

Mapping the Future of the Adirondack Park Project Final Report

Common Ground Alliance Forum

July 18, 2012, Long Lake, NY

Dave Mason & Jim Herman

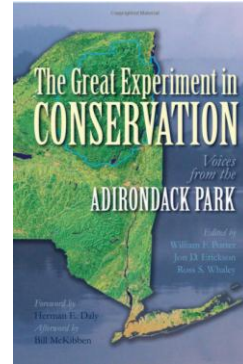


Project Results

- A year ago we set out to improve the conversation about the Park using a scenario planning process
 - It feels like we did that
- Over 500 people have participated in our workshops and then brought the ideas to their friends and colleagues
- With their time, effort and creativity a strategy for the Park is emerging and there is a lot of forward momentum
- As side benefits, we have
 - A common language for discussing complex issues
 - A map of events to use to monitor what actually happens and course correct when necessary
 - More trust among many of us that we really do have common ground, even while we sometimes disagree on the details

A Note About the Cameras

- What we are doing here in the Adirondacks may be relevant to other rural communities
- We are exploring how to put the issues, and our approach to the conversation, into video form
- Jon Erickson, co-editor of *The Great Experiment in Conservation*, has a grant to produce a PBS special on how we are finding Common Ground



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Outline

- Project Overview
- What We've Learned in a Year
- Emerging Strategy
- Keeping the Momentum Going

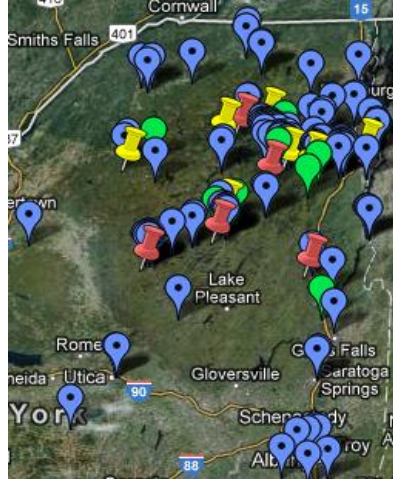
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Project Summary

- 120 interviews
- Five 2-day workshops (red) w/170 participants (blue)
- 8 short workshops (yellow) w/214 participants (green)
- Green: 9 talks (470 people)
(NYC is not shown on the map)

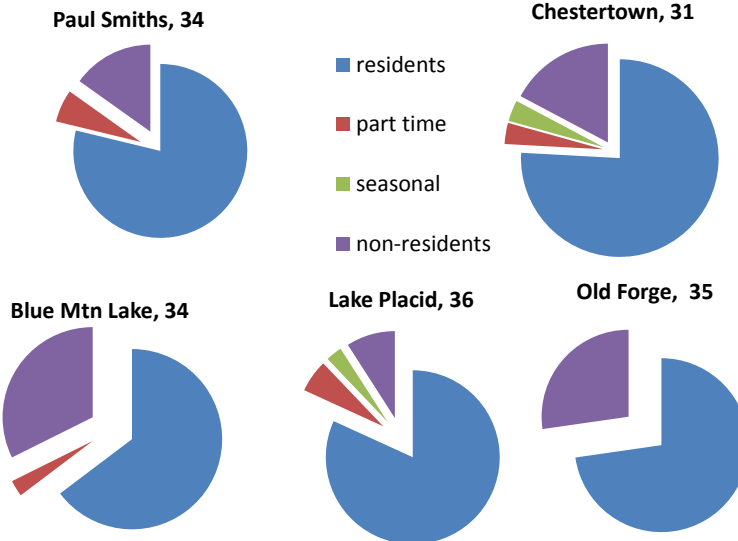


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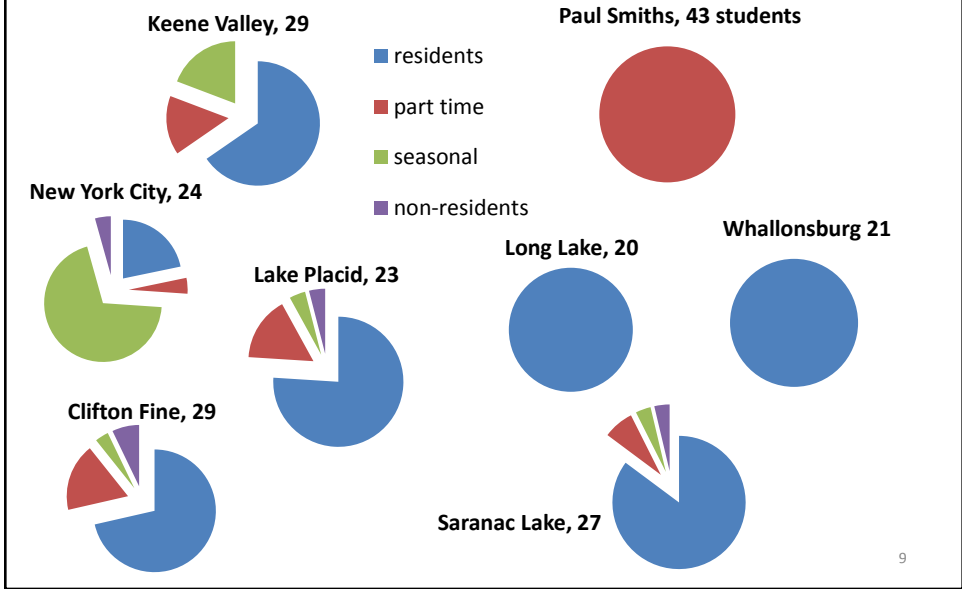
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Two Day Attendees

