

A Tourism Plan for the Parks in the University Area of Syracuse, NY



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Your dedication to Syracuse's parks is an inspiration to us all!



The FOR 476/676 class.

INTRODUCTION

This report was developed through the input of many park volunteers in the University Area of Syracuse, as well as staff from the City of Syracuse Department of Parks Recreation and Youth Programs. A field trip for the class was conducted in September, 2018, to introduce the students in SUNY ESF's Ecotourism and Nature Tourism class to the parks. This field experience was followed by facilitated discussion sessions with park and city volunteers. Students also researched the information in this report through online sources and personal contact with agency and organization staff. The following report outlines the class' findings.

Concerns and issues:

- Lack of integration between parks for festivals, events, programs, facility development
- Limited access to rest room facilities
- Accessibility concerns (e.g., amphitheater in Thornden Park)
- Some facilities requiring repair (e.g., steps near Westminster Park)
- Vandalism in some parks
- Litter in some parks
- Perceptions of safety
- Maintenance costs
- Community participation in the parks
- Park enhancements (safety concerns with equipment)
- Adding additional facilities (chess tables at Westcott Community Center)
- Adding multi-generational programming
- Conserving natural areas

Vision:

We envision that in five years the University Area park and greenspace system will:

- Be a cohesive, accessible, and welcoming network of greenspaces for all users;
- Be used by diverse individuals and groups for recreational and educational activities, programs, festivals, and events;
- Act as a conservation corridor within and adjacent to the University Area;
- Be engaged with local institutions, businesses, and organizations for park planning, maintenance, and development efforts;
- Regularly engage residents in a discussion concerning the state of the parks and mechanisms for maintenance and enhancement (Best practices);
- Have a communications system in place for distributing information to and getting information from residents, local organizations and businesses, and institutions.

Goals:

1. To identify and assess the greenspaces within the greater university area to create a network of linked parks and facilities.
2. To support and enhance existing plans for the greater university area to ensure that the greenspaces are accessible and welcoming to all.
3. To increase use of the greater university area parks and greenspaces by diverse individuals and groups for recreational and educational activities, programs, festivals, and events.
4. To identify and strategize for the conservation of the natural resources of the greater university area.
5. To promote educational and stewardship efforts in the greater university area parks and greenspaces.
6. To engage with local residents, institutions, businesses, and organizations for park planning, maintenance, and development efforts (Best practices).
7. To create a communications system for distributing information to and getting information from residents, local organizations and businesses, and institutions.

Interpretive theme:

University Area parks provide visitors and residents an opportunity to explore the community through nature in the urban environment, local history, and culture.

Brand:

urban nature network

Slogan:

Encouraging community through nature

UNIVERSITY AREA OVERVIEW

History. While Syracuse was founded in 1870 the University area was originally used as farmland and did not start to resemble its current state until 1871 when Syracuse University (SU) broke ground for the Hall of Languages (SU Archives, 2010). The school grew from 41 students to its first doctoral program in 1911, when the State University of New York College of Environmental Science & Forestry (SUNY-ESF) was established next door (New York, 1936). Both universities have enjoyed an integrated relationship with students sharing dining halls, dorms, gyms, and classrooms. Recently SUNY-ESF has established more independent facilities, but both student populations frequently intermingle and use the same resources.

Present uses. Outside of campus the University Area is mostly residential housing, with single and multifamily homes common in the area. After leaving the dorms many students find housing in the surrounding University Area, with multiple companies owning houses for sublet. These houses are often adjacent to houses owned by permanent community residents, creating an interesting community dichotomy.

Major roads and service hubs. Within SU and ESF main campus there are several roads that see mostly campus traffic, with major roads in the area being Comstock, Ostrom, Euclid, Allen, and Westcott. Westcott Street is not only a roadway but a community center for local businesses, historic buildings, and cultural expression (Westcott Neighborhood Association, 2018). Many local shops like Recess Coffee and Alto Cinco are frequented by students and residents alike. The smaller business strip Marshall Street is sustained more by students and their visiting families due to its proximity to SU. The western boundary of the University Area is created by 1-81, which is the major road to enter Syracuse.

Zoning. The University Area is defined by several green spaces, the largest being Thornden Park and Oakwood Cemetery. These parks are a focus for many city uses, which is reflected in the zoning for the area (Table 1). Not all the community parks receive the same designation or protections, and some appear to be mislabeled (City of Syracuse, 2015). Loguen Park is labelled as “Columbus Playlot” while Walnut Park is labelled Comstock Park and is classed with University lands.

Table 1. Zoning of Green Spaces in the University Area

Community Park	Zoning Designation	Designated Purpose	Special Classifications
Oakwood Cemetery	RB	Residential area, or community support	Site preservation (intended to protect historical and cultural sites)
Morningside Cemetery	RB	Residential area, or community support	None
Thornden Park	RB	Residential area, or community support	Site preservation
Walnut Park	PID	Planned Institutional District, for educational purposes	Yes, designed for educational purposes and pedestrian safety
Comfort Tyler Park	RA-1	Residential Area	None
Morningside Park	RB	Residential area, or community support	None
Barry Park	RA-1	Residential Area	None
Westminster Park	RA-1	Residential Area	Within “Special Neighborhood District”
Loguen Park	RB-1	Residential area, community support, or non-profit businesses	None

One interesting zoning code in Syracuse is the “Special Neighborhood District”, which includes much of the housing around Euclid Avenue. Essentially the Special Neighborhood District is a portion of the community that has a high rate of leasers that do not live on the property, frequent lease turnover, and loud gatherings. Essentially this classification describes where off campus student housing is most dense. This is vastly different than the special classification of the Berkley Park Preservation District, which is characterized by historic houses and has protections to conserve them (City of Syracuse, 2015).

Electricity. Electricity in the University Area is provided by National Grid Electricity PLC, one of the largest electricity companies in the US (National Grid, 2018). The New York headquarters is within the Niagara-Mohawk Power Building in Syracuse. The benefit of such a large company servicing the area is the vast amount of resources they can devote to power issues in an emergency. Electricity is primarily transferred through above-ground powerlines.

Drinking water. Syracuse’s water comes from Skaneateles Lake, which is notable for the fact that the water in this lake is so clean that filtration is not needed to produce potable drinking water (J. Awald, 2017). The water collected from Skaneateles is treated with chlorine, fluoride, and several agents to protect consumers from algae and lead dispersal in pipes before being pumped through water pipes to residential areas. This process is overseen by the City of Syracuse Department of Water, which also monitors water for contamination and presence of

harmful chemicals. In 2017 there was an algal bloom of microcystis in Skaneateles Lake that produces a toxin detrimental to humans. The Department of Water treated this by boosting chlorine levels, which was effective in making the water potable. The rainfall and heat of the summer of 2017 led to the conditions in which an algal bloom occurred, and research is still ongoing to see if it is likely to happen again.

Sewage treatment. Sewage in the University Area is treated at the Metropolitan Syracuse Wastewater Treatment Plant and then released into Onondaga Lake (Water Environment Protection, 2018). The local sewer lines are overseen by the Syracuse City Department of Public Works, while the wastewater treatment is overseen by the Onondaga County Department of Water Environment Protection. Historically, the treatment of wastewater has been an issue due to the contamination and degradation of Onondaga Lake. The Superfund site was contaminated mostly by industry, but also by the influx of phosphorous from treated waste water. \$500 million dollars were spent by the county to upgrade the Metropolitan treatment plant (Coin, 2018). Some issues still pervade the sewer system such as old pipe that need replacement and, in several places, raw wastewater flowing into the waterways during floods. Ryan McMahon, the Chairman of the Onondaga County Legislature, said that "I think the sewer infrastructure is our biggest issue facing county government in the next 10 years" (Coin, 2018). While these sewer leakages are not within the University Area specifically, they do emphasize the aging nature of the sewage lines in Syracuse.

Summary. Overall the University Area has many different elements that contribute to the community. Both students and long-term residents share this space and enjoy its resources such as Westcott Street and the many community parks. Some zoning issues could be updated and revised, and the zoning for green spaces needs refinement for continuous designation and protections. There are large-scale issues with infrastructure that need updating, which is typical of older cities. Many of these issues must be addressed at the city or county level, but the parks system may be able to offer recommendations or advocacy for solutions to these problems.

PARKS AND OTHER GREENSPACES

Introduction

The University Neighborhood is located on the east side of the City of Syracuse, a historically important location due to the connectivity of crossroads and the railway system in Central New York State (Onondaga County Planning Agency, 2013). A “predominantly residential neighborhood made up of single-, two-, and three-family homes” (City of Syracuse, 2012, p. 115) lies on the University Hill where academic institutions, health providers, recreational facilities, small businesses, restaurants, pubs, and city parks provide community residents with a way of living and wellness.

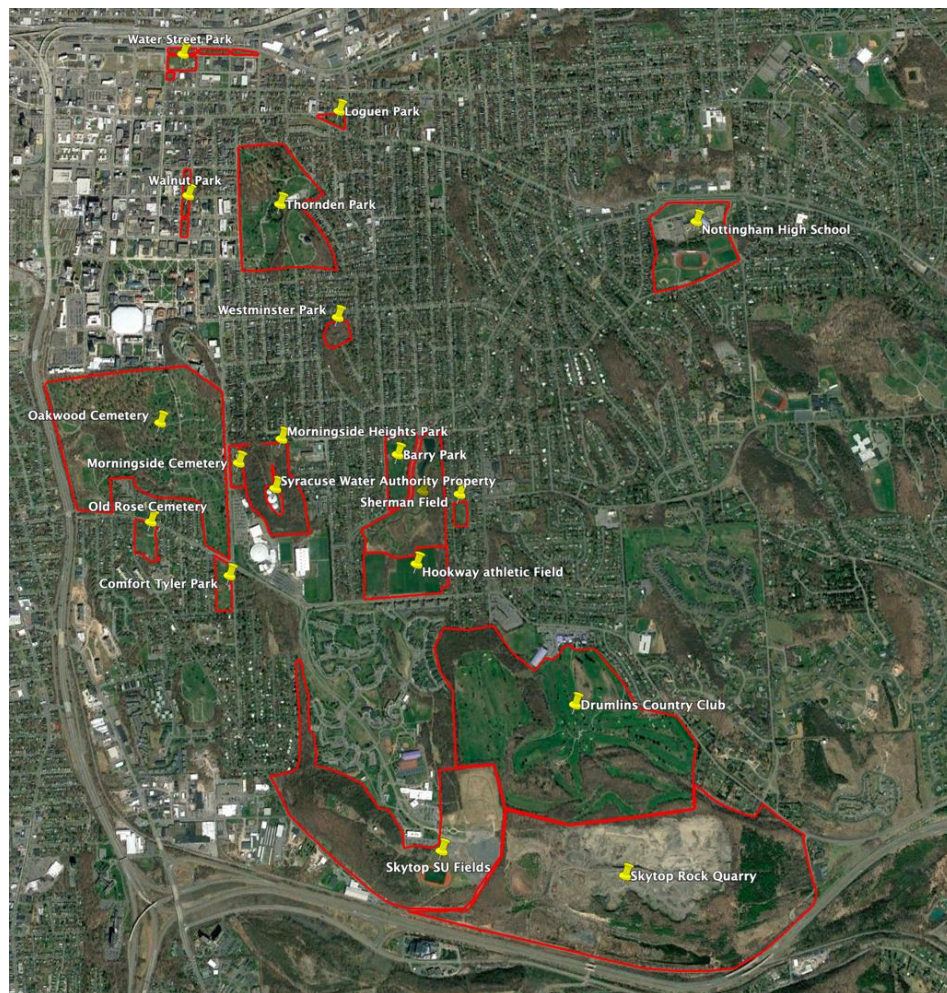


Figure 1. Location of the University Neighborhood parks in Syracuse NY, USA. Elaborated by A. Urcuqui (Google Earth, 2018)

The University Neighborhood of Syracuse is characterized by at least 19 city parks and greenspaces that occupy approximately 1,187 acres. These areas provide enjoyment, recreational opportunities, and a sense of community for neighborhood inhabitants through sports fields, community gardens, forest areas, natural properties, and historical corridors and sites in an urban environment (**Figure 1**). In this chapter, the assessment shows the main natural and cultural characteristics of the University Neighborhood parks and greenspaces, as well as the social and recreational uses that were identified in these areas.

Basic park and greenspaces description

According to the assessment of the 1,187 acres of parks and greenspaces in the University Area, 144.14 acres (12.14%) are city parks, 170.38 acres (14.35%) are cemeteries, 234.5 acres (19.76%) are school-related properties (e.g. Syracuse University and Nottingham High School), and the rest (53.75% or 637.97 acres) are private properties (i.e. Drumlins Country Club and Rock Cut Quarry), the Meadow brook Detention Basin of the Onondaga County, and the Syracuse Water Authority property near Morningside Heights Park.

Since all these areas are found within an urban environment, most of them are characterized by forest cover, lawn (e.g. playgrounds and sports fields), gardens, flowering gardens, and shrubs which provide natural features for enjoyment by local residents, park friends groups, youth groups and schools, local colleges and universities, amateur and professional athletes, and visitors. In addition, the forest cover in Morningside Heights Park, Thornden Park, Westminster Park, Meadowbrook Detention Basin, Rock Cut Quarry, and the Syracuse Water Authority property provide visitors connection to natural features through appreciation of wildlife and the local vegetation. Moreover, the Syracuse Water Authority property, Rock Cut Quarry, Westminster Park, and Thornden Park provide beautiful scenic views of Downtown Syracuse, and the University neighborhood.

Additionally, one characteristic highlighted by this assessment is the national historical relevance of the University Neighborhood (City of Syracuse, 2008; National Register of Historic Places, 2018). According to the National Register of Historic Places, there are five historic designed sites in the University Neighborhood (Figure 2) which were categorized as such due to their architecture dating to the late 1800s and early 1900s (National Register of Historic Places, 2018), their British heritage and remembrance (Wescott Community Center, n.d.), and the early urbanization of the city (Department of the Interior & National Park Service, 1983).

Finally, there are multiple organizations that work in the University Neighborhood to protect and beautify these areas, and to promote recreational, cultural and social activities. At least 18 community organizations, Friends groups, and colleges were identified as key actors in the area. Of them, the Barry Park Association (BPA), Outer Comstock Neighborhood Association, University Neighborhood Preservation Association (UNPA), Meadowbrook Neighborhood Association (MNA), Southeast University Neighborhood Association (SEUNA), Westcott Neighborhood of Syracuse NY (WNS), Westcott East Neighborhood Association (WENA), Historic Oakwood Cemetery Preservation Association (HOCPA), Onondaga Historical Association (OHA), Thornden Park Association (TPA), and Eastwood Neighborhood Association (ENA) are actively working in the neighborhood (Syracuse Parks Conservancy, n.d.).

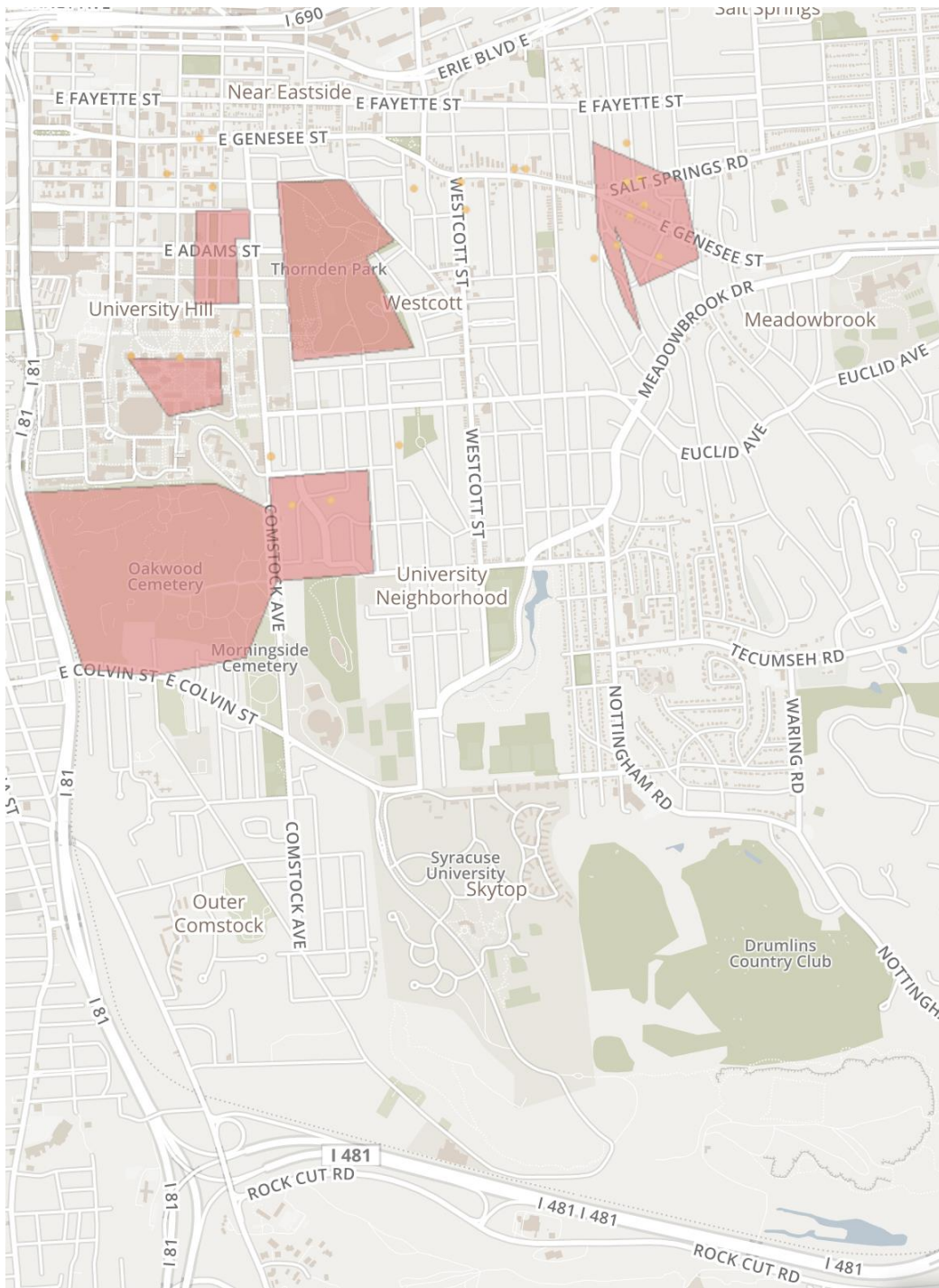


Figure 2. Location of the historic designed areas in the University Neighborhood, Syracuse NY, USA (National Register of Historic Places, 2018).

Table 2. General characteristics of the University Neighborhood Parks.

Type of Area	Name	Acreage	Owner	Manager and/or community groups	Natural features	Historic and cultural features
City Parks (144.14 acres total)	Barry Park	15.13	City of Syracuse	BPA, UNPA, MNA, SEUNA, WNS, WENA, Meadowbrook Beautification Association (MBA)	Lawn	Named after a former Commissioner of the Parks Department who studied at SU
	Comfort Tyler Park	3.22	City of Syracuse	Outer Comstock Neighborhood Association (OCNA)	Lawn, rain garden, flowering garden	Named after one of the founding fathers of Syracuse, NY
	Loguen Park	1.52	City of Syracuse	WNS, WENA, UNPA, SEUNA	Lawn	Erie Canal Route; Historic corridor of the City of Syracuse - Genesee Street
	Morningside Heights Park	30.85	City of Syracuse	WNS, WENA, UNPA, ESF, SU, SEUNA, HOCPA, OHA, BPA, Nottingham High School	Forest cover, community garden	Hidden stairway, Morningside reservoir
	Sherman Field	2.22	City of Syracuse	BPA, MNA	Lawn	Ball field

Table 2 (continued). General characteristics of the University Neighborhood Parks.

Type of Area	Name	Acreage	Owner	Manager and/or community groups	Natural features	Historic and cultural features
City Parks (continued)	Thornden Park	76.00	City of Syracuse	TPA, WNS, WENA, UNPA, SEUNA, MNA, Rose Society (RS)	Lawn, forest cover, artificial pond, gardens, flowering garden, landscape	Historic Designed Landscape: Elon P. Stewart Standpipe, British heritage, Carriage house, Field house. E.M. Memorial Rose Garden, Stone Benches Memorial
	Walnut Park	3.42	City of Syracuse	Syracuse University	Lawn	Walnut Park Historic District: SU fraternities, Chancellor's house
	Ormond Spencer Park	7.00	City of Syracuse	Syracuse Free Skatepark, Ormond Spencer Park Association, East Woods Skate Plaza, ENA	Lawn	Ormond Spencer Park named after a Syracuse Police officer who died in 1964
	Westminster Park	4.78	City of Syracuse	WNS, WENA, UNPA, SEUNA	Lawn, forest cover	The Westminster Tract. Probably named to evoke the area around Westminster Abbey and Palace of Westminster in London.

Table 2 (continued). General characteristics of the University Neighborhood Parks.

