfoundation.org/index.html	Diane Traina dlt@parkfoundation.org	Grants for environmental and higher ed projects. Contact is Diane Traina, attends CTN meetings.

TOWNS AND CITIES	Website	Contact Information	Description/Comments
Town of Dryden	http://dryden.ny.us/	Jane Nicholson (Sr. Planner) (607) 844-8888 x216	Contact attended stakeholder meetings in Spring 2012.
Town of Caroline	http://www.townofcaroline.org/	Dominic Frongillo Dominic_Frongillo@townofcaroline.org	Contact attended stakeholder meetings in Spring 2012.
Town of Ithaca	http://www.town.ithaca.ny.us/	Rich Schoch (DPW Superint.) rschoch@town.ithaca.ny.us (607) 273-1656 X222 Mike Smith (Env. Planner) msmith@town.ithaca.ny.us (607) 273-1747 x116	Town owns most of SHRW and would have to be contacted in order to build extenskon. Rich Schoch is aware of FSHRW and would consider ideas depending on budget and staff available. Mike Smith is heavily involved in parks and trail development in the Town.
City of Ithaca	http://www.ci.ithaca.ny.us/		
Ithaca Youth Bureau	http://www.ci.ithaca.ny.us/departments/iyb/		City department which involves youth through community building events and volunteer opportunities. Danby town planner mentioned IYB help was used to build original SHRW.
Greater Ithaca Activities Center	http://www.ci.ithaca.ny.us/departments/giac/index.cfm		GIAC is a community center operated by the City. Could be a resource for outreach and activity development for the trail.
Town of Danby	http://town.danby.ny.us/	Ric Dietrich rdietric@twcny.rr.com	Ric is the Town Supervisor for Danby and has experience in how the original SHRW was built when he worked for the Town of Ithaca.

OTHER ORGANIZATIONS	Website	Contact Information	Description/Comments
Finger Lakes Land Trust	http://www.flt.org/	Andy Zepp andrewzepp@flt.org	Establishes nature preserves and gives technical assistance to governments, orgs, and public. Contact is Andy Zepp, attends CTN meetings, familiar with South Hill Rec Way's history.
Finger Lakes Trail Conference	http://www.fltconference.org/trails/	Phillip Dankert pdankert@twcny.rr.com	Works in cooperation with partners to build and maintain hiking trail system. Contact is Phillip Dankert, attends CTN meetings.
Cayuga Trails Club	http://cayugatrailsclub.org/	Paul Warrender paul.warrender@yahoo.com	Advocacy and technical assistance provided on website.
Park Foundation	http://www.parkfoundation.org/index.html	Diane Traina dlt@parkfoundation.org	Grants for environmental and higher ed projects. Contact is Diane Traina, attends CTN meetings.
Finger Lakes Cycling Club	http://flicycling.org/		FLCC conducted a kids' bike ride on the SHRW a few years back and would possibly be receptive to supporting the trail.
Ithaca College		Mark Darling mdarling@ithaca.edu	Contact is sustainability coordinator and attends CTN meetings.
Brooktondale Community Center	http://brooktondalecc.org/		BCC is a great way to reach out to potential supporters nearby trail.
OTHER TRAILS			
Cayuga Waterfront Trail	http://www.cayugawaterfronttrail.com/	Rick Manning rmannin4@twcny.rr.com (607) 592-4647	Initiative does planning, fundraising, maintenance, and advocacy for Cayuga Trail. Contact is Rick Manning, coordinator, and is familiar with South Hill Rec Way's history.
Black Diamond Trail Enthusiasts Network	http://blackdiamondtrail.org/	Jan Zeserson zeserson@cornell.edu	Friends group which organizes work days, research, and advocacy. Contact attends CTN meetings.
Six Mile Creek Trail	http://www.downtownithaca.com/	Gary Ferguson gary@downtownithaca.com (607) 277-8679	Part of Circle Greenway. Gary Ferguson wishing to extend trail along Six Mile Creek.
Circle Greenway			Greenway is a self-guided walking tour, partly on trails. John Ullberg

Other Trails: East Shore Corridor, Gateway Trail, East-South Trail, East Hill Recreation Way, Dryden Trail

COMMUNITY CALENDARS AND NEWSLETTERS

Website

Description/Comments

Ithaca College Calendar	http://www.ithaca.edu/calendar/	Ithaca College calendar
Ithaca Events Calendar	http://www.ithacaevents.com/	Arts and culture calendar
Ithaca Tourism Calendar	http://www.visitithaca.com/events/	Calendar sponsored by Ithaca/Tompkins County Convention & Visitors Bureau
Ithaca Swidjit Calendar	http://swidjit.com/ithaca/event-calendar/	Comprehensive calendar of many types of events
Ithaca Journal Calendar	http://search.theithacajournal.com/sp?aff=1001	Comprehensive calendar on Ithaca Journal
Cornell Event Calendar	http://events.cornell.edu/ http://events.cornell.edu/town_of_ithaca/calendar	Calendar for Cornell events, includes Town of Ithaca category
Brooktondale Community Center Old Mill Newsletter	http://brooktondalecc.org/old_mill.html	Community newsletter distributed to the Brooktondale community thru elementary schools and the community center.