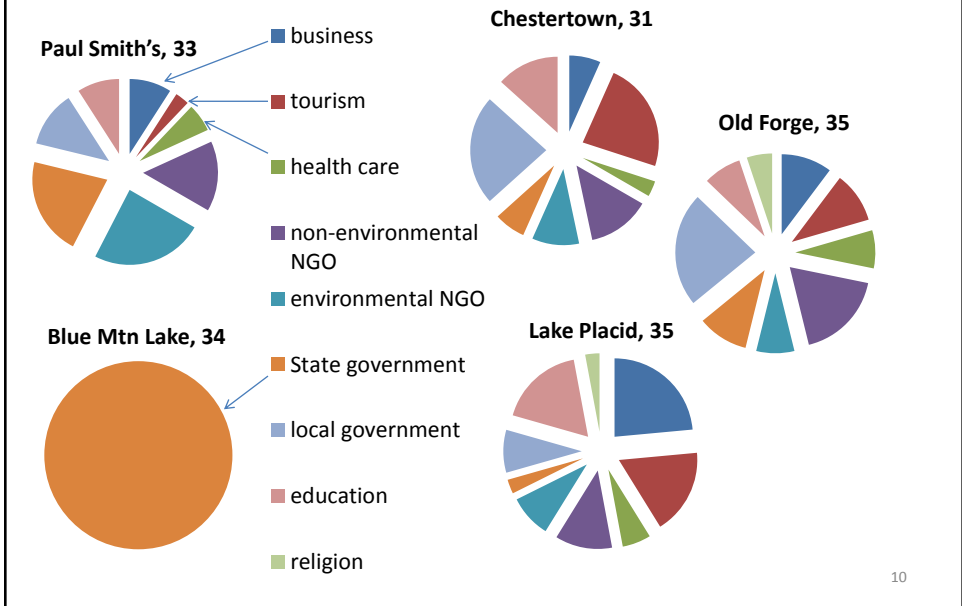


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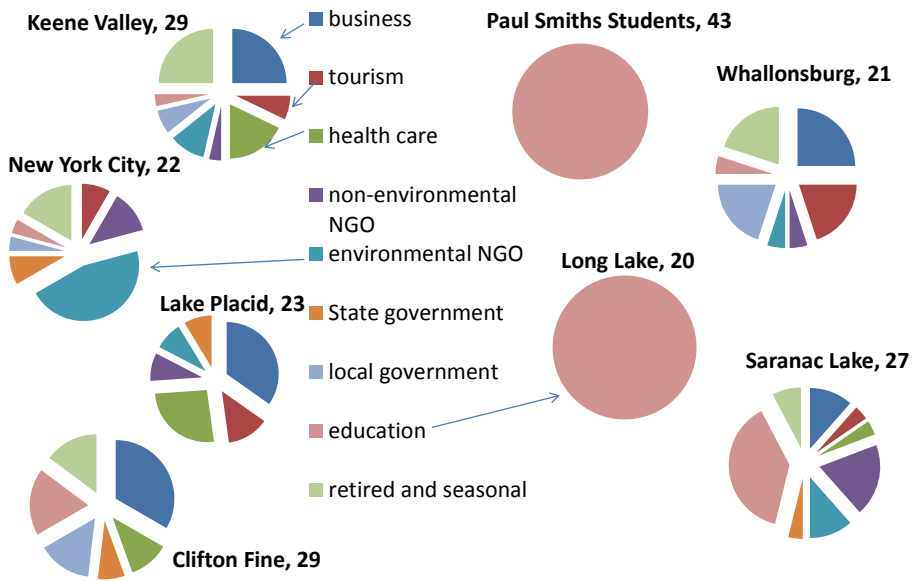
Half-Day Attendees



