



CONCEPTUAL REVITALIZATION PLAN

The Onondaga Creek “Dot Boards”

Definition: The following data are collected from interactive posters created for the Onondaga Creek Revitalization Plan (OCRCP) project. The posters are called “dot boards”. The dot boards are designed to gather public opinion about Onondaga Creek in an informal, entertaining way. The dot boards serve to accustom participants with offering opinions about the creek, either prior to the more intensive input given during community forums, or at appropriate area events. Dot boards are not designed to be a comprehensive method to gather public opinion.

Onondaga Environmental Institute (OEI) collected dot board data at OCRCP Community Forums and at pertinent area events from July, 2005 to the present (Table 1). The dot boards will be used again at stakeholder organization meetings, Fall 2006.

Procedure: Two boards were set up at the entrance to each Onondaga Creek Community Forum. At arrival, the two boards are briefly explained and people are invited to “vote” for various qualities, activities and land use preferences for Onondaga Creek. Each participant is given a specific number of dots per board. Participants are invited to vote by placing the dots, in any combination, on the choices that are important to them. All of the dots can be allocated to one category, lesser numbers of dots can be spread among multiple categories, or many preferences can be selected with a single dot.

Results: For the “important qualities” board below (Figure 1), participants received 5 red dots. To date, the three qualities with the highest number of votes are “Having good water quality”, “Providing wildlife habitat”, and “Being free of litter”.

