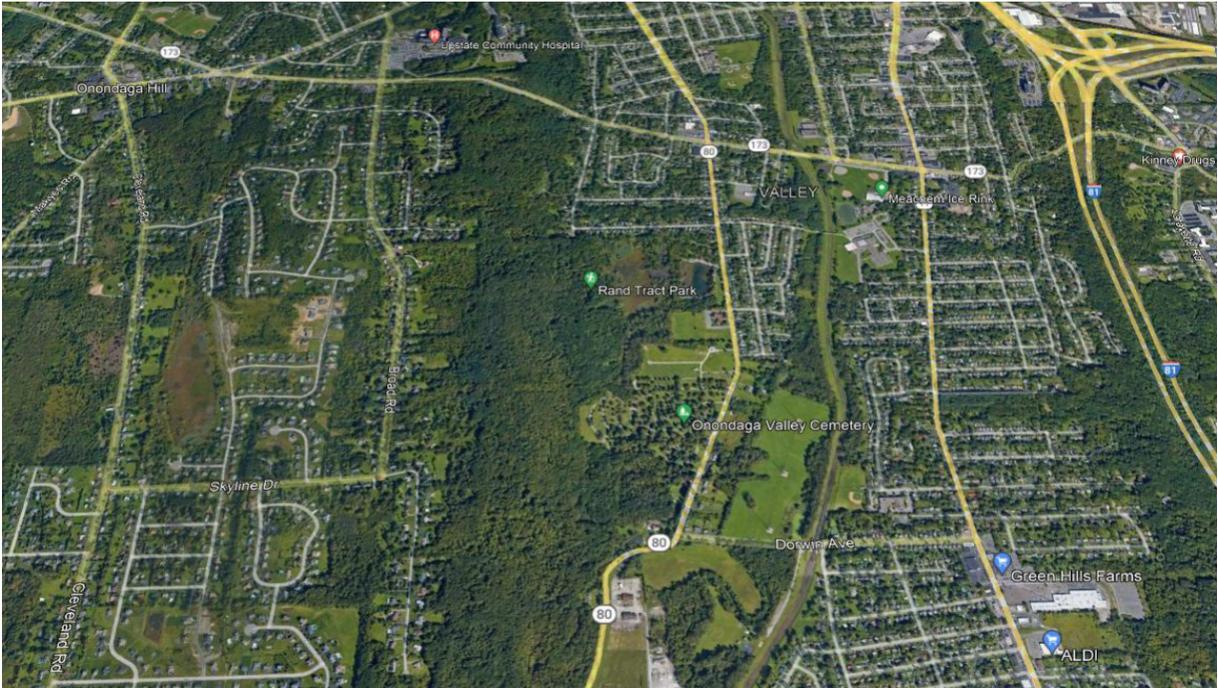


A Tourism Plan for the Rand Tract Syracuse, NY



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FOR 476/676 Ecotourism and Nature Tourism Class
SUNY College of Environmental Science and Forestry
February, 2021

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ACKNOWLEDGEMENTS

The FOR 476/676 class wishes to acknowledge the following individuals for their assistance with this project:

- Steve Harris, City Arborist, City of Syracuse Dept. of Parks, Recreation and Youth Programs
- Dan Kwasnowski, Director, Syracuse-Onondaga County Planning Agency
- Glen Lewis, Park Planner, City of Syracuse Dept. of Parks, Recreation and Youth Programs
- George Matthews, Meachem Area Parks Association

This project would not have been possible without your assistance and dedication!

Thank you!

INTRODUCTION

Introduction

The Rand Tract is a 95-acre property managed by the City of Syracuse Department of Parks, Recreation, and Youth Programs (SDPRYP) in the Valley neighborhood of Syracuse. The park is home to Webster Pond, a popular fishing destination for families, as well as acres of natural habitat. A trail system in the park is used extensively by hikers, dog walkers, and mountain bikers from the Syracuse area, but receives little use from residents outside the Syracuse area.

This plan was completed by SUNY ESF's Ecotourism and Nature Tourism class during the fall 2020 semester. The plan is broken down into two main parts: assessments of the resources and social linkages existing in the park today; and recommendations for proposed changes to the park. The class was assisted by employees of the SDPRYP and the Syracuse-Onondaga Planning Agency. Working together, concerns and issues for the park were identified, as were a vision, goals, and an interpretive theme (used to guide future educational efforts in the park). This chapter presents these plan components.

Concerns & Issues for the Rand Tract

1. No directional signage to the park from public roads or on the trails.
2. Expanding the existing trail system for those with accessibility issues and to enhance opportunities for hiking and mountain biking.
 - Potential for conflicting uses (mountain bikers and hikers; maple syrup collectors; other users)
 - Users putting in bike ramps (safety concerns for inexperienced bicyclists as well as for hikers where ramp trails intersect the hiking trail).
 - Limited ADA access to trails (a portion of the trail system in Webster Pond is accessible); create an additional accessible trail.
3. Use of the Rand Tract trails for trespassing onto adjacent private property (posted signage exists for neighboring properties).
4. Illegal ATV use.
5. The need to protect the unique vegetation (e.g., trillium, wild leeks) in the park.
 - The over-picking of wild leeks.
 - The illegal cutting of trees on the property.
 - Damage to vegetation resulting from social trail development.
6. Limited parking available at Webster Pond, Onondaga Valley Cemetery, and Hopper Road.
 - Maintaining limited access to the park via Hopper Rd. (avoid using it as a main access point) due to its location in a quiet, residential area.

- The potential for parking at Meachem Park and then biking to the Rand Tract from there via the Onondaga Creek footbridge at Clary Middle School.
- The potential for adding a parking lot on City of Syracuse property located on Seneca Turnpike.
- The potential for designating a parking area in the gravel area at the south end of Webster Pond on Valley Drive (opposite Brooklea Drive) to provide direct access to the Webster Pond Trail and discourage visitor parking at St. Paul's United Methodist Church.

Vision for the future

Timeframe: 2-10 years

Within ten years, we envision that the Rand Tract will:

1. Have an improved and expanded trail system that residents and visitors can safely use to enjoy nature and solitude within the park without damaging its fragile environment.
2. Be managed by local residents who volunteer their time to act as park stewards, with management oversight by the SDPRYP.
3. Safely accommodate all users through improved accessibility, programs, and information.
4. Communicate to park users the history of the Rand Tract, how the park's use has changed over time, and its connections to Syracuse and the Onondaga Nation.
5. Connect to other trails, water routes, historic sites, parks, attractions, and businesses in Syracuse both physically and through the information provided to visitors.
6. Utilize management strategies that protect the Rand Tract's natural resources while educating visitors about their importance.

Examples of volunteer programs for vision element #2: volunteer steward program through DEC; Onondaga County Parks Dept. volunteer program; simple agreement between parks dept and volunteer group; CNY Dirt; Central Park Conservancy (more extensive than what is needed here); Friends of Clark Reservation.

Examples of improvements for vision element #3: wetland boardwalk, accessible to the west of Webster Pond; emergency management system; good trail map and numbered trail intersections to track injured users).

Goals

Goal #1: To improve and expand the trail system within the Rand Tract for the purposes of safety, nature appreciation, and solitude.

Goal #2: To increase volunteer involvement in the management of the Rand Tract by establishing partnerships with the SDPRYP and mechanisms for encouraging volunteer satisfaction.

Goal #3: To accommodate diverse users on the Rand Tract property through improved accessibility, programs, and information.

Goal #4: To develop interpretation methods that communicate the past and present use of the Rand Tract to visitors.

Goal #5: To develop physical and social connections between the Rand Tract and other sites and services in Syracuse.

Goal #6: To develop management strategies that protect the Rand Tract's natural resources by utilizing visitor education and facility design techniques.

Interpretive Theme

Interpretive themes are used to guide and unify all educational efforts (e.g., signage, brochures, website) completed for a park. The interpretive theme identified is:

Kept alive through stewardship, the Rand Tract is a place to connect with nature in the heart of Syracuse that presents a rich, ever-changing history and provides opportunities for exciting outdoor recreation.

Brand

Branding is used to express the type of experience visitors will have at a tourism destination. Brands are used to guide promotional efforts for destinations. The brand identified for the Rand Tract is:

Urban refuge for adventure and nature contemplation

RAND TRACT OVERVIEW

Introduction

The Rand Tract is a 95-acre park and wildlife sanctuary in the city of Syracuse, NY, in the Valley neighborhood. It features Webster Pond, where there is a duck feeding station, an archery range, and hiking trails. The Rand Tract is a hidden gem within Syracuse's urban landscape, and offers recreational experiences for people of all ages, especially local residents. The Rand Tract is mainly kept natural, and has many unique habitats, species of waterfowl and wildlife, and has a rich historical background. City of Syracuse properties adjacent to the Rand Tract on its north and southwest borders provide further opportunities to expand the park's trail system.

Assessment

Setting of the Rand Tract. The Rand Tract is a recreational park and designated natural area located in the Valley neighborhood of the City of Syracuse, and is bordering the neighboring community and Onondaga Valley Cemetery. There are four access points to the Rand Tract: one at Webster Pond with a small parking lot, one off Hopper Road (a small residential area), and two through Onondaga Valley Cemetery, one of which has a small parking lot. The Rand Tract is owned by the City of Syracuse, Department of Parks, Recreation, and Youth Programs and is managed by the Onondaga Anglers Association and the Friends of Wildlife Organization (FOWL). Some of the trails of the Rand Tract do cross over onto the Heilmann property and other private property. There are extensive hiking and mountain biking trails in the Rand Tract, owned by the City of Syracuse in partnership with CNY Dirt.

Present uses. The present uses of the Rand Tract include fishing, duck feeding, hiking, archery, mountain biking, horseback riding, running, bird watching, and ATV riding (which is prohibited but still takes place). In addition, there are junior and adult fishing programs at Webster Pond, organized by the Anglers Association. Webster Pond is also used for wildlife rehabilitation for injured domestic waterfowl, which The Friends of Wildlife Organization (FOWL) manages. The Rand Tract is also used as an educational tool by local school groups to learn about the history and the natural setting of the park.