APPENDIX E

EVENT EXAMPLES



This appendix is included to give ideas for different monthly or seasonal events Friends of the South Hill Recreation Way could organize, depending on stakeholder interest. Events should be designed to maximize community interest, be sensitive to neighbors, and achieve multiple goals of the organization. For example, an event could fundraise and also help community members get to know one another.

CHARRETTES OR VISIONING SESSIONS

Charrettes are events that can last hours to days and involve municipal officials, institutional representatives, designers, and citizens contributing to a shared design. These can be fun, visual events for children and adults. Such an event might involve simple brainstorming sessions, visioning exercises, or drawing or map-making about improvements to the current trail or extensions. Although ideas won't necessarily always be able to be incorporated, such sessions could identify desired low-cost improvements such as benches or murals that could lead to concrete action items.

CRAFT WALK

Simple crafts made by school children, local artists, or the public can be displayed for a day-long event. This event could take place during a holiday or festival. An excellent example is the annual Great Pumpkin Walk on Ontario Pathways. Refreshments are served and hundreds of Jack O'Lanterns are lit and displayed for one evening in October. Info at: http://www.ontariopathways.org/picture_pages/2011walk/index.html

DOG WALK DAY

A dog walk could be co-organized with or benefit the local SPCA. For example, Montour Trail's Dog Walk Day benefits the friends group of the trail, but includes photographer for pets, refreshments for people and dogs, door prizes, representatives from animal organizations, demonstrations, and other pet-related activities: <http://www.montourtrail.org/events/displayevent.asp?id=2>

EDUCATIONAL HIKES

FSHRW can partner with local schools or nonprofits for educational hikes and lectures about South Hill's ecology or history. A number of educational themes are possible—birdwatching, botany, silvology, water systems, native cultures, agriculture, local history, or community planning. FSHRW could partner with Cornell American Indian Program or Ithaca College Native American Studies Program for an educational hike on Cayuga nation culture.

KIDS' RELAYS OR MARATHONS

Fun-run relays or marathons can be held in cooperation with local YMCA or schools for certain age brackets. These races are often 1k or 2k (rather than high schoolers' and adults' 5-10k) and can include sponsorships from local organizations and prizes. These runs can be advertised through schools, community centers, recreation centers, and many other channels. An example is the Kalamazoo Kid's Klassic: <http://kalamazooarearunners.org/upcoming-events/registration-is-now-open-for-the-2012-kalamazoo-klassic/>. A list of adult and kids' fun runs is at Finger Lakes Runners Club: <http://www.fingerlakesrunners.org/races/listings/index.html#races>



MOVIE OR PLAY PERFORMANCE ALONG TRAIL

If an appropriate location along the trail or at a trailhead was identified, an evening movie or play could be performed. This could be appropriate near the trailhead on Ithaca College's campus or if the trail is extended to Buttermilk Falls. This may also be feasible if residents in Ithaca organized a block party at a trailhead or an eager trail neighbor volunteered to hold the event. An example is Northaven Trail's movie night organized by the trail's friends group. They encourage picnics and screen a family-friendly movie at a respite area along the trail. For more info, visit: <http://northaventrail.org/events/>

PARTNER WITH A LOCAL RESTAURANT

Rather than having an event on the trail, FSHRW could partner with a local restaurant, brewery, or bar for a fundraiser, where a portion of sales are donated to trail expansion or maintenance. Representatives of the Friends group can be on-hand at a table to answer questions and meet new people. Conversely, a number of tables at a restaurant or meeting hall could be reserved for a spaghetti or pizza dinner-type event, in which participants would pay for plates with proceeds going toward trail expansion or maintenance. An example is the Friends of the Northaven Trail's fundraiser at a local restaurant: <http://northaventrail.org/>

RESTAURANT/BUSINESS CRAWL ALONG TRAIL

Businesses near Paint Creek Trail in Michigan sponsor an annual "Crawl." Cyclists participating in the crawl stop by businesses along or near the trail and get a passport stamped at sponsoring businesses. Those with completed cards at the end of the day can win a prize. A similar crawl could be organized to include farmers stands, businesses in Brooktondale, or businesses in Ithaca if the event was extended to multiple trails. The example of Paint Creek Trail's crawl can be found at: <http://www.paintcreektrail.org/events.htm#ntd>