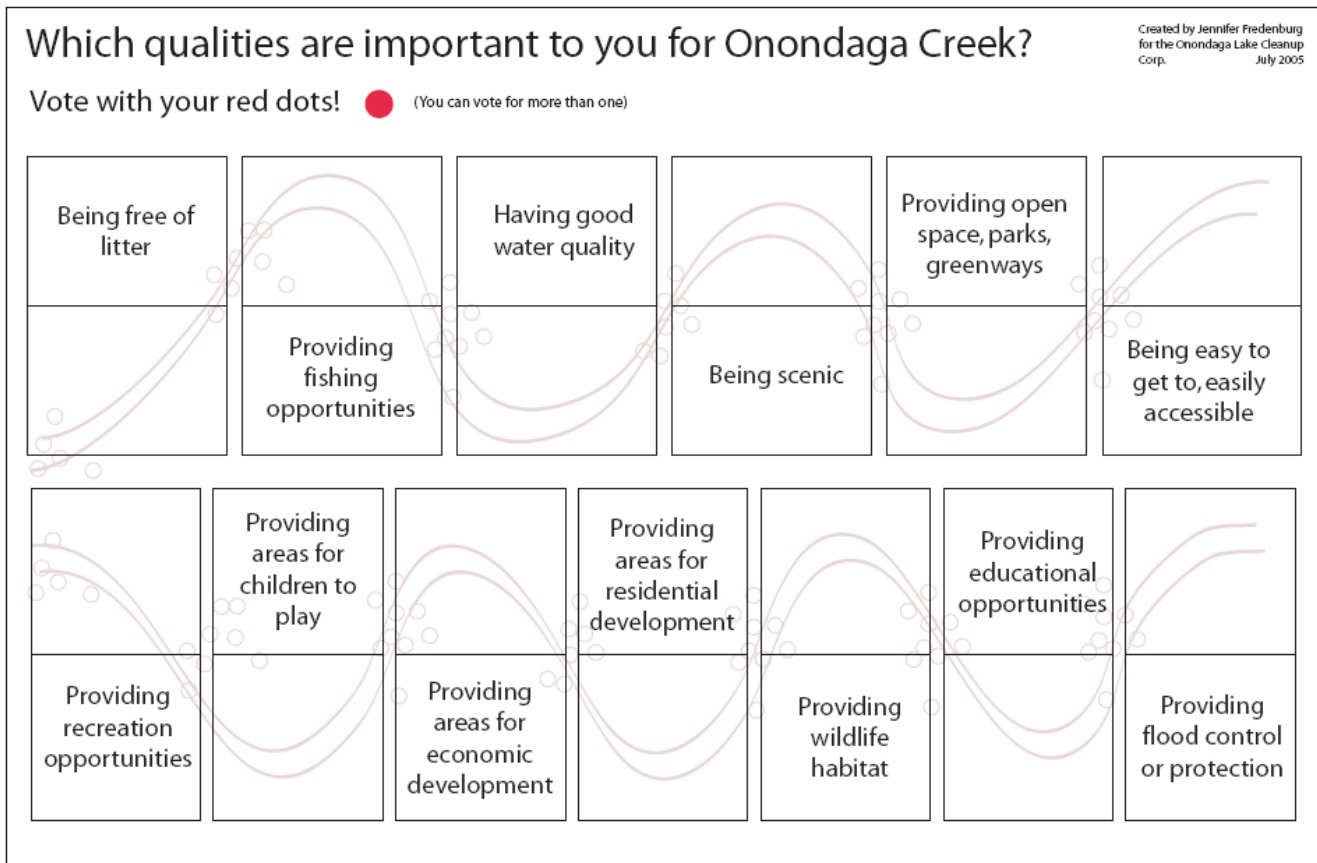


Figure 1. Qualities Dot Board

For the preferred land use and recreational activity dot board (Figure 2), Individuals received two blue dots and five gold dots, respectively, to vote for how they might like the Onondaga Creek corridor to appear and be used. For preferred surrounding land use, “Natural” and “Open Space/Parks” have gathered the most votes to date. The top three choices for possible Creek-side activities are “Walking/jogging”, “Finding a peaceful place/solitude” and “Bicycling”. Voting totals for all forums and events are illustrated in Figures 3, 4 and 5.