Type of Area	Name	Acreage	Owner	Manager and/or community groups	Natural features	Historic and cultural features
Cemeteries (170.38 acres total)	Morningside Cemetery	4.39	Privately held	WNS, WENA, UNPA, SEUNA, HOCPA	Lawn, forest cover	Berkeley Park Subdivision Historic District
	Oakwood Cemetery	160.00	Privately held	WNS, WENA, UNPA, SEUNA, HOCPA	Forest cover, lawn, drumlins	National Register of Historic Places: Victorian-style monuments and mausoleums; Landscaping architecture designed by the NYC gardener Howard Daniels.
	Old Rose Cemetery	5.99	Privately held	OCNA	Lawn	Jewish cemeteries
School-related greenspace (234.5 acres total)	Hookway Athletic Field	28.20	Syracuse University		Lawn, forest cover, scrubs	
	Nottingham High School	49.30	Syracuse City School District		Lawn	
	Skytop SU fields	157	Syracuse University		Lawn, forest cover	

Table 2 (continued). General characteristics of the University Neighborhood Parks.

Type of Area	Name	Acreage	Owner	Manager and/or community groups	Natural features	Historic and cultural features
Other areas (637.97 acres total)	Drumlins Country Club	260.00	Drumlins Inc.		Forest cover, lawn, ponds, gardens	Established in the historic 260-acre Nottingham Farm. Opened to members since 1926.
	Meadow brook Detention Basin	41.60	Onondaga County	BPA, UNPA, MBA, MNA, SEUNA, MNS, WENA	Lawn, forest cover, flowering garden, water reservoir, migratory species (Canada geese, Mallard duck)	
	Rock Cut Quarry (Skytop Quarry)	333.52	Hanson Aggregates New York LLC	Hanson Aggregates New York LLC	Lawn, forest cover, landscape	Privately-owned old quarry site
	Syracuse Water Authority Property	2.85	City of Syracuse	WNS, WENA, UNPA, ESF, SU, SEUNA, HOCPA, OHA, BPA	Forest cover, Landscape	Morningside reservoir

Facilities and infrastructure

The facilities and infrastructure of each park is presented as Table 3. The first column outlines the water and sewer infrastructure at each park including storm water, water sources and wastewater disposal. Columns 2 and 3 present details on the road systems and parking including a grading system for the current condition of the pavement of parking lots, roads, and walkways. Pavement grades were determined on a scale of 1 to 5 (5 = undamaged new paving, 4 = continuous level surface with minor cracks but no developed holes, 3 = continuous level surface that has cracks and holes smaller than 8 inches in diameter, 2 = major cracks and holes that have developed beyond 8 inches in diameter, and 1 = crumbling with minimal continuous level surface). Columns 5, 6, and 7 briefly describe the existence of trails, restrooms and buildings within each park respectively. Playgrounds are outlined in column 7 with a grading system determined on a scale of 1 to 3 (1 = a structurally compromised playground, 2 = structurally safe but out of date, and 3 = new playground). The final column of the chart outlines the sports facilities at each location based on the permanent infrastructure present (e.g., baseball diamonds and basketball courts).

Each of the spaces is equipped with at least one sign naming the location; however, with the exception of roadway signage in Thornden Park, there is minimal directional signage for roads, walkways and trails. Gardens are maintained at Thornden and Comfort Tyler Parks, with community gardens at Morningside Park that residents reserve each season. Throughout the parks are many unique features including the amphitheater at Thornden, the stairs at Westminster and Morningside Parks, and the outdoor recreation center at Skytop.

Table 3. Facilities and infrastructure.

Area	1 Water & Sewage	2 Roads	3 Parking	4 Trails & Walkways	5 Buildings	6 Restrooms	7 Playground Condition	8 Sports Facilities
Comfort Tyler	Storm water Rain Garden	N/A	N/A	sidewalks around entrance	Pavilion	Portable Restroom	1 - Grade 3	Basketball, tennis, baseball
Barry Park	City water & sewer	N/A	163 parking spots Grade 3	sidewalk on 2 sides	Community building	Inside community building	1 - Grade 2	basketball, soccer, Baseball
Sherman Field	N/A	N/A	N/A	N/A	Fence baseball diamond barrier	N/A	N/A	baseball
Thornden Park	storm water system, City water & sewer	4 Internal Roads; 3 one way Grade 4	28 parking spaces, Grade 3	brick walkways crisscross between roads, dirt paths on northern end	9 Structures	Inside at Pool, inside/outside at football field	1 - Grade 3	football, soccer, basketball, swimming, hiking,
Walnut Park	N/A	N/A	N/A	Sidewalks Grade 5	N/A	N/A	N/A	N/A
Westminster Park	Storm drain	N/A	N/A	Paved circle & staircase down to Euclid Ave Grade 2	N/A	N/A	N/A	N/A
Loguen Park	N/A	N/A	N/A	Sidewalks half Grade 5 half Grade 2	N/A	N/A	1 - Grade 3	N/A
Ormond Spencer Park	N/A	N/A	N/A	Sidewalks around Park and through 1 end Grade 3	N/A	N/A	1 - Grade 2	Skating, Basketball, Baseball

Table 3 (continued). Facilities and infrastructure.

Area	1 Water & Sewage	2 Roads	3 Parking	4 Trails & Walkways	5 Buildings	6 Restrooms	7 Playground Condition	8 Sports Facilities
Morningside Park	Water towers, storm water system	Entrance Driveway, closed internal road Grade 3	Internal lot with 6 spaces Grade 3	multiple trails cross park	Small garage and water towers	N/A	N/A	N/A
Oakwood Cemetery	Storm water system	Paved road and Dirt road system Paving Grade 4	100 + spaces	along roads	mausoleums, maintenance barns	N/A	N/A	N/A
Morningside Cemetery	Storm drain	Driveway to Mausoleum Grade 5	Along Driveway	N/A	Mausoleum	N/A	N/A	N/A
Hookway Fields	N/A	Parking lot Grade 3	65 parking spaces	N/A	Bathroom Building, Equipment Building	Outdoor next to parking lot	N/A	soccer fields
South Campus Lands	City water & sewer	1 Road to Activity Area Grade 3	N/A	Hiking trails	Radio tower, Environmental Education center	N/A	1 - Grade 3	N/A
Drumlins Golf Course	City water & sewer	Drive-way	280 parking spaces Grade 4	System of paved cart paths between holes Grade 4	12 Buildings	Inside clubhouse, 2 outdoor facilities between holes	N/A	Golf, Tennis, Swimming
Rock Cut Quarry	N/A	N/A	N/A	Trails around pit	N/A	N/A	N/A	Mountain Biking trails

Outdoor activities, events, and programs available in the parks

Although there were some parks and greenspaces for which no information was found regarding outdoor activities, events, and programs, most of these areas are heavily used by the community residents and visitors (Table 4). The main outdoor activities in most parks were soccer, football, baseball, tennis, baseball, ultimate frisbee, lacrosse, and basketball. Also, swimming is present at Thornden Park (City of Syracuse, 2018) and Drumlins Country Club (Drumlins Country Club, 2017) where swimming classes are offered for children and adults.

There are several programs and activities for families in these areas. Children can use playgrounds in at least five parks (Thornden Park, Barry Park, Ormond Spencer Park, Comfort Tyler Park, and Loguen Park), or participate in any of the activities that are offered by Friends groups, park associations, community organizations, or the Syracuse Department of Parks, Recreation & Youth Programs. In fact, the City of Syracuse's mobile recreation units have a presence in Thornden Park and Barry Park (City of Syracuse, 2018). Families and (university) students may attend 'Walking tours' and 'Westalks' that address cultural topics and promote the integration of the community (Wescott Community Center, n.d.). These walking tours and cultural trails (e.g. Morningside Cultural Trails) are promoted by Friends groups, community organizations, and schools (e.g. Syracuse University and ESF) who have recently supported these activities with specific topics in Syracuse's history and wildlife/vegetation identification. In addition, community potlucks, fitness and wellness classes, festivals, cultural fairs, and the farmers market are promoted in the University Neighborhood (Wescott Community Center, n.d.; WSCT, 2018). These activities and events may attract members of the Syracuse community and visitors from other counties, providing a great opportunity for the promotion and marketing of the University Neighborhood.

Finally, although festivals, cultural fairs, thematic walking trails, and sports events (e.g. the 'Syrathon', a running program for amateur runners, who want to improve their athletic skills while visiting Syracuse city's parks) may be attractive for visitors (City of Syracuse, 2018), they need to be promoted and marketed to guarantee successful results.

Table 4. Activities, events, and programs in the University Neighborhood Parks.

Type of greenspace	Name	Outdoor activities	Events	Current park programs
City parks	Barry park	Sports: baseball, basketball, soccer, football, tennis, lacrosse, biking, running, walking, ultimate frisbee. Family gathering, playground, and picnic. Birdwatching, wildlife watching.	Community Potluck, Annual Barry Park Fun Run, ½ Day Tennis Camp, Multi-Sport Camp, SUNY ESF Science Session II Camp	Youth Soccer League, Full day programs at Barry Park, Adventure in the Park (mobile recreation units), Westalks, Walking tours: Morningside cultural trails
	Comfort Tyler Park	Sports: baseball, basketball, soccer, tennis, ultimate frisbee, running. Family gathering, playground, and picnic.		
	Loguen Park	Family gathering, playground, and picnic.		Walking tours: The old neighborhood part 1
	Morningside Heights Park	Family gathering, community gathering, and picnic. Community gardening. Walking, running, and hiking. Birdwatching and wildlife watching.		Community gardening through affiliation. Walking tours: Morningside cultural trails, Tree Trail Scavenger.
	Sherman Field	Sports: baseball, football, soccer, ultimate frisbee. Running and walking.		

Table 4 (continued). Activities, events, and programs in the University Neighborhood Parks.

Type of greenspace	Name	Outdoor activities	Events	Current park programs
City parks	Thornden Park	Sports: baseball, football, soccer, basketball, tennis, lacrosse, and swimming. Family gathering, playground, picnic and community gathering. Running, walking, biking. Weight lifting. Birdwatching and wildlife watching.	Rose Day at Thornden, Park Rose arena, weddings, Chili Bowl Fest, Earth Day, Annual Seed & Perennial Exchange, Syracuse Shakespeare Festival, Close the window on childhood lead poisoning, weeding and gardening, Maple Day	Adult Fitness and Wellness program (FIT! Parks - free outdoor fitness). Swimming lessons. Adventure in The Park (mobile recreation units). Arts and Crafts (mobile recreation units). Discovery Camp. Westalks. Walking tours: The Old Neighborhood Part II. Shakespeare-in-the-park.
	Walnut Park	Student gathering, picnic. Walking and running.	SU public events	
	Ormond Spencer Park	Sports: tennis, basketball, free skate park, baseball. Family gathering, picnic, and playground. Walking and running.	Eastwood 5-mile run, Annual Tree Lighting & Holiday Movie, Annual Eastwood Market Day, Annual East Woods Plaza Clean-up, Memorial Day Parade.	Health & Wellness Classes
	Westminster Park	Sports: running, walking.		Westalks. Walking tours: Westcott England and West of Westcott

Table 4 (continued). Activities, events, and programs in the University Neighborhood Parks.

Type of greenspace	Name	Outdoor activities	Events	Current park programs
Cemeteries	Morningside Cemetery	Sports: running and hiking. Walking, Community gathering, family gathering. Birdwatching and wildlife watching.		Walking tours: Morningside cultural trails
	Oakwood Cemetery	Sports: running and walking, Community gathering, family gathering. Birdwatching and wildlife watching.	Stumpy Stampede (ESF 5K Race)	Walking Tours: Oakwood Flat Trail, Oakwood Invasive Trail, Oakwood Tree Trail, Ghost Trail, Morningside cultural trails
	Old Rose Cemetery	Walking, community gathering, family gathering.		
School-related	Hookway Athletic Field	Sports: football, soccer, lacrosse, ultimate frisbee. Running, walking.	Sports tournaments, intramurals.	Sports and recreational programs
	Nottingham High School	Sports: football, soccer, baseball, tennis, lacrosse, ultimate frisbee. Running, walking.	Sports tournaments, intramurals.	Sports and recreational programs
	Skytop SU Fields	Sports: football, soccer, lacrosse, ultimate frisbee. Running, walking.	Sports tournaments, intramurals.	Sports and recreational programs

Table 4 (continued). Activities, events, and programs in the University Neighborhood Parks.

Type of greenspace	Name	Outdoor activities	Events	Current park programs
Other areas	Drumlins Country Club	Sports: golf, swimming, indoor and outdoor tennis. Walking and running. Birdwatching and wildlife watching	Sports tournaments.	Sports and recreational programs
	Mead brook Detention Basin	Sports: Running, walking, fishing. Family gathering, picnic. Birdwatching and wildlife watching	Annual Barry Park Fun Run, SUNY ESF Science Session II Camp	Walking tours: Morningside cultural trails
	Rock Cut Quarry	Sports: Running, walking, hiking, biking, mountain biking.		Mountain bike trails
	Syracuse Water Authority Property	Sports: running, hiking and walking. Birdwatching and wildlife watching.		Walking tours: Morningside cultural trails

Safety and security

Table 5 outlines categories associated with safety/security concerns and infrastructure at each of the locations. The first column describes specific safety problems that need immediate attention. Second, lighting is included (to be considered, the lighting must be located within the park and not on adjacent streets). This table shows that there are few places in the University area that are equipped with lighting other than that found along adjacent streets. In the third column the pavement was graded on the same 1 to 5 scale used in table 2; this grade is in relation to the overall condition of all paved areas including basketball and tennis courts etc. The final two columns cover the presence of a First Aid kit or AED equipment at each of the locations. Thornden Park and Drumlins golf Course are the only locations that have permanent First Aid kits and AED equipment. All of the locations are within the jurisdiction of the Syracuse Police Department and near to multiple city hospitals. For major events in the park, the organizing entity currently responsible for providing necessary safety equipment during activities and events is indicated.

Summary

The University Area has significant natural and historical features that have been recognized by both the local and the federal government through their designation as protected sites or historical designed sites. These areas are used for heritage tourism, education, and social events

by community organizations, Friends groups, schools, and the government. In addition, though most of the University Neighborhood parks and greenspaces are primarily used for active recreation (sports), these spaces provide the opportunity to integrate the community, visitors, students, and other actors through social activities (e.g. community meetings and picnics, cultural fairs, festivals), and contemplation of urban nature (e.g. wildlife watching, beautification of landscape and gardens).

However, three main barriers were found during this assessment. Firstly, there is no inventory of animals, plants, and other species that could be used to improve nature-based tourism activities, appreciation of local and migratory species, and practices of conservation and beautification. Secondly, the information about community organizations, current and past events, recreational and educational programs, cultural activities, and the historical meaning of these areas is disseminated through multiple websites or outdated. Third, the parks are lacking safety and security resources on-site such as First Aid kits and AEDs which are necessary pieces of equipment for consistently-used recreational areas. Also, most websites need to be modified aesthetically and functionally to contribute to the promotion of these areas.

Table 5. Safety and security.

Name of Area	1 Safety Concerns	2 Lighting	3 Pavement Grade	4 First Aid kit	5 AED on site
Comfort Tyler	N/A	None	Grade 4	None	None
Barry Park	N/A	None	Grade 3	In community center during activities	In community center during activities
Sherman Field	N/A	None	No Pavement	None	None
Thornden Park	Uncovered hole between pool and road	On internal streets	Grade 3	In Pool building during activities, sports building permanently	In Pool building during activities, sports building permanently
Walnut Park	N/A	None	Grade 5	None	None
Westminster Park	stairs require immediate attention	None	Grade 3	None	None
Loguen Park	N/A	None	Grade 4	None	None
Water Street Park	N/A	None	Grade 3	None	None
Morningside Park	N/A	None	Grade 3	None	None
Oakwood Cemetery	N/A	None, only near buildings	Grade 2	None	None
Morningside Cemetery	N/A	None	Grade 4	None	None
Hookway Fields	N/A	Field Lights	Grade 4	None	None
South Campus Lands	N/A	None	Dirt road	None	None
Drumlins Golf Course	N/A	Around buildings and parking lot	Grade 4	On site	On site
Rock Cut Quarry	Unmaintained Trails	None	N/A	None	None

TRAILS AND OTHER TRAVEL CORRIDORS

Introduction

In this section, we assessed the existing trails in the University Area green spaces. In our assessment, we classified the trails into 3 categories: paved road, Paved path/ sidewalk, and dirt path. We created a table for each park or area to communicate what was assessed. The tables include a general description of the trail, the length, type of users, if any trail markers are present, and whether the trail is accessible. The table captions describe concerns, or lack thereof for each park and its trails. We were unable to determine current level of use of trails because of a lack of data. We only considered roads that bisect or travel directly through the green space or park.

Comfort Tyler Park

This park is very accessible and has an accessible path leading to the majority of amenities in this park.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Paths/ Sidewalks	Sidewalks along adjacent streets, a wide asphalt trail leading to the shelter and playground	0.36	Walkers	N	Y



Key
Red – Paved Roads
Purple – Paved Paths
Green – Unpaved Paths

Barry Park and Syracuse Detention Basin

There are no paved paths actually in Barry Park, not even leading to the playset. The dirt path surrounding the detention basin is slanted and difficult to walk on. This path is easily eroded. They are unmarked trails in the woods to the east of the detention basin. They have compacted soil, and are well eroded.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Roads	Meadowbrook Dr. runs between Barry Park and the Syracuse Detention Basin; it is a one-way road, with the other half reserved for a walking/biking path and parking	0.31	Walkers Bikers Drivers	N	Y
Paved Paths/ Sidewalks	There is a sidewalk along where the park touches Broad St	0.49	Walkers	N	Y
Dirt Paths	A mulched path loops around the detention basin	1.1	Walkers	N	N



Key
 Red – Paved Roads
 Purple – Paved Paths
 Green – Unpaved Paths

Sherman Field

This park simply consists of a small baseball field. There are no internal paths or trails, so the park itself is inaccessible.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Paths/ Sidewalks	Sidewalk along Cumberland Ave	0.8	Walkers	N	Y



<p>Key Red – Paved Roads Purple – Paved Paths Green – Unpaved Paths</p>

Thornden Park

The main issue in this large park is the paved/ brick trails need to be managed and maintained as many are disappearing underneath soil and grass. The road bisecting the park has enough room for parking, bikers, and moving vehicles at the same time.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Roads	A network of roads within the park connecting Ostrom Ave, S Beech St, Ackerman Ave, and Greenwood Pl; a section from the northwest entrance where pavement deteriorated*	1.73	Walkers Bikers Drivers	N	Y
Paved Paths/ Sidewalks	Many bricked paths being overgrown; a sidewalk along part of where Ostrom Ave touches the park; a network of brick paths in the Rose Garden	1.21	Walkers	N	N

* Soon to be repaved



Key
 Red – Paved Roads
 Purple – Paved Paths
 Green – Unpaved Paths

Walnut Park

This park is surrounded and bisected by streets. There are sidewalks around the entire perimeter of the park, and two paved paths cut across the grassy area of the park. Everything is well maintained.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Roads	E Adams St and run through the park	0.08	Walkers Bikers Drivers	Y	Y
Paved Paths/ Sidewalks	New sidewalks along Walnut Ave. and Walnut Pl., diagonal paved walkways that cross grassy areas	0.72	Walkers Bikers	N	Y



Key
 Red – Paved Roads
 Purple – Paved Paths
 Green – Unpaved Paths

Westminster Park

The staircase leading to Euclid Ave is in disrepair, and is a possible safety hazard.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Roads	A small turn about in the center of the park, blocked from the actual road	0.09	Walkers Bikers	N	Y
Paved Paths/ Sidewalks	A stone staircase that connects the park to Euclid Ave	0.08	Walkers	N	N



Key
Red – Paved Roads
Purple – Paved Paths
Green – Unpaved Paths

Loguen Park

Trails and paths are maintained and well done.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Paths/ Sidewalks	Paved sidewalks running around entire park and a few paths connecting playground to sidewalks	0.39	Walkers	N	Y



<p>Key Red – Paved Roads Purple – Paved Paths Green – Unpaved Paths</p>

Morningside Park and Syracuse Water Authority Property

The trails are not well marked or maintained. These trails do not seem like designated trails. There are outdated two trail markers that point down overgrown paths.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Roads	A road comes in from the dead end of Broad St and loops around old Water towers	0	Walkers Bikers Drivers	N	Y
Dirt Paths	A network of trails through tree cover	0.78	Walkers	Y	N



Key
 Red – Paved Roads
 Purple – Paved Paths
 Green – Unpaved Paths

Oakwood Cemetery

Many of the dirt paths deep in the park are very eroded. The paved paths are well maintained and smooth.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Roads	A paved road system connects to Comstock Ave and E Colvin St	2.5	Walkers Bikers Drivers	Y	Y
Dirt Paths	Many unpaved/ dirt roads deeper into the cemetery in the older section, closer to SUNY-ESF's Centennial Residence Hall	3.8	Walkers Bikers Drivers	N	N



Key
 Red – Paved Roads
 Purple – Paved Paths
 Green – Unpaved Paths

Morningside Cemetery

There are no paths in the cemetery. The access road is well-maintained.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Roads	One access road connecting the cemetery to Comstock Ave	0.06	Walkers Bikers Drivers	N	Y



Key
 Red – Paved Roads
 Purple – Paved Paths
 Green – Unpaved Paths

Rock Cut Quarry Lands

A popular extensive but unsanctioned trail system on quarry land owned by Hanson Aggregates New York LLC. Since the 1980s when mining activities ceased on the property, visitors have used the area for hiking, trail running, birdwatching, and mountain biking. The north pit area of the quarry has become popular with mountain bikers for its extensive unsanctioned trail system (personal communication with B. Solomon).