History. The Rand Tract was an original water supply source from the natural springs on the property. The land was originally the land of the Haudenosaunee People of Onondaga Nation, but after the revolutionary war, the land was taken by New York State as part of the Military Tract and given to Revolutionary War Veterans Ephrem Webster. In 1925, the land was purchased by Elaine and Herbert Rand and was farmed for many years. In 1944, the Rands deeded 95 acres of their property to the City of Syracuse, and it has been referred to as the Rand Tract or Rand Park to this day.

Habitats on Site. Within the Rand Tract, there is a unique ecosystem composed of vegetation, limestone bedrock, natural springs, a brook, and unique plants including trillium and wild leeks. Waterfowl, which is what Webster Pond is known for, include domestic species such as swan, goose, duck, pekin, and sweed. Wild waterfowl species include muscovy, Canadian

goose, crow, coot, mallard, and heron. Other wildlife seen at the Rand Tract include turkey vultures, squirrels, red fox, bald eagles, beavers, and deer.

Rand Tract. The Rand Tract is owned by the City of Syracuse and includes over 200 acres of undeveloped woodland in the Valley neighborhood of Syracuse. It includes Webster Pond, as well as an extensive but unofficial trail system, where people hike, run, and bike. CNY Dirt, a partnering organization, seeks to have access to this trail system, to implement a sustainable network of legitimate multi- and single-use trails, including trails for mountain bikers. These trails will include easy, moderate, and difficult trails, which would provide benefits to the City of Syracuse by expanding urban options for outdoor recreation, and give visitors of all ages opportunity and access to trails that are close to home.

Webster Pond. Webster Pond is a pond within the Rand Tract, and is open year-round and offers many activities for visitors to enjoy, including Junior and Adult fishing programs, summer concerts (not during covid) and much more. Webster Pond has a small parking area and a portable wheelchair-accessible restroom. Webster Pond contains the Memorial Trail, which is wheelchair accessible and runs 0.6 miles adjacent to the pond's shoreline. There are two scenic legs of the trail, three bridges, numerous benches, and beautiful views of greenery and wildlife. At Webster Pond, the public can enjoy feeding the waterfowl corn or lettuce, available by donation, which is the Rand Tract's main source of revenue. The Anglers Association volunteers help to keep the pond operating by opening the office to pass out feed, collecting donations, and ensuring the safety of the waterfowl and visitors.

Adjacent City of Syracuse properties. On the northern and southwestern borders of the Rand Tract are two city-owned properties that offer forested habitats similar to those found in the Rand Tract. These properties offer tremendous opportunity to expand trail use from the Rand Tract. A CNY D.I.R.T. proposal for an expanded mountain biking trail network incorporates these properties.

Existing Infrastructure. Currently, there are no buildings, cabins, electrical systems, sewer/water treatment systems, or water distribution systems. The only existing infrastructure that exists is a visitor information station, where visitors can sign in and receive information about the Rand Tract. There is also an archery range on site. In addition, there is one portable, handicapped accessible port-a-jon available for visitors on the Anglers' Association of Onondaga property at Webster Pond. There is little to no signage, and there are no established restrooms with plumbing or interpretational/ educational facilities. The Friends of Wildlife Organization (FOWL) is in the process of rebuilding a new, rustic style, handicapped accessible visitor center. This visitor center will come with ADA accessible restrooms with indoor plumbing, a visitors' area conference room, and offices. The common visitor area will house educational and interactive material, making it an informative and fun center for all age groups. Utilities, plumbing, and electricity will be added to the center.

Positives of Existing Infrastructure. The information kiosk is a great resource for visitors to sign in and make sure they become familiar with the park and their surroundings. In addition,

Webster Pond is wheelchair accessible, and garbage cans are placed throughout the area to keep the park clean and natural. Lastly, the archery range allows for a specialized recreational activity that engages a broader range of visitors to the park. The proposed visitor center will offer educational and interpretational materials and services, which can be helpful in teaching visitors about the rich history and natural science aspect of the Rand Tract. School groups and clubs who will visit the Rand Tract when the visitor center is finished will have a more rounded and engaged educational experience than they do now.

Negatives of Existing Infrastructure. There is a lack of interpretive and educational facilities at the Rand Tract which can lead to destructive behaviors at the park and decrease stewardship and knowledge of the natural, cultural, and historical setting of the area. Additionally, there are no permanent restroom facilities with plumbing on site which will cause people to shorten their stay at the Rand Tract or use nature as their restroom which can be detrimental to the water quality of Webster Pond and the unique ecosystem at this site such as the unique trillium flowers or wild leeks.

Summary

The Rand Tract is a hidden gem and wildlife sanctuary in the city of Syracuse, with 95 acres of land including Webster Pond, hiking trails, and an archery range. The Rand Tract is unique because it is situated within a community, and is very accessible for those that live in the Valley neighborhood. The site has been kept very natural, and allows for a wide selection of recreational opportunities to take place and serves as a park with rich historical and cultural connections. Currently, the Rand Tract is operating with very minimal site facilities, which may limit visitor experience and involvement within the park. The future of the Rand Tract looks hopeful, as the finished visitor center and developed trail system will surely attract more visitors and provide a better historical and natural learning setting and more recreational experiences for all age groups, as well as school groups and clubs.

WEBSTER POND ASSESSMENT

Introduction

Webster Pond, part of the Rand Tract in Syracuse, New York, is home to a family-friendly duck pond and walking trail. This chapter examines the existing access and trails for Webster Pond. When looking at the accessibility, the following were considered for the pond area: lighting, safety and liability concerns, accessibility for people with disabilities, and the size of the parking areas. The following were considered for the trails: appearance, erosion, drainage, length, litter, safety and security, liability, difficulty level, ease of accessibility, type of users, and trail markers.

Access to Webster Pond

Webster Pond is easy to locate from Valley Drive due to the site being clearly visible and close to the roadside (Figure 1). The parking lot is also easy to access from Valley Drive. Though the parking lot is small with less than ten spaces available, there are fully-accessible parking spaces, and the small parking lot makes it easy to come in and out of the site. The paved parking lot allows for accessibility for people with disabilities and prevents erosion. There is loose gravel near the entrance that may cause access issues for people with disabilities. In the pond area are multiple benches that guests use to sit and enjoy their visit. Webster Pond is also located in a neighborhood area allowing the guests to feel a sense of security. Though there are no light fixtures, the park is not open to the public past nightfall.

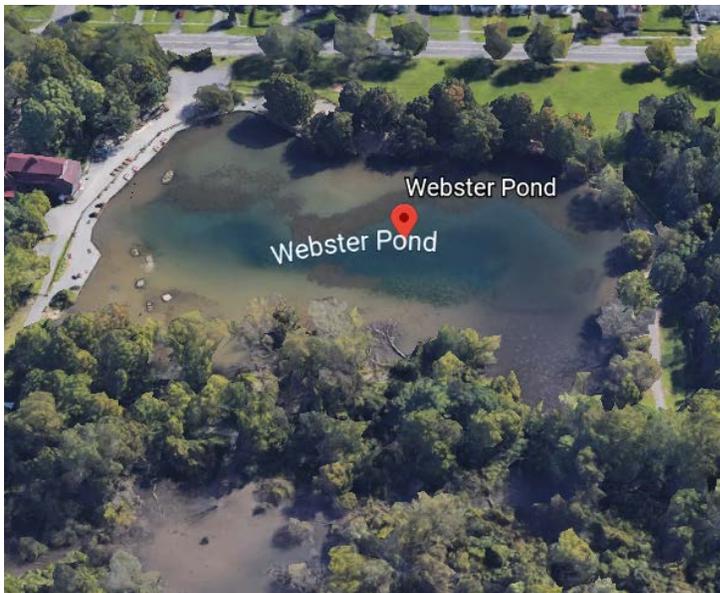


Figure 1. Google Earth view of Webster Pond.

Assessment of Trail at Webster Pond

The trail at Webster Pond is a half mile loop built around the pond (Figure 2). The trail is partially paved and partially gravel with no incline, making it easy and accessible for users of any age or skill level. The trail was made with hiking and leisurely walking in mind. Along the

trail are benches. The trail wraps around Webster Pond, allowing the guests views of the pond, the forest behind Webster Pond, and the wildlife that reside at the site. Trash cans along the trail encourage guests to throw away their trash when on the trail instead of littering. The trash cans and the staff maintain the clean and welcoming appearance of the trail. Towards the entrance is an information hut providing the guests with insight into the species that call Webster Pond home, the park's history, and events that will be taking place at the site. There is no fencing around the pond which could lead to someone falling in. There are no trail markers on the Webster Pond Trails.

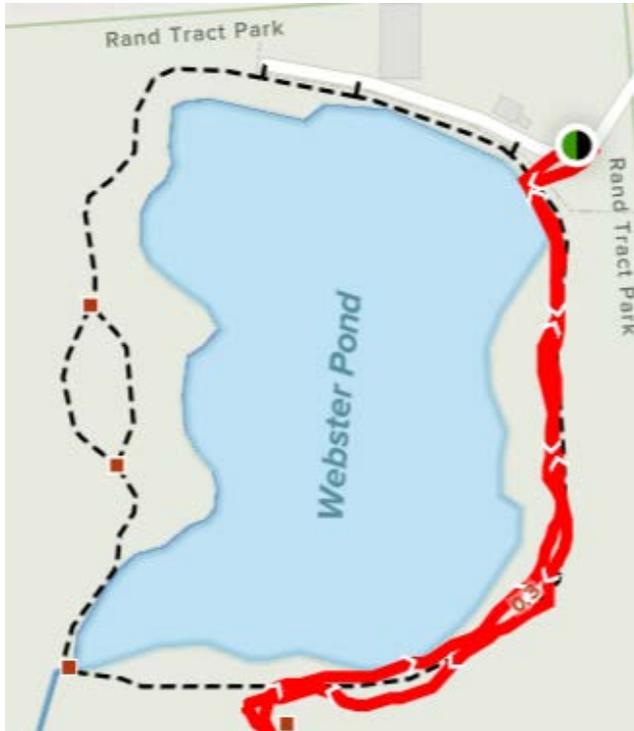


Figure 2. Map of the trail surrounding Webster Pond from AllTrails.