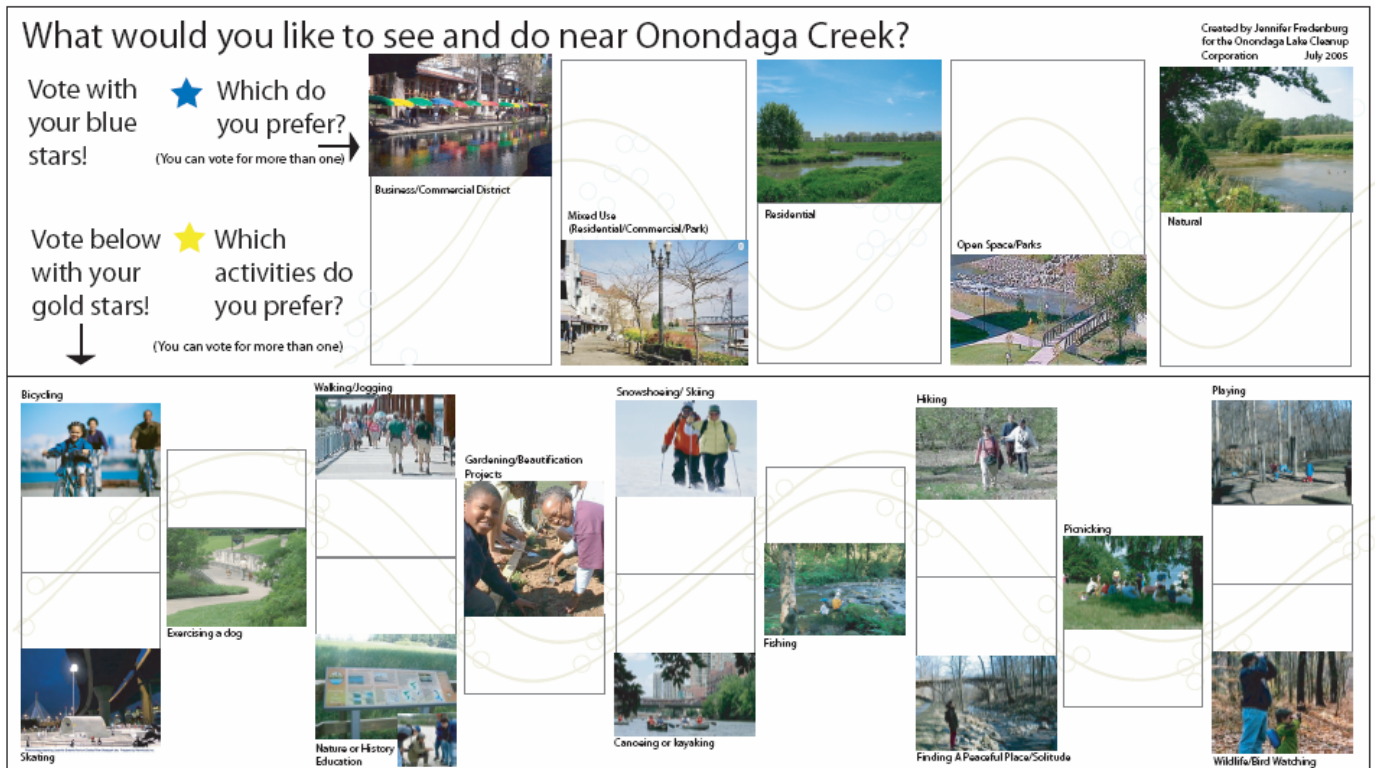


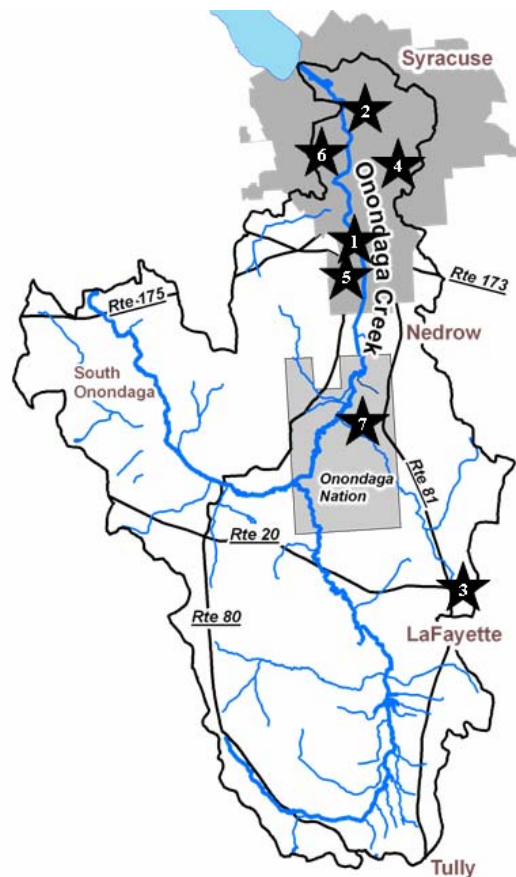
Figure 2. Preferred Land Use and Recreational Activities Dot Board

Figures 6, 7 and 8 illustrate preferences for each quality, land use, or activity, by Community Forum. The total votes have been converted to percentages for each forum. Subtle differences exist among preference between forums. Yet, the overall selection pattern is somewhat consistent across forums. For instance, “Having good water quality” was among the most preferred “important quality” and “Natural” was among the most preferred “surrounding land use” at all forums. Responses for “recreational activities” are slightly more divergent than the other categories. Some distinctions can be immediately observed, such as participant preference for fishing and hiking at the LaFayette and Onondaga Nation School Community Forums, and the preference for “finding a peaceful place/solitude” by participants at the city forums (see Figure 8).

In summary, the dot boards provide an informal snapshot of the public’s preferences for Onondaga Creek. It is one of several methods used at the Onondaga Creek Community Forums to gather goals and dreams from the community. Information from the dot boards, used in context with other data, will inform the Working Group and help guide the Onondaga Creek Revitalization Plan.

Date	Onondaga Creek Community Forum	Other Event: Name and Location
23 July 2005		Canopy Onondaga Creek Fest Kirk Park, Syracuse
17 Sep 2005		CCE Onondaga Creek Cleanup Kirk Park, Syracuse
11 April 2006		Geo 316 River Environments Class Syracuse University
19 April 2006	1. Bob Cecile Community Center Syracuse	
26 April 2006		F.O.C.U.S. CNY Link Expo OnCenter, Syracuse
03 May 2006	2. City Hall Commons Syracuse	
18 May 2006	3. LaFayette Community Center LaFayette	
20 May 2006		Onondaga Creek Kids Event Petit Branch Library, Syracuse
25 May 2006	4. South Presbyterian Church Syracuse	
31 May 2006		PENNY Environmental Forum University United Methodist Church, Syracuse
03 June 2006		Onondaga Lake Partnership, Onondaga Lake Day, Onondaga Lake Park
11 June 2006		Syracuse Community Choir, <i>Water, Precious Water</i> Concert, Inner Harbor, Syracuse
19 July 2006	5. Clary Middle School Syracuse	
20 July 2006	6. Southwest Community Center Syracuse	
27 July 2006	7. Onondaga Nation School Onondaga Nation	