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Dirt Paths	Unauthorized dirt paths running throughout Quarry, with jumps and different obstacles for mountain bikers	Over 6.7 miles (exact mileage unknown)	Walkers Bikers Runners Dog walkers Snowshoers Birdwatchers	N	N



Heat map courtesy of B. Solomon.

<p>Key Red – Unpaved Paths</p>

Drumlins Golf Course

A large network of paved paths that are smooth and well maintained by club.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Paths/ Sidewalks	A network of paved paths that lead golfers through the eighteen holes. There are a few small sections of short dirt paths that connected two paved paths, which golf carts can easily pass over.	3.44	Walkers Drivers (golf carts)	Y	Y



Syracuse University Hookway Fields

Sidewalks are in good condition. There are no sidewalks around the fields, making them inaccessible.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Paths/ Sidewalks	Paved sidewalks around parking lot and along E Colvin St	0.12	Walkers	N	Y

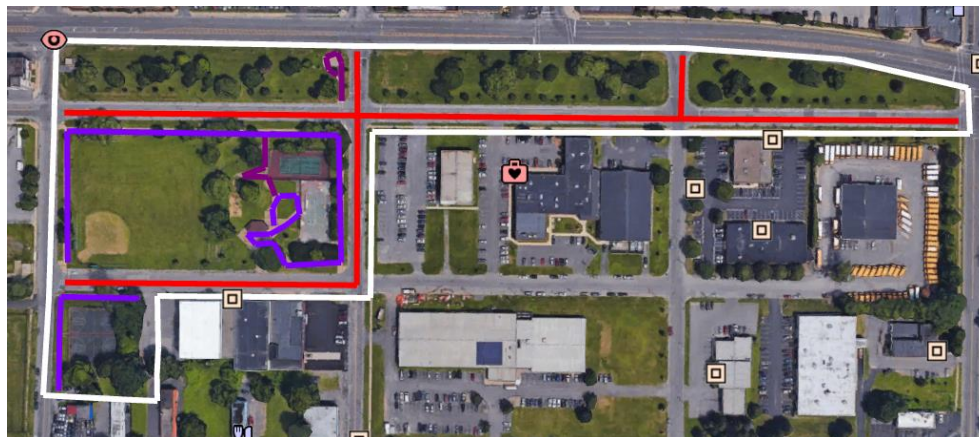


Key
Red – Paved Roads
Purple – Paved Paths
Green – Unpaved Paths

Ormond-Spencer Park

Surrounding sidewalks will be in need of maintenance this season or the next. Internal sidewalks are in disrepair. They are no longer smooth and accessible.

Trail	General Description	Length (mi)	Types of Trail Users	Trail Markers (Y/N)	Trail fully accessible? (Y/N)
Paved Roads	Water St cuts through park, as well as Walnut Ave and University Ave; these roads cut the park into 5 pieces	0.19 0.32	Walkers Bikers Drivers	Y	Y
Paved Paths/ Sidewalks	Sidewalks surround most of the park, and there is a paved path leading to the skate park and tennis courts	0.13 0.28	Walkers Bikers	N	Y



Key
 Red – Paved Roads
 Purple – Paved Paths
 Green – Unpaved Paths

Summary

In summary, the main issues with trails in the greenspaces of the University Area are maintenance and accessibility. In a majority of the parks are many existing and well-used trails that are falling into disrepair. Some trails are over grown by vegetation (e.g., Morningside Park, brick paths in Thornden Park). Other trails are in disrepair and pose potential hazards, such as uneven sidewalks. The disrepair of many paths makes them inaccessible to visitors with mobility issues (e.g., staircase in Westminster Park). Many of these green spaces do not have paths that provide access to certain amenities, making it impossible for those with mobility impairments to access the amenities (e.g., Barry Park lacks a paved path to the playground; Syracuse University’s Hookway Sports Fields have no paved paths leading to or near some of the fields). Accessibility improvements and repair are needed throughout the greenspaces of the University Area.

INTERPRETIVE MATERIALS ASSESSMENT

Introduction

Interpretive materials encourage engagement and the building of connections between the public and a place or object. Interpretive materials are often used in places such as museums, galleries, zoos, nature centers, parks, and historical sites to promote a greater appreciation of local resources and attractions. This chapter follows a broad assessment of the interpretive materials provided by the University Parks in the University Area. The interpretive materials assessed include brochures, maps, signage, tours, and events provided in the parks.

Thornden Park

Maps. At one of the main entrances of Thornden Park near the pool is a sign and map indicating various places of interest throughout the park. The map is large, colorful, and artistic. Writing on the map is stylized in cursive but also difficult to read. The map has positive traits in that it highlights main roads surrounding and crossing the park, and is also colorful and eye-catching. There are also well labeled sites that are often highly visited. The map does not, however, indicate where the person is (such as a “you are here” star) which makes it difficult for visitors to orient themselves in regard to the rest of the park. The map is also hard to read due to the cursive font. Though roads and pavement are well labeled on the map, trails and walkways are not labeled which provides visitors with few options on how to navigate the expansive park. Some suggestions for the map are to make the map easier to read, and to group the points of interest into categories such as ‘historical’ or ‘ornamental’. Another suggestion would be to identify trails on the map that people can take as either shortcuts or more scenic routes.

Brochures. A brochure for Thornden Park can be obtained from park volunteers or staff, but none are otherwise available in the park itself. The brochure contains basic information about the park, such as a map, upcoming events, and contact information on how to volunteer in the park. Some suggestions to be added to the brochure are to include specific volunteer opportunities such as landscaping, trail maintenance, or event work. There should also a more concise and easy to read map for visitors.

Signage. Other than the large map near the pool entrance to the park, there is no interpretive signage in Thornden Park. Other signage found included some signs labeling park attractions such as the Rose Garden and Carriage House. Interpretive signs depicting the history of these sites could be useful.

Resources. The Mills Rose Garden and the Amphitheater are relatively well used in terms of event venues. The rose garden has signs labeling each different type of rose; however, a sign about the history of the garden would be useful. The Amphitheater is a beautiful ring of natural looking stone seating surrounded by lush forests. Interpretive efforts in the amphitheater might include signage about the history of the amphitheater.

Comfort Tyler Park

Maps. Due to Comfort Tyler's small size, a map would be useful in the park but is not necessary. Features of the park are very easy to identify; however, a large, colorful map at the park's main entrance would be a good interpretive feature that would promote the park's amenities.

Brochures. Brochures are not offered for the park, most likely due to the small size of the park. Web-based information on the different trees, plants, or wildlife found in and around the park would be beneficial to park visitors.

Signage. There is no interpretive signage currently available in Comfort Tyler Park. Signage about the rain garden and history of the park's namesake, Comfort Tyler, is recommended. Small signs identifying some of the unique trees in the park are recommended as well.

Morningside Park / Morningside Cultural Trail

Maps. Morningside Park does not have a sign with a map at its entrance. There are also no paper maps or brochures available at the entrance of the park which is acceptable due to the vandalism in and around the park. However, the map handout received during the class visit contained a very well made map of the Morningside Park trail system and the new 'Morningside Park Cultural Trail' connecting Oakwood Cemetery, Morningside Park, Syracuse University, and Barry Park. This map was colorful, easy to read, and oriented the visitor with a "you are here" note. Displaying a large, permanent sign of this map in the parking area near the entrance would be helpful; however, consideration should be given to using sign materials that can be replaced inexpensively due to the vandalism in the park.

Brochures. Brochures given as handouts were significantly more interpretive than most. Included was a Morningside Cultural Trail Scavenger Hunt page that included questions about different features in Oakwood Cemetery, Barry Park, and Morningside Park. The answers could be found by emailing addresses listed at the bottom of the page. This Scavenger Hunt was not only interpretive, but fun and accessible for visitors of all age groups. The next interpretive page received was a Tree Trail Scavenger Hunt featuring a Dichotomous Key of trees to be found throughout Morningside Park as well as ways to narrow down and identify trees. This is a great example of a simple interpretive material that is again accessible to visitors of every age group.

Signage. Signage was significantly lacking in Morningside Park, but could be useful in orienting visitors to the park's trails.

Resources. Morningside Park has quite a few hidden gems including a large staircase and a water tower with a scenic view. These areas offer undeveloped potential for interpretive signage focused on the history of and resources found within the area.

Oakwood Cemetery

Maps. Oakwood does not offer any permanent signage with a map of the cemetery; however there are maps included in several pamphlets and brochures that were handed out, and maps are

also available online. The maps distributed to the class were well labeled, colorful, and informative on a variety of topics from Ghost Tours to Invasive Species.

Brochures. There are no brochures offered at any entrances to the cemetery, probably due to the cemetery status of Oakwood as well as the multitude of entrances. Brochures that were received by the class were highly interpretive and also offered a variety of information to visitors. For example, a brochure containing the Oakwood Ghost Trail highlighted key historical and haunted features around the cemetery, as well as a backstory behind each site and a map connecting the sites. The Oakwood Invasive Trail handout has a colorful map depicting trails around the cemetery, and the names, pictures, and identifying descriptions and impacts of local invasive species found within the cemetery.

Signage. The cemetery did not have significant interpretive signage. Opportunities exist for interpretive signage, especially around historical sites and uniquely planted trees in the cemetery.

Resources. Due to Oakwood's primary use as a cemetery, there are many historical resources suitable for interpretation. However, it is unclear as to the boundaries for interpretation on these sites, as many are memorials or gravestones better suited to privacy. Oakwood has other resources as well, such as a variety of planted trees from around the world.

Summary

Overall, the Greater University Area has some significant resources that can be included in interpretive materials. Morningside Park and Oakwood Cemetery have the best handouts and interpretive activities for visitors, while Thornden Park has the greatest potential for interpretive materials due to its vast size and historical and botanical features. This assessment concludes that there is not a substantial amount of interpretive material currently existing for the University Area Parks, providing great opportunity for interpretive efforts in the future.

PROGRAMS AND EVENTS ASSESSMENT

Introduction

In Syracuse, New York, the University Area parks are a collection of green spaces within a short distance from Syracuse University -- an area that is home to a variety of people, including students, long-term residents, and those who are disabled, who all use these spaces for different purposes. In order to accommodate and serve these various groups, it is important to create programs and other events that suit diverse needs.

Program types

The City of Syracuse Department of Parks, Recreation, and Youth Programs oversees a variety of programs held in parks as well as other facilities. It offers several different types of programs, such as environmental programs, community building programs, athletic programs, and walking tours.

The environmental programs currently offered, while interesting, seem to be primarily focused on trees. Other programs such as the “Spring Park Spruce-Up” are more focused on cleaning up and beautifying the parks. Some of the environmental programs are walking tours, such as tree walks and other nature walks. Tree plantings are also offered as well as other arborist programs. One arborist program entitled “Releaf” featured a talk from one of the city’s arborists. Smaller community programs help to build the community through events such as picnics and potlucks (which happen about three times per summer).

Athletics are also a great way to bring the community together through programming. An organized Little League uses many of the fields at the parks; pick-up soccer games are also common. Fun Runs are a great way to get people outdoors and to help them enjoy the parks or other outdoor spaces.

Summer programs include camps, seasonal athletic programs (such as swimming courses at the Thornden Park pool), and many others. “Shakespeare in the Park” is also a popular program that occurs each summer.

Program attendance

Overall, the programs are well attended, but there are definitely some opportunities for improvement. The “Releaf” program attracted approximately 75 people in total. Tours of Oakwood Cemetery are also offered periodically throughout the year; in 2018, five tours were offered. The first couple of tours were not particularly well attended appealing to approximately 20 people; however, the last three tours in 2018 hosted about 70 people per tour. This year’s Ghost Tour was slightly successful, only attracting about a dozen individuals. Garden tours of Thornden Park have been running since 1993 and gather approximately 100 people annually. Each potluck gets 50 to 100 attendees.

With regard to athletic programs, Barry Park Fun Runs bring in approximately 165 participants annually. Project November is an international program partly sponsored by The North Face that meets every Wednesday at 6:15 for an hour’s worth of exercise; the program gathers 50-60 people each week. A fitness class takes place at Thornden’s Carriage House twice a week and

attracts 6 to 12 people each session. A yoga course is offered over the summer at Barry Park; numbers ranged between 10 and 17 attendees per class. Unified yoga is a type of yoga that is specially designed for individuals with disabilities such as autism, Down syndrome, and cerebral palsy (McKeever, 2018). Two sessions were held this year, the first not getting high attendance, but the second gathered 13 participants of all experience and ability levels.

For family activities, the Discovery Camp at Thornden Park (cosponsored by the SDPRYP) hosts about 100 families over the duration of the summer. This year, “Shakespeare in the Park” had the highest attendance since 2012, hosting over 1,000 audience members over 5 performances; its last performance the most popular, reached over 410 people. This program has been running since 2003 and has gathered over 30,000 people total over the years. “Shakespeare in the Park” also hosts a summer camp that gets 15 to 20 participants on average.

For children’s activities, the Vineyard Church located on Westcott Street holds an annual Easter Egg Hunt which brings in 60 to 100 families each year. The Mobile Recreation Crew is a unique recreational experience geared towards children. Essentially, a crew is sent out to Thornden Park as well as other parks once a week throughout the summer, and performs outdoor recreational activities, almost like a pop-up recreation facility. Specifically, at Thornden Park during summer 2018, 15 to 26 children were served each session, for a total of 80 kids.

Program hotspots

It appears that most of the major organized events occur in the larger parks, such as Thornden Park, Barry Park, and Sherman Park. However, many of the smaller parks (e.g., Comfort Tyler Park) have the ability to hold some really interesting events, but are not being used to their fullest capacity.

Program advertising

The most accurate and complete listing of events in the parks is on the City of Syracuse’s DPRYP Facebook page. On the official website for the department, there seems to be very few events listed.

Summary

Overall, the City of Syracuse DPRYP has a good variety of events suited for individuals with different needs and interests. Most of their events are well attended; however, there is always room for improvement. The majority of the events are held in the larger parks in the University Area, while it seems that the smaller parks are not used quite as much for programs and events. No single website has a complete listing of events that is also accessible to the general public.

MARKETING ASSESSMENT

Introduction

Marketing is defined as "all the processes involved in getting a product or service from the manufacturer or seller to the ultimate consumer." It includes creating the product or service concept, identifying who is likely to purchase it, promoting it and moving it through the proper selling channels (Lake, 2018). In Syracuse's University Area are many parks to explore such as Thornden Park and Barry Park; however, the parks are not well known outside of the area, so marketing is important to let visitors more about them.

Syracuse census data

Syracuse is the county seat of Onondaga County, NY, and the fifth most populous city in New York State. Syracuse had an estimated population in 2017 of 143,396 individuals (Syracuse population, US Census Bureau, 2018). Syracuse's university students also contribute to its population. In 2018, SUNY ESF had 1,796 undergraduate students, while Syracuse University had 15,252 undergraduate and 7232 graduate students (Table 6).

Table 6. Data for undergraduate and graduate students from universities in Syracuse.

University name	Undergraduate students	Graduate students
SUNY ESF	1,796	Not reported
Syracuse University	15,252	7,232
Upstate medical	296	1,491
LeMoyne college	2,788	643
Total	20,132	9,366

Summary

The parks in the University Area of Syracuse are primarily geared towards children and young adults who use the ball courts, fields, and water features found in the parks. In addition, the parks are well suited for families, senior citizens, and other groups who wish to picnic, walk the trails, and simply enjoy nature in the city. One group that the parks are not specifically targeted to (with the exception of Thornden Park) is college students. Due to the close proximity of several institutions to the University Area parks, hosting college-related activities within the parks could help familiarize students with the resources that each park offers. Finally, the parks are also not currently being marketed to out-of-town visitors. Although these parks should serve the needs of local residents first, festivals and events held in the parks could be promoted to visitors, and would provide an important mechanism for familiarizing visitors with Syracuse's parks.

PROMOTION ASSESSMENT

Introduction

The University Area parks located in Syracuse, NY provide recreational experiences and opportunities for a wide range of users. With so many larger attractions in the greater Syracuse area being downtown, the University Area parks often are over-looked and under-appreciated by visitors unfamiliar with the Syracuse area. The parks in the University Area provide a rich history and relaxing and recreational experiences. If properly promoted, these parks could see an increase in use by out-of-town visitors that would increase the knowledge of the history and culture of the University Area and Syracuse in general.

Finding promotional information about the University Area parks.

The City of Syracuse has a parks section on their website that includes a list of all the parks, where to find them, and a brief description of what the park has to offer. As far as individual websites, a majority of the University Area parks do not have a specific park website, although Facebook seems to be a popular form of promotion for many of these parks.

Table 7 provides an overview of what the University Area parks have to offer for promotional material. Some parks offer detailed information, especially on websites and Facebook/social media. Only Thornden Park and the Westcott Neighborhood have individual websites, both providing information such as upcoming events, pictures, and how to get involved. The City of Syracuse website gives directions to each park along with a single photo, with little to no information for upcoming events. The Westcott Neighborhood website provides a quick description of the parks located nearby.

Table 7. Forms of promotional material for each park in the University Area

Park	Website	Brochure	Facebook/ Social Media	Friends Group/ Associations
Comfort Tyler	City of Syracuse website	none	Yes	Yes
Thornden	Thornden Park website; City of Syracuse website	Yes	Yes	Yes
Westminster	City of Syracuse website	Yes	Yes	Yes
Barry	City of Syracuse website	Yes	Yes	Yes
Sherman	City of Syracuse website	none	Yes	Yes
Morningside	None	Yes	Yes	Yes
Loguen	City of Syracuse website	none	Yes	No
Westcott Neighborhood	Westcott Neighborhood website	Yes	Yes	Yes

For other forms of social media, some parks had more detailed pages than others. Thornden Park and the Westcott Neighborhood had superior social media pages, while the others seemed to lack detail. Some parks like Comfort Tyler and Loguen Park had locations on Facebook but no official page to go along with it, while others only mentioned one aspect of the park. For example, Morningside Park’s Facebook page only discussed the community garden, and Sherman Park’s Facebook page was focused on only Little League Baseball.

Brochures were distributed to our class directly and would have been hard to come by for other visitors. Friends groups and associations affiliated with each park were not easy to find online; for the most part, they were tied into the Facebook page and didn’t provide much information about what they do. Thornden Park and Westcott Neighborhood were the easiest Friends groups to locate, with Facebook pages directly related to these groups.

Greater Syracuse area. The University Area is only a small portion of what Syracuse and Onondaga County have to offer to visitors. Visit Syracuse is the official Tourism Promotion Agency for Onondaga County and its website provides a wide range of activities for all types of visitors.

Table 8 gives a brief description of what the official Tourism Promotion Agency of Onondaga County offers to potential visitors of the Syracuse area. This website provides great detail on what the city has happening downtown. It’s easy to find restaurants, hotels, and attractions with upcoming events downtown. Similarly, when exploring the website for activities in the greater Syracuse area, it was also easy to find things to do. With the State Fairgrounds, Destiny USA, and multiple ski mountains nearby, there was a lot to offer visitors looking to explore outside the city. Information referring to the University Area parks was much harder to come by on this website. After exploring, little to no information referring to the University Area parks was found on the website, even in the outdoor section of the website where larger outdoor attractions in the greater Syracuse area were listed rather than local parks.

Table 8. Promotional materials offered by the official Tourism Promotion Agency of Onondaga County for three different regions.

Feature	Downtown Syracuse	Greater Syracuse Area	University Area
Upcoming Events	High	Medium	Low
Attractions	High	High	Low
Directions	Medium	Medium	Medium
Opportunities Available	High	High	Low

Summary

After spending a great amount of time exploring the internet, a fair amount of promotional material was found for the University Area parks. While Visit Syracuse was a well put together and informational website, its material is focused on the large attractions in Onondaga County and not so much the hidden gems like the University Area parks. The city of Syracuse website

was great for finding quick information pertaining to the University Area parks but not so much with what specifically the parks have to offer.

Although information about the parks wasn't hard to find, it was scattered all over the place. While the city of Syracuse website had all the parks in one spot, some web surfing was needed to find more detailed information about each park. Some parks did a better job of promoting themselves than others. Thornden Park and the Westcott Neighborhood, for example, were the most impressive with regard to the information provided to the public. Other parks seemed to lack information. For example, Morningside Park has beautiful features like trail systems, aesthetically pleasing stairs and spectacular views, but information online for Morningside is primarily dedicated to its local community garden. The University Area parks have a lot to offer to people visiting the area, but information about these gems is difficult to find currently.

TRANSPORTATION ASSESSMENT

Introduction

The University neighborhood in Syracuse NY contains over 11,000 residents (City of Syracuse, 2005), as well as a large number of parks and other recreation areas. Because there is no one location through which visitors enter the area and access the parks, the many travel corridors surrounding the area will be assessed in this chapter. As a result, this report for the University neighborhood parks will be considered in terms of type of transportation, rather than on a park by park difference, as there are many broad themes across the park system.

Transportation to the neighborhood

For visitors coming into town to visit the parks, the main route they would likely take is Interstate 81, a major US Highway running North-South. Syracuse is also bisected East-West by I-90, another large interstate highway. Additionally, for those traveling to the city for conferences or for other business purposes, there is an international airport, Amtrak train station, and car rental services. Due to the residential nature of the neighborhood, as well as the presence of large Universities nearby, access to the neighborhood and its park system is easily accommodated.