Summary

Webster Pond provides a way for the public to come into contact with nature in a way they might not have been able to do before. The trails allow guests of all ages and skill levels to explore the nature that is found in upstate New York. With ease of accessibility, Webster Pond can be found and enjoyed by anyone. Both the ease of the trails and access can help bring in more guests to the site. In conclusion, Webster Pond is an inviting park in Syracuse, New York.

TRAILS AND ACCESS

Introduction

Well-developed trails and access points are essential components in establishing the Rand Tract as an ecotourism destination. The trail system in the park has the potential to promote recreation that accommodates multiple hiking and biking levels, interests, and special needs as well as the stewardship of the park's natural setting itself. Furthermore, access to the park will permit an appropriate number of visitors, and be intuitive for these visitors to locate and use regardless of their needs.

The status of the Rand Tract's trails and accesses were analyzed in terms of their conditions, types of use, and overall development. This assessment was made based on a virtual trip to the Rand Tract filmed in summer 2020 by Diane Kuehn, as well as interviews and information provided by Steve Harris and Glen Lewis.

Present trail system

The Rand Tract's present-day trail network runs in a loop through a mixed hardwood and softwood forest. This loop is approximately 1.9 miles long and has a total elevation gain of about 410 feet (Figure 1). It is comprised of trails designed for hiking purposes as well as one section of trail originally used as a service road for the movement of vehicles and machinery. The current trail system only spans about half of the park property, and does not provide access to much of the area directly west of Webster Pond (Figure 1). The overall condition of the trail system is relatively consistent and decent throughout. The elevated, far-western portion of the trail is the most eroded due to its aforementioned use as a service road in the past, but continued use of vehicles is strictly prohibited on the entirety of the trail today. The other sections of the trail have slight erosion due to moderate use, but appear well maintained. However, infrastructure is currently not in place to ensure the continued good condition of the trails if the park increases in use.

The Rand Tract loop is the only developed and maintained trail in the park property aside from the trail loop around Webster Pond. The Rand Tract loop provides access to the far western portion of the forest on the park property, Onondaga Valley Cemetery, and Webster Pond.

The western portion of the Rand Tract borders three private property lots classified as residential vacant land according to the Department of Finance Office of Real Property Services (2020). The northern-most lot (Property #1312001000) is 5.3 acres of forest owned by TB5, LLC (also the owner of the adjacent home). The middle lot (Property #1393127102) is 1.4 acres of forest owned by William and Ramona Colucci (also the owner of the adjacent home). The southern-most lot (Property #1393127103) is 35.4 acres of forest owned by the city of Syracuse according to AcreValue (2020) (Figure 2). In addition, to the north of the Rand Tract is an 82-acre parcel owned by the City of Syracuse (Property #1341003701). The trail appropriately extends from the Rand Tract into the properties owned by the city of Syracuse,

but there is currently no signage alerting visitors when they have entered the two unassociated properties.

Although the Rand Tract does utilize small trail markers to guide hikers, the trail lacks appropriate signage of any kind that encourages responsible and environmentally conscious behaviors of visitors in the park. The park does not provide any kind of interpretive input into the park's experience through signage along the trails. It is also void of a nature-center or kiosks that might aid or educate visitors.

The Rand Tract's trail system is not set up to accommodate people with disabilities. According to United States Access Board's (nd) list of requirements for accessible trails, this park possesses the following problems associated with trail accessibility:

- The trail is steep and rugged at certain locations with protruding tree roots that make wheelchair travel difficult.
- The trail is less than 3 feet wide at certain locations.
- The trailhead does not have a posted sign detailing the length of the trail and its status of accessibility to those with disabilities.
- Visitors are not provided with consistent passing and resting intervals.

Potential interesting features of the Rand Tract

As mentioned, the Rand Tract loop does not guide its users to the entirety of what the park property has to offer. Some points of interest that currently are accessible or could be accessible to the public in the future include but are not limited to:

- The hill along the west side of the property for mountain biking and more advanced hiking.
- The wetland in the middle of the park.
- The brook that runs through the property.
- Views of the forest canopy from atop the hill.

Use of the Rand Tract trails

Currently, the Rand Tract property and trails are used by visitors for a number of recreational activities. Some common activities include but are not limited to: hiking, birding, bug catching, wildlife viewing, education, mountain biking, running, and relaxing. Some visitors enjoy the peace and quiet of the Rand Tract and choose to simply use it as a place of relaxation. The map of the current trail system in the Rand Tract is shown in Figure 3.

The Rand Tract trail is primarily used for hiking and other low-intensity nature activities (i.e., birding, wildlife viewing) by its visitors. It receives use every month of the year, but is most commonly visited in the summer months of July and August. The trail is of an easy to intermediate difficulty – making it enjoyable by people of all age groups according to Gaia GPS. Although the Rand Tract's relatively easy experience level is welcoming to families, it does not provide demanding trail options for more experienced hikers.

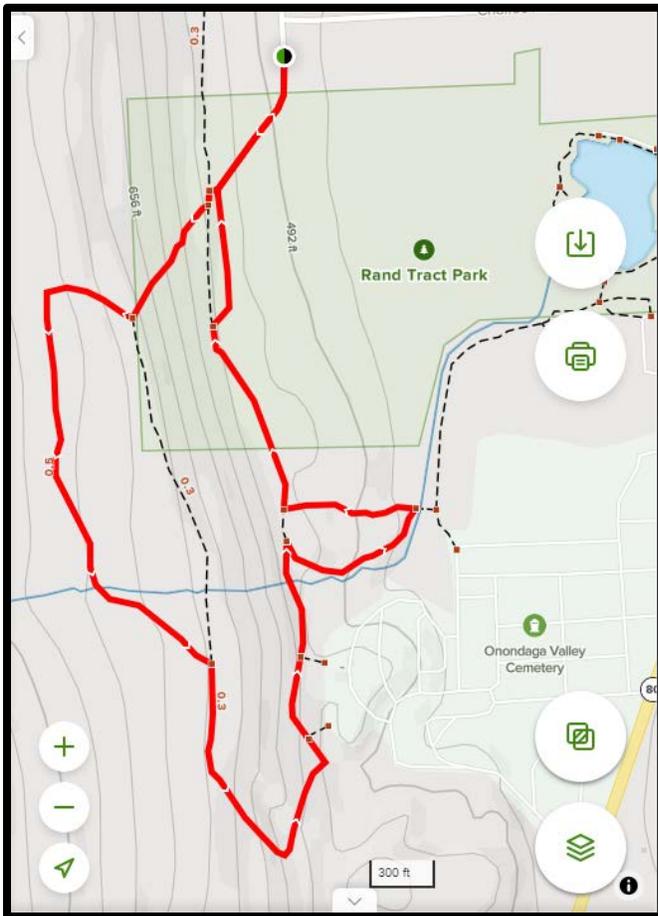


Figure 3. Trail system of the Rand Tract (AllTrails, LLC 2020)

Many local species of birds, mammals, insects, plants, and fungi live in the Rand Tract that attract wildlife enthusiasts. This diversity of wildlife and plants opens the park up for education purposes, including SUNY ESF's occasional use of the site for lab field trips associated with biodiversity.

The Rand Tract currently allows mountain bikers to ride bikes on the property and is often used as a location for such. No mountain bike-specific trails are currently available on the property. Steep slopes make the park an ideal location for mountain bike practicing; however, the potential use of trails meant for pedestrians for bike riding presents safety concerns for hikers. Bike ramps have been built informally by the public as well, which further creates safety concerns for the bikers themselves. Make-shift bike trails and ramps have also resulted in the unregulated removal of some trees and destruction of habitat. CNY DIRT has proposed a new mountain bike trail system for the Rand Tract and adjacent City of Syracuse Properties (Figure 4). Although the proposed trail system would provide city residents and visitors with a one-of-a-kind biking experience within Syracuse, use of the trails by both pedestrians and bicyclists could pose safety concerns for pedestrians. In addition, the number of trails

proposed could create concerns with forest fragmentation, impacting the fragile ecosystem of the park. A trail system that separates bicyclists from hikers, and also reduces the number of trails in the park from what was proposed could be a good compromise. Use of motorized vehicles including ATVs, motorbikes, and snowmobiles is currently not permitted anywhere inside the park's property.

Present park access

The Rand Tract currently has four entrances: one at the southern end of Hopper Road, two within the Onondaga Valley Cemetery on Valley Drive, and one at Webster Pond. In general, these entrances do not have effective signage to let visitors know where they are, or any kind of kiosk to welcome or introduce them to the park. Lines are not painted in any of the parking lots to facilitate organized and systematic parking. Additionally, no fences or other markers are used to keep cars away from the vegetation. Furthermore, parking is very limited and currently only supports a small number of visitors.

Existing parking areas suffer from poor lighting which can compromise the safety and security of visitors who may be leaving the park at night. In addition, three of the existing access points to the Rand Tract are located on private property (two within Onondaga Valley Cemetery and one near St. Paul's United Methodist Church). These parking areas are intended for use by cemetery and church visitors; alternate parking is needed for the Rand Tract in order to shift parking access to publicly-owned land.

The Hopper Road entrance benefits from being small and quiet as it is situated in a residential neighborhood. This location also helps keep the Rand Tract "hidden" within the city.

The Rand Tract's access areas are not set up to accommodate people with disabilities. This park possesses the following problems associated with ADA compliance at its access points:

- Entry points do not have marked handicap parking spaces with 96-inch wide spaces.
- Trail entrances are not fully accessible.

Summary

The Rand Tract is a unique pocket of nature that poses a variety of outdoor recreational opportunities within the city of Syracuse. By expanding and improving its limited trail system and access points, it has the potential to be a well-developed tourism destination that promotes the variable needs and interests of visitors, the community surrounding it, and the wellbeing of its ecosystem. While not suffering from poor trail conditions, the park lacks the signage necessary to foster education and stewardship of the site. Parking conditions at the park are lacking in number and in quality, and the park entrances are also underwhelming. Expansion and renovation of the trail system is required to safely promote local mountain biking and hiking and to accommodate those with physical difficulties.