THEMED/COSTUME MARATHON

Fun runs or fun walks could include a special theme. Runners or walkers might need to be in a costumes or be organized in teams. Themes can be coordinated with holidays or local events and many people may visit the event just to see runners in costume. An example is the Columbia Gorge Running Club's 5k Pumpkin Run: <http://www.facebook.com/events/297579276919328/>



TWILIGHT/STARLIGHT WALKS

With approval from neighbors, a twilight or starlight walk is a way for people to experience the trail in a new way. However, the regular hours of the trail should be emphasized during such events. On the Montour trail, participants are treated to a concert at a trailhead, are given glow necklaces, and the trail is lit by luminaria, candles in paper lanterns. An example is Montour Trail's Twilight Trail Walk: <http://www.montourtrail.org/events/displayevent.asp?id=3>

BIKE RIDES

Easy bike rides for kids or adults can be co-organized with the Finger Lakes Cycling Club, which has conducted a similar event in the past for kids and their families on the South Hill Recreation Way. For more info about FLCC's prior event, visit:

WORK PARTIES

Many friends group organize monthly “work parties.” These parties can be as simple as trail clearing, although may include trail clean-up and restoration after flooding or other events. Volunteers can be encouraged to bring their own tools and lunches, or both may be sponsored and provided. Work parties are sometimes overseen or work in concert with municipal workers. Friends group members can also be encouraged to pick up trash, clear branches, or note potholes when they walk the trail day-to-day. This event could also happen on an undeveloped portion of a trail. This is the case with the Black Diamond Trail before the trail project was approved. BDTEN (the trail’s friends group) organized work parties and the Town of Ithaca provided tools which the attendees could use.

NATIONAL TRAILS DAY

National Trails Day is an annual summer event organized by the American Hiking Society. The AHS offers technical support and advertising on their website for programming events, which could include fundraising or trail maintenance. Many of the other suggestions in this document could be given a “boost” by occurring on National Trails Day. Find out more on the website: <http://www.americanhiking.org/uploadedFiles/Easy%20Guide.pdf>. There was a National Trails Day event in 2012 in Dryden which encouraged people to come to Hammond Hill State Forest to repair trail sections that were washed out by heavy rainfall. The Friends of Hammond Hill partnered with Cycle-CNY and Eastern Mountain Sports for this event.

APPENDIX F

EXISTING COMMUNITY EVENTS



This appendix is included to give a partial list of existing events in South Hill Recreation Way's host communities. Friends of the South Hill Way could organize complimentary trail events during these festivals or set up informational or fundraising tables if appropriate. The dates given are from 2012, but the events tend to be around the same days every year. In addition, check community calendars such as the Old Mill Newsletter for upcoming events: http://brooktondalecc.org/old_mill.html

BROOKTONDALE APPLE FESTIVAL

Autumn Festival which includes Brooktondale Farmers Market and fun events and races. Occurs at Brooktondale Community Center.

CAROLINE FARMERS MARKET

Saturdays from 10am-2pm from May to October. Might be good to contact to see if tabling can be set up somewhere. <http://bccmarket.drupalgardens.com/contact>

DRYDEN LAKE FESTIVAL

Annual festival happening this year on July 28, 2012. Fun & games for families, natural history displays, canoe tours (new this year) and walks. Traditional activities include picnicking, family games, garden produce competition and an ice cream social. On Saturday afternoon, an expanded "Goose Drop" will be conducted with the water dogs retrieving the winning goose from the lake. Contact drydenlakefestival@gmail.com. Unsure if event has community tabling. <http://www.drydenlakefestival.com/index.html>

ITHACA FESTIVAL

Occurring on May 31st to June 3rd, 2012, this famous event draws visitors from around and outside of Tompkins County. Tabling and parade participation are both possible, but advertising can also be done "guerilla" by setting up on someone's yard near the parade route. <http://www.ithacafestival.org/applications/>

ITHACA APPLE HARVEST FESTIVAL

Occurring on September 28-30, this festival is famous and could catch people from South Hill and from other areas around Ithaca. Tabling applications are out on July 1st. <http://www.downtownithaca.com/content/view/apple-harvest-festival.html>

STRAWBERRY DAY, PEACH DAY, AND FARM TOURS IN CAROLINE

The Town of Caroline is considering Strawberry Day and Peach Day events and have summer farm tours. These events may not have tabling opportunities, but may be great opportunities for complementary trail walks or other trail events. Email Patricia Brhel at lsparrow@hotmail.com, or Dominic Frongillo at Dominic_Frongillo@townofcaroline.org