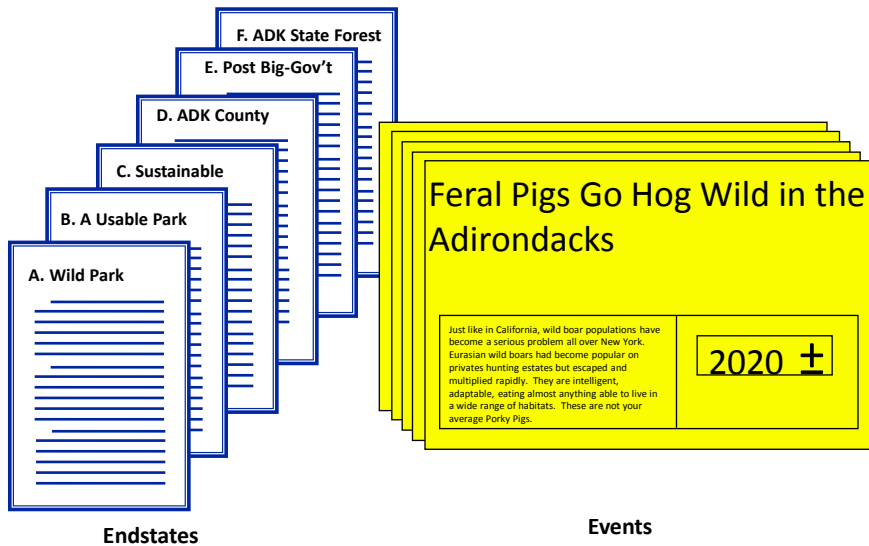
Profile of Two Day Attendees



Profile of Half-Day Attendees

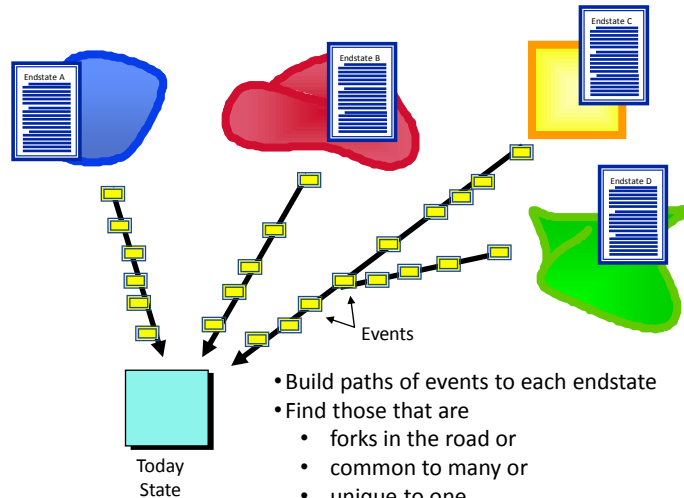


We Write Scenario Building Kits



Mapping the Scenarios

What does it take to get to the future you want?



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The Endstates, 2037

- A: Wild Park
- B: A Usable Park
- C: The Sustainable Life
- D: Adirondack County
- E: Post “Big Government” Solutions
- F: Adirondack State Forest

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What We've Learned about F: Adirondack State Forest

- To most people this outcome would signal that the Great Experiment has failed
- But to many, that doesn't mean that the outcome is totally bad
- This smaller core wild park surrounded by a lot of working forest surrounded by bigger settlements is a good model ecologically and economically
 - It's a lot like what Lawrence Rockefeller once proposed
- We should worry about whether the next generation of New York State citizens will want to enjoy or support the Park
 - Programs of marketing, outreach, education, school exchange should have high priority
- We need not play victims of external threats and macro-economic swings, we can have a better future than this one

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What We've Learned about E: Post Big-Government Solutions

- This endstate is always less desirable than D, the consolidation one
- Viewed as what we get if we can't pull together more
 - Sustains the fragmentation few of us like; it limits our scale and increases coordination costs
 - Darwinian and competitive in an unhealthy way
- Private investment and citizen engagement are hallmarks of any successful scenario
- Some hamlets in the Park may fade away, NYS won't rescue them, but that's not the plan
- Success requires a bundle of assets: health care, broadband, cell service, engaged resident and summer communities, leverage of unique local features

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What We've Learned about A: Wild Park

- The version we presented here last year felt too extreme, hardly anyone wanted to go that far, so we tamed it down a bit, some say too tame
- The current version is slightly more favored by people who don't live here than those who do
 - But that doesn't mean that residents don't like the Park, or that seasonal residents don't value the communities
- A is a debate about the Forest Preserve, so it is incomplete with respect to the whole Park
- Most people think this experiment IS about balance: wilderness conservation intermingled with sustainable use of private land for human communities
 - Either would be hard, together they're a challenge
 - Downstream from the big mid-west polluters and a few hours drive from the biggest airports and population centers

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What is Wild?

- What is "Wild" really all about?
 - Hands-off? But the hand of man is in every drop of rain and air molecule in the Park. Not hands off in a fire or, it would seem, or a serious invasive attacks
 - Maintaining a museum Park with antique style structures tied to classic brand image?
 - If it is about the experience of solitude, etc., then we have to limit usage
 - If it means keeping people away altogether, then it has to be limited to a portion of the Forest Preserve
- Our actions say we want to:
 - Recreate in vast tracts of open space with sparse settlement
 - Protect our water and forest from infestation, pollution and over use
 - Put value on the unique resource we have created in the Forest Preserve (large scale is part of its uniqueness)
 - Use science to make decisions about how to protect and conserve
- Consider re-thinking the edges where wild meets inhabited areas
- Consider putting more emphasis on "forever", i.e. protection against man-made threats rather than leaving all to natural processes
- Protecting the forest will surely be the main mission of this century

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What We've Learned about D: Adirondack County

- Every meeting ranked this more desirable than E, our fragmented approach to government
 - Not long ago, few would have dared champion such a centralized scheme for government, so this is a major shift in local opinion
- Classic example of a desirable outcome that is considered impossible to achieve
- Aside from the county idea, much of the endstate is considered attainable over 25 years
 - The tax cap will force towns, schools and counties to find ways to do things more efficiently
 - Computer and network improvements will make some centralization easier
- Forest Preserve consolidation through land swaps gets strong support across the board
- Planning for the Forest Preserve and private land in larger blocks (complexes) is a good next step; easement lands should be included
- Outsourcing government assets as a strategy for improving efficiency has mixed support

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What We've Learned about B: A Usable Park

- This endstate speaks to the unique advantages of the region
- It's what we are doing already, only we will be doing it better
- There is hope (and some evidence) that we really can benefit from working regionally, in a more integrated and cooperative manner
 - Partnerships including DEC, local government, NGOs, and citizen groups are the model
 - The recreation plan's group is an example
- Tourism builds support for the Park's future in a new generation and new, more diverse visitor segments
- Upgrading our visitor offerings is essential: places to stay, eat, shop, etc.
- The active retired can be great assets to communities
 - Health care and services for the aging are not where they need to be – they could be an opportunity
- The impact of climate change on our outdoor winter sports economy is a real issue that needs a strategy
- Sustainability means limiting use of the Forest Preserve
 - Don't degrade the experience for the next person, or the next generation

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What We've Learned about C: The Sustainable Life