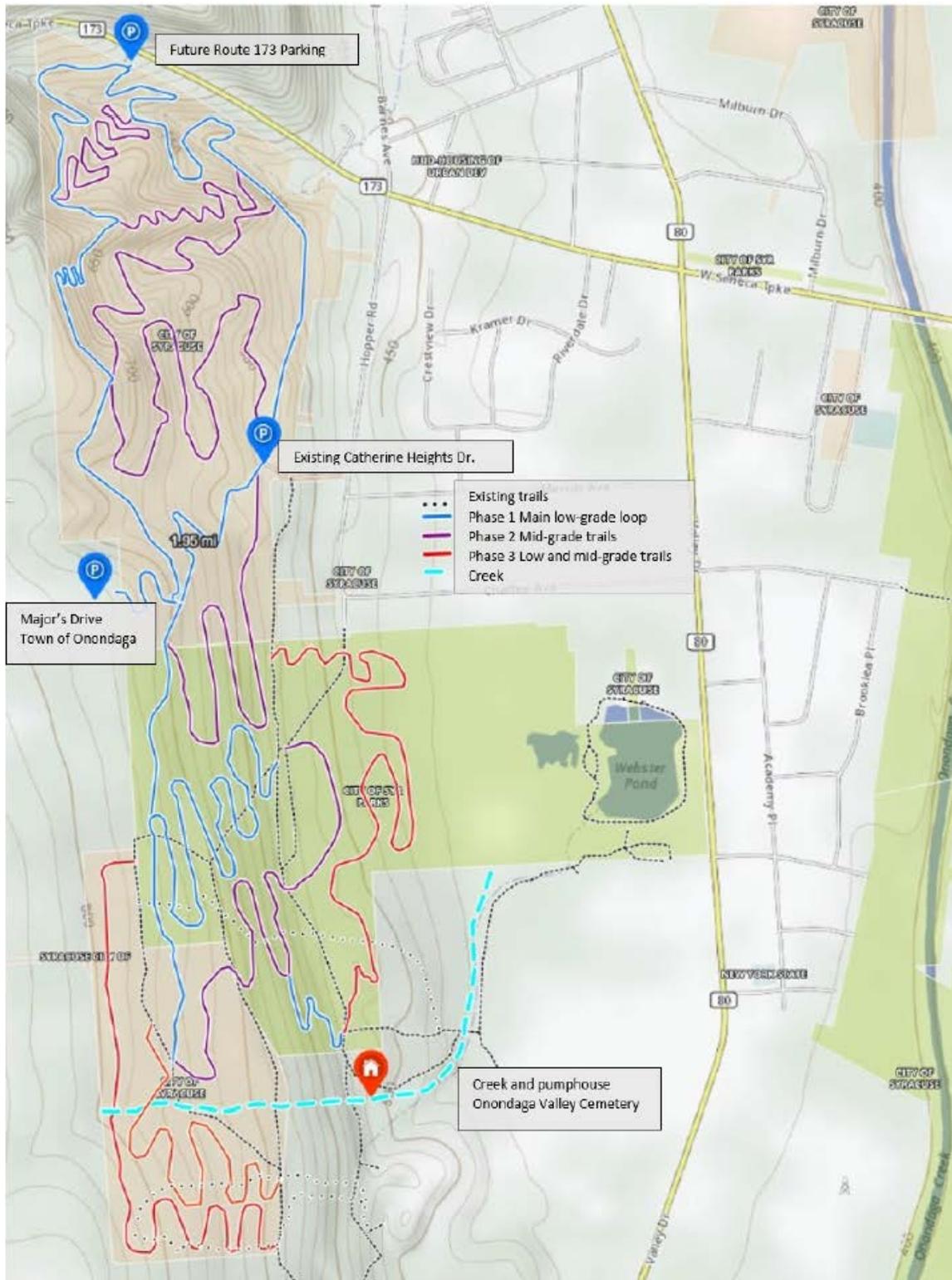


Figure 4. Proposed mountain bike trail system for the Rand Tract (CNY DIRT, nd).

PARK PROGRAMS, SERVICES, AND EVENTS

Introduction

The Rand Tract, located in the Valley neighborhood of Syracuse, NY, is a 95-acre natural area that is unique because it provides opportunities for city residents to recreate in and enjoy a natural setting less than five miles from downtown. In order to accommodate Syracuse residents, as well as the student populations of five universities, the Rand Tract can develop a wide range of programs and other events to meet the diverse needs of visitors.

Existing city-wide programs and events

The Rand Tract, including Webster Pond, is managed by the City of Syracuse Department of Parks, Recreation, and Youth Programs. Another group, the Angler's Association of Onondaga, owns an adjacent property, and cares for and helps maintain Webster Pond through volunteer work and not-for-profit fund raising. While the City of Syracuse DPRYP offers an array of programs and events at their many properties around the city, the opportunity for nature-inspired programs and outdoor recreation events in the Rand Tract seems to be overlooked.

The City of Syracuse Department of Parks, Recreation, and Youth Programs offers many environmentally-focused events and programs throughout the city. "ReLEAF," a program developed by city officials and arborists to increase the forest canopy of Syracuse after the Labor Day storm of 1998, featured a talk from the city's head arborist. The "Spring Park Spruce-Up" focuses on cleaning up and beautifying city parks. The DPRYP also provides walking tours, such as tree walks and other nature walks in various parks and natural areas around the city. These mainly take place in the large parks surrounding the Syracuse University neighborhood, such as Thornden Park and Barry Park. Naturalist-led walks in the Rand Tract and around Webster Pond are not being offered currently.

Athletics are a great way to bring the community together while also encouraging people to recreate outside. Both youth and adult athletic leagues, including an organized Little League, hold practices and games in various parks around the city. While these are a terrific way to utilize green spaces in an urban setting, they also require space for development and infrastructure. There are no athletic fields at the Rand Tract, and the addition of one would require a level of development that may be contrary to the goal of maintaining the natural environment. Fun Runs are held periodically around the city, and could be tied into the trails in the Rand Tract.

Programs and events at Baltimore Woods

Baltimore Woods Nature Center is a private nature center located on over 180 acres in Marcellus, NY, approximately 20 minutes from Syracuse. With over six miles of hiking trails and an Interpretive Center, BWNC offers a diverse array of programs and events to accommodate members and the public alike. The Nature Center's "Nature in the City" program offers opportunities for nature programs in many parks throughout Syracuse. The Nature Center also offers various seasonal events, from a naturalist-led "Sunrise Frost" walk to a "Fall Harvest"

hike, focused on observing squirrels prepare for winter. BWNC also runs offers multiple multi-weeklong programs where registered participants meet weekly and partake in group events; each week focuses on a separate topic. "Science Adventures in Nature" runs throughout November and explores different ecosystems and habitats on the property, investigates moss, insects, and fungi, discusses how different animals react differently to the changing of seasons, and how to identify animals and their behaviors in the fall and winter. Programs range from \$30 to \$60 with membership discounts and are created and run by professional interpretive guides to get children outdoors and exploring the natural world.

Baltimore Woods Nature Center also runs a summer camp; a week-long day-camp where campers hike, play games, and explore the property with professional staff. Another unique aspect of BWNC is their Art Gallery. The gallery shows five distinct exhibits each year, including a local student art show in May, curated to explore nature through artistic perspectives. The gallery is open to the public and is open from September through May. BWNC provides local schools the opportunity to sign up for field trips, where students can participate in outdoor, science-oriented programs ranging from "Pond Ecology" to "Photosynthesis Fun."

Programs at the Rand Tract

Very few programs run by the City of Syracuse's DPRYP are held at the Rand Tract. There are no athletic events held due to the lack of facilities, and there are currently no annual Fun Runs or periodic nature walks are held there. However, both the Angler's Association of Onondaga and Friends of Wildlife, two non-profit organizations, offer programs at Webster Pond. The main programs offered by these groups are the Junior Fishing Program and the Adult Fishing Program. These programs are open to the public, with a suggested donation of \$10 to \$15 per season. Programs run from the first Saturday in April through September; members meet on Saturday and Sunday mornings for a few hours to fish and socialize at Webster Pond. Other programs and events offered at Webster Pond by the Angler's Association of Onondaga include free field trips for any local school or group, sponsorship of two local high school juniors to participate in a week-long DEC camp, and large community give-back and fund-raising events. Each year, members of the Angler's Association of Onondaga and volunteers from the Syracuse VA Hospital get together to fish and do maintenance work around Webster Pond. The event is capped off with a large cookout and celebration. Similar events are held to raise awareness and support of the blind and for people with MDA. Last summer, over 100 volunteers participated at the VA Hospital event, and over 50 people attended the events held for the blind and for people with MDA.

Program advertising

The most accurate and up to date calendar of events for all City of Syracuse Department of Parks, Recreation, and Youth Programs properties can be found on their Facebook page; the City of Syracuse's website is outdated and not user-friendly. The listing of events on the DPRYP tab on the City of Syracuse's website is incomplete and hard to understand. The Rand Tract is not listed as a property managed by the City of Syracuse DPRYP on their website; however, Webster Pond is. The Webster Pond tab has very little information and does not list up-coming events taking place there. The Angler's Association of Onondaga has a Webster Pond website

with information pertaining to the Junior and Adult Fishing programs and annual give back events, but it too is outdated.

Summary

The City of Syracuse's DPRYP puts on a wide variety of programs and events around their properties around the city, ranging from a popular Little League to Shakespeare performances in the Thornden Park amphitheater. Baltimore Woods Nature Center offers an incredibly diverse range of interpretive programs, including naturalist led walks through their trail system. While many events require space and infrastructure not available at the Rand Tract and Webster Pond, the opportunities to hold naturalist led walks, community hikes, and other outdoor events at the Rand Tract seems to be over-looked. The Angler's Association of Onondaga and Friends of Wildlife hold annual events and fishing programs at Webster Pond, and while these organizations offer well put together programs, the advertisement of these programs is limited; neither the City of Syracuse's DPRYP or the Anglers' Association of Onondaga's website provides a complete listing of events and programs offered.

INTERPRETIVE MATERIALS AND WEBSITE

Introduction

Interpretive materials allow park visitors to learn about the environment around them, as well as events and activities held in the area. Different interpretive materials cater to different people depending on learning preferences and capabilities. There are many different options to choose from, including interactive maps on websites, videos, live programs, audio tours, slideshows, touchscreen exhibits, kiosks, and even journals that guests can write and draw in (Neshat, 2010).