Table 1. Dot Board Data Collection Summary – Map numbers correspond to Community Forum locations



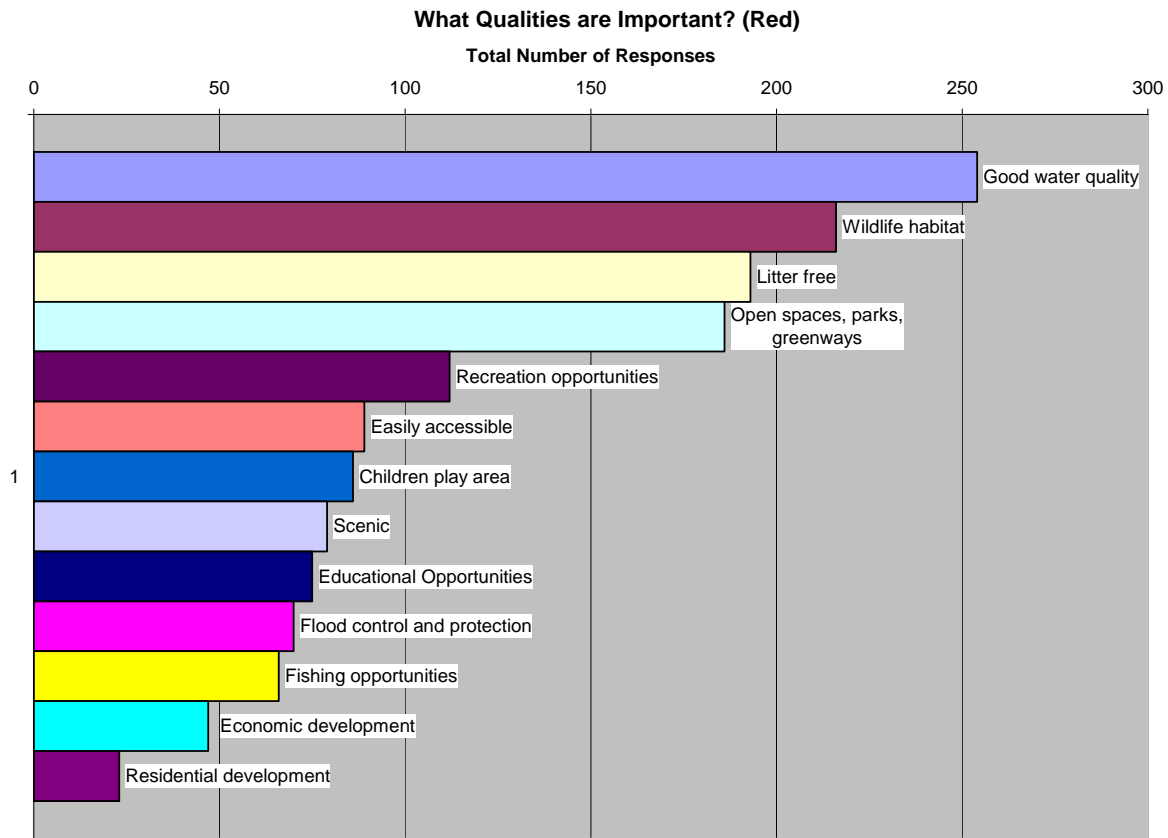


Figure 3. What qualities are important to you for Onondaga Creek?