- Has wide support and particularly appeals to young people
- This endstate responds to climate change, aligning us with the State's goal to make distributed, renewable energy 30% of the State's energy supply by 2015
- It links to the old self-reliant culture and traditional sectors such as agriculture, forest products and guiding
 - But updated to be more sustainable and diverse
- But it is also welcoming of new people and technology
 - Net-based jobs, knowledge economy entrepreneurs
 - The Capitol region is becoming a major new high-tech center and the Park can ride its coat tails
- A diverse economy, primarily based on smaller businesses, that tries to avoid a few large employers

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Ranking Results

- Remember this from last year (July 20, 2011):

Desirability Attainability

1	C	84	C	74
2	D	57	E	71
3	B	56	B	64
4	E	44	D	34
5	A	39	F	32
6	F	19	A	26

Normalized Score: 100 = All Ranked First;
0 = All Ranked Last

TotalRankings 119

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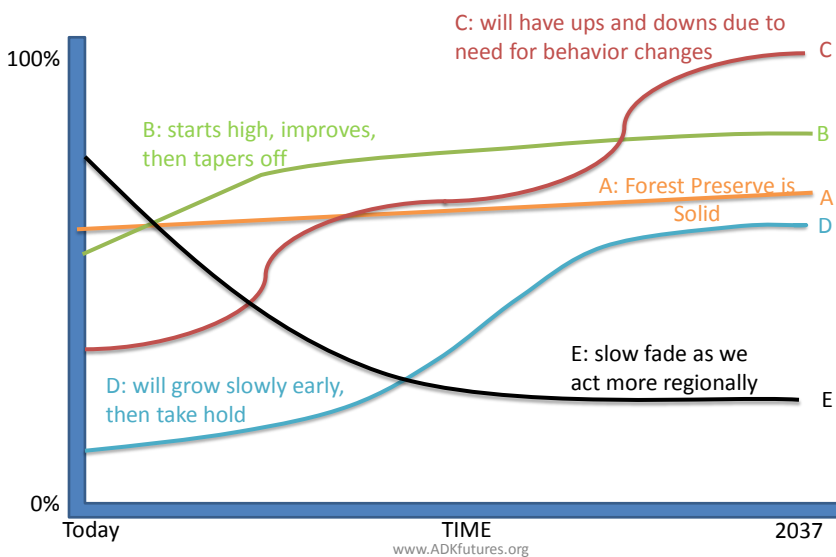
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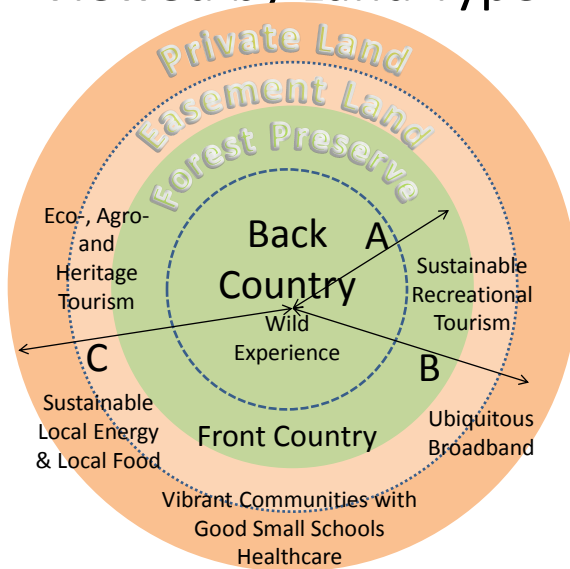
All Workshops Ranking Results

	CGA 2012	Paul Smiths(F)	Chestertown(F)	AATV Presentation	Keene Valley(H)	Old Forge(F)	New York City(H)	Paul Smiths Class(H)	Lake Placid(F)	Whallobsburg(H)	Adk Community Trust(H)	Clifton-Fine(H)	Saranac Lake (H)	Minnowbrook(F)	Long Lake Young People (H)	All Rankings	
1	C 84	C 87	C 85	C 85	C 87	C 90	C 82	C 85	C 84	C 93	C 90	C 91	C 90	C 89	C 98	C 87	
2	D 57	D 65	B 70	B 83	B 66	B 77	B 73	A 67	B 69	B 65	B 66	B 81	B 66	B 82	D 64	B 64	
3	B 56	B 59	D 54	D 55	D 53	D 52	A 63	B 45	D 58	D 50	D 61	D 44	D 56	A 50	B 44	D 54	
4	E 44	E 47	E 54	E 45	A 51	E 47	D 52	D 41	A 48	A 50	A 58	E 38	A 48	D 48	A 44	A 45	
5	A 39	A 40	A 35	F 18	E 38	A 32	E 28	E 32	E 23	E 30	E 19	A 26	E 26	E 24	E 32	E 37	
6	F 19	F 2	F 1	A 14	F 5	F 2	F 3	F 31	F 18	F 11	F 6	F 21	F 13	F 7	F 18	F 13	
1	C 74	C 82	E 77	C 92	B 66	B 78	E 73	C 61	B 82	C 71	C 73	B 70	B 81	B 74	E 73	C 69	
2	E 71	B 61	B 76	B 68	C 59	C 77	C 60	B 55	C 71	B 57	B 66	C 65	C 59	C 69	F 68	B 67	
3	B 64	E 58	C 70	E 40	E 59	E 61	F 52	A 55	E 62	E 57	A 45	E 52	E 50	E 64	B 60	E 63	
4	D 34	A 39	A 32	D 38	A 54	A 31	B 51	E 52	A 38	F 45	E 44	A 51	A 44	A 39	C 48	A 38	
5	F 32	D 33	F 32	F 32	F 36	D 30	A 40	F 40	F 33	A 40	F 37	F 38	F 34	F 28	D 26	F 35	
6	A 26	F 27	D 14	A 29	D 27	F 22	D 24	D 38	D 13	D 30	D 34	D 24	D 31	D 25	A 25	D 27	
N=	119	33	31	13	29	35	24	43	36	21	23	27	27	34	20	515	
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Endstate Implementation Over Time