The Rand Tract

Interpretive materials. The main interpretive materials currently found at the Rand Tract are the boulders with historical plaques. Besides these plaques, the park is lacking in interpretive materials.

Website. While the Rand Tract does not have its own individual website, there are many other websites that mention it, including reviews from people that have previously visited. These reviews are nice because people can read about other peoples' experiences, but there is no information about the park straight from the Syracuse DPRYP which would be helpful for guests.

Webster Pond

Interpretive materials. Webster Pond has a few interpretive materials in a kiosk near the pond that holds some information about the park. In addition, volunteers from the Angler's Association of Onondaga are often on hand to provide information to visitors. There are a few fliers available as well.

Website. Webster Pond has an extensive website with a great deal of information. The website has many images that give visitors an idea about the area and different activities held there. There is also a list of all the existing species that can be found at the pond. Each tab includes photos as well as other needed information. The "photo gallery" tab brings visitors into a whole new website which is interesting. The "important information" tab opens up to a bunch of different "clickable" photos that lead to more information. While the website has extensive information, it is definitely lacking in interpretive materials. Also, all of the webpages are different colors; some of them are hard to read because the font and background color do not contrast enough. There are also a handful of spelling and punctuation mistakes.

Similar Locations

Spencer Crest Nature Center. This nature center is located on the Corning Community College property and is open to the public. The center has a website, but it doesn't seem to be working (other websites have links to the broken webpage). The center does have a page under the college's website that includes a handful of photos, information about the center, as well as a

welcome video. At the actual center, there are activities for guests as well as other interpretive materials. On the trails are signs giving information about nature for visitors.

Tanglewood Nature Center. This nature center is located in Elmira NY. It has a nice website that is easy to read and use. For interpretive materials, the website has many photos and a virtual tour through the nature center. The website also has an event tab and a programs tab that allows people to find out what programs are offered. Some programs include those designed for elementary school kids to educate them about different animals. They are also programs for older groups with a similar structure. In the nature center are many different displays with interpretive signs as well as activities for visitors. The nature center could definitely include more interpretive materials on its website, but overall it has a nice layout and extensive information. The center does a great job with its interpretive materials in the nature center, but could always add more interpretive signs out on the trails.

Summary

While many nature centers could use an improvement in their interpretive materials, the Rand Tract definitely needs to include more on-site information as well as on a website. Though the two other nature centers assessed have the benefit of having a building to house their interpretive activities and exhibits, the Rand Tract and Webster Pond could find different ways to interpret park resources without this type of building facility.

MARKET GROUPS ASSESSMENT

Introduction

This section aims to describe the demographics of the resident population and the features of existing and potential visitor markets to the Rand Tract in Syracuse. It is necessary to determine current and potential visitor segments, as it is a foundation for designing and executing effective marketing, promotion, and interpretation activities for the park. Since this section of the assessment aims to provide data on the current visitor groups, it is essential to note that no visitor market data is available for the park, as it has not been systematically collected by the the Anglers Association of Onondaga (that manages Webster Pond) nor by the Syracuse Department of Parks, Recreation & Youth Programs (that owns the property). The following sections of this assessment will provide information on the resident demographic composition and the visitor groups that are believed to currently be using the Park, based on individual observations and information obtained from available internet sources.

Demographics

The primary users of the Rand Tract are currently residents from Onondaga County, predominantly coming from the city of Syracuse and the Valley neighborhood that is adjacent to the park. Presumably, Onondaga County and Syracuse residents will remain as a primary visitor market in the future.

Demographic composition of Onondaga County. According to the 2019 American Community Survey Single-Year Estimates, Onondaga County has 460,528 residents, of which 62% are 18-64 years of age, with a median age of 39. The majority (52%) of the residents are females. The total number of households in the County is 183,218, with an approximate number of 2.4 persons per household. Married couples make up 46% of the population. Approximately 15% of the residents moved since last year, while 85% of the population reside in the same house as in the previous year. High school graduates or people with higher education make up nearly 92% of the population, whereas 36% of the residents have a Bachelor's degree or higher. The County is predominantly English speaking, with English being the only language spoken at home among 87% of the population aged 5-17 and 89% of the population aged 18 and higher (U.S. Census Bureau, 2019). The foreign-born residents of the County comprise about 8% of the population (U.S. Census Bureau, 2018). Approximately 9% of the population below the age of 65 have disabilities (U.S. Census Bureau, 2019).

Demographic composition of the City of Syracuse. According to the 2019 American Community Survey Single-Year Estimates, Syracuse has 142,310 residents, of which 66% are 18-64 years of age, with a median age of 32. The majority (54%) of the residents are females. The total number of households in the County is 57,114, with an approximate number of 2.2 persons per household. Married couples make up 28% of the population. Approximately 25% of the residents moved since last year, while 75% of the population reside in the same house as in the previous year. High school graduates or people with higher education make up 85% of the population, whereas 32% of the residents have a Bachelor's degree or higher. The city is

predominantly English speaking, with English being the only language spoken at home among 71% of the population aged 5-17 and 82% of the population aged 18 and higher (U.S. Census Bureau, 2019). The foreign-born residents of the County comprise approximately 8% of the population (U.S. Census Bureau, 2018). Nearly 13% of the population below the age of 65 have disabilities (U.S. Census Bureau, 2019).

Student population of Syracuse. For the 2020-21 school year, there are 33 public schools in the Syracuse City School District, serving 20,757 students. In 2017, universities in Syracuse awarded 16,043 degrees. The student population of Syracuse is predominantly female with 30,734 female students and 26,526 male students. The largest universities in Syracuse by number of degrees awarded are Syracuse University (7,296 and 45.5%), SUNY College at Oswego (2,166 and 13.5%), and Onondaga Community College (1,225 and 7.64%) (Data USA, 2017).

Existing and Potential Market Groups

Family groups. Family groups are a profoundly fitting market group for the Rand Tract, as the park's facilities are suited to accommodate representatives of all age groups and physical abilities. A nature recreation experience with family sometimes implies a lengthy and costly trip to a destination. The Rand Tract is easily accessible to local residents while providing an alternative that does not concede many of the qualities of more remote destinations. The trails do not require special physical abilities of visitors, while the area is perfectly suitable for picnicking with great views and many other types of nature recreation that would be enjoyable for family and friends groups. The City of Syracuse DPRYP may want to consider family-oriented marketing for activities and events that emphasize the park's family-based recreational qualities. The Anglers' Association of Onondaga is already focusing much of its efforts on families for Webster Pond.

Student groups. This stratum of the city's residents constitutes a substantial percentage of Syracuse's population, becoming one of Rand Tract's largest potential markets. Local school and college students are the existing visitors to the Park, yet this market group's potential is not fully met. Considering the Park's historical and natural merit, the Rand Tract has excellent resources to be used not only for recreation but also for educational purposes. SUNY ESF students occasionally utilize the Park for various field trips and nature interpretation projects. Purposeful promotion, collaboration with local educational institutions, and thematic events would be a great way to engage a more substantial number of visitors from this market group.

Forest bathers, hikers, runners, dog walkers. The market group of hikers, runners, dog walkers, and forest bathers comprises residents from Onondaga County. The Rand Tract is an attractive site for solo visitors wishing to relax in the woods and reflect, as the park is very accessible, is not crowded, has lovely natural scenery, and a comfortable microclimate in every season of the year. The loop trail's length and easy difficulty level provide the ideal conditions for relaxing walks, running, dog walking, and forest bathing.

Nature observers. A mature forest with well-preserved flora and fauna for a park located in the middle of a city, the Rand Tract is home to shagbark hickory, white ash, sugar maple, black cherry, yellow poplar, red maple, northern hemlock, beech, red oak, and many other species. This old-growth forest has the perfect conditions for bird watching and many other types of nature observation due to the vast number of species that are challenging to find elsewhere in the city.

Mountain bikers. The park is equipped with trails that are often used for mountain biking. There are approximately 3 miles of official trails and many undesigned (visitor-created) trails of intermediate and advanced difficulty levels. Mountain bikers are an existing market group that has great potential to be expanded for the Rand Tract. The Rand Tract is posted on several websites (www.singletracks.com, www.trailforks.com, www.alltrails.com), listing the park as one of Syracuse's best mountain biking destinations for intermediate and advanced riders. However, as the mountain biking trails in some parts of the park intersect with the designated hiking trail, there are some safety issues, which may lead to conflicts and safety concerns between bicyclists and hikers. The Syracuse DPRYP should put more effort into ensuring visitor safety and avoiding any potential injuries and disputes, that could also negatively affect the park's image. Nevertheless, the availability of biking trails adds to the overall diversification of services and facilities offered within the park for more market groups.

Marketing position statement

The Rand Tract is a 95-acre natural area located in Syracuse's southwest corner, on State Route 173 and near Interstate 81. A 2-mile trail loops the park, moving through a majestic forest, perfectly suitable for relaxing walks, running, dog walking, hiking, forest bathing, bird-watching, and mountain biking. A unique green space in the heart of Syracuse, the Rand Tract is often referred to as a 'hidden gem,' that is well equipped to provide a pleasurable outdoor recreation experience for visitors of diverse interests and demands who are willing to temporarily break away from the bustle of the city without leaving the city itself. On a crossroad of surpassing historical and natural heritage, this urban refuge is an ideal place to reconnect with nature, explore an ever-changing history and a vibrant living environment within the city limits.

Summary

This assessment provides demographic data on the resident population and identifies the primary market groups for the Rand Tract in Syracuse. The current visitor groups have significant growth potential, and this assessment suggests that the marketing activities should target the existing market groups (instead of engaging new ones), and aim to increase usership among current visitor groups. A systematic collection of visitor data is essential for a more holistic perception of park's existing usership and performing direct marketing activities. Rand Tract is a park with genuinely unique elements that positively differentiate it from other parks in the area and create a notable advantage. With an impressive historical and natural heritage, the Rand Tract has high potential to attract many visitors from around Onondaga County.