Sidewalks

For park users who live in the University Area, one of the most important methods of transportation is walking to the parks. Especially in the summer and fall, there are many small parks that are easy to walk to, and for events or festivals, in order to prevent overcrowding of parking lots, pedestrian travel becomes especially important.

It is difficult to find concrete data on the state of the sidewalks in Syracuse, especially when compared to the roads. However, an informal survey revealed that the sidewalks in the university neighborhood are for the most part walkable. The sidewalks bordering the parks were in fair to good condition, with the only obvious issue being that the Walnut Park sidewalks are beginning to degrade. Because this was a very brief analysis, one recommendation would be to survey the neighborhood's sidewalks to identify any concerns that might limit pedestrians from accessing the park. In Syracuse, it is the responsibility of the property owner to maintain their sidewalks. They can elect to fix the sidewalks themselves, pay a contractor, or have the city crews do it and have the charges added to their tax bill. Sidewalks that are part of the infrastructure of the city and their maintenance, may fall outside the purview of the parks department.

Biking

Biking is another mode of transportation that is especially important to consider, especially in an urban area with a large population of students who are known for their love of bicycles. There are numerous bike racks in the University Neighborhood, but one recommendation would be the addition of more in or very close to the parks. Thornden Park has eight bike racks; none were found in any of the other parks. While there are many bike storage options in areas such as Westcott Street, or on the Syracuse University and ESF campuses, the addition of more bike parking options in the parks would improve the usability of the parks by key constituent groups at a relatively modest cost.

The City of Syracuse (2012) created the *Syracuse Bike Plan 2040* that identified several projects relevant to the University Neighborhood Parks. Namely, in the Eastside Neighborhood (which for the purpose of this plan encompasses much of the university neighborhood), the plan called for the creation of numerous bike routes that could directly or indirectly affect the University Neighborhood Park System. Table 9 has some selected examples.

There has been no follow up report, so the exact fate of these projects is undetermined. Although there are some cycle routes on the Syracuse University Campus, many of the recommendations have not yet been implemented. Adding additional bike infrastructure where possible would increase the accessibility to the parks, especially when coupled with the installation of more bike friendly infrastructure, such as bike racks, in the parks themselves.

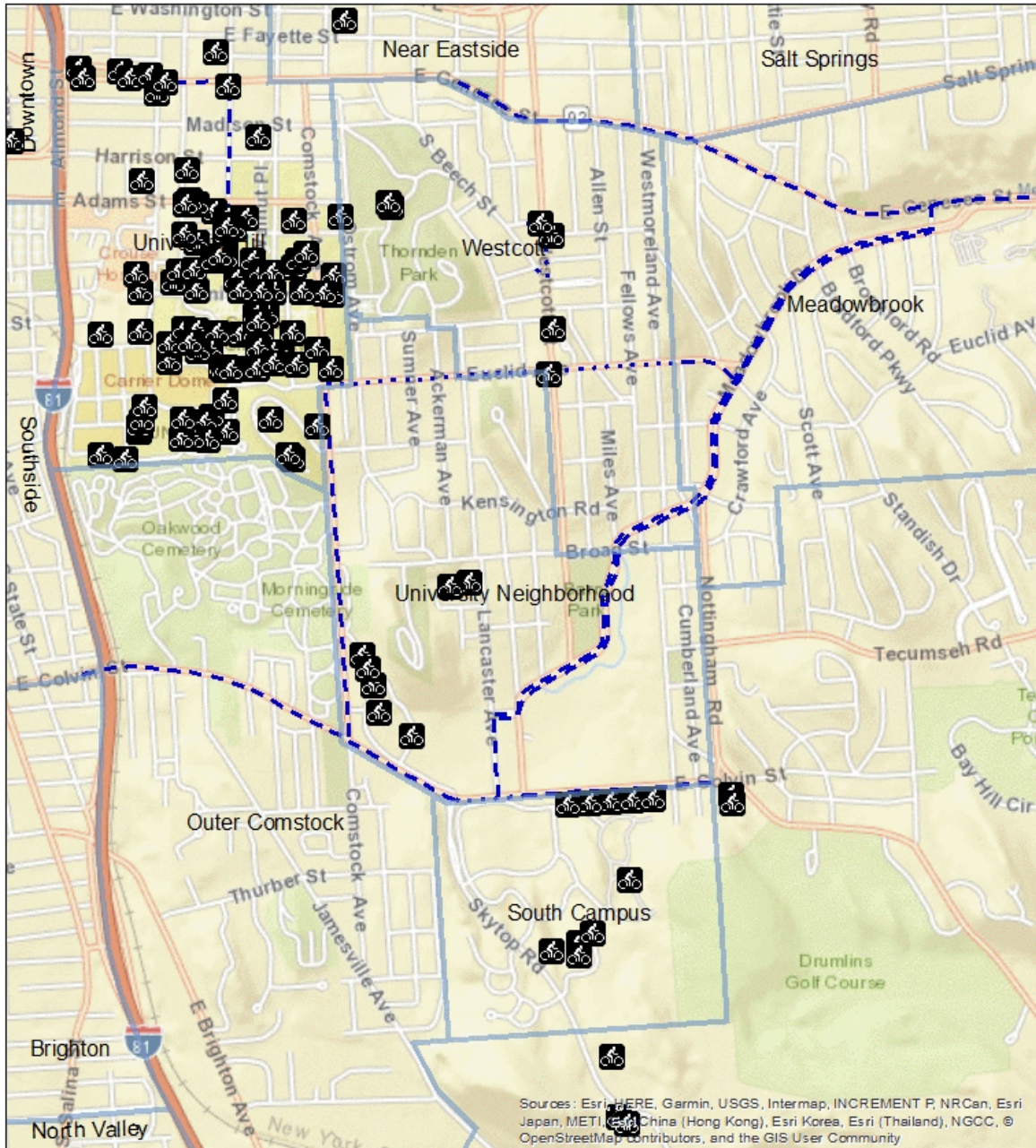
A unique area with regards to biking would be the Rock Cut Quarry at Skytop, which has some of the best and most used mountain biking trails in Central New York. This is a great benefit to the local outdoors community, as well as people with dogs, and both groups are frequently encountered there. However, its status as questionably legal prevents many actions the Parks Department might take to improve the Quarry trails, or its accessibility. Trail maintenance, creation and improvement is handled by the groups that use the quarry, primarily mountain bikers.

Table 9. Proposed Bike Corridors from the *Syracuse Bike Plan 2040*.





Name	Users	Description
Thornden Park Neighborhood Greenway	School Children, Recreational Cyclists	Connect many streets in the university area together
Oakwood Cemetery Trail	Recreational Cyclists	Along the western edge of Oakwood Cemetery, create a multi-use trail connecting the Westside to Outer Comstock
Syracuse Circumferential Cycle Trail	Student Commuters, Recreational Cyclists	Add a cycle trail to encourage bicycle traffic through the university
Beech Street Bike Lanes	Commuters, Recreational Cyclists	Add bike lanes along South Beech Street, to encourage cycling along a low volume road

Map of Bike Infrastructure in the University Neighborhood

Syracuse, NY, 2014



Legend

-  Bike Racks
-  Bike Lane
-  Sharrows
-  Cycle Track

0 0.1250.25 0.5 0.75 1 Miles



Figure 3. A map of biking infrastructure in the University Area from a 2014 survey.

Driving

While the university neighborhood is very walkable and bike friendly, many people still choose to visit the parks via automobile, especially for events such as sports games and festivals. As such, the state of parking in each of the parks is an important factor in the overall state of transportation in the parks (Table 10).

The park with the largest parking lot is Barry Park, which makes sense in light of the numerous sports fields there. Sherman Field currently has no parking lot, despite it being designated as a sports field. This lack of parking could lead to difficulties with hosting local sports games due to potential friction with local homeowners when on-the-street parking is filled during events. There are several other parks that have parking lots; however, without good data on attendance, no conclusions can be drawn about whether these spaces are adequate for park visitors' needs.

Table 10. Accessibility of University Area Parks, in three categories

Park Name	Walking Distance from the University (in minutes)	Number of Bike Racks	Parking Available?
Barry Park	21	2	Yes
Thornden Park	5	8	Yes
Comfort Tyler Park	15	0	No
Morningside Park	21	0	Limited
Sherman Field	26	0	No
Walnut Park	2	0	No
Westminster Park	12	0	No
Loguen park	16	0	No
SU Athletics Complex at Skytop	50	0	Yes
Rock Cut Quarry	55	0	Yes

Summary

Transportation within the university area is adequate condition, which is unsurprising as many of the roads and sidewalks are maintained in the area on a regular basis. However, there is still work that could be done to improve the parks. The installation of bike racks, addition of more bike corridors and routes, and addition of more parking in specific parks would increase the accessibility of the University Area parks.

REGIONAL FESTIVALS AND EVENTS

Introduction

This assessment will focus on the different festivals and events occurring in the Greater Syracuse Area and locations around Onondaga County. These events take place throughout the area, utilizing Downtown Syracuse as well as green spaces, such as Thornden Park. The following assessment lists some of the major festivals and events, including activities offered at each event, the main organization or agency that hosts the event, and contact information to reach the event host (Tables 11-15). Contact information was obtained through event websites and event calendars for Syracuse and Onondaga County.

Music-related festivals and events

The Syracuse Jazz Fest is an annual outdoor celebration of jazz music that features live music. This event takes place in Syracuse on the Onondaga Community College campus. The New York State Blues Fest is another annual music festival, celebrating music of different genres. The event takes place at Clinton Square in Syracuse. The Northeast Jazz and Wine Festival is a two-day festival in which live musical performances are paired with wine and other beverages. The event also takes place at Clinton Square in Syracuse. Mayfest is an annual festival with a full day of live music, games, and food. This event takes place in Walnut Park.

Table 11. Music-related festivals and events in the Greater Syracuse Area.

Name of Event	Activities Offered	Event Host	Contact Information
Syracuse Jazz Fest	Live musical performances	Syracuse Jazz Fest	800-234-4797
NYS Blues Fest	Live musical performances	NYS Blues Fest	info@nysbluesfest.com
Northeast Jazz and Wine Festival	Live musical performances, food and beverages	CNY Arts	315-479-5299 info@cnyjazz.org
Mayfest	Live musical performances and food	University Union	Keely Higgins uupublicrelations@gmail.com

Environment-related festivals and events

Earth Day Clean-up takes place in Downtown Syracuse and focuses on giving back to the community by cleaning up the city. This event is made possible by hundreds of volunteers. Earthfest is a free, community-wide, and sustainability-themed festival that celebrates the Earth through musical performances, arts, and more. The event aims to bring together local universities, including Syracuse University and SUNY ESF, with local neighborhoods. Earthfest takes place in Thornden Park.

Table 12. Environment-related festivals and events in the Greater Syracuse Area.

Name of Event	Activities Offered	Event Host	Contact Information
Earth Day Clean Up	Organized litter pick-up and complimentary lunch	Downtown Committee of Syracuse	Phone: 315-422-8284 mail@downtownsyracuse.com
Earthfest	Sustainability-themed, food/beverages, art installations, live musical performances by local artists, yoga, speakers, local vendors	Syracuse University Sustainability Management, the New York Public Interest Research Group (NYPIRG), Brain Feeders and Students of Sustainability (SOS)	Maizy Ludden, SOS President mtludden@syr.edu Ethan Thompson NYPIRG Project Coordinator

Community and cultural festivals and events

The Bob Gabor Central New York Irish Feis is a celebration of Irish culture. The Irish dance and arts festival takes place annually at the NYS Fairgrounds. The Syracuse Juneteenth Festival takes place to educate the community about the importance of Juneteenth and how it continues to impact African American people. The event takes place in Clinton Square. The Syracuse Irish Festival is another celebration of Irish culture featuring authentic Irish music, dancing, and food. This festival also takes place in Clinton Square. The Syracuse Jewish Festival is a Jewish music and cultural festival that takes place at the Jewish Community Center of Syracuse. The festival features live musical performances, Jewish food, local vendors, and arts and crafts products.

Table 13. Community and cultural festivals and events in the Greater Syracuse Area.

Name of Event	Activities Offered	Event Host	Contact Information
Bob Gabor CNY Irish Feis	Competitions in the arts- dancing, pottery, etc.	Bob Gabor CNY Feis	315-468-4339
Syracuse Juneteenth Festival	Live entertainment, food court, exhibits and educational corners on the history of Juneteenth	Syracuse Juneteenth	cnyfeis@gmail.com
Syracuse Irish Festival	Food, live music	Syracuse Irish Festival	https://www.syracuseirishfestival.com/contact/
Syracuse Jewish Festival	Food, music, vendors, children's activities	Jewish Community Center	http://syracusejuneteenth.org/?page_id=4

Athletic festivals and events

The Liverpool Turkey Trot is an annual 5k and 5 mile run that takes place every Thanksgiving Day at Onondaga Lake. The Central New York Oneida Shores Polar Plunge is an annual fundraising event in Brewerton where individuals jump into freezing water to support special Olympic athletes.

Table 14. Athletic festivals and events in the Greater Syracuse Area.

Name of Event	Activities Offered	Event Host	Contact Information
Liverpool Turkey Trot	5k and 5 mile run, food/beverages, live bagpipe performance	Onondaga County Parks	s2henry@twcny.rr.com
CNY Oneida Shores Polar Plunge	Fundraising and polar plunge	Special Olympics NY	Cassandra Rucker crucker@nyso.org 315-440-0575
Ugly Sweater Run	5k and 5 mile run in ugly sweaters	Willow Health and Wellness Center	315-663-5538 willowhwc@gmail.com

Seasonal festivals and events

Lights on the Lake is a celebration of the winter season featuring two miles of light displays. The event takes place at Onondaga Lake Park. Syracuse Winterfest is a multiple day festival in Downtown Syracuse featuring many smaller events within. The festival celebrates the winter celebration through cook-offs, performances, a pageant, and other activities. The Jamesville Balloon Fest at Jamesville Beach celebrates summer with live musical performances, arts and crafts, food, and hot air balloons.

Table 15. Seasonal festivals and events in the Greater Syracuse Area.

Name of Event	Activities Offered	Event Host	Contact Information
Lights on the Lake	2 mile walk through light displays	Onondaga County Parks	(315) 471-9597 carrie@galaxyeventscompany.com
Syracuse Winterfest	Winter activities and outings around Syracuse. Winterfest is a series of events and festivals at multiple parks and other areas around Syracuse/Onondaga County.	Syracuse Winterfest, Inc.	315-466-9468 or Bill Cooper (President) wacooper@twcny.rr.com 315-676-2496
Jamesville Balloon Fest	Hot air balloons, live musical performances, arts and crafts, food, etc.	Onondaga County Parks	315-703-9620 SYRballoonfest@gmail.com

Summary

These festivals and events have brought together the local community for decades. Community support is essential for the success of an event and is how some of these events have lasted so many years. Funding is also important for these events, which is why each event has a list of contributing sponsors. Many of these events take place in Downtown Syracuse, and do not utilize the green spaces close to Syracuse University and SUNY ESF. Only two of the festivals and events take place in parks in the University Area. There are opportunities for these parks to be better utilized for festivals and events. The layout and features of each park make them suited for hosting a variety of festival and events.

MAJOR EDUCATIONAL INSTITUTIONS IN SYRACUSE

Introduction

This section will focus on clubs and organizations in local Syracuse Educational Institutions, including Syracuse University, SUNY College of Environmental Science and Forestry, Lemoyne College, and Onondaga Community College. Students from these institutions are willing to volunteer their time and effort to improving the park system and hosting events on park lands. Below are listed club and organization names, descriptions, and contact information for future reference, broken down by institution. SUNY Upstate Medical University was not included as the clubs and organizations offered do not particularly pertain to the mission of the parks. All of the contact information listed was either found on institution websites or was received via email. Above each table is a small paragraph describing the Institution.

Lemoyne College

Lemoyne College is a private, liberal arts Jesuit college located roughly 2.4 miles from the City of Syracuse. The school focuses on an array of subjects and has a variety of organizations to offer. Clubs included on the table are thought to be of most relevance for the objectives and goals of the project. The contacts given in table 16 are advisor contacts so that they can be contacted even if student leaders have graduated.

Table 16. Lemoyne College clubs.

Organization	Description	Contact Name	Email
F.O.R.C.E.S.	Fosters an appreciation of outdoors and an awareness of environmental problems through volunteering and education.	Dr. Jason Luscier	lusciejd@lemoyne.edu
Biology Club	Promotes student interest in life sciences and provides biology majors with resources they need to learn about careers in biology.	Lara Deruisseau	deruislr@lemoyne.edu
Communications Club	Enhances knowledge of the communication industry by sponsoring guest speakers, panels and tours of media markets.	Mike Streissguth	streismj@lemoyne.edu
Education Club	Informs students of current issues in the field of education.	Andrea Tochelli-Ward	tochelal@lemoyne.edu
Engineering Club	Provides support for those who wish to pursue career in engineering through field trips and guest speakers.	Stamatios Kyrkos	kyrkoss@lemoyne.edu

Syracuse University

A private research university in the heart of Syracuse, SU offers bachelors, masters, and doctoral degree programs. Also known for its thriving student life, it has many clubs to offer to the community. A few of these clubs have an environmental focus such as Students for Sustainability and the Geography Club, while others are focused more on service in general like the Rotary Club and Alpha Phi Omega.

Table 17. Syracuse University clubs.

Organization	Description	Contact Name	Email
Geography Club	Dedicated to fostering discussion on relationship between environment and society.	Scotti Koskinen	sjkoskin@syr.edu
Students of Sustainability	Students seeking to empower and to educate campus and local communities on most pressing environmental, economic, and social justice issues.	Shirley Dougherty	studentsofsustainabilityatsu@gmail.com
Rotaract Club	Students aiming to build connections within Syracuse area through service projects.	Karina Falconett	klcorcue@syr.edu
Alpha Phi Omega (APO)	Service fraternity founded on community service.	Hannah Gross	phipresidentapo@gmail.com
Office of Fraternity and Sorority Affairs	Works with chapters to enhance overall fraternity and sorority experience.	n/a	greeklife@syr.edu

Onondaga Community College

OCC is a two-year community college located roughly 4 miles from the City of Syracuse. The school offers a variety of programs including transfer agreements with over 50 higher education institutions. Many students plan to attend this school for two years and end up transferring to a four-year college. As OCC is a fairly small school, there were only two organizations that seemed to fit our project.

Table 18. Onondaga Community College clubs.

Organization	Description	Contact Name	Email	Alternate
Whole Earth Club	Participate and help plan campus events such as Earth Day and campus clean ups, while working to educate themselves and others on sustainability.	Sabrina Bottino	s.m.bottino@clasnet.sunyocc.edu	(315) 748-9396
Geology Club	Promotes geological inquiry outside the formal classroom and promotes awareness of geology by means of field trips and informal presentations.	David Richards	n/a	(315) 720-5320

SUNY College of Environmental Science and Forestry

SUNY ESF is the oldest and most distinguished institution focusing on the study of the environment, and also happens to be neighbors with Syracuse University. Most clubs listed in the table below are centered around environmental subjects with some focusing solely on service and community. Each club listed in Table 19 includes the current president contact information along with advisor contact information. Each of these clubs is involved in some form of service throughout the semester.

Table 19. SUNY ESF clubs.

Organization	Description	Advisor Contact	Advisor Email
Engineers Without Borders (EWB)	Devoted to implementing engineering projects as a means of improving quality of life around the world.	Timothy Morrin	thmorin@esf.edu
F.O.R.C.E.S.	Promotes stewardship projects through NYS Parks.	Jacob O'Connell	joconnell@esf.edu
S.E.E.C	Focused on increasing environmental awareness through on and off campus teaching and community building.	Maura Stefl	mhstefl@esf.edu
Acorns 2 Action	Connects local organizations in countries affected by natural disasters to the resources they need to rebuild their community.	Mark Lichtenstein	malichte@esf.edu
Conservation Biology Club	Focused on advancing science practices to conserve Earth's biological diversity.	Colin Beier	cbeier@esf.edu
Bob Marshall Club	Focuses on outdoor recreation activities including backpacking and camping.	Diane Kuehn	dmkuehn@syr.edu
Landscape Club	Sponsors Festival of Places and is connected to Department of Landscape Architecture.	Anthony Miller	ajmill01@esf.edu
Alpha Xi Sigma Honor Society (AXS)	Emphasizes academic excellence, community involvement and service.	Tom LeRoy	tjleroy@esf.edu

Summary

Being a part of clubs and organizations are some of the most crucial opportunities that college students have to further their education. Involvement allows students to expand their knowledge while gaining experience and participating in service to the surrounding community. Lemoyne College, OCC, Syracuse University, and SUNY ESF have a lot to offer to the Greater Syracuse Park system. From environmental restoration to service clubs, there is a lot of community support lying in these institutions. They have an array of capabilities ranging from science backgrounds to communications, to philanthropy and service. Each club has its own mission to help in the community, and is always looking for service opportunities.