Viewed by Land Type

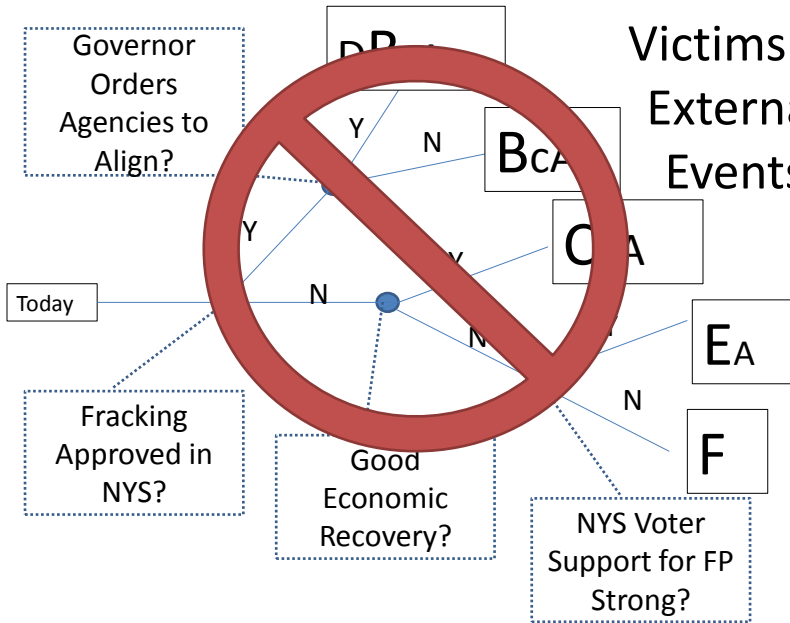


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Viewed as Victims of External Events



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Emerging Strategy

- C+B: the core future of the Park. Done properly, they are not in conflict; they are doable and underway
 - These share many features: broadband, health care, transportation, etc
 - These work both locally and regionally
 - Either C or B alone seems too fragile a bet on the future
- A: The Forest Preserve is the region's foundation
 - Regulatory tweaks for the FP (e.g. Utility Land Bank, SLMP review)
 - Time to consider a program of land swaps to make it more contiguous
 - Science based forest management, not completely hands-off
- D: Many see value in a more coherent sense of a Park
 - Trust = Consolidation = Much less government
 - A special region, with special needs, seeking a stronger identity
 - State funding is more likely on a regional level so look for projects that span community boundaries like watersheds, wilderness recreation complexes, health care regions
 - Incremental change, not a big jolt like a county or a Park Service

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Emerging Strategy -2

- E: Local initiatives are what works
 - Effective leaders and engaged citizens are great features
 - Squeaky wheels get more attention, it's true
 - Hamlets with weak services will slowly lose population and fade quietly
 - We can do better than this scenario of fragmentation
 - We have shown it with the large number of regional efforts underway
- F: Reminds us of the cost of failure
 - As written, F is a way to handle a severe decline in population and visitors
 - Of course there are other big external events we might have to handle

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A Vision of Healthy Communities and Ecosystems in Balance

- Understanding of the interdependence of our economy and our environment takes hold
- The mixture of public and private land is our defining feature; it drives our diverse sustainable economy and increases our self-reliance
- Balanced, slightly more flexible, regulation preserves this unique landscape, while enhancing the overall health of our communities

The Diverse, Local Sustainable Economy

- Localize current spending within the Park by buying local food, energy, forest products, etc.
 - Reinforce the self-reliance that has traditionally been part of this region's character
 - Lower our use of fossil fuels and send less of our wealth outside the Park
 - Biomass and solar energy are a key part of this strategy
- Bring more dollars into the economy by expanding tourism
 - Grow eco-, agro- and heritage tourism
 - Diverse recreation activities, services and equipment for a much more diverse set of visitors
 - More international, more non-white
 - More "product" for visitors' spending
 - An integrated public/private recreation plan stitches together the whole Park experience

The Diverse Local Economy – Cont.

- Build out broadband infrastructure to allow some people to work at jobs outside the Park, but live in our communities
 - Teleworkers and knowledge economy entrepreneurs
 - Leverage the region’s colleges and the Albany region’s high tech boom
- Use the forest and the land sustainably, avoiding over-harvesting or overuse for recreation
- Leverage unique historical, cultural and natural features to maintain the unique character and appeal of each area

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Stronger, Open, Communities

- We host more visitors who want to play in, and learn from, our protected landscapes
 - People who move here are usually visitors first
 - Hamlets that are more dynamic and welcoming of new comers succeed
- The hamlet communities are as big a draw as the Forest Preserve
 - Trails interconnect hamlets for hikers, bikers, snowmobilers, etc.
 - Living in the hamlets is cool again: walking, biking, knowing your neighbors
- Vibrant visual and performing arts scene networked across the Park
 - Attracts people to a community, is often the basis for revitalization and/or can be an economic driver/attraction
- Upgraded infrastructure: healthcare, broadband, water treatment
- Small, networked, high quality schools give students a strong understanding of this unique place
- Citizens are an engaged mix of full-time and part-time residents
- We attract young families and active retirees to settle here
 - Our regional commitment to sustainability is a draw, as is the Forest Preserve