PROMOTION ASSESSMENT

Introduction

This section is an assessment of the current promotional resources for the Rand Tract and the promotional resources used by Syracuse and the greater central New York region. Using a more diverse promotional plan can increase the local and visiting population’s knowledge of the Rand Tract, which is a unique natural experience in Syracuse. In order to reach the maximum number of people with promotions, there should be a wide variety of detailed promotional efforts. Promotional tools like social media, websites, and postings in travel guides can be valuable in spreading information about the park to a wide audience.

Where to find promotional material

There is information on the Rand Tract on several different websites featuring information about Syracuse and hiking in central NY. Each website has a varying level of detail, but there is not a central website with a comprehensive set of information. There is more promotional material for Webster Pond, but not all of those resources have information about the entire Rand Tract. The Rand Tract also utilizes one social media platform, Facebook. In Table 1, the promotional material currently available for the Rand Tract and Webster Pond is presented.

The majority of information on the website for Webster Pond, a popular attraction at the Rand Tract, is for anglers and those interested in local wildlife. Two websites (see Table 1) have information and trail maps for the trail at the Rand Tract, as well as contact information and a location finder. There is minimal information regarding history, safety, or other topics of interest for the Rand Tract. Singletracks is a website focused on mountain biking trails. They have detailed information about the Rand Tract trail, which is a beneficial way to reach mountain bikers in the region. There is little information on Singletracks about any other portion of the Rand Tract. Central New York hiking’s website has a short section on the history and details of the Rand Tract; it is the most comprehensive of the websites featuring the Rand Tract. The Rand Tract operates a Facebook page, but there are no posts on the page. The Facebook page has a link to cnyhiking.com, but that is the only information available on the page.

Table 1. Websites and social media related to the Rand Tract.

Websites	Social Media
www.websterpond.org	Facebook
mapcarta.com	
www.alltrails.com	
cnyhiking.com	
singletracks.com	

Syracuse and central New York as a whole have several websites that act as a promotional epicenter. In Table 2, the websites and medias used by Syracuse and Central NY are listed. The

I Love New York website is a central resource for the entire state. This site has links and information about a wide variety of different activities across the state, including outdoor hiking trails, parks, and other natural spaces. The website does not currently have a listing for the Rand Tract.

Visit Syracuse and Visit Central NY are similar sites that provide a condensed list of different attractions in Syracuse and central NY as a whole. CNY hiking has information about various hiking sites across the region, including the Rand Tract. Each website is valuable to both locals and tourists, and offer a wide variety of different activities to suit different interests. Both Syracuse and Central NY also utilize several social media platforms. A Twitter, Instagram, and Facebook sites are run by Visit Central NY. Syracuse has a Twitter and Instagram run by Visit Syracuse. These social media sites have large followings and post updates about the city and region as well as updates about different events in the area. All of the social media accounts have large followings and reach a large audience.

Table 2. Promotional websites and social media sites for Syracuse and Central NY>

Syracuse	Central NY
www.iloveny.com	www.iloveny.com
www.visitsyracuse.com	www.centralnewyork.com
Instagram	cnyhiking.com
Twitter	Instagram
	Twitter
	Facebook

Summary

The Rand Tract has multiple promotional resources in place that make it attractive to a wide variety of locals and visitors. By utilizing local attraction websites and websites that pinpoint specific interests like fishing and hiking, the Rand Tract is easily found by potential visitors interested in those activities. There is also a great deal of room for more promotion of the Rand Tract. There are many local promotional options that the Rand Tract could take advantage of to increase visitation and available information. The Rand Tract is such a unique asset to the city of Syracuse, there are multiple opportunities to increase promotional materials and reach every outdoor enthusiast.

TRANSPORTATION ASSESSMENT

Introduction

This section of the report assesses the present conditions of transportation to the Rand Tract. This section includes an examination of existing and proposed routes, types of transportation available for use, interconnections with historical and scenic pathways nearby, and evaluation of difficulties associated with transportation. The Rand Tract is located in the southwest corner of Syracuse's Valley neighborhood (Figure 5), approximately 15 minutes away from the city center, allowing for the operation of different types of transportation such as private motor vehicles, public transportation, biking, and walking to the park. A detailed analysis is provided.

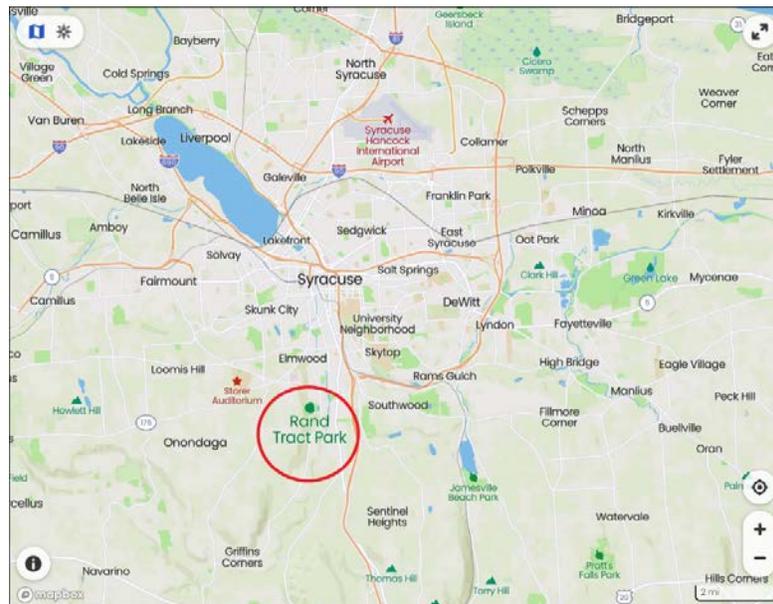


Figure 5. Map of Rand Tract Park and surrounding areas. The park is indicated with a red circle. Source: Mapcarta.com

Potential for travel

Transportation routes and nearby communities. The Rand Tract is located in Onondaga County, within the City of Syracuse; several other towns such as Bridgeport, Chittenango, Cazenovia, Jamesville, Tully, Skaneateles, and Auburn are within 25 miles. For visitors who are close to the City of Syracuse, the park can be accessed via State Route 80 and State Route 173. For visitors from the more distant locations listed above, US Route 11, US Route 20, and Interstate Highway 81 are suitable for getting to the Rand Tract.

Access points. To date, there are four main access points to the Park. The first one is an entrance point in the residential neighborhood at Hopper Road. This parking area is limited by the space along the road shoulder and can hold up to three cars (Figure 6). The second entry point is via Webster Pond which has a designated parking area that holds up to ten cars (Figure 7). The third and fourth entry points are in Onondaga Valley Cemetery; one of these entry points has a designated parking lot that can hold up to six cars (Figure 8).



Figure 6. Access point to the Rand Tract via Hopper Rd. neighborhood. The arrow indicates entrance.



Figure 7. Access point to the Rand Tract via Webster Pond neighborhood. The arrow indicates entrance.



Figure 8. Access point to the Rand Tract via Onondaga Valley cemetery. The arrow indicates entrance.

According to the recent CNY D.I.R.T Trail Proposal for the Rand Tract, new access points including three additional parking lots are proposed to expand the existing area of the Rand Tract and to increase its accessibility for visitors. The biggest parking lot is proposed for the City of Syracuse property along US State Route 173; other parking areas at Major’s Drive in the Town of Onondaga and near Catherine Heights Dr. are also proposed. Consideration to the speed at which drivers travel on Route 173 is needed prior to adding a new parking area there.

Public Transportation. Visitors of the Rand Tract can use public transportation to get to the park. The Central New York Regional Transportation Authority (Centro) provides public transportation for Onondaga, Oswego, Cayuga, and Oneida counties. Therefore, visitors may arrive from surrounding areas using the Centro Bus Hub in downtown of Syracuse for transit (About Centro, 2020). From the Centro Bus Hub, visitors can take the bus route “Sy 54 Midland Ave. - Valley Dr.” and exit at the bus stop at “W Seneca Tpke. & Valley Dr.”; from there, visitors will need to walk approximately 10 minutes using the sidewalk along the State Route 80 to enter the park via Webster Pond (Figure 9).

For visitors, who arrive in Syracuse using the train, an additional bus route must be taken from the Train station. Thus, the bus route “Sy 16 N. Salina St - Buckley Rd.” starting at the William F. Walsh Regional Transportation Center (RTC) can first be taken to get to the Centro Transit Hub; a connection to the bus route “Sy 54 Midland Ave. - Valley Dr.” mentioned above would be needed next. It is important to note that the sidewalk from the bus stop to the park is located on the opposite side of the road from the park; visitors will have to cross the street without a designated crosswalk or lights to enter the park which could put visitors into a dangerous situation.

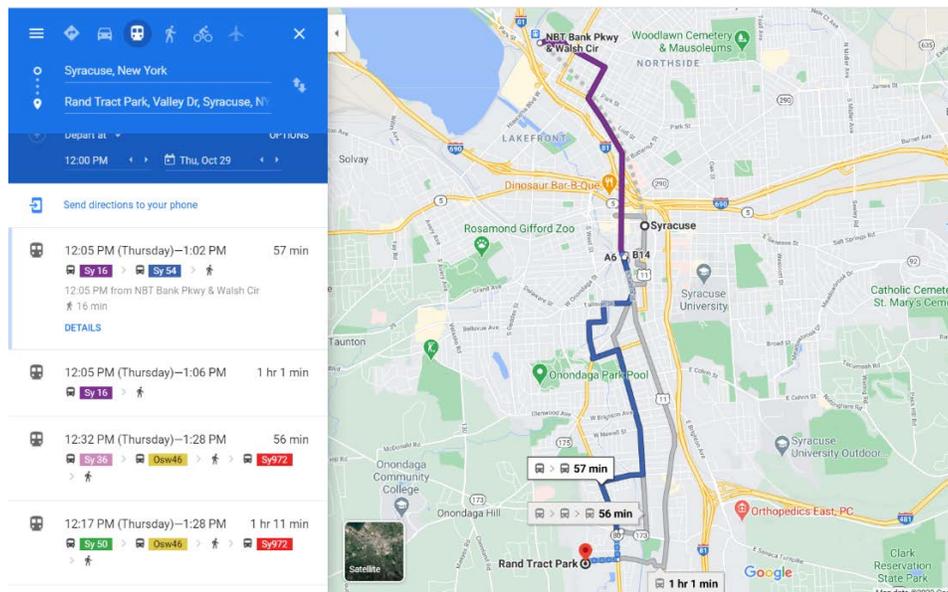


Figure 9. Bus routes from Regional Transportation Center via Centro Bus Hub.