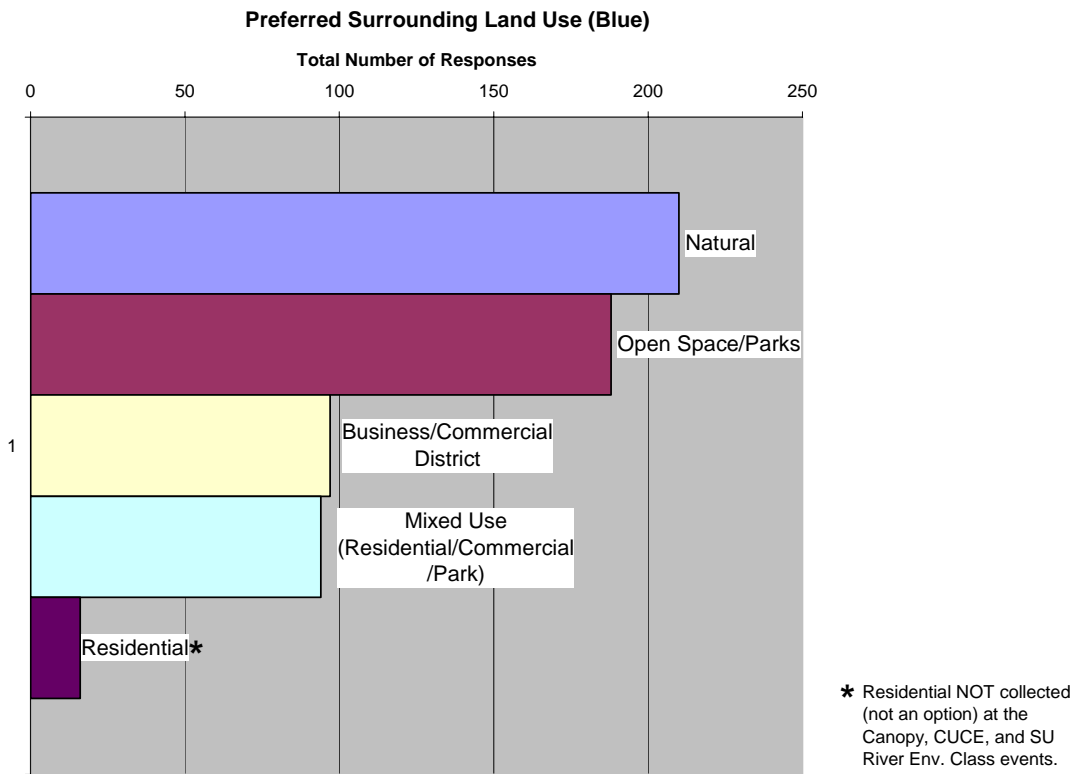


Figure 4. What would you like to see and do near Onondaga Creek? – Preferred Surrounding Land Use