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More Efficient, Rational Government

- Strikes the right balance between centralization for efficiency and local responsiveness
- Works together across levels and functions
 - Towns share services or facilities where it makes sense, collaboration rather than competition town vs. town is more widespread
- Partners well with community groups and NGOs
- Uses modern technology well to overcome the large distances in the Park and be more data-centric
- Smart downsizing through increased collaboration, sharing of functions and elimination of overlap will proceed at all levels, forced by limits on tax revenues
- State regional agency structures are rationalized to reduce coordination costs

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Protect, Improve, the Forest Preserve

- We maintain strong protections for the Forest Preserve and private land
 - Regulation encourages clustering using mechanisms like Transferrable Development Rights
 - State and environmental NGOs purchase additional easements keeping land productive and preserving open space
- We manage the Forest Preserve using science-based stewardship and protect it against the threats of climate change and invasives
- We address unintended constitutional limitations to help our communities
 - Utility land bank (e.g. under roadways), FP consolidation amendments
- We renew the State Land Master Plan
 - Use front-country and back-country concepts, planning for larger wilderness complexes instead of small UMPs
 - Take easement lands into consideration
- Community groups, NGOs and lake owner associations and the State collaborate to protect water quality

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Big Themes

- Alignment: what we want is what we think we can do and, wow, what a nice position to start from!
- Citizen and private enterprise initiative is key
 - Evidenced by the momentum we are seeing
 - Public movement brings government along; government does not have to lead but it sure can help
- Trust is slowly being built, and that can enable unfreezing the status quo
 - For example, a SLMP update could happen

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Information Technology

- This used to be our specialty
- Now that we are making progress on broadband installation, the next focus should be on integrated information bases
 - GIS, permitting, etc.
 - Real-time conditions for area visitor attractions
- Video calling (e.g., Skype) and webcams can help overcome the problems of our large geographic spread

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Getting From Here to There

- The selection of events in the workshops provides a good outline of a plan
- In a number of areas, work has already begun and we'll hear about them this afternoon:
 - Broadband
 - Integrated Recreation Plan
 - Home Grown Sustainability Plan
 - Adirondack Partnership
 - North Country Regional Economic Development Council
- In 8 other areas, we will ask you to do a little work over the next hour

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Economic Development

Retirees

★ Government

Regulation

Tourism

Positive Common Events

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title	
	5	5	4	4	3	21	52%	5	Main Street Revitalization Grants Improve Hamlet and Village Attractiveness	
3	1	5	1	4	5	19	35%	15	Biomass Energy Is a Major Source of New Jobs in the Park	
1		2	5	5	5	18	44%	10	Counties Set Up Shared "Back Office" Operations for Towns ★	
5	1	3	2	1	1	3	17	15	New Stricter Water Quality Regulations Implemented	
2	4	2	3	5	1	17	11%	5	Major Promotion Campaign for Jobs, Entrepreneurs and Net-Workers	
4	3	2	4	2	1	16	-5%	10	Constitutional Amendment Enables Land Swaps to Consolidate the Forest Preserve	
2	3	3	3	5		16	83%	5	More Citizen-Sponsored Initiatives in the Park	
1		1	5	4	5	16	35%	10	Towns Merge Highway Departments ★	
4	3		5	1	3	16	-10%	10	Governor Issues an Exec Order for State Agencies to Treat the Park as a Single Region ★	
3	1	3	3	3	2	1	16	61%	5	Boomers Retire to Their Vacation Homes
1	4	4	2	4	1	16	52%	10	Broadband Brings More Mid-Career Families into the Park	
2	1	4	5	1	3	16	39%	10	Ecotourism and Agritourism are Fast Growing Sectors	
4	1	1	1	4	5	16	-29%	10	Assessed Value of State Land Increased by Addition of Value for Ecosystem Services	
1		2	4	4	5	16	68%	5	Smaller School Districts Sharing Admin Functions ★	
	4	4	3	3	1	15	62%	10	State Economic Policies Better Support Smaller Scale Business and Agriculture	
	5	3	2	5		15	43%	10	More Community-Based Retirement Facilities Open	
1	1	4	2	2	4	1	15	9%	5	Amendment Creates Community Land Bank to Facilitate Small Projects
1	1	4		4	5	15	49%	5	Global Foundries Project Brings Large Numbers of New Visitors and Residents	
2	5	3	4		1	15	-3%	10	Park-Wide Recreation Plan Published and Adopted	
2	2	4	2	2	3	15	43%	5	Broadband Operational in Most of Hamilton County	

- The events selected regularly in the scenarios: steps on the way to a better future

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Environmental Stress

Poverty

Negative Common Events

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title		
1		5	4	4	3	1	5	23	-29%	10	Private Sector Shrinkage in the Park's Interior is Leading to a Decline in Visitors
		4	5	3	1	2	5	20	47%	10	Number of Poor in the Park Grow as Government and Private Jobs Disappear
2	3	5	5	5	1	4		20	40%	10	3 Key Invasive Species Become Pervasive in the Park
4	4	3	2	2	1	5		19	-35%	10	Rampant Disregard for APA and DEC Rules
1	1	5	4	2	1	5		19	74%	10	Regular Severe Weather Events Stress The Park
		3	1	2	3	2	5	18	65%	10	Many ADK Towns Implement Paid EMTs for Daytime Shifts
1	2	3	2	3	1	2	4	18	-72%	15	Largely Empty Interior Zones Declared ADK State Park
2	4	4	2	1	1	4		18	-8%	15	Feral Swine Go Hog Wild in the Adirondacks
1		5	4	3	1	4		18	39%	10	Three Consecutive "No Snow" Winters Close Many Winter Recreation Businesses
1	1	4	3	2		4		15	-1%	15	Many Native Species Begin to Disappear from Park