Bike Routes. There is an opportunity to ride a bike to the Rand Tract using State Bike Route 11. State Bike Route 11 is a 320-mile biking trail that traverses from the Pennsylvania border

around Binghamton to Rouses Point on the New York – Quebec border. This bike route intersects with State Bicycle Routes 5, 9, and 17, and, most important, the NYS Canalway Trail which is part of the historical Erie Canalway Trail (New York State Canals, 2020). This bike route is on the east side on Onondaga Creek while the Rand Tract is on the west side; bicyclists would need to leave the bike trail in order to access the Rand Tract. In addition, although Bike Route 11 is officially designated as a bicycle trail, there is no separate shoulder for a bike, which makes visitors ride with road traffic, potentially putting them in danger (Figure 10).

In addition, two historical bicycle/pedestrian pathways are located in close proximity to the Rand Tract and potentially can be involved in future development efforts. The first one is the Onondaga Creekwalk, a 2.6-mile route that connects downtown Syracuse from Armory Square to Onondaga Lake (City of Syracuse, 2009). This path would need to be extended south along the west side of Onondaga Creek in order to connect the Creekwalk to the Rand Tract. Another trail is the historical Empire State Trail, a 750-mile route that connects New York City through the Hudson River Valley, west to Buffalo along the Erie Canal, and north to the Champlain Valley and Adirondacks (Empire State Trail Program, 2020). This trail passes through Syracuse north of the Rand Tract.



Figure 10. Intersection of State Route 173 and State Route 80.

Hiking/Walking. There is potential for visitors to walk or hike to the Rand Tract from downtown Syracuse using a sidewalk along State Route 80; however, safety considerations must be taken into account. Thus, walking can be included as a potential transportation method only within close proximity to the Rand Tract.

Directional signs. One of the major issues about travelling to the Rand Tract Park is that there are no directional signs present on the way to the park along different transportation routes or at the entry points to the park. For the parking areas, there are no signs or markers. In addition, a gravel parking lot on Valley Drive north of Onondaga Valley Cemetery is hard to recognize as visitor parking.

Another issue is that on the official Rand Tract Park website, there is no information for “Directions/Get here,” which adds another point of confusion for visitors (Rand Tract Park, 2020). This same issue appears for the Webster Pond website which also does not provide information about transportation (Webster Duck Pond, 2020). Last but not least, for those visitors who rely on Google Maps, the official entrance for Rand Tract is located within the Hopper Rd. residential area; upon arrival, visitors might not understand if that location is a correct access point.

Summary

Overall, there are numerous ways to get to the Rand Tract, not only for local residents of the city of Syracuse but also for visitors from surrounding towns. Visitors can arrive using private motor vehicles, public transportation, and bikes. In addition, the proximity to the historic Erie Canal and Empire State Trail makes it even more attractive to take a bike to the park. Some issues such as poor directions to the park, lack of signage at parking lots, and the lack of bicycle/pedestrian trails adjacent to the park exist.

ASSESSMENT OF NEARBY PARKS

Introduction

This chapter focuses on nearby parks that would be the best fit for partnering with the Rand Tract on programs and events. Parks and attractions with features similar to those found in the Rand Tract (e.g., trails and scenic views) were assessed. Table 3 lists the parks in Onondaga County near to the Rand Tract and their facilities. Table 4 provide contact information and a description of these parks.

Partnerships with nearby parks

There are many parks near the Rand Tract that could be considered as top choices for partnerships on programs and events. Heath Park has very similar hiking trails to the Rand Tract. Upper Onondaga Park has really nice scenic views but is more suitable for walking or biking than hiking. Elwood Park is similar to Heath park with hiking trails and similar to Upper Onondaga Park with scenic views. Baltimore Woods is the most distant park (located in Marcellus), but the nature center often hosts programs in parks throughout the CNY area. Camillus Forest and Split Rock Unique Areas offer miles of trails used by mountain bikers and hikers. Lastly, Clark Reservation State Park would be a really nice partner for the Rand Tract because of its scenic qualities and excellent hiking trails. Meachem Field offers the potential for parking and biking access to Rand Tract via an Onondaga Creek footbridge located at adjacent Clary Middle School.

Table 3. List of potential parks and their features.

Parks	Scenic View	Restrooms	Mountain Bike Trials	Garden	Hiking Trails	Nature Center	Pavilions	Playground
Elmwood Park	Yes	Yes	No	No	Yes	No	Yes	Yes
Heath Park	Yes	No	No	Yes	Yes	No	Yes	No
Meachem Field	No	Yes	No	No	No	No	No	Yes
Upper Onondaga Park	Yes	Yes	No	Yes	No	No	Yes	Yes
Clark Reservation State Park	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Baltimore Woods	Yes	Yes	No	Yes	Yes	Yes	Yes	No
Camillus Forest and Split Rock Unique Areas	Yes	No	Yes	No	Yes	No	No	No

Table 4. Parks with a high partnering potential with the Rand Tract.

Parks	Contact information	Description
Clark Reservation State Park	NYS Office of Parks, Recreation, and Historic Preservation (315) 492-1756	Beautiful hiking trails throughout, as well as a pond that makes for some nice scenic views. Has a nature center as well as a pavilion area.
Elmwood Park	City of Syracuse Dept. of Parks, Recreation, and Youth Programs (315) 473-4330	Pavilion area with picnic tables and benches. Natural water features and forested slopes. Some great scenery and peaceful walking areas.
Heath Park	City of Syracuse Dept. of Parks, Recreation, and Youth Programs (315) 473-4330	Good hiking trails throughout for all ages and experience. Largest wooded park in the city of Syracuse. Has a plaque honoring the Iroquois Trail. There is also a community garden.
Meachem Field	City of Syracuse Dept. of Parks, Recreation, and Youth Programs (315) 473-4330	Should the Onondaga Creekwalk be extended south to the Valley neighborhood, Meachem Field could provide an important connection between the Creekwalk and the Rand Tract via a footbridge that crosses Onondaga Creek near Clary Middle School and East Chaffee St.
Upper Onondaga Park	City of Syracuse Dept. of Parks, Recreation, and Youth Programs (315) 473-4330	More of a scenic place than a hiking one. Has some great views to walk around and look at. Has athletic courts for basketball and tennis.
Kelley Brothers Memorial Park	Town of Onondaga (315) 469-3463	Many athletic fields and courts. Good area to take a dog for a walk. May be a good choice for picnicking near the Rand Tract.
Baltimore Woods	Baltimore Woods Nature Center CNY Land Trust (315) 673-1350	Beautiful natural area with scenic views and hiking trails.
Camillus Forest and Split Rock Unique Areas	NYS Dept. of Environmental Conservation (518) 402-9428	Originally a quarry site with rock crusher, now miles of trails open for mountain biking and hiking.

Summary

When it comes to partnering potential for the Rand Tract, parks have the highest potential due to similarities in facilities with the Rand Tract. Some of the top park choices for partnering are Clark Reservation State Park, Heath Park, Meachem Park, Elmwood Park, and the Camillus Forest and Split Rock Unique Areas. When it comes to parks, the partnering possibilities or collaborations for the Rand Tract are almost endless. There are many more attractions, historic sites, and parks not included in this chapter.

FESTIVALS AND EVENTS

Introduction

There are a multitude of festival and events that occur throughout Onondaga County. These events can help promote local areas, which include the Rand Tract park. Numerous events occur at the Rand Tract annually and bring visitors from the Syracuse area. There are many different types such as community events, athletic events, and environmental events. There are also events that happen in Onondaga County; however, they are not directly connected with the Rand Tract.

Environmental events at the Rand Tract

The Rand Tract hosts various environmental events throughout the year. These events are partnered with different organizations and are not held annually. The SUNY-ESF Ducks Unlimited organization partnered with the Anglers Association of Onondaga to host a Clean up the Rand Tract event (**Table 5**). This was organized through Facebook and included activities that involved cleaning and repairing areas throughout the Rand Tract, such as tree trimming, brush removal, and unclogging waterways. There are also various field trips held at the Rand Tract. These do not occur on a scheduled basis and are rather scheduled by the needs of local educators. Field trips are partnered with local schools in the Syracuse district (**Table 5**).

Table 5. Environmental Events held at the Rand Tract

Event	Activities Offered	Organization Hosting	Contact Information
Clean up the Rand Tract	Tree trimming, brush removal, trail trimming, unclogging waterways	SUNY-ESF Ducks Unlimited, Anglers Association of Onondaga	Chad Norton cnortonvp@aol.com, Webster Pond Facebook page, Webster Pond number (315)469-8027
Various field trips	Feeding waterfowl, a guided tour	Anglers Association of Onondaga	Webster Pond number (315)469-8027, Chad Norton cnortonvp@aol.com

Community and cultural events at the Rand Tract

There are multiple community and cultural events that are held at the Rand Tract. The majority of these events happen annually and bring a variety of community members to the Rand Tract. The Syracuse Sierra Club Meetup Group partnered with the Rand Tract to host a Meet Our Valley Neighbors event (**Table 6**). This event entailed community members coming to the Rand Tract to meet each other and go on a communal dog walk. The contact information for this event was located on Meetup.com; no other contact information was available. This event was not held annually (Syracuse Sierra Club Meetup Group, 2020).

An Annual Veterans Fishing Day is hosted by the Syracuse VA hospital and Anglers Association of Onondaga at Webster pond (**Table 6**). This event includes a day of fishing at Webster pond, a community barbeque, and an award for the largest fish caught during the season (Anglers Association of Onondaga, 2018).

Another community event held is Santa at Webster Pond (**Table 6**). During this event children can sit and talk with Santa. The information for this event is only found through Facebook. There are various summer and fall concerts hosted at the Rand Tract by local schools (**Table 6**).

Table 6. Community and Cultural Events held at the Rand Tract.