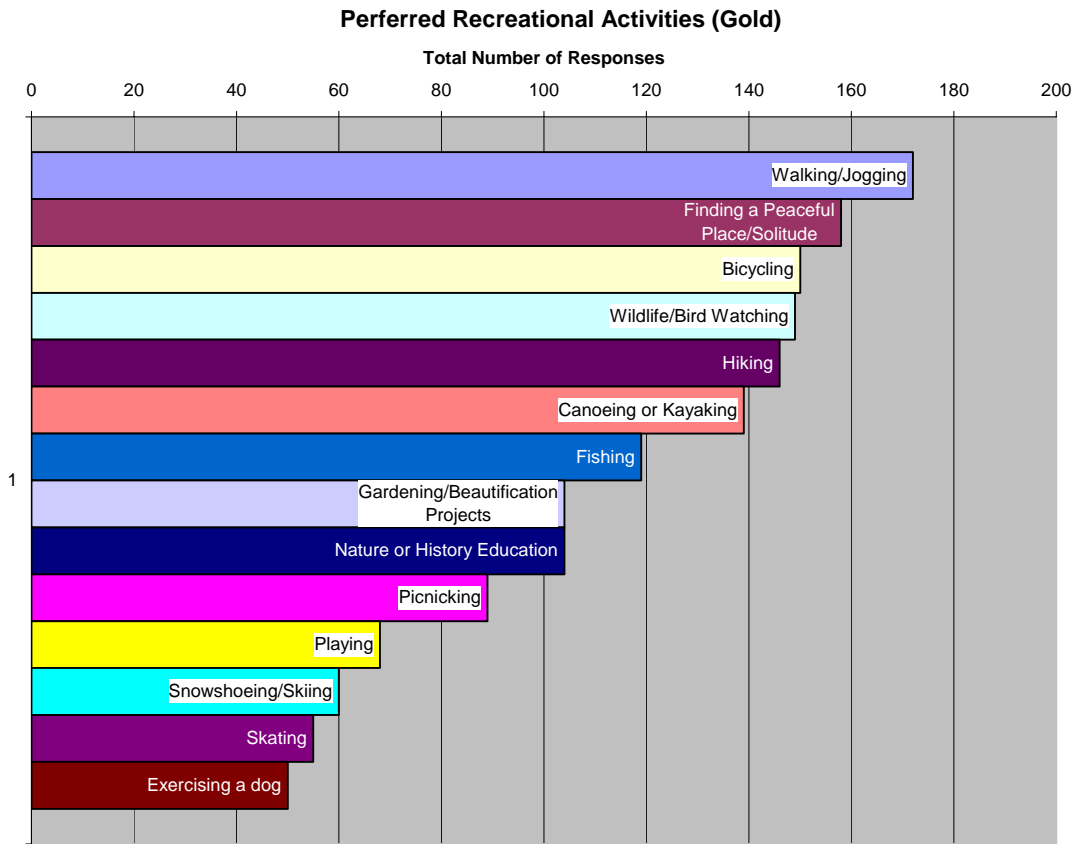


Figure 5. What would you like to see and do near Onondaga Creek – Preferred Recreational Activities

What Qualities are Important? (Red)