- The events that we don't want to have happen and that lead to the negative scenarios of E and F
- In some cases, we think they are going to happen to us (e.g., more severe weather) and we need to prepare better for them

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Mixed Common Events

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title		
4	1	1	1	3	4	1	5	21	-3%	5	Many Government Owned Recreational Assets are Privatized
3		3		3	2	2	4	17	-21%	5	Congress Eliminates Mortgage Interest Deduction on Second Homes
4		1		1	1	4	4	15	0%	15	State Starts New Round of Forest Preserve Acquisitions

- These events are more mixed in how scenario teams reacted and there is no consensus on them

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Fill Out Your Card

- We want your feedback on our conclusions and proposed strategy
 - Fill out the top part of the card
- We also want you to help us figure out how to keep the momentum going
 - You can go to a predetermined focus area workgroup or
 - Make up your own topic and network to find people also interested that topic
- Take 5 minutes and fill out both parts of your card as best you can

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Eight Topics to Pick From

- Small business generation
- Attracting retirees
- Government services consolidation
- Water quality
- Promotion and branding
- Constitutional amendments
- Shared transportation
- Local Food

Or

- Make up your own topic area (e.g., great small schools, storm water treatment, health care delivery, etc.)
 - Write on the sticky name tag and label yourself!
 - Fill out the card for your topic

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Workgroup Task

- Move to the topic area you are interested in working on (vote with your feet)
 - Those networking and interested in an ad hoc topic move outside the pavilion
- Assemble into groups of no more than 12. Split into more small groups as needed.
 - If you find a few others interested in your ad hoc topic compare your card notes, have a discussion, add to your cards
- Discuss the proposed vision for the next 25 years (10 minutes)
 - Additions?, Deletions?, Controversies?
- Answer the following questions on cards provided: (45 minutes)
 - Are there parts of the Park that are currently making progress on this issue?
 - How can we make more general progress?
 - Who (agency, NGO, private investors, etc.) can work on this?
 - What are the next three steps you recommend?
- Please give your card to one of the facilitators or interns
 - We want your feedback, the cards are, in effect, our notes

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Small Business Generation

- Much of the economic development we need is in small businesses
- What does “Open for Business” mean for small business?

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title
1	5	4	4	3	5	23	-29%	10	Private Sector Shrinkage in the Park's Interior is Leading to a Decline in Visitors
	5	5	4	4	3	21	52%	5	Main Street Revitalization Grants Improve Hamlet and Village Attractiveness
2	1	4	5	1	3	16	39%	10	Ecotourism and Agritourism are Fast Growing Sectors
	4	4	3	3	1	15	62%	10	State Economic Policies Better Support Smaller Scale Business and Agriculture
	2	3	4	4		13	11%	5	ADK Investment Forum Matches Angel Investors to Business Start Ups
	4	4	1	4		13	73%	10	Area Colleges are the Focus for Entrepreneurial Development
2	1	4	1	1	3	13	61%	5	Services for Aging Baby Boomers are a Growth Opportunity
	5	4	1	3		13	26%	5	The Arts Become a Widely Recognized Economic Growth Cluster in the Park

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Attracting Retirees

- Attracting the active retired to live in the Adirondacks is a key part of Scenario B
- They bring money, ideas, energy and a love for this place
- Many can live in their (modified) vacation homes

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title
3	1	3	3	3	2	1	16	61%	5 Boomers Retire to Their Vacation Homes
	5	3	2	5			15	43%	10 More Community-Based Retirement Facilities Open
1	2	1	3	1	1	5	14	21%	20 On Balance, Climate Change Has Made the Park More Attractive as a Place to Live
2	1	4	1	1	3	1	13	61%	5 Services for Aging Baby Boomers are a Growth Opportunity
3	2	2			5		12	50%	10 The Generous Aging Boomers Donate More to ADK Non-Profits of All Types
	2	2	3	2	2	1	12	-24%	10 Retirees Don't Live Here More Than Six Months Due to High Income Taxes
3	1	3	4				11	57%	5 ACTION Health Care Network Completed

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Government Services Consolidation

- Everyone expects the tax cap will force various consolidations and centralization of services
- Shall we plan for it or stumble into it?

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title
	3	1	2	3	2	5	18	65%	10 Many ADK Towns Implement Paid EMTs for Daytime Shifts/EMTs at All Time Low
1		2	5	5	5	5	18	44%	10 Counties Set Up Shared "Back Office" Operations for Towns
1		1	5	4	5	5	16	35%	10 Towns Merge Highway Departments
4	3		5	1	3		16	-10%	10 Governor Issues an Executive Order for State Agencies to Treat the Park as a Region
1		2	4	4	5	5	16	68%	5 Smaller School Districts Sharing Admin Functions
1	3	2	4	1			11	-39%	5 One-Stop Permitting Process Operational
1	1	2	5	1	1	1	11	-8%	5 Parents Get Behind School Consolidations Focused on Quality, Not Cost
1			4	1	4		10	-12%	15 Five Villages Vote to Disband their Government
	1	3	2	2			8	69%	10 Widespread Broadband Enables State to Deliver More Services Electronically
2			4	1			7	5%	10 ADK Park Government Becomes Data Centric and Data Driven