LOCAL NON-FOR-PROFIT ASSESSMENT

Introduction

Not-for-profit organizations in Onondaga County were identified for this assessment. Tables 20 through 24 below exemplify the not-for-profit organizations inside Onondaga County that may be able to work with the Syracuse Parks in some way. These five categories include human services, community involvement, animals and the environment, arts and culture, and education. The mission statements and contact information are listed for each. Collaborations between the parks and these organizations can include a variety of events and activities such as fundraising, raising awareness, community outreach, and public performances.

Table 20. Not-for-profits in Onondaga County focused on **human services**.

Not-for-Profit	Mission Statement	Contact Information
Rescue Mission Alliance of Syracuse, New York	Share hope, end hunger and homelessness, change lives and strengthen communities one person at a time.	(315) 472-6251
All Faiths Food Pantry Inc.	For the charitable purposes of establishing a food pantry for collecting and re-distributing food to low-income and unemployed households, including food from sources other than the department of agriculture, to relieve situations of emergency and distress.	(315) 638-0749
Food Bank of Central New York	Serves as the main food distribution hub for hundreds of partner agencies that comprise the emergency food network in our eleven-county service region across central and northern New York.	Ms. Kathleen Stress (315) 437-1899
March of Dimes Foundation	Improve the health of babies by preventing birth defects, premature birth and infant mortality.	Ms. Laurie Farrell (315) 463-0700
Multiple Sclerosis Recourses of Central New York	Dedicated to creating awareness and providing resources to improve the lives of individuals with MS and their families.	Ms. Jessa Goss (315) 438-4790
Muscular Dystrophy Association	Committed to saving and improving the lives of kids and adults living with muscular dystrophy and related life-threatening diseases.	Mr. Tony Ortega (315) 451-8269

Table 20 (continued). Not-for-profits in Onondaga County focused on **human services**.

Not-for-Profit	Mission Statement	Contact Information
PEACE Inc.	Helping people in the community realize their potential for becoming self-sufficient.	Mr. Joseph O’Hara (315) 470-3300
The Samaritan Center	Committed to serving the hungry and those in need in order to promote their welfare dignity and self-sufficiency.	Ms. Mary Beth Frey (315) 472-0650
YMCA of Greater Syracuse Inc.	We focus our work in three key areas, because nurturing the potential of kids, helping people live healthier, and supporting our neighbors are fundamental to strengthening communities.	Mr. Mike Brown (315) 474-6851
YWCA of Syracuse and Onondaga County Inc.	Dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.	Ms. Fanny Villarreal (315) 424-0040

Table 21. Not-for-profits in Onondaga County focused on **community involvement**.

Not-for-profit	Mission Statement	Contact Information
Central New York Community Foundation Inc.	Encourages local philanthropy by supporting the growth of permanent charitable endowments for the betterment of the region.	Mr. Peter Dunn (315) 422-9538
International Center of Syracuse	We believe that building bridges across cultural and natural boundaries is a vital asset for peace making, reducing conflict, promoting interdependence, and cooperation in a shrinking global community.	Ms. Ruth Ragonese (315) 471-1222
Onondaga County Public Library Board	Prepares our community for a bright future by creating opportunities, empowering people, and inspiring ideas.	Ms. Gail Cox (315) 435-8533
Onondaga Free Library	Provide access to all for lifelong learning, innovative programs and services, and to promote the literacy and well-being of the community.	Ms. Susan Morgan (315) 492-1323

Table 22. Not-for-profits in Onondaga County focused on **animals and the environment.**

Not-for-profit	Mission Statement	Contact Information
Clean Communities of Central New York	Encourages local governments and organizations to form partnerships in the developing markets for alternative fueled vehicles.	Mr. Barry Carr (315) 443-1203
Friends of the Rosamond Gifford Zoo at Burnett Park	Provide support through funds dedicated to the welfare of the zoo’s animals, educational programs, and family-friendly facilities.	Ms. Janet Agostini (315) 435-8511
Central New York Cat Coalition Inc.	Our mission is to change the world for homeless and at-risk cats—four paws at a time. We are a 100% volunteer organization that depends on donations from people in the community who love animals.	(315) 289-2287
PAWS of Central New York Inc.	Dedicated to enriching the lives of people and animals through mutually beneficial interaction.	(315) 457-7622

Table 23. Not-for-profits in Onondaga County focused on **arts and culture.**

Not-for-profit	Mission Statement	Contact Information
United States Institute for Theatre Technology Inc.	Connects performing arts design and technology communities to ensure a vibrant dialog among practitioners, educators, and students.	(315) 463-6463
Syracuse Children’s Chorus Inc.	Creates collaborative experiences in which young people share their joy of singing, develop their sense of beauty and deepen their commitment to excellence through choral music education and performance.	(315) 478-0582
Onondaga Historical Association	Inspire people’s understanding that the history we share as a community is the foundation for our future together.	(315) 428-1864

Table 24. Not-For-Profits in Onondaga County focused on **education**.

Not-for-profits	Mission Statement	Contact Information
Proliteracy	Helps increase literacy skills for adults and their families by providing training and technical assistance and materials to local affiliates and to grassroots partners worldwide.	(315) 422-9121
On Point for College Inc.	Enroll low income, first generation youth in college through fostering their opportunity to attend college; facilitating their application process, sustaining their continued matriculation in college and helping them to transition to the work force after college graduation.	(315) 362-5003
Elmcrest Children’s Center	Our focus on Education, Employability, and Character Building demonstrates our commitment to providing youth in our care with the skills needed for them to be successful in the classroom, the workplace and in their community.	Mr. Joseph Geglia (315) 446-6250
Hillside Work Scholarship Connection	We partner with youth, adults and their families to provide individualized health, education and human services through an integrated system of care.	Mrs. Mallory Coleman (315) 706-2112

Summary

In summary, this assessment includes a list of all not-for-profits inside Onondaga County that have the potential to collaborate with the University Area parks. The not-for-profits included all work towards something that can be easily linked with Syracuse parks for the benefit of both the community and the organization.

PARTNERING WITH LOCAL BUSINESSES

Introduction

The university area parks are surrounded by a plethora of local businesses that are very involved in the Syracuse community. Many of these businesses are within walking distance of the university area parks and are locally owned and operated. Some of the largest fundraising events sponsored by local businesses are exclusively held at Thornden Park like the chili bowl festival and maple day. These events are great for the Thornden Park Association; however, it seems like many of the other parks in the university area are left out. With the opening of new businesses around the university area and the revitalization effort in Syracuse, there is a great opportunity for all of the university area parks to grow. Tables 25 through 28 below list the local businesses with the potential to build a mutually beneficial relationship with the University Area Parks.

Table 25. Local businesses related to fitness, recreation and well-being

Local Business	Description	Products/Services	Contact Information
Om Home	Yoga studio with class sessions	Health, fitness and mental well being	315-751-5335 120 Miles Ave, Syracuse, NY 13210
Morningside Yoga	Yoga studio with class sessions and 1 on 1 sessions	Health, fitness and mental well being	315-428-1278 1134 Westcott St, Syracuse, NY 13210
Excel Martial Arts Training Center	Dojo with class training sessions for all ages with variety of classes	Traditional karate, fitness training, sports martial arts, fight choreography, leadership development programs	315-506-5726 120 Julian Place #1, Syracuse, NY eljava1@yahoo.com
University Chiropractic and Natural Healing	Treatment center for skeletal pain, muscle therapy, deeper health issues and natural healing methods	Chiropractic sessions, step by step healing, natural cleansing, message therapy and acupuncture	315-422-HEAL 465 Westcott St, Syracuse, NY 13210

Table 25 (continued). Local businesses related to fitness, recreation and well-being

Local Business	Description	Products/Services	Contact Information
Onondaga School of Therapeutic Massage	Public massage clinic with reduced rates allowing students to practice and craft their skills	Full body deep tissue massage in 50 minute increments	315-424-1159 719 East Genesee St, Syracuse, NY 13210
Syracuse School of Dance	Teaching and training center for all types of dancing for all ages	Ballet, pointe, jazz, modern, tap, hip-hop and musical theater	315-472-0235 920 Euclid Ave, Syracuse, NY 13210
Wacheva Cultural Arts	Multicultural dance and arts studio	Dance drum and fitness programs	315-396-0748 117 Harvard Pl, Syracuse, NY 13210
Mello Velo Bicycle Shop and Cafe	Local Bicycle shop and cafe	Gear, repairs, rental, new and used bicycles as well as local coffee, food and drink	315-307-3104 790 Canal St Syracuse, NY 13210
Central Rock Gym	Indoor rock climbing facility and fitness center for all ages	Indoor rock climbing, fitness center and yoga for day use or yearly memberships and parties.	315-671-4450 600 North Franklin St, Syracuse, NY 13204
Dicks Sporting Goods	Large retail store with sporting equipment	Various selection of sporting gear, camping gear and apparel	315-802-0005 3469 Erie Blvd Spc 1, Syracuse, NY 13214

Table 26. Local restaurants, bars, cafés and markets.

Local Business	Description	Products/Services	Contact Information
Alto Cinco	Mexican restaurant	Food, drink, cocktails, beer and wine	315-422-6399 526 Westcott St, Syracuse, NY 13210
Otro Cinco	Mexican restaurant	Food, drink, cocktails, beer and wine	315-422-6876 206 South Warren St, Syracuse, NY 13210
The Mission	Mexican restaurant	Food, catering, drink, cocktails, beer and wine	315-475-7344 304 East Onondaga St, Syracuse, NY 13210
Las Delicias	Dominican and Puerto Rican Restaurant	Food and beverage	315-422-0208 522 Westcott St, Syracuse, NY 13210
Munjed's Middle Eastern Cafe	Middle eastern and Greek restaurant	Food, drink, cocktails beer and wine	315-425-0366 505 Westcott St, Syracuse, NY 13210
Asahi Japanese Restaurant	Japanese Restaurant	Sushi, drinks, beer and wine	315-424-8818 508 Westcott St, Syracuse, NY 13210
Bleu Monkey	Japanese Restaurant	Sushi, noodle bowls and bento boxes	315-474-0099 163 Marshall St, Syracuse, NY 13210
Sakana-Ya	Japanese restaurant with sushi conveyor belt	Sushi, wine, beer and sake	315-475-0117 215 Walton St Syracuse, NY 13202
Sweet Basil	Thai and Vietnamese restaurant	Thai and Vietnamese dishes, bubble tea and BYOB policy	315-751-5168 143 Marshall St, Syracuse, NY 13210
Lemon Grass	Upscale Thai Restaurant	Traditional Thai dishes, drinks, cocktails, wine and beer	315-475-1111 238 West Jefferson St, Syracuse, NY 13202
Kitty Hoynes	Traditional Irish Pub	Food, drink, cocktails beer and wine	315-424-1974 301 West Fayette St, Syracuse, NY 13202
Faegan's	Classic Irish Pub	Food, drink, cocktails beer and wine	315-472-4721 734 South Crouse Ave, Syracuse, NY 13210
Pastabilities	Modern style Italian Restaurant	Food, drink, cocktails beer and wine	315-474-1153 311 South Franklin St, Syracuse, NY 13202

Table 26 (continued). Local restaurants, bars, cafés and markets

Local Business	Description	Products/Services	Contact Information
Francesca's Cucina	Classic Italian Restaurant large outdoor seating	Food, drink, cocktails beer and wine	315-409-8848 545 North Salina St, Syracuse, NY 13208
Dinosaur BBQ	Old School BBQ restaurant	Food, drink, cocktails beer and wine occasional live music	315-476-4937 246 West Willow St, Syracuse, NY 13202
Empire Brewery	Local Craft Brewery and restaurant	Food, drink, cocktails beer and wine occasional live music	315-475-2337 120 Walton St, Syracuse, NY 13202
Varsity	Cafeteria style university restaurant	Food and beverage	315-478-1235 802 South Crouse Ave, Syracuse, NY 13210
Al's Wine and Whiskey lounge	Old school classic bar/lounge	Spirits, cocktails, wine and food	315-703-4773 321 South Clinton St, Syracuse, NY 13202
Funk and Waffles	Hip atmosphere with interesting waffle combinations	Food, drink, cocktails beer and wine and concert venue	315-474-1060 307-313 South Clinton St, Syracuse, NY 13202
Beer Belly Deli and Pub	Gastropub	Craft beers, food and trivia nights	315-299-7533 510 Westcott St, Syracuse, NY 13210
Wolff's Biergarten	Authentic German Style Pub	Beer, food and unlimited free peanuts	315-299-7789 106 Montgomery St, Syracuse, NY 13202
Strong Hearts Café	Vegan restaurant with exceptional milkshakes	Food, drinks and milkshakes	315-478-0000 719 East Genesee St, Syracuse, NY 13210
Original Grain	Healthy food and smoothies	Food, drinks and smoothies	315-299-5011 302 South Salina St, Syracuse, NY 13202
Recess Coffee	Great coffee and hip atmosphere	Coffee beverages, bakery items and sandwiches	315-410-0090 110 Harvard Place, Syracuse, NY 13210
Café Kubal	Great coffee shop	Coffee beverages, bakery items and sandwiches	315-299-8300 720 University Ave, Syracuse, NY 13210
Syracuse Cooperative Market	Local cooperative grocery store with local	Unique grocery items and to go sandwiches	315-472-1385 618 Kensington Rd, Syracuse, NY 13210

Table 26 (continued). Local restaurants, bars, cafés and markets.

Local Business	Description	Products/Services	Contact Information
Topps Friendly Market	Large chain grocery store	Large grocery store with bakery and beer selection	315-446-1652 620 Nottingham Rd, Syracuse, NY 13210
Graby's Mini Mart	Local corner convenient store	Snacks, supplies and beer	315-218-1464 748 Westcott St, Syracuse, NY 13210
Casa De 'Cuse	Local Convenient Store	Snacks, supplies and beer	315-299-8885 742 South Beech St, Syracuse, NY 13210

Table 27. Local retail stores.

Local Business	Description	Products/Services	Contact Information
Boom Babies	Local unique clothing store from formal to casual clothing	All forms of apparel and accessories	315-472-1949 489 Westcott St, Syracuse, NY 13210
Cluttered Closet	Boutique and antique consignment shop	Used and antique clothing and accessories	315-800-3542 742 South Beech St, Syracuse, NY 13210
Urban Outfitters	Large retail brand clothing store	Clothing and accessories	315-422-4143 223 Walton St, Syracuse, NY 13202
Sound Garden	Hip music shop with movies	Vinyl records, CDs, DVDs and accessories	315-473-4343 310 West Jefferson St, Syracuse, NY 13202
Ish Guitars	Unique guitars	Guitars, amps and other musical equipment	315-447-3242 410 South Franklin St, Syracuse, NY 13202
Indie Kids	Hip and edgy kids clothing store	Kids clothing store occasionally hosting activities like yoga and magicians	315-956-9815 264 ½ West Jefferson St, Syracuse, NY 13202
Jet Black	High end women's fashion	Modern upscale clothing, shoes and accessories	315-475-9601 129 Walton St, Syracuse, NY 13202
Showoffs Boutique	High end women's fashion	Modern upscale clothing, shoes and accessories	315-439-8908 270 West Jefferson St, Syracuse, NY 13202
Kenn Kushner Designs	Handmade designer Jewelry	Unique jewelry, rings, necklaces, bracelets	315-475-7510 134 Walton Street Suite 203, Syracuse, NY 13202
Accents of Armory Square	Unique jewelry and accessories	Jewelry, watches handbags, scarves	315-373-0968 121 Walton St, Syracuse, NY 13202

Table 28. Local area hotels

Local Business	Description	Products/Services	Contact Information
Genesee Grande Hotel	Large elegant hotel	157 rooms Full service restaurant and bar	315-476-4212 1060 East Genesee St, Syracuse, NY 13210
Parkview Hotel	Small boutique historic hotel	83 rooms restaurant, bar and free breakfast	315-701-2600 713 East Genesee St, Syracuse, NY 13210
Hotel Skyler	Historic Building LEED Certified Hotel	58 room snack shop and bar	315-701-2613 601 South Crouse Ave, Syracuse, NY 13210
Sheraton Syracuse University Hotel and	Large hotel next to Syracuse University	235 rooms Full service hotel and bar	315-475-3000 801 University Ave, Syracuse, NY 13210
Crowne Plaza Syracuse	Large hotel unique shape and tall building with great view	114 rooms Full service restaurant and bar	315-479-7000 701 East Genesee St, Syracuse, NY 13210
Marriott Syracuse Downtown	Large hotel in a beautiful historic building	256 rooms Full service restaurant and bar	315-474-2424 100 East Onondaga St, Syracuse, NY 13202
Courtyard by Marriott	Large modern style hotel	102 rooms Indoor pool and free Wi-Fi	315-422-4854 300 West Fayette St, Syracuse, NY 13202
Residence Inn by Marriott	Large modern style hotel	100 rooms Extended stay hotel with indoor pool	315-422-4864 300 West Fayette St, Syracuse, NY 13202
Jefferson Clinton Hotel	Smaller Boutique Hotel in historic building	68 rooms and Free breakfast	315-425-0500 416 South Clinton St, Syracuse, NY 13202

Summary

The University Area parks only have limited working relationships with local businesses at this time. The businesses that are established seem to be focusing on Thornden Park instead of working with all the parks in the area. The many local businesses in the University area offer plenty of opportunities to establish working relationships that will benefit both the businesses and the parks. The opening of new businesses throughout Syracuse in recent years will give these businesses a great opportunity for promoting their name and brand.

WORKING WITH GOVERNMENT AGENCIES

Introduction

Government agencies play major roles in their surrounding communities. While they have their own missions that they strive to achieve, they can be involved in many aspects of community development and improvement. They also typically possess the resources (monetary and non-monetary), knowledge, and professional experience necessary to contribute towards the betterment of the community. There are many local agencies in the central New York region, some of which could potentially collaborate or provide support to the University Area Parks in the future for future programs or events hosted in the parks, technical support for these events or programs, or other forms of support towards the general management, maintenance, and overall improvement of these parks. The four tables below list potential government agencies on the federal, state, county, and city levels respectively that could become involved with the University Area Parks, or, if already involved, can become even more engaged. The tables also provide the official mission statements or purposes of each agency along with the contact information of representatives for the purpose of future communication.

Table 29. Federal government agencies.

Agency/Organization name	Mission or Purpose	Contact Information
US Fish & Wildlife Service (USFWS)	To work with others to conserve, protect and enhance fish, wildlife and plants and their habitats for the continuing benefit of the American people	New York Field Office (607) 753-9334 FW5ES_NYFO@fws.gov
US Geological Survey (USGS)	To provide reliable scientific information to describe and understand the Earth; minimize loss of life and property from natural disasters; manage water, biological, energy, and mineral resources; and enhance and protect our quality of life.	New York Water Science Center Ithaca Program Office (607) 266-0217
US Environmental Protection Agency (EPA)	To protect human health and the environment.	Hudson River Field Office 187 Wolf Rd, Albany, NY 12205 Phone: (518) 407-0400
United States Forest Service	To sustain the health, diversity, and productivity of the Nation’s forests and grasslands to meet the needs of present and future generations...by providing technical and financial assistance to cities and communities to improve their natural environment by planting trees and caring for their forests. “Caring for the Land and Serving People”	Northern Research Station 11 Campus Blvd., Suite 200 Newtown Square, PA 19073 (610) 557-4017

Table 30. New York State government agencies.

Agency/Organization name	Mission or Purpose	Contact Information
Department of Environmental Conservation (Region 7)	To conserve, improve and protect New York's natural resources and environment and to prevent, abate and control water, land and air pollution, in order to enhance the health, safety and welfare of the people of the state and their overall economic and social well-being.	Matthew Marko Regional Director (315) 426-7403 Syracuse Main Office 615 Erie Blvd. West Syracuse, NY 13204 (315) 426-7400
New York State Parks Recreation & Historical Preservation	To provide safe and enjoyable recreational and interpretive opportunities for all New York State residents and visitors and to be responsible stewards of our valuable natural, historic and cultural resources.	Central Region Office 6105 E Seneca Turnpike Jamesville, NY 13078 (315) 492-1756
New York Department of State (DOS)	To make strategic investments to revitalize communities and spur economic growth. To benefit communities, assist local tourism efforts and to protect the State's environment.	Division of Local Government Services (518) 473-3355 1 (800) 367-8488

Table 31. Onondaga County government agencies.

Agency/Organization name	Mission or Purpose	Contact Information
Onondaga County Parks and Recreation	To care for the physical features of parks and the lands they occupy, to offer an exciting and ever changing array of programs, services and facilities to the community and guests, and to strive to make everyone's experience in their parks exceptional and positive.	William Lansley Commissioner parks@ongov.net 315-451-7275
Syracuse-Onondaga County Planning Agency (SOCPA)	Our mission is to provide and promote effective planning by the County and its City, towns and villages.	Director Dan Kwasnowski (315) 435-2913 Division of City Planning (315) 448-8160
Onondaga Office of the Environment	Maximizing effective and efficient management with regard to environmental concerns.	John H. Mulroy Civic Center 421 Montgomery Street, 14th Floor Syracuse, NY 13202 (315) 435-2647
Onondaga Department of Facilities Management	To operate, maintain and renew Onondaga County facilities, using quality workmanship and materials to ensure a safe, functional, attractive and efficient environment for staff and the public to enjoy.	Archie Wixson Commissioner archiewixson@ongov.net (315) 435-3451
Onondaga County Department of Water Environment Protection	To protect and improve the water environment of Onondaga County in a cost-effective manner ensuring the health and sustainability of our community and economy. Their vision is to be a respected leader in wastewater treatment, stormwater management, and the protection of our environment using state of-the-art, innovative technologies and sound scientific principles as their guide.	650 Hiawatha Blvd West Syracuse, New York 13204 (315) 435-6820 (315) 435-2260

Table 32. City government agencies in Syracuse, New York.