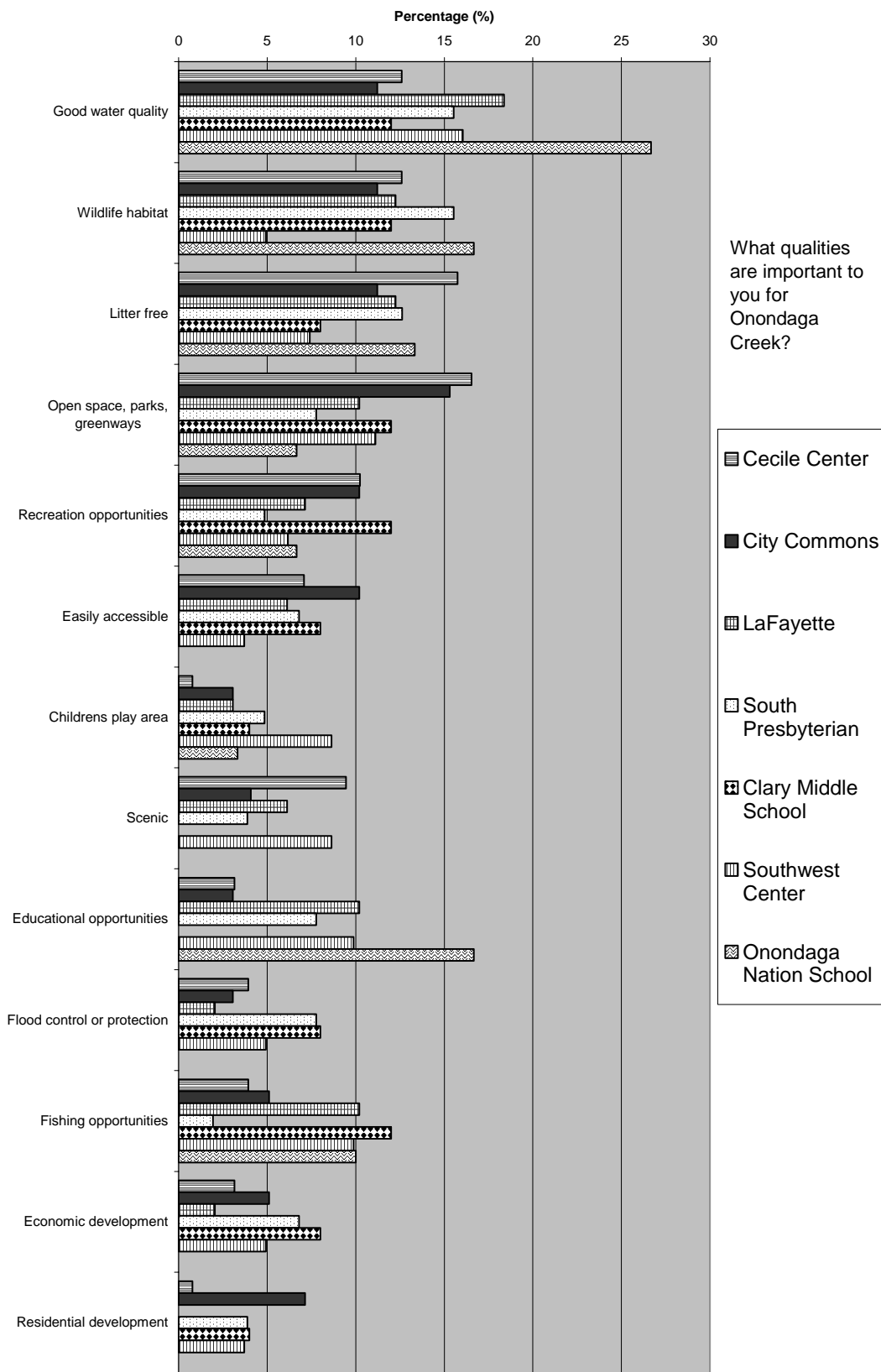


Figure 6. By Forum: What qualities are important to you for Onondaga Creek?

Preferred Surrounding Land Use (Blue)

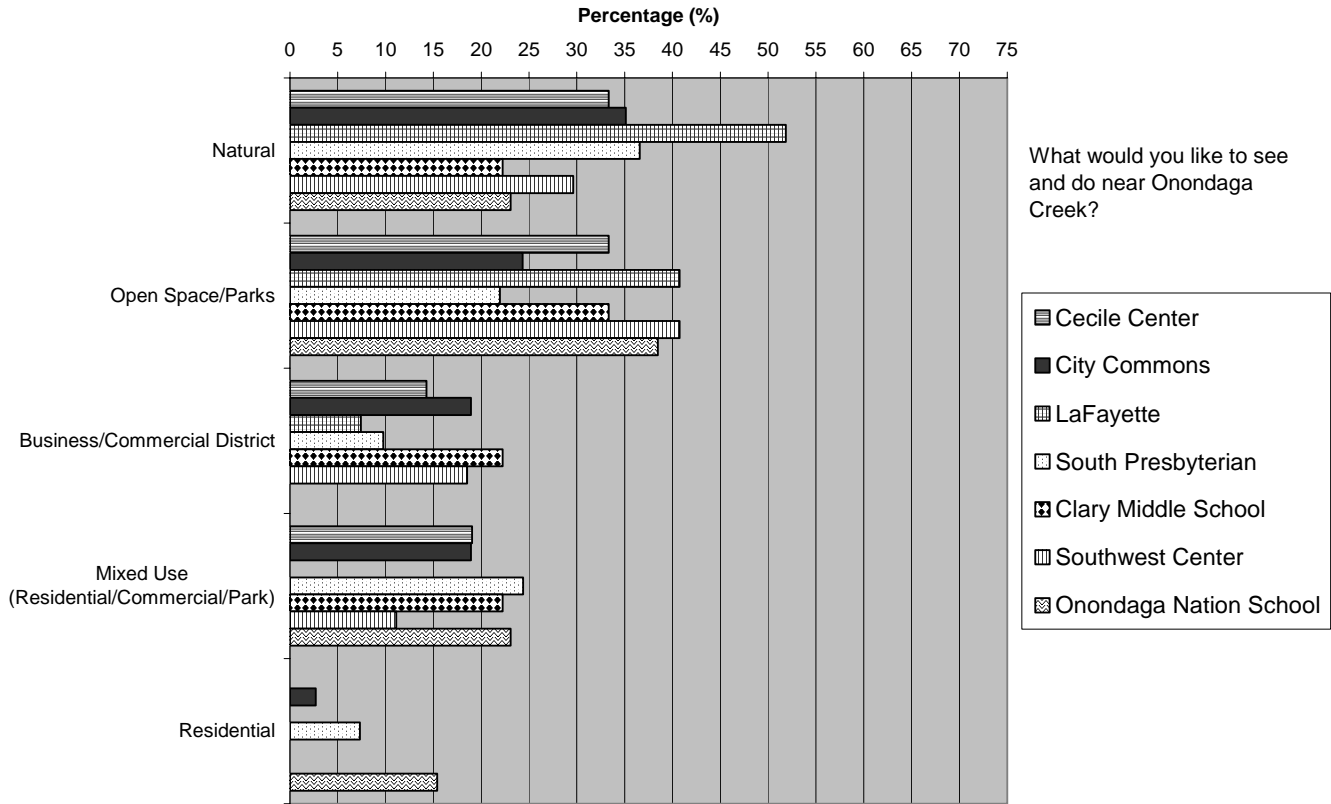


Figure 7. By Forum: What would you like to see and do near Onondaga Creek? – Preferred Surrounding Land Use