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Water Quality

- The value of Adirondack water quality is becoming ever more apparent
- Strong desire to protect water quality and high expectations of more efforts in this area

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title		
2	3	5	5	1	4	20	40%	10	3 Key Invasive Species Become Pervasive in the Park		
5	1	1	3	2	1	1	3	17	53%	15	New Stricter Water Quality Regulations Implemented
4	1	1	1	4	5	16	-29%	10	Assessed Value of State Land Increased by Addition of Value for Ecosystem Service		
3	3	1	1	3		11	73%	10	Lake Owner Associations Double Spending to Combat Invasives and Septic		
1	3	2	1	3	1	11	23%	20	Numerous Hydro Power Projects Re-established Throughout the Park		
1	3	3	1	1	1	10	-18%	15	Municipalities in the Park with Public Sewer Systems Doubles		
2	1	1	1	1		4	20%	15	Fracking Produces Large Amount of Gas in Marcellus and Utica Shales in NYS		
5		2	1	1		9	41%	5	Park Becomes A Center of Water Quality Research in the Northeast		

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Promotion and Branding

- How do we reach new segments of the visitor population? How do we attract diverse people to move here?
- Do we tell the world that the Adirondack Park is “Open For (new) Business”?

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title	
2	4	2	3	5		1	17	11%	5	Major Promotion Campaign for Jobs, Entrepreneurs and Net-Workers
1	4	4	2	4		1	16	52%	10	Broadband Brings More Mid-Career Families into the Park
2	1	4	5	1	3		16	39%	10	Ecotourism and Agritourism are Fast Growing Sectors
2	5	2	1		4		14	-15%	15	Back Country Usage in the Park Never Again Reaches Peak of the '70s
2	1	3		4	1	1	13	-2%	20	Brand Recognition Study Shows "Adirondack" Now Leads Vermont
2	1	5	1		1	1	11	40%	10	Adirondacks a Major Retreat Center
1	3		3	1			8	47%	5	ADK Pass Program Widely Marketed
	3		1	1		2	7	26%	15	Multicultural and Intl Marketing of the Adirondacks Changes Profile of Visitors

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Constitutional Amendments

- Can we dare to propose something strategic?
 - Suppose we could bury things like sewer lines, fiber cables, etc. under existing pavement that happens to go through Forest Preserve?
 - Suppose we could reorganize the Forest Preserve to consolidate it into larger tracts?

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title	
4	3	2	4	2	1	16	-5%	10	Constitutional Amendment Enables Land Swaps to Consolidate the Forest Preserve	
1	1	4	2	2	4	1	15	9%	5	Amendment Creates Community Land Bank to Facilitate Small Projects

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Shared Transportation

- How to reduce fossil fuel use for transportation?
- New vehicles or shared vehicles?
- Local version of UPS for our communities as a new business opportunity in the region?
- Do we need an Adirondack Transit Authority?
 - County bus systems have to stop at county lines

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title	
3	5	3	2	1		14	6%	5	New Trails Connect Backcountry to Hamlets and Interconnect Hamlets	
1	5	2	2	4		14	51%	10	Airports At Park Edges Expand Flights to Major Cities	
	4	3	3	1	1	12	-12%	15	Busses and Other Shared Transportation Infrastructure Widely Used in Park	
	1	5	3	1	2	1	13	55%	10	Cell Phone Coverage On Park NYS Highway Corridors Completed
2	1	3	2	3		11	72%	10	Diverse Telework Jobs Develop at Many Levels, Grow Slowly	

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Local Food

- Everyone is supportive of the local food movement and there are high expectations of growth
- What do we need to kick this up a notch?

+A-	+B-	+C-	+D-	+E-	+F-	#Vs	Cer%	Year	Title
2	1	4	5	1	3		16	39%	10 Ecotourism and Agritourism are Fast Growing Sectors
	4	4	3	3		1	15	62%	10 State Economic Policies Better Support Smaller Scale Business and Agriculture
1		5	1	2	1		10	58%	10 Various Measures Extend Local Growing Season
		4		3			7	57%	15 NYS Department of Agriculture Programs Help the Local Food Movement
1		4		1			6	74%	10 CSA Subscriptions Have Tripled in 10 Years

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What We Are Doing

- This video, other talks and articles will get the ideas into wider circulation
 - Look to our website: www.ADKfutures.org for a vision paper and an implementation priorities paper
 - This presentation and the results handout are available now for download from the website
- We've joined two boards:
 - Adirondack Community Trust (Dave)
 - Adirondack Health Foundation (Jim)
- We will make ourselves available to groups who want to think about how to align to this strategy
- We will monitor against this framework and report back again next year

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Thank You

- So many people have responded with energy and enthusiasm for this project
- It got its start because Ross Whaley took the idea to the CGA Core Team
 - What a great team to work with
- Paul Smiths, Town of Chester, View, the Keene Central School, the Whallonsburg Grange, ORDA, ESF Wanakena, Harrietstown and Long Lake Central School have donated space
- Thank you to the Town of Long Lake for hosting CGA so well
- Melissa Eisinger, Betsey Thomas-Train, John Kelly and Kathy Hornbach
- ACT, AATV and others have donated support for food
- It has been tremendously rewarding

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Eight Topics to Pick From

- Small business generation
- Attracting retirees
- Government services consolidation
- Water quality
- Promotion and branding
- Constitutional amendments
- Shared transportation
- Local Food

Or

- Make up your own topic area (e.g., great small schools, storm water treatment, health care delivery, etc.)
 - Write on the sticky name tag and label yourself!
 - Fill out the card for your topic area

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