Agency/Organization name	Mission or Purpose	Contact Information
The Syracuse Department of Parks, Recreation & Youth Programs	To cultivate and sustain leisure programming while providing attractive parks that will enrich the quality of life, for all residents and visitors, as well as preserve it for future generations. The Syracuse Parks Department is responsible for coordinating, administering, and staffing a variety of recreational, support, and special events programs.	Julie LaFave Commissioner (315) 473-4330 ext. 3016
The Syracuse Bureau of Planning and Sustainability	Responsible for the planning, coordination and execution of the Mayor’s sustainability initiatives, major planning and urban design projects	Rebecca Klossner Sustainability Coordinator (315) 448-4741 Owen Kerney Assistant Director for City Planning okerney@syrgov.net (315) 448-8110 Kate Auwaerter Preservation Planner/Public Art Coordinator kauwaerter@syrgov.net (315) 448-8108
Syracuse Department of Public Works (DPW)	Among other components, part of their mission is to manage the city’s parks.	Jeremy Robinson Commissioner (315) 448-CITY (2489)
Syracuse Department of Water	Responsible for constructing, maintaining and operating all necessary and desirable facilities for the supply and distribution of a safe, potable water supply for the City of Syracuse	Water Administration/Engineering Offices (315) 448-8340 WaterOperations@syrgov.net

Summary

Overall, there are many governmental organizations on the federal, state, county, and city level with which the Syracuse University Area Parks can communicate and collaborate in the future. Therefore, there is great potential to receive various forms of assistance and support necessary to further improve and manage the University Area Parks and its future programs and events.

EMERGENCY SERVICES & VISITOR SAFETY ASSESSMENT

Introduction

Having emergency services readily available within the City of Syracuse is important for visitor and staff safety inside the University Area parks. Many of the emergency services offered are located a few blocks away from most of the parks, which insures a fast and efficient response time to emergency situations. Services such as hospitals, fire departments, and police stations are located near the University Area and arrive within minutes of being contacted. Other helpful services such as car and bicycle repair shops are conveniently located near Erie Boulevard which is under three miles from most of the University Area parks. Even though there is a sufficient amount of emergency services located outside of the University Area parks, safety concerns and risks within the parks should be addressed wherever possible. Combining the abundance of emergency services around the City of Syracuse with safety precautions within the parks is essential for a safe and enjoyable experience for the visitors.

Transportation repair

Car service stations. The City of Syracuse offers a wide variety of car repair shops within three miles of most of the University Area parks. Services offered include simple tune ups to full body collision repairs. A few shops specialize in auto glass damage and body paint touch ups. Table 33 displays a wide range of auto repair shops located around the City of Syracuse that could cater to visitors to the University Area parks.

Table 33. Contact information and addresses for car repair shops in the City of Syracuse.

Name	Address	Phone Number
Chris' Automotive Repair Services	6312 E Molloy Rd, East Syracuse, NY 13057	(315) 437-5648
Masello's Auto Service	1201 Burnet Ave, Syracuse, NY 13203	(315) 471-2223
K & C Auto Body and Service	1207 Willis Ave, Syracuse, NY 13204	(315) 468-0315
Jorge's Auto Repair	2309, 637 W Genesee St, Syracuse, NY 13204	(315) 478-3355
B & T Auto Service	322 Butternut St, Syracuse, NY 13208	(315) 422-3501
Autotech of Syracuse	901 Burnet Ave, Syracuse, NY 13203	(315) 474-2100
Davco Performance Automotive	102 Catawba St, Syracuse, NY 13208	(315) 422-1100
ST Foreign Auto	415 E Brighton Ave, Syracuse, NY 13210	(315) 478-2161
John Fehlman & Son Auto Service	2612 Burnet Ave, Syracuse, NY 13206	(315) 437-8456
Walt's Automotive Service	238 West Genesee Street, Syracuse, NY 13202	(315) 472-5880
Glisson's Automotive	3004 E Genesee St, Syracuse, NY 13224	(315) 410-0078
Firestone Complete Auto Care	711 Erie Blvd E, Syracuse, NY 13210	(315) 314-5417
Rudy Schmid Total Car Care	228 Hiawatha Blvd, Syracuse, NY 13208	(315) 422-8879
Hobbs Auto	102 Grand Ave, Syracuse, NY 13204	(315) 313-7177
Upstate Import Auto Repair Syracuse	2221 Erie Blvd E, Syracuse, NY 13224	(315) 445-2277
J. P. Auto Collision	3318 Burnet Ave, Syracuse, NY 13206	(315) 463-1280
Nu- Look Collision Syracuse	638 W Genesee St, Syracuse, NY 13204	(315) 471-8521

Bicycle repair shops. Many people who visit the University Area parks travel by bicycle to get from place to place. Although there are many bicycle users within the City of Syracuse, there are currently only three bicycle repair shops located within blocks of the University Area parks (Table 34). Having the repair shops located a convenient distance from the area where the visitor is using the bicycle is important.

Table 34. Contact and address information of bicycle repair shops available to the University Area parks' visitors.

Name	Address	Phone Number
Syracuse Bicycle	2540 Erie Blvd E, Syracuse, NY 13224	(315) 446-6816
Advance Cyclery	118 Seeley Rd, Syracuse, NY 13224	(315) 449-2453
Mello Velo Bicycle Shop & Cafe	790 Canal St, Syracuse, NY 13210	(315) 307-3104

Emergency services

Fire departments. Several fire departments are located around the City of Syracuse which respond daily to emergencies. The Syracuse Fire Department is the main fire department for the city, covering a 25-square-mile area of the city which includes all of the University Area parks (City of Syracuse Department of Fire, 2009). Table 35 lists the contact information and addresses of the main city fire department and several other stations that would respond during an emergency.

Table 35. Contact and address information of fire departments within the City of Syracuse.

Name	Address	Phone Number
Syracuse Fire Department	511 S State St # 607, Syracuse, NY 13202	(315) 473-5525
Station 1	900 S State St, Syracuse, NY 13202	none listed
Station 10	2030 E Genesee St, Syracuse, NY 13210	none listed
Station 8	2412 S Salina St, Syracuse, NY 13205	none listed

Police stations. The City of Syracuse has several police departments located near the University Area. The Syracuse Police Department has several locations and phone numbers available for emergency and non-emergency calls. The non-emergency numbers are listed in Table 36, as 911 contacts the police stations within the Syracuse City area with an automatic emergency status.

Table 36. Location and contact information for the police departments within the City of Syracuse.

Name	Address	Phone Number
Syracuse Police Department	511 S State St, Syracuse, NY 13202	(315) 442-5111
Syracuse Police Department	800-14 E Genesee St, Syracuse, NY 13210	(315) 478-0445
Syracuse Community Police Center	4141 S Salina St, Syracuse, NY 13205	(315) 492-3080
Eastside Community Police Center	473 Westcott St, Syracuse, NY 13210	(315) 472-0528
Syracuse University Department of Public Safety	Sims Hall, 130 College Place 005, Syracuse, NY 13210	(315) 443-2224

Hospitals. Many of the hospitals within the City of Syracuse are conveniently located a few blocks from most of the University Area parks. Table 37 displays the contact and address information of the main hospitals that visitors are taken to in an emergency situation. The hospitals are a short drive from all of the parks and ensures an immediate response to a situation within the parks.

Table 37. List of hospitals within the City of Syracuse and their non-emergency contact and address information.

Name	Address	Phone Number
St Joseph's Hospital Health Center	301 Prospect Ave, Syracuse, NY 13203	(315) 448-5111
Crouse Hospital	736 Irving Ave, Syracuse, NY 13210	(315) 470-7111
Golisano Children's Hospital	1 Childrens Cir , Syracuse, NY 13210, E Adams St, Syracuse, NY 13210	(315) 464-5437
Upstate Health Care Center	4900 Broad Rd, Syracuse, NY 13215	(315) 492-5011

Urgent care facilities. Most of the urgent care facilities located within the University Area are directly associated with the larger hospitals. This allows for patients' situations to be ranked and best handled at the appropriate facility. Table 38 lists urgent care facilities that are connected with larger hospitals and help respond to situations that need immediate care.

Table 38. Contact and address information of urgent care facilities located within the City of Syracuse.

Name	Address	Phone Number
Crouse Hospital Prompt Care	739 Irving Ave, Syracuse, NY 13210	(315) 470-2951
SUNY Upstate Medical University : Department of Emergency Medicine	550 E Genesee St #200, Syracuse, NY 13202	(315) 464-4363

Ambulance services. The City of Syracuse offers a variety of ambulance services that would be able to respond to parks within the University Area. Table 39 displays the contact and address information for a few of the most utilized ambulance services. The Syracuse University Ambulance service is a cheaper alternative for Syracuse University students to utilize (Syracuse University Ambulance, 2018).

Table 39. Location and contact information for various ambulance services located within the City of Syracuse.

Name	Address	Phone Number
TLC Ambulance Services	638 Burnet Ave, Syracuse, NY 13203	(315) 422-5911
Syracuse University Ambulance	100 College Pl Suite 006, Syracuse, NY 13210	(315) 443-4566
Able Medical Transportation, Inc.	1543 S Salina St, Syracuse, NY 13205	(315) 472-3393
Century Medical Transport	1357 S Salina St, Syracuse, NY 13202	(315) 455-2965
Cathedral Emergency Services	264 E Onondaga St, Syracuse, NY 13202	(315) 424-1876

Park safety

Visitor and staff safety within the parks is an important aspect to maintain. Many of the parks within the University Area have established ways for visitors to travel there safely such as cross walks, bike paths, and well-lit sidewalks. Additionally, there are many rules and regulations signs posted at the entrances of each park that help visitors understand the expectations for their behaviors within the parks. Many of the parks also try to accommodate ADA regulations to ensure that a wide range of visitors can safely enjoy the parks.

Although many emergency services exist outside the boundaries of the parks, there are no immediate services available within the parks. The lack of staff/volunteers means that there is no one permanently at the parks to respond to emergencies which forces visitors to seek help elsewhere. Additionally, there are no first aid or medical stations at the parks at all times; first aid kits are only present when athletic games are in session. Lighting within the parks is also poor and allows for crime and illegal behavior to occur once it turns dark. Even though many of

the parks do have rules signs posted, many are faded and abused to the point where they are almost unreadable. Some parks have immediate safety concerns such as dangerous holes in walking areas, broken equipment, and dangerous debris such as needles.

Summary

Visitors to the University Area parks have many options available for emergency services which are conveniently located a few blocks away. Emergencies within the Syracuse Area are usually responded to within a few minutes and major situations are handled through the extensive services available. There are not many emergency services available for visitors to utilize within the parks which raises some concern, and many of the parks have immediate safety issues that need to be dealt with. However, with regular maintenance and monitoring of the parks, visitors and staff can have an enjoyable experience at the University Area parks.

ORGANIZATION STRUCTURE AND STAFFING ASSESSMENT

Introduction

The parks and greenspaces in the University Area are owned by either the City of Syracuse or are under private ownership. The management of these spaces is rather complex and involves many different agencies, organizations, and individuals who work together to provide well-managed parks and greenspaces for the residents of Syracuse and the surrounding areas. This assessment will examine the responsibilities of those involved with the parks' management, the organizational structure of the City of Syracuse Department of Parks, Recreation and Youth Programs, and the Friends Groups and volunteers associated with the parks in the University Area. The assessment will also examine the benefits and potential limitations associated with current staffing and volunteers within the University Area parks.

Organizations involved with park management

All of the Syracuse University Area parks and greenspaces are either privately owned or are owned by the City of Syracuse. Ownership of the different parks and greenspaces can be seen in Table 40. Private ownership of Oakwood Cemetery, Morningside Cemetery, the sports fields associated with Syracuse University, and the quarry lands mean that the individual private owners, Syracuse University, and Hanson Aggregates North America are responsible for their management, respectively. The areas owned by the City of Syracuse are managed by a variety of agencies and organizations, including city departments, friends groups, and neighborhood associations. While the city departments such as the Department of Parks, Recreation and Youth Programs, the Department of Public Works, the Department of Engineering, and the Syracuse Water Department are responsible for actions such as routine maintenance, inspections, repairs, capital improvements, permitting, and the enforcement of rules and regulations, the Friends Groups, neighborhood associations, and other volunteer groups aid with aspects such as gardening, park and neighborhood advocacy, fundraising, team sports, festivals, and other events within the parks. More detail regarding responsibilities is provided in Table 41.

Table 40. Owners and organizations associated with the University Area parks

Name of Park or Greenspace	Owner	Volunteer Organizations
Comfort Tyler Park	City of Syracuse	Outer Comstock Neighborhood Association
Barry Park	City of Syracuse	University Neighborhood Preservation Association
Sherman Park	City of Syracuse	Sherman Park Association
Thornden Park	City of Syracuse	Thornden Park Association
Walnut Park	City of Syracuse	N/A
Westminster Park	City of Syracuse	N/A
Loguen Park	City of Syracuse	N/A
Morningside Park and Adjacent Property	City of Syracuse	Morningside Cultural Trail Group
Oakwood Cemetery	Private Ownership	Historic Oakwood Cemetery Preservation Association
Morningside Cemetery	Private Ownership	N/A
Syracuse University Sports Fields	Syracuse University	N/A
Quarry Lands	Hanson Aggregates North America	N/A
Golf Courses	City of Syracuse	N/A

Table 41. Responsibilities of the City of Syracuse and organizations for the University Area parks.

City of Syracuse	Organizations
Trash pick-up	Fundraising
Bathroom cleaning and supplying	Grants research, writing, and implementation
Mowing/grounds maintenance	Grounds maintenance/beautification
Snow removal	Park and neighborhood advocacy
Capital improvements	Team sports
Safety inspections	Special events/programming
Repairs	Community gatherings
Permitting	
Enforcement of rules and regulations	

Structure of the City of Syracuse Department of Parks, Recreation and Youth Programs

The City of Syracuse Department of Parks, Recreation, and Youth Programs is responsible for providing recreation for city residents by coordinating, administering, and staffing many recreational activities and events, as well as overseeing and managing the city parks (City of Syracuse, n.d.). The Department has four main divisions: Administration Bureau, Bureau of Parks, Division of Recreation, and Division of Dog Control. Within the Administration Bureau is the Office of Graphics, Murals, & Crafts Development, the Office of Park Planning and Development, and the Office of Administration which includes Budgeting, Personnel/Payroll, Purchasing, the Commissioner's Office, and Payable/Receivables. The Bureau of Parks includes the Division of Forestry and the Division of Grounds Maintenance which work together to manage and maintain the parks. The Division of Recreation includes the Division of Adult Programs & Ice Rinks, the Division of Aquatics, the Division of Golf, the Division of Senior Programs, the Division of Special Events, and the Division of Youth Programs, which are primarily volunteer run. The final division is the Dog Control Division. These divisions all report to the Deputy Commissioner who then reports to the Commissioner of the Department.

Friends Groups, volunteers, and training

There are many Friends Groups, neighborhood associations, informal organizations, and individual volunteers who continually provide support for the University Area parks. The work that these groups do is vital to the success of the parks.

Friends groups. There are two 501(c)(3) non-profit Friends Groups associated the parks in the University Area. These two groups are the Thornden Park Association which is part of the University Neighborhood Preservation Association, and the Outer Comstock Neighborhood Association which is responsible for Comfort Tyler Park. The Thornden Park Association promotes increased use of Thornden Park by maintaining its historic integrity, advocating for it, and revitalizing it (Thornden Park, n.d.). This is done through a number of member efforts including gardening/weeding/clearing, installation of equipment and amenities, maintenance of the lily pond, and events such as Shakespeare-in-the-Park, Discovery Camps, Maple Festivals and Chili Bowl Festivals. The Outer Comstock Neighborhood Association's mission is to promote and preserve a pleasant, safe, attractive, and healthy neighborhood, which includes tending to Comfort Tyler Park through maintenance and improvements (OCNA, n.d.).

Volunteers. There are many individuals and groups throughout the University Area who volunteer at the parks. The University Neighborhood Preservation Association has a volunteer group associated with Barry Park called the Barry Park Association. This is not a designated 501(c)(3) non-profit group, but the members organize potlucks, annual fun runs, and sports events at Barry Park (UNPA, n.d.). The Morningside Cultural Trail Group is a group of volunteers who monitor Morningside Park, advocate for the park, maintain the trails, and recruit other volunteers to aid with trail management. The E.M. Mills Rose Garden in Thornden Park is cared for by the Syracuse Rose Society which is the oldest rose society in continuous existence in the United States (Syracuse Rose Society, n.d.). Volunteers maintain the garden every Wednesday morning from April to November. The sports leagues throughout the parks are overseen by the Syracuse Department of Parks, Recreation and Youth Programs, but all coaches and administrators are volunteers. Morningside and Oakwood cemeteries also utilize community volunteers, often during the spring and summer months due to nicer weather. The CommuniTree

Stewards program is a volunteer based partnership run by the Syracuse Department of Parks, Recreation and Youth Programs and Cornell Cooperative Extension that not only involves planting and caring for trees throughout the parks, but also educates volunteers through hands-on and technical experiences (Cornell Cooperative Extension, n.d.). For events like Earth Day Clean-Up's, numerous park associations and groups coordinate volunteerism of students and other volunteers. There are various other small volunteer actions and events/programs throughout the parks; these are the volunteer efforts that occur most consistently and are highly recognized by the local community.

Training. The only volunteer program of the ones discussed above that requires training is the CommuniTree Stewards program. For this program, there is a required training course for new volunteers which takes place in the spring of each year and includes both in-class and field training (Cornell Cooperative Extension, n.d.). After becoming a trained steward, volunteers are able to assist with tree planting projects throughout the Syracuse University Area parks and greater Syracuse area.

Benefits and limitations of staff and volunteers

There are several benefits associated with having staff and volunteers consistently work to manage and improve the parks. With their expertise, community members can feel confident that the parks will be well maintained and remain attractive to the local community. Regarding volunteers, the many individuals who choose to donate their time and effort to the parks are highly valued and indispensable. A limitation to staffing is the number of employees, as much of the work to manage all of the parks, including those in Syracuse that are outside the University Area, is dependent on a select few. Some limitations to volunteer efforts in the parks include the lack of volunteer training programs and the difficulty of finding information about volunteer efforts in each of the parks.

Summary

The University Area parks would not be the same without the dedicated staff and community members who care for them. The staff members of many departments of the City of Syracuse are necessary for general management, maintenance, and repairs while Friends Groups, neighborhood associations and other volunteers take care of other aspects of the parks' success, such as event planning and fundraising. More staff would be beneficial to the longevity of the parks, although the Friends Groups and other volunteers do a great job at filling in the gaps as well as completing extra projects for the parks. As long as a functional balance can be maintained between staff and the Friends Groups and volunteers, the parks will continue to be well managed and maintained spaces throughout the City of Syracuse.

GRANTS AND FUNDING SOURCES ASSESSMENT

Introduction

This chapter outlines the major sources of funding for the University Area Parks, and the significant uses of those funding sources. The majority of the financial support is from the City of Syracuse, but there are grants from other organizations that help fund the park maintenance and programming that is described in previous chapters of this report. This chapter is organized by the groups that work in the University Area parks and receive funding of note – first the governmental agency in Syracuse and then the non-governmental organizations. Finally, this chapter provides an assessment of the fiscal limitations of the University Area parks system.

Governmental agency: Syracuse Dept. of Parks, Recreation, and Youth Programs

The Department of Parks, Recreation, and Youth Programs manages more than 1,000 acres of parks in the city of Syracuse, which includes all of the University Area parks in this report (City of Syracuse, n.d.). As such, its sources of funding are of paramount importance, and are outlined in Table 1. Its main operating expenses are allocated through the Syracuse City Budget. Capital projects (i.e., projects that take more than one year to complete) are financed through the City of Syracuse's Capital Improvement Plan.

The department is projected to raise \$633,400 in revenue from the three cost centers included in Table 42 – Parks Administration, Ground Maintenance, and Recreation and Programming (City of Syracuse, 2017). As such, it heavily relies on tax dollars and other revenue streams to operate each year in exchange for the benefits these spaces provide residents. The main sources of revenue generated by the department are from CPR lessons, pool rentals, golf green fees, sports fees for field usage, and summer programs. Many of these fees are offered at a lower cost to Syracuse residents, thus incentivizing local use of the park facilities (City of Syracuse, 2017).

Departmental leadership. In June of 2018, Julia LaFave was appointed as Commissioner of the department following the resignation of the former commissioner. LaFave has more than fifteen years of experience in recreation and parks management and hopes to instill new administrative and management practices in the department (Baker, 2018).