Preferred Recreational Activities (Gold)

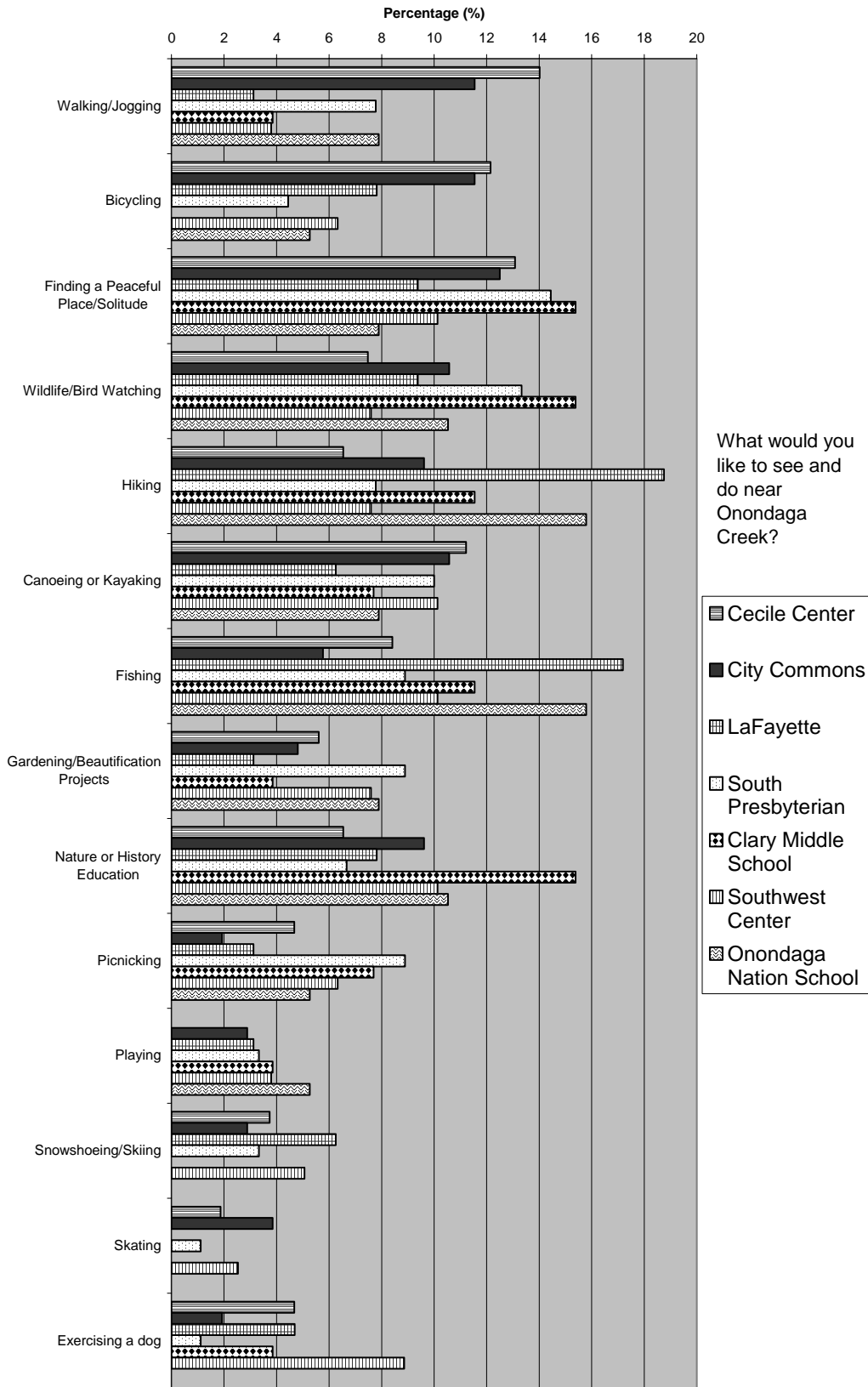


Figure 8. By Forum: What would you like to see and do near Onondaga Creek? – Preferred Recreational Activities