Table 42. Syracuse Department of Parks, Recreation, and Youth Programs funding

Source of funding	Funding amount	Funding use	Contact information
Syracuse City Budget	\$587,271	Parks Administration	Office of Management & Budget: Budget@SyrGov.net
Syracuse City Budget	\$3,782,241	Ground Maintenance	Office of Management & Budget
Syracuse City Budget	\$3,929,803	Recreation and Programming	Office of Management & Budget
Syracuse City Capital Projects Fund	\$892,000	Park Facility Improvements; Playground Safety Improvements; Park Road and sidewalk paving; Urban forest restoration; Tree replacement; Court Improvements Equipment; Motor Vehicles	Office of Management & Budget
Dormitory Authority of the State of New York	\$100,000	Thornden Park Amphitheater Improvements	DASNY Corporate Headquarters; (518) 257-3000 (office)
Syracuse City Capital Projects Funds; NYS State Senate	\$250,000	Pool and Fountain Improvements	Office of Management & Budget

Non-governmental funding sources

The other sources of funding outlined in this chapter come from non-governmental organizations. These funding sources are for specific projects and uses, rather than general maintenance and upkeep of the parks, which is covered by funding from the city.

Thornden Park Association. This is a 501(c)(3) non-profit organization. Its mission is to restore and protect Thornden Park, which is a 76-acre park that is the largest of the parks in the University Area. It is listed in the State and National Registry of Historic Places (TPA, n.d.). The park has numerous attractions, including a swimming pool, football field, tennis courts, basketball course, rose garden, and bike and walking paths. Some expenses to maintain these attractions are covered by funds from the Thornden Park Association (Kiva Van DerGeest, Personal Communication, 2018). The relevant budgetary information for the Thornden Park Association is included in Table 43.

Table 43. Thornden Park Association funding

Source of funding	Funding amount	Funding use	Contact information
Event: Chili Fest	\$1,300	TPA Activities and special projects	Kiva Van DerGeest kavander@syr.edu
Event: Garden Tours	\$1,600	TPA Activities and special projects	Kiva Van DerGeest
Member dues and donations	~\$2,500	TPA Activities and special projects	Kiva Van DerGeest
Grant: Tomorrow's Neighborhoods Today (annual)	\$500 to \$2,000	Specific projects; Rubberized floor in the Carriage House (2015)	Tina Zagya TZagya@SyrGov.net
Grant: University Neighborhood Service Agreement Advisory Committee	\$25,500	New outdoor exercise equipment (2016); Park column restoration and lighting (2019)	Rebecca Shaffer Mannion, director@unpa.net

Morningside Cultural Trails. The friends group that monitors Morningside Park does not have a formal financial plan and has not received any grant funding. Its expenses are covered by neighborhood groups as either directed donations of funds or in-kind work. The group is considering applying to sources of grant funding for specific and long-term projects in the near future (Paul Harvey, Personal Communication, 2018).

University Neighborhood Preservation Association. This is a 501(c)(3) non-profit organization whose mission is to attract homebuyers in the University Area, namely through loan assistance for homebuyers and home improvement projects. It also works with local groups to ensure that the University Area is a great place to live. Its main funding comes from an agreement with Syracuse University and other tax-exempt organizations to pay the city of Syracuse \$7M over five years (Rebecca Shaffer Mannion, Personal Communication, 2018). Its main sources of funding are outlined in Table 44.

Table 44. University Neighborhood Preservation Association funding

Source of funding	Funding amount	Funding use	Contact information
Syracuse University agreement with City of Syracuse	\$149,000	Programs and Projects	Rebecca Shaffer Mannion, director@unpa.net
Recapture Funds	\$20,000	Programs and Projects	Rebecca Shaffer Mannion, director@unpa.net
Grant: NYS, Environmental Protection Fund	\$200,000	Babcock-Shattuck Home Restoration (2011)	Bureau of Contracts and Grant Development 518-402-9240

Outer Comstock Neighborhood Association. This volunteer group is a 501(c)(3) non-profit organization that helps to maintain the Outer Comstock Neighborhood and Comfort Tyler Park (Khristopher Dodson, Personal Communication, 2018). It has received a few external sources of funding to do this work (Table 45).

Table 45. Outer Comstock Neighborhood Association funding

Source of funding	Funding amount	Funding use	Contact information
Grant: Tomorrow's Neighborhoods Today (every 2 years)	\$2,000	Special Projects	Tina Zagyva, TZagyva@SyrGov.net
Grant: Parks Conservancy (2013)	\$750	Special Projects	SPC Education Committee sunnycrestparks@aol.com
Grant: University Neighborhood Service Agreement Advisory Committee	\$500	Garden Maintenance in Comfort Tyler Park, work was done by Onondaga Earth Corps	Rebecca Shaffer Mannion, director@unpa.net

Westcott neighborhood groups. The Westcott neighborhood is at the heart of the University Area parks system, and there are a few groups that have received funding to improve and maintain the area, as well as to host events for residents (Grant Johnson, Personal Communication, 2018). These groups and their funding sources are outlined in Tables 46 and 47.

Table 46. Westcott Neighborhood Association funding

Group	Source of funding	Funding amount	Funding use	Contact information
Westcott Neighborhood Association	Membership Dues (annual)	~\$600	Marketing, maintain the website, and other small initiatives	Grant Johnson wna@westcottsyr.com
Westcott Neighborhood Association	Grant: University Neighborhood Service Agreement Advisory Committee (2017)	\$27,500	Neighborhood signage, Bench at South Beech and Westcott Streets, Bus shelter at Westcott and Euclid	Rebecca Shaffer Mannion, director@unpa.net
Westcott Neighborhood Association	Grant: University Neighborhood Service Agreement Advisory Committee (2019)	\$27,000	Replacement, fabrication and installation of new trash and recycling receptacles	Rebecca Shaffer Mannion, director@unpa.net
Westcott Neighborhood Association	TNT and Tupper Property Management's Lively-hood foundation (2017)	\$5,000	Westcott neighborhood planters	Tina Zagya, TZagya@SyrGov.net n/a for TPM

Table 47. Other Westcott neighborhood group funding

Source of funding	Funding amount	Funding use	Contact information	Source of funding
Westcott Area Cultural Coalition	Grant: University Neighborhood Service Agreement Advisory Committee (annual)	\$750	Westcott Street Cultural Fair	Rebecca Shaffer Mannion, director@unpa.net
Westcott Community Center	Grant: University Neighborhood Service Agreement Advisory Committee (2019)	\$500	Westcott Community Center Programming	Rebecca Shaffer Mannion, director@unpa.net

Assessment and Limitations

The financial information for the Department of Parks, Recreation, and Youth Programs is readily available, but the funding outlined in the Syracuse City Budget does not differentiate between parks managed by the department. As this is the only organization that oversees all of the parks considered in this report, there is no formal organization that focuses solely on the parks in the University Area. As such the groups included in this chapter are distinct and dispersed in their focus. Moreover, the majority of the non-governmental organizations either do not have or could not share financial statements or operating budgets, making it difficult to fully assess the fiscal plans for the organizations managing and maintaining the parks in the university area. However, there is a lack of long-term financial and coordinated plans for larger and more expensive projects in the University area parks.

Summary

The Department of Parks, Recreation, and Youth Programs for the City of Syracuse formally oversees and manages all the parks in the University Area. The majority of the department's funding comes from the Syracuse taxpayers and other revenue streams to the city, including funds raised by the department itself. Other organizations and friends groups assist in managing and maintaining specific parks and neighborhoods in the University area. They each have a unique funding structure, but generally their funding comes from donations and external grants. These groups include the Thornden Park Association, Friends of Morningside Park, University Neighborhood Preservation Association, Outer Comstock Neighborhood Association, Westcott Neighborhood Association, Westcott Area Cultural Coalition, and the Westcott Community Center. Since there is no formal organization with oversight for all of these groups, the financial plans for the park system is unclear, but the clearly passionate and involved groups will likely continue taking on future projects as long as funding and other resources are available.

MONITORING & EVALUATION

Introduction

Monitoring and evaluation are both essential components of any given venture that aims to assess its facilities and resources. Both for safety and for practical/financial reasons, proper monitoring and evaluation is vital for any agency or organization charged with overseeing public spaces. For public parks in the Greater University Area Parks (GUAP), monitoring and evaluation are distinct but undeniably intertwined tasks that need to be carried out on a regular basis to better understand both park resources and the experiences of visitors.

Facilities. Within the University Area of Syracuse are two main entities with whom the responsibility of monitoring and evaluation ultimately falls. These entities are the Office of Planning and Development and the City of Syracuse Department of Parks, Recreation and Youth Programs. Despite the existence of these entities, the responsibility of monitoring and evaluating the public parks within the University Area parks system often falls to volunteers. Programs such as Save the Rain and ReLeaf are groups that organize volunteer-based efforts in some of the parks that often entail registration or sign-up. Registration numbers to any given park program can be obtained for monitoring purposes.

Staffing. The University Area Parks of Syracuse are somewhat limited in their human resources. This being the case, much of the monitoring and evaluation that is actually carried out currently is more passive and ‘ad hoc’. Being on a need-to-know, event-basis has its advantages and disadvantages. Though it allows for a more precise and targeted form of assessment (head counts, ticket counts, etc.) it often overlooks smaller parks that cannot accommodate special events or have a generally smaller volume of regular visitors.

The Office of Planning and Development has limited staff who are tasked with monitoring and evaluating the condition/safety standards of the playgrounds located in the parks within the University Area (Comfort-Tyler Park, Barry Park). These monitoring and evaluation efforts are typically scheduled to happen at most once a season, at the very least, biannually. Again, because of the limited staff of the parks as a whole, and because of the particular ownership circumstances of certain areas (e.g., Rock Cut Quarry), much of the passive monitoring and evaluation is done by volunteers. These volunteers are often local residents who are passionate about the parks they live closest to (Morningside Park) or youth volunteers such as university students involved in clubs or events focused on local outreach (Saturday of Service). It is safe to say that the majority of the parks get their passive monitoring and evaluation in the form of informal, volunteer-based sources. Though these efforts are vital in the upkeep of these natural green spaces, because they are informally executed, the data from the work of volunteers is not always available for long term monitoring and evaluation.

Natural resources. The University Area of Syracuse does not currently have a comprehensive monitoring and evaluation system in place for its natural resources. The town arborist and associated staff are tasked with making sure that hazards resulting from natural resources (e.g., downed trees) are seen to and remedied for the safety of park visitors. Again, this is on an ‘ad hoc’ or as-needed basis. In order for the Greater University Area Parks to more effectively assess park natural resources, a comprehensive plan for monitoring and evaluation is necessary, moving

forward. Though the natural resources present at each given park vary, there can and should be a generalized procedure for proper monitoring and evaluation of natural resources across all parks within the University Area.

Visitor use. The University Area of Syracuse does not currently have a comprehensive, unified monitoring and evaluation system for visitor use across its parks. Monitoring and evaluation of visitor use among the parks within University Area is usually on an event basis. When special events such as Earthfest (Thornden) occur, it is common to either do a formal head count or, if the event requires registration or a fee, monitor the number of tickets sold to assess attendance and use of the park during the event. It would be useful for the University Area Parks to develop a more unified monitoring and evaluation system for visitor use.

Summary

Though there is clearly work to be done in terms of bolstering and refining the monitoring and evaluation protocols of the University Area Parks of Syracuse, the basic need for inter-park communication has been and is achieved merely through the development and implementation of this tourism plan. Prior to recently, these parks, due to their varying sizes and somewhat disparate locations, were not communicating with one another. Once a base-line monitoring and evaluation plan is recommended and set forth, the parks and interests within University Area should have an easier time of monitoring and evaluation park visitors and resources. Though an 'ad hoc' basis is better than nothing when it comes to monitoring and evaluation, moving forward, the focus of the University Area Parks should be more on regular monitoring and evaluation. Keeping up-to-date records of the parks' facilities and resources that the public can use to better enjoy the parks will benefit the parks in the future.

RECOMMENDATIONS

Goal #1: To identify and assess the greenspaces within the greater university area to create a network of linked parks and facilities.

Develop a bicycle/walking route that connects the parks in the university area. A designated walking/biking route could be created to encourage travel off the Empire State Trail. One potential route is shown in Figure 4. This route should be integrated with proposed routes for the University Neighborhood in the 2012 Syracuse Bike plan, including the Empire State Trail proposed for Erie Blvd. East.

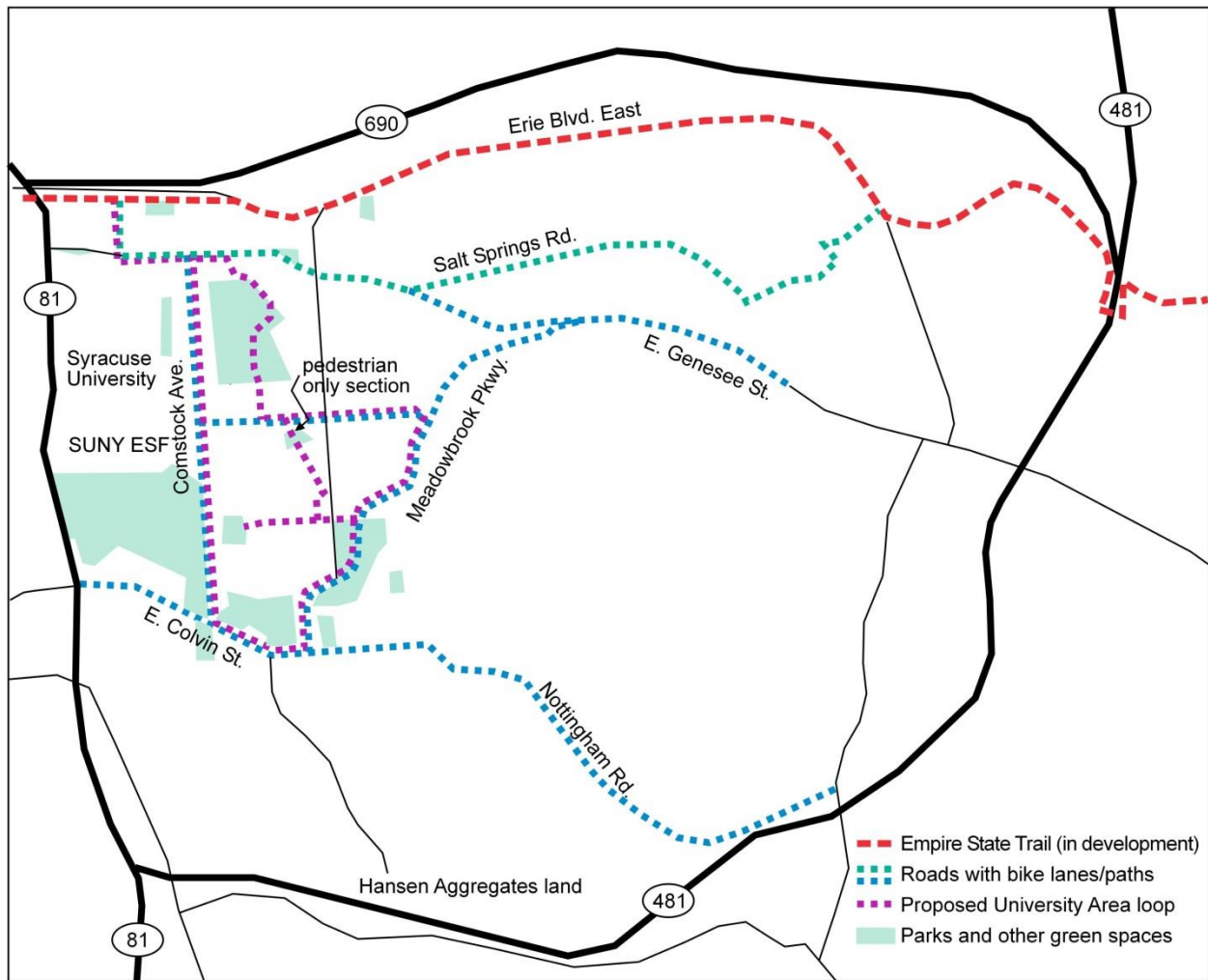


Figure 4. Proposed bike loop through University Area parks and green spaces.

Goal #2: To support and enhance existing plans for the greater university area to ensure that the greenspaces are accessible and welcoming to all.

Improve access to park rest room facilities. All of the parks are either lacking rest room facilities, or have rest rooms that are open only during specific times of day and seasons, making them inaccessible for most of the year. It is recommended that access to rest rooms be enhanced by contracting with a port-a-jon provider to install a handicap-accessible port-a-jon in all parks throughout the year.

Install Bike Racks throughout the parks. One key addition to make the University Neighborhood Parks more accessible is to install additional bike racks in the parks. By adding these safe locations to store bicycles, the parks would become more attractive to students, many of whom use bicycles as their primary mode of transportation. With bike racks being relatively cheap and easy to install, this is a very cost efficient way to improve park accessibility.

Increase on-site staffing. All parks within the Syracuse University Area lack on-site employees/volunteers which raises some concern for the safety of visitors. Since there is no permanent person at each park, visitors must seek help elsewhere if they have questions or concerns that require immediate attention. If there was an on-site person that was trained in what to do in an emergency situation, they could assist visitors if such situations arose. Additionally, more crime, violence, and illegal behavior tend to occur in parks that are known to have no staff on hand. If a person in a park mandated uniform was to be at each of the parks during peak activity times (late spring-early fall), illegal/risky behavior may decrease due to added monitoring.

Increase lighting within the parks. Many areas such as sidewalks and roadways surrounding the University Area Parks have sufficient lighting and are useful to visitors traveling to and from the parks. However, there is little to no lighting directly within the parks themselves which not only heightens the perception visitors have about the safety of the parks, but also encourages risky and illegal behavior to occur within the parks once they close at dusk. Adding light posts with motion-sensor lights could be one option to increase the lighting within the parks while cutting down energy use by the lights throughout the night.

Create designated first aid stations. Currently there are no permanent first aid stations within the parks; in an emergency, visitors must seek help elsewhere. The establishment of designated first aid stations could be considered at several of the larger University Area parks such as Thornden Park, Barry Park, and Ormond Spencer Park, with the addition of an on-site staff person trained to utilize the station. Also a compiled list of emergency services' contact information can be posted at each parks' main entrances and on/within the first aid stations for visitors and staff to utilize. The addition of these services within the parks will help visitors to access emergency information quickly.

Install on-site emergency call buttons. Currently, when a situation occurs within the parks that requires emergency attention, visitors are responsible for calling the correct services in order to obtain help. However, if a visitor is alone, is without a phone, or is in a state where they cannot think in a manner to call the correct emergency responder, the installation of help buttons ("blue

lights”) can greatly benefit the visitor in need. These help buttons can be connected directly to an emergency service representative that speaks with the visitor and monitors the call to send the correct service to the location of where the button was pressed. Signs can be created and placed next to the buttons to inform visitors of their purpose. With the installation of the emergency buttons, visitors will no longer have to panic about what service to call during an emergency, and it will also help services respond faster due to a pin point location given from the button.

Census of water sources within the parks. Take inventory of all water sources within the parks (water fountains, sinks, taps, etc.) and test the water quality. Special attention should be given to the amount of lead found, given the historic nature of water pipes in Syracuse. This effort will ensure the safety of visitors to the parks, especially children and the elderly. This census will also function to alert the parks system of water sources in disrepair. The sewer grates should also be monitored, as recently many grates have been stolen and missing grates create a safety issue.

Involvement in ReZone Syracuse. Be involved in the proposed zoning plan ReZone Syracuse, especially with the creation of Open Space Zones. Ensure that all University Area parks are designated as Open Space Zones and support the adoption of this new zoning code to better enable the parks to function and renovate their facilities.

Clarify names of parks for city documents. Work with the City of Syracuse to ensure that all parks are correctly named and designated in city documents. These inconsistencies can be seen in the current zoning maps. By clarifying these names it will be much easier to communicate needs and events for the parks to the city.

Monitoring I-81 developments. Observe propositions and construction related to I-81 and its impact on the city parks. Special attention should be paid to Oakwood Cemetery, as it borders I-81, and small municipal parks that may be at risk if I-81 reroutes closer to the University Area. The impacts of I-81 on local communities should also be taken into account, and any changes to I-81 may have impacts on visitor use and accessibility to the parks system.

Specific recommendations for individual parks and greenspaces. Recommendations for specific parks in the University Area are included below. In addition, hazards existing in some of the parks are included in Table 48. Hazards requiring immediate attention should be repaired as soon as possible, or posted with hazard signage to keep visitors away till repairs can be made.

- **Barry Park and Syracuse Detention Basin.** A paved, accessible path should be laid from the sidewalk along Broad St. to the playground in Barry Park to make this park accessible to all patrons. Also, the addition of a sidewalk between the park fence and Westcott St would promote patron safety so visitors do not walk in the street when they are walking along this portion of the park. Sections of the path around the Detention Basin should be repaired to counteract the erosion of the trail. The trail is slanted and difficult to walk on in certain sections due to erosion from run off.

The parking lot on the south end of Barry park is in a poor state of repair, it has multiple opens holes and crumbling pavement. By repaving the lot Barry park would have enough

space to accommodate event parking and could provide relief for other parks like Sherman Field, the Detention basin, Morningside, and possibly Thornden Park.

- **Sherman field.** Sherman Field events currently flood surrounding streets with cars and in the near future Water Street Park could see a significant increase in traffic due to the NYS Bike Route. Identify a location along the edge of the park to install a strip of diagonal parking spaces.
- **Westminster Park.** Open the turn-around in Westminster Park to daytime parking. Repair stairs from Euclid Ave.
- **Ormond Spencer Park.** The playground equipment that sits within Ormond Spencer Park is outdated and deteriorating making it an ever-increasing safety concern. By updating the playground facilities, the park would be more accessible to surrounding residents that could be choosing not to visit due to the condition. The park would also be ready for any new traffic brought by the future bike route that will run right through the park. Determine a permanent parking space within close proximity to the park.
- **Thornden Park.** Most internal trails and roads need to be repaved/ cleaned up to make paths accessible. Some of these trails are being overgrown by grass and slowly disappearing. These paths should either be regularly maintained or repaved completely.
- **Loguen Park.** The sidewalk on the southern side of this park, along E. Genessee St., is run down and uneven. This sidewalk should be repaved to maintain accessibility to the park, as well as remove tripping hazards.
- **Morningside Park and Syracuse Water Property.** The trails of Morningside park need to be managed. There are multiple fallen trees blocking paths, and some trails end in dead ends. No trails are well marked and appear to be social trails, possibly discouraging visitors from using them. A universal trail marker could be created for all University Area parks. Then visitors will be able to recognize when they are in a University Area park and use the trails.
- **Oakwood Cemetery.** Internal trails near Centennial Hall, ESF's residence hall, are severely eroded and uneven. Paving these paths may be optimal to improve accessibility and safety for visitors. Many trails throughout the cemetery are in the same disrepair.
- **Quarry lands.** Many people currently use the quarry lands illegally. Creating and maintaining a public trail system by obtaining a conservation easement in conjunction with Hanson Aggregates New York LLC could promote safe, local use and enjoyment of this land. Trail markers and maintenance, as well as signage to alert visitors of hazardous areas, are among many other things that would be addressed.
- **Syracuse University Hookway Sports Fields.** One could install a paved path around the fields. This path would allow for people with physical limitations to get closer to fields

further from the street. This path would also be used by local residents for walking, and by spectators who attend the games held here.

Table 48. An overview of specific hazards recorded in certain University Area Parks with recommendations.

Type of Concern	Existing hazard	Park	Recommendation
Trail and walkway hazards	Fallen trees on trails	Morningside Park	Remove fallen trees as soon as possible. Schedule routine trail maintenance with necessary equipment to remove trees.
	Loose stonework on paths	Westminster Park	Fix immediately. The stonework on the stairs is loose in many spots and poses an extreme tripping hazard to visitors.
	Trail safety concerns	Rock Cut Quarry	Privately owned. Hazard signage needed throughout.
	Uneven pavement	Loguen Park	Repair uneven sidewalk around park as needed.
Safety and security concerns	Often no staff or security on site	All	Hire/ask volunteers to routinely monitor the parks.
	Broken glass or other dangerous debris	All	Fix immediately. Schedule mandatory clean-ups for parks on a more regular basis.
	Railing on edge of path is broken and in rough shape at top near water towers	Morningside Park	Replace or repair the old railing.
	Soccerball-sized hole near stormwater drain in field near pool	Thornden Park	Fix immediately. Call the people in charge of the sanitary sewers and have them fix the hole; in the meantime, put up signs or a cone
	No monitoring of the skate park	Ormond Spencer Park	Find staff or a volunteer to be present during busy hours
Lighting concerns	No/minimal lighting within the park itself	All	Install new lights within the park
	Lights broken/smashed on top of buildings near water towers	Morningside Park	Replace the broken lights with new ones
Damage to signs	Signs faded that once contained important information for visitors	Comfort Tyler Park, Barry Park, Morningside Park	Replace the old signs with new ones

Goal #3: To increase use of the greater university area parks and greenspaces by diverse individuals and groups for recreational and educational activities, programs, festivals, and events.

Monitor feedback from park visitors. To collect accurate data about the visitor groups using the parks in the University Area, the parks could monitor the people that visit the parks using a QR code link to an online survey website. The QR code link could be posted on existing signage or bulletin boards in each park. Information on visitor groups could be used for identifying the interests of visitors and for predicting future visitor needs in the parks.

Promote to those interested in sports. There are many tennis courts, basketball courts and fields for soccer in many parks in the university area. A major visitor group of the parks is athletic groups and those who love to play sports. To increase the potential of this visitor group, parks could further support athletic groups by enhancing sporting fields and courts, creating competitive events, or adding facilities and services such as public bathrooms and shower rooms, or sport equipment rental.

Organize an annual park clean-up day with Syracuse area institutions. An event such as a park clean-up day involving local clubs and organizations would be a great way to bring the community together. This event could also include food and tabling towards the end to allow different schools to interact with each other and learn more about different clubs and events that each school has to offer.

Promote the parks as a meeting place for club activities and events. Many clubs and organizations could easily use the various parks in the University Area for activities and events throughout the semester. This can include workshops, fundraisers such as philanthropy events for fraternities and sororities, and festivals and tabling as well. Although not listed in the assessment report, there are numerous cultural clubs in the university area institutions that could also partake in a multi-cultural festival held at the parks.

Identify clubs with specific skills sets. Although there are a number of clubs that can use their resources and education to aid in further improving our parks, there are a few specific clubs worth mentioning that have specific skill sets. For example, SEEC (listed in assessment report) includes a number of students experienced in developing interpretive signage who may be willing to design signs to be put in and around the parks. Students of Sustainability at SU may also have a lot of experience in planning and implementing sustainable practices throughout the parks. The Communications Club at Lemoyne College may be able to aid in writing brochures or articles to help with advertising the various parks systems and what they have to offer. Lemoyne College also may have experience in developing software for app development for use by park-goers.

Goal #4: To identify and strategize for the conservation of the natural resources of the greater university area.

Build an inventory of local biodiversity. Developing nature-based tourism activities and improving the public use of parks and greenspaces requires deepening the existing knowledge of flora and fauna in the University Neighborhood. An inventory of biological diversity can initially target particular groups of flora or fauna, and then expand to other taxa that highlight important ecological processes, ecosystem services, or management needs, such as butterflies, ants, pollinators, shrubs, migratory species, invasive species, and so on. Building this inventory may require the participation of local schools (ESF and SU), the general public (neighbors, park administrators, volunteers, etc.), naturalists, and scientists interested in supporting the University Neighborhood community. An annual BioBlitz could be established to encourage participation of multiple actors, including local residents and visitors.

Research and monitor algae blooms. Identifying water sources in the parks and monitoring them for algae blooms could ensure the safety of park visitors. This effort will aid in the understanding of algae blooms in the Syracuse area and protect visitors and their pets from coming into contact with unsafe water. Areas like Barry Park should be considered a monitoring priority.

Goal #5: To promote educational and stewardship efforts in the greater university area parks and greenspaces.

Hold environmental awareness events in the parks. An expansion of the environmental programs could increase participation of long-term residents, short-term residents (e.g. college students), and people who do not live in the area. With various environmental organizations and agencies established in Central New York, it would be ideal to create more types of events either led by or in collaboration with one of these agencies (i.e., USFWS, NYSDEC, USGS). These events could include themed nature walks, guest speakers presenting diverse topics, interactive events to educate school groups and young children. These events could also provide opportunities for local not-for-profits to come together and raise money for similar causes. These events would also bring that awareness to members of the community who might not be completely aware of the environmental issues that are causing major problems in the area and in the world. These events should be promoted through different media, including local radio, local and university newspapers, social media, and websites.

Create a University Area Parks website. An attractive and functional website for the University Neighborhood area should be created to integrate and disseminate all activities, events, and programs. This website should also include an events calendar, local biodiversity inventory, the collection of local history, and social programs in the area. This idea is discussed in detail under goal #7.

QR codes. The use of QR codes is currently a popular system used for fast item identification and marketing. A quick scan of a QR code posted on a sign using a smart phone camera quickly pulls up any website, providing a low cost option for making park maps and other information about park resources more accessible to visitors. The QR codes might also lead to a page listing local park sponsors, benefitting local businesses who wish to collaborate on park events more.

“Save the Rain” signage. Background research revealed that the Barry Park drainage basin and the Comfort Tyler Park rain garden were both constructed and sponsored by the Save the Rain Program. This is a “comprehensive storm water management plan intended to reduce pollution to Onondaga Lake and its tributaries. During wet weather events, storm water flows into the local sewer system, causing heavy flow periods that can overload the system” (savetherain.us). A recommendation would be to install Save the Rain signage at these areas explaining the ecology behind a rain garden and the need for permeable surfaces and drainage basins. Not only would these signs promote Save the Rain, but they would also educate the public about the importance of rain gardens and detention basins.

Interpretive visitors’ center. A large but important recommendation would be the installation of a small visitor’s center within Morningside, Thornden, or Barry Park. The visitor center would have information on local neighborhood and park history as well as ecological information. The visitors center would provide an opportunity for nature/history talks and facilities such as rest rooms and first aid. The interpretive center could also host a volunteer sign up station within the park for local events and clean-up efforts.

Interpretive trail signage. Morningside Park and Barry Park lack adequate trail signage. Interpretive trail signage would provide visitors with more information about their location as well as several learning opportunities. For example, trail signage could provide information about local plants and wildlife, as well as the history of the trail area. Interpretive signage could be designed by SUNY ESF's SEEC (Student Environmental Education Coalition); students can practice interpretive skills and implement them in their local parks.

Collection of local history for its integration to cultural activities. The University Neighborhood has historical features from the late 1800s and early 1900s that have been recognized by both the local and the federal governments as "historic places," creating an opportunity for education, tourism, and community activities. By gathering information on historical events, identifying historic sites (parks, corridors, streets, houses, etc.), and connecting this information to current cultural events and programs, the University Neighborhood's residents and visitors can learn and interact with the City of Syracuse's history. Collection and dissemination of local history should focus on sites already listed on the National Register of Historic Places, and then could assess other sites being considered for designation. The information gathered should be available in printed and digital forms.

Goal #6: To engage with local residents, institutions, businesses, and organizations for park planning, maintenance, and development efforts (Best practices).

Hire an outreach coordinator. To address many other recommendations made throughout this report, such as creating a website, creating an app, and planning more events such as fundraisers, a community outreach coordinator hired by the City of Syracuse Department of Parks, Recreation and Youth Programs would be extremely helpful. This individual would complete tasks that attempt to better all of the parks within the University Area, and would coordinate efforts between Friends groups, volunteers, and event partners and sponsors.

Create a database of working partners. Create and organize a frequently updated database in the form of a spreadsheet that highlights the level and type of involvement that businesses, organizations, and government agencies have with the University Area Parks. This database will allow organizers to keep track of who needs to be contacted and what existing relationships exist. Included in the database would be agency/organization name, location, representative name(s), best contact information, function(s) with the University Area Parks, potential projects or collaboration, and level of involvement. Included in the database could also be a list of potential guest speakers or representatives that lead educational events hosted within the parks.

Create a park stewardship program for volunteers. People of all ages can be stewards of the environment. Children could be taught basic environmental sensibilities, high schoolers could complete community service projects, college students could do service work or independent studies, and adults could aid with environmental education, tree care, and other maintenance throughout the parks. For younger children, a badge program could be implemented for which they receive a badge after completing specific tasks. A park stewardship program would allow individuals to feel more responsible for their local parks, could increase volunteerism as a whole, and could take some pressure off of staff members associated with park maintenance due to the help that park stewards would provide.

Sponsored park improvements by local businesses. Reach out to local businesses in the area to help fund the construction or improvements in the University Area Parks. Numerous small-scale projects are recommended in this report, including bike racks, informational kiosks, and educational signage. Local businesses could provide the funding for these projects in exchange for having the name of their business featured on the constructed piece. Finding businesses related to the amenities being sponsored is recommended. For example, Mello Velo would be a perfect fit for the bike racks.

Local business reward system for volunteers. Have the University Area Parks collaborate with some of the local businesses to reward volunteers for the work they have done in the parks. For example, local businesses could provide volunteers with coupons or gift cards after they have completed their volunteer work. Examples of these incentives could be a free cup of coffee at Recess, a discounted meal at Alto Cinco, or discounted stay or free upgrade at one of the local hotels in the area. These incentives will attract more volunteers to the University Area Parks and attract more customers to the local businesses in the area.

Ask local businesses to promote University Area Parks and events. Connect the local businesses and their customers with upcoming events in the University Area Parks by putting up flyers inside the businesses and by educating employees about the upcoming events. Besides promoting the events being held in the parks, it is also important to educate visitors and locals about the different parks in the area. Distributing maps of the different parks to the local hotels in the area could help orient visitors to the many parks located nearby. Many guests staying at these hotels are looking for something to do but are unaware that there are parks within walking distance of the hotel.

Sponsored events by local businesses and organizations. Broaden the number of sponsorships from local businesses and organizations for public events in the University Area parks by establishing new events. In addition, open opportunities to local businesses and organizations that may wish to organize special programs within the parks such as outdoor yoga sessions, outdoor guitar lessons, and outdoor dancing lessons. Some other program ideas include:

- ***Charitable walks in the park.*** Many of the not-for-profit organizations in Onondaga County are charity-based and hold events in order to raise money for a specific cause. To integrate these types of organizations into the University Area Parks, holding charitable events in the parks is necessary. This type of effort has the potential to link all the University Area Parks and form a connection among community members. Holding a walk or similar event in the park system could bring in funding for organizations and increase the awareness of people about the parks.
- ***Free food or food collection events in the parks.*** Many not-for-profits in Onondaga County serve those in need in our community. Events designed to collect food to give back to the community or to provide free food could bring members of the community closer together for a good cause.
- ***Pet adoption events in the parks.*** Many organizations in Onondaga County focus on pet adoption. Holding pet “meet and greet” or adoption events inside the parks would provide an opportunity for community members to meet their new pets, give the nonprofits a fundraising event, and give the animals a chance to find their forever home.
- ***An event to get to know local not-for-profits.*** The Westcott Cultural Fair is an example of this type of event. Inviting local nonprofit organizations to set up in the parks would be a great opportunity for them to raise money for their causes, raise the awareness of community members for the different causes, find volunteers, and bring large groups of people to the University Area Parks.
- ***Music events in the parks.*** Contact CNY Arts, host of the Northeast Jazz and Wine Festival, and reach out to the over 25 performance based student organizations from local universities with an offer to host existing music-related events in the University Area parks or with ideas for new music events and festivals. Thornden Park would be ideal for events of this nature, as the amphitheater makes a great performance space. The Westcott Theater also offers opportunities for music-related events. Potential event ideas include an annual Battle of the Bands event to encourage friendly competition between local

musicians in the community and student musicians from neighboring universities; an a Capella event featuring a Capella groups from local universities and from the community; or a theatrical event organized by Syracuse University's Black Box Players, a not for profit student organization with a mission statement that includes providing an enriching theatre experience for surrounding communities.

- ***5k run/walk hosted by university area clubs.*** Although there already may be running events held at these parks, having an annual 5k run or walk for a cause may be beneficial in bringing the Syracuse community together. Each institution could look for volunteers willing to organize and set up the 5k, going through each of the parks in the University Area. This event could be a fundraiser for various the non-profit organizations listed in the assessment report.
- ***Expand Syracuse Winterfest to the University Area Parks.*** Contact Syracuse Winterfest with a proposal for a new Winterfest event to be held at University Hill parks or with an offer to host an existing Winterfest event at a University Hill park. Potential events could include snowshoeing, sledding and tobogganing, nature walks, and more. There is potential for student organization involvement in both the planning and implementation of the event.
- ***Litter cleanup events.*** Expand the current area covered during existing Earth Day Cleanup events by creating a litter cleanup event in the University Hill parks. Partnership for such an event could come from student organizations at local Universities or local organizations that host the existing cleanup events, including the Onondaga County Resource Recovery Agency, the Downtown Committee of Syracuse, or Adapt CNY.
- ***Cultural festivals or events.*** Connect with the cultural clubs and organizations from local universities (34 clubs from Syracuse University, 13 clubs from Le Moyne College, and 1 from SUNY ESF) to pursue a partnership for a cultural festival or event to take place in the University Area parks. An event of this nature would be an excellent way to connect local students with community members, particular those with similar backgrounds and experiences.

Create more official Friends Groups. To increase the capabilities of pre-existing neighborhood/park groups and to advance the park system as a whole, creating nonprofit Friends Groups for more of the parks would be beneficial. Officially designated Friends Groups have required meetings, designated officers and members, and many other responsibilities which could lead to better management and overall improvement of the parks within the University Area. The parks with the most potential are Barry Park, Sherman Park, and Westminster Park.

Reach out to student organizations from neighboring universities. Improve communication with student clubs and organizations to increase use of the University Area parks would increase engagement by the students of nearby institutions in the Syracuse community.

Seek out additional grant funding for specific projects. The organizations that manage the University Area parks could seek out additional grant funding to finance specific projects. As applications for grants are time intensive and requirements for receiving grants are often stringent, specific grants that are applicable for various recommended projects follow:

a. Project: General park maintenance and improvements

Grant: National Grid Giving Program

National Grid is the electricity provider to Syracuse. It provides grant funding to community improvement projects that are focused on environment protection. More information can be found here: https://www9.nationalgridus.com/niagaramohawk/about_us/giving.asp

Restrictions: Group must be 501(c)(3). Funds cannot be devoted to capital projects.

b. Project: Stairs to Morningside or Westminster parks; Railings at top of Morningside park

Grant: Walmart Foundation

There is a Walmart located in Syracuse, and their foundation offers community development grants in communities where their stores are located. Specifically, one area they focus on is improving access to recreation for low-income families, which could be applicable to stair reconstruction. More information can be found here: <http://giving.walmart.com/apply-for-grants/local-giving-guidelines>

Restrictions: Requested grants can be a maximum of \$5,000.

c. Project: Parking lot improvements at Thornden and Barry Park

Grant: NYS Consolidated Funding Application

New York State has consolidated all state funding grants to one application form to make it easier and simpler to apply for state funding. More information can be found here:

<https://apps.cio.ny.gov/apps/cfa/>

d. Project: Health and Safety equipment; First aid stations

Grant: NYS Consolidated Funding Application

New York State has consolidated all state funding grants to one application form to make it easier and simpler to apply for state funding. More information can be found here:

<https://apps.cio.ny.gov/apps/cfa/>

e. Project: Interpretive maps, informational kiosks, and integration of QR codes

Grant: National Trust Preservation Funds

The NTPF offers funding for organizations to develop materials for education and outreach campaigns. More information can be found here:

<https://forum.savingplaces.org/build/funding/grant-seekers/preservation-funds>

Restrictions: Applicants must be Organizational Level Forum members or Main Street America members of the National Trust and must be 501(c)(3) organizations.

f. Project: Water Quality issues in parks

Grant: Park Foundation

The Park Foundation supports efforts in New York State that promote increased investment in publicly owned and operated water infrastructure. More information can be found here:

<https://parkfoundation.org/program-interests/>

Goal #7: To create a communications system for distributing information to and getting information from residents, local organizations and businesses, and institutions.

Design a website for the University Area Parks. A comprehensive website is needed for the parks within the University Area. While the Visit Syracuse website is designed for the out-of-town tourist, a University Area Parks website could be designed for use by local residents. This website should include the following:

- ***Information about each park.*** Detailed information should be presented for each park, including park resources and facilities, hours of operation, and contact for more information.
- ***Detailed maps of the parks.*** An overall area map plus detailed park maps should be provided. These maps will provide website users with easier access to directions.
- ***Community forum.*** A forum page could be set up on the website for users who have comments or concerns within the park. This forum could be useful for timely problem solving, as well as furthering information and knowledge to the public. Careful forum monitoring would be needed.
- ***List of volunteer opportunities in the parks.*** To inform individuals throughout the University Area of volunteer opportunities within the parks, a list of all volunteer opportunities along with details about where and when the activities will occur should be provided. Contact information for the volunteer coordinator of each park will be needed as well.
- ***Calendar of events.*** This calendar would include information about programs, festivals, and volunteer efforts, as well as a short description of each opportunity. This calendar not only has the potential to increase the number of program participants and volunteers in the parks, but could also increase communication and planning amongst individuals associated with different parks.
- ***Kids' page.*** Park-based scavenger hunts and other activities for kids could be added to the website to encourage involvement in the parks by children.
- ***Links to other social media.*** Social media platforms can be great tools for raising awareness and encouraging people to get out and experience the parks. At a minimum, Facebook, Twitter, and Instagram should be considered, as should links for “Meet-up” groups..

University Area Parks App. Since many people carry a smartphone with them at all times, the construction of a parks app may be something that the City of Syracuse Department of Parks and Recreation could consider. The app should include all of the features specified in the website above. This type of app will help to increase advertising for events as well as attendance to the parks.

Expand Visit Syracuse website to include University Area Parks. Visit Syracuse is the official Tourism Promotion Agency website for Onondaga County. This website provides great detail on events and attractions in the greater Syracuse area. For the most part, people using this website are generally new to the area and are looking to see what the city has to offer. When exploring the website, there is a tab labeled “Things to do”; inside you can find a number of attractions to do outdoors in the greater Syracuse area. Including University Area Parks on this tab would give outside users the opportunity to explore these parks.

Brochures. Downtown Syracuse is full of hotels that accommodate visitors to the area. Many people staying at these hotels are unfamiliar with the area and its parks. A brochure encompassing the University Area as a whole with pictures, details of parks and other attractions available, and clear directions on how to get to the parks could be placed in hotel lobbies and other public areas. This information would give visitors the opportunity to enjoy the beautiful University Area Parks during their visit.

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