Events	Activities	Organization Hosting	Contact Information
Meet Our Valley Neighbors	Community dog walk	Syracuse Sierra Club Meetup Group	www.meetup.com/Syracuse-Sierra-Club-Meetup-Group
Annual Veterans Fishing Day	Fishing at Webster Pond, Community barbeque, Fishing awards	Syracuse VA Hospital, Anglers Association of Onondaga	Anglers Association of Onondaga 315-469-8027 www.websterpond.org
Santa at Webster Pond	Visit with Santa	Webster Pond	Webster Pond number (315)469-8027, Susan Emm Facebook
Summer and Fall Concerts	Various concerts	Webster Pond, local schools	Webster Pond number (315)469-8027, Chad Norton cnortonvp@aol.com

Environmental events in Onondaga County

There are multiple environmental events held throughout Onondaga County which could provide promotion for the Rand Tract. The Onondaga Country Resource Recovery Agency, OCRRA, hosts annual environmental events throughout Syracuse on Earth Day (**Table 7**). These include activities such as cleanup projects and tree planting (OCRRA, 2020). Party for the Planet is another annual event held on Earth Day (**Table 7**). This event is held by the Rosamond Gifford Zoo and includes multiple environmental presentations on a variety of topics such as recycling and ocean pollution (Rosamond Gifford Zoo, 2018). The Onondaga Earth Corps hosts multiple fall tree planting events (**Table 7**). These events involve spending a weekend with local community members to plant trees in places of need throughout Syracuse (Chu, 2019).

Table 7. Environmental Events in Onondaga County

Events	Activities	Organization Hosting	Contact Information
Earth Day events	Various Cleanup projects, tree planting	OCRRA	OCRRA main office (315) 453-2866
Party for the Planet	Tours, various environmental speakers and presentations	Rosamond Gifford Zoo	Main phone (315) 435-8511 X8512
Fall Community Tree Planting Events	Planting trees throughout Syracuse	Onondaga Earth Corps	Main phone (315) 565-3797

Community and cultural events in Onondaga County

There are several community and cultural events and festivals hosted throughout Onondaga County. The New York State Fair is hosted in Syracuse every year and offers a lot of opportunity for promoting the Rand Tract (**Table 8**). There are multiple vendors and community groups that attend the fair. The fair’s event department can be contacted through their website (New York State Fairgrounds Event Department 2020). There is an annual Abbott Farms Fall Festival which includes activities such as apple picking and hayrides (**Table 8**). Although Abbott Farms is a longer drive from the Rand Tract, it would allow a good opportunity to promote another area where the local community would be able to go to view fall foliage (Judge, 2019).

Table 8. Community and Cultural Events in Onondaga County

Events	Activities	Organization Hosting	Contact Information
New York State Fair	Various booths and activities	New York State Fairgrounds Events Department	(800) 475-FAIR or (315) 728-4380
Abbott Farms Fall Festival	Apple picking, fall foliage viewing, hay ride	Abbott Farms	Main phone (315) 638-7783

Athletic events in Onondaga County

There are numerous athletic events throughout Onondaga County that would be able to partner with the Rand Tract to increase visitation. The Syration is an annual marathon that occurs in multiple locations in Syracuse (**Table 9**). It includes many county parks as race locations (Syracuse Department of Parks, Recreation, and Youth Programs, 2020). The Onondaga Cycling Club hosts weekly bike rides in Syracuse during the year (**Table 9**). Their website offers a comprehensive list of the different bike rides they host (Onondaga Cycling Club, 2020). The Valley Nature Run, originally organized by the Meachem Area Parks Association and currently managed by the Syracuse Track Club, is an annual event that starts at Meachem Park, passes near Heath Park, and passes through the Rand Tract.

Table 9. Athletic Events in Onondaga County

Events	Activities	Organization Hosts	Contact Information
Syrathon	Marathon race	Syracuse Department of Parks, Recreation, and Youth Programs	Julie LaFave, Commissioner, (315) 473-4330 ext. 3018 or Jimmy Oliver, Deputy Commissioner, (315) 473-4330 ext 3016
Weekly bike rides	Cycling rides throughout Syracuse	Onondaga Cycling Club	onondagacyclingclub.org
Valley Nature Run	A 4-mile road and trail run in the Valley Neighborhood	Syracuse Track Club	https://runsignup.com/Race/NY/Syracuse/ValleyNatureRunWalk

Summary

Multiple types of events and festivals are held at the Rand Tract in Syracuse. These events allow for fundraising and the ability to bring more community members to the Rand Tract. There are many events and festivals that happen throughout Onondaga county every year. By partnering with these events, the Rand Tract would be able to bring more awareness about the park and its events to the public.

LOCAL BUSINESSES

Introduction

In this assessment report of the Rand Tract in Onondaga County, nearby local businesses and local businesses with the potential for collaborations are listed (Table 10). The link between the Rand Tract and local businesses would provide increased success for the local businesses, park quality, and park visitation. Recreation-related local businesses, food-related local businesses, and other local businesses (i.e., art) are included.

Current Local Business Connections in Onondaga County

As of November, 2020, the Rand Tract does not have any clear connections or collaborations with local businesses in Onondaga County or elsewhere. There may be a partnership with a local construction company, but this information is difficult to find online and may only be known through word-of-mouth or by contacting the park managers directly.

Potential Recreation-Related Businesses in Onondaga County

The local businesses in Table 1 are potential collaborators with the Rand Tract because of their focus on development, programs, and events relating to exercise and recreation.

Table 10. Potential Recreation-Related Businesses in Onondaga County, their brief description, products/services they provide, and their contact information

Local business	Brief description	Products/services it provides	Contact information
Mello Velo	Locally owned bike shop	Sells, repairs, & rents bikes; cafe	(315)-307-3104
Syracuse Bicycle	Local bike shop	Sells & repairs bikes; hosts bike races	(315)-446-6816
Town of Onondaga Parks and Recreation Center	Parks & recreation center	Provide facilities, grounds, programs, and leisure services in Onondaga	(315)-469-2816
CNY Healing Arts	Health & wellness center	Massages, skincare, acupuncture, yoga classes	(315)-671-5755
Trufitness Health Club	Fitness center	Personal training, group fitness classes, aqua classes, gym	(315)-378-0617
Southwest YMCA	Health, fitness, various programs & events center	Athletic performance training, group exercise, childcare, etc.	(315)-474-6851

Potential Food-Related Businesses in Onondaga County

The businesses listed in Table 11 have the potential to partner with the Rand Tract because they could provide food or sponsorship for the park and/or events.

Table 11. Potential Food-Related Businesses in Onondaga County, their brief description, products/services they provide, and their contact information.

Local business	Brief description	Products/services it provides	Contact information
Willow Rock Brewing Company	Brewing company	Sells local brews, wholesale, and hosts events	(315)-928-6948
Gannons Isle Ice Cream	Ice cream shop	Sells ice cream	(315)-469-8647
Arctic Island and Cafe	Cafe	Sells locally sourced products: ice cream, coffee, sandwiches, salads, & pizza	(315)-469-1234
South Side Wings	Restaurant	Sells pizza, wings, seafood, burgers, subs, & more	(315)-498-9464

Potential Other Businesses in Onondaga County

The businesses in Table 12 have the potential to partner with the Rand Tract because they could provide unique creative experiences or material items to the park.

Table 12. Potential Other Businesses in Onondaga County, their brief description, products/services they provide, and their contact information.

Local business	Brief description	Products/services it provides	Contact information
Everson Museum of Art	Art museum	Showcases art and hosts artistic events; rents out facilities	(315)-474-6064
Salt City Woodworks	Woodworking business	Makes & sells custom wood furniture	(315)-480-1539

Summary

Overall, there is much potential for the Rand Tract with regard to local businesses. There are plenty of businesses involved in recreation, food, creativity, and other services in Onondaga County. While the Rand Tract is severely lacking in business connections as is, there are collaborations and events waiting to be made. The negatives for the Rand Tract in regard to

local businesses is that the park currently does not have obvious local business sponsors or many connections to local businesses. The park could be missing out on an opportunity to attract a visitor base through these businesses. The positives for the Rand Tract in regard to local businesses is that there is ample opportunity for the park to gain traction through each individual businesses' customer base. There is potential to create recurring events to grow visitation, potential to grow business opportunities, and plenty of potential for an increase in business sponsorships.

LOCAL NON-PROFIT ORGANIZATIONS

Introduction

This chapter provides information on non-profit organizations in The Rand Tract area that have the most potential for collaboration opportunities. These organizations, divided into the tables below, cover three major focus areas for the project: environment, history and culture, and recreation (mountain biking). The mission statement and contact information for each organization is also provided. Collaboration with these organizations has the potential to expand educational programming, improve management of the environmental impacts of tourism, increase recreational usage, and impart a sense of stewardship to visitors and the community for the Rand Tract.

Table 13. Non-profit organizations in focused on the environment.

Organization	Mission Statement	Contact Information
The Partnership for Onondaga Creek	The Partnership for Onondaga Creek is a diverse grassroots organization founded in the Midland area of Syracuse. They are dedicated to equipping the community with the skills to ensure the environmental quality of the Onondaga Creek watershed area.	Aggie Lane 315-478-4571 aggielane@verizon.net
Onondaga Environmental Institute	The Onondaga Environmental Institute (OEI) promotes sustainability and responsible stewardship of the Central New York environment through education, research, planning and restoration.	5795 Widewaters Pkwy 2 nd Floor Syracuse, NY 13214 315-472-2150 outreach@oei2.org
Baltimore Woods Nature Center	The Baltimore Woods Nature Center provides educational programming and recreation to people in Central New York to help people create personal connections with the environment and to nurture environmental stewardship.	4007 Bishop Hill Road Marcellus, NY 13108 315-673-1350 info@baltimorewoods.org
Friends of Wildlife (FOWL)	FOWL is a not-for-profit organization that helps to maintain the facilities at Webster Pond and that provides educational programs as well.	https://www.facebook.com/friendsofwebsterpond/
SUNY ESF Bob Marshall Club	The Bob Marshall Club provides environmental education and outdoor skill expansion through student-guided hiking and backpacking trips into nature.	esfbobmarshallclub@gmail.com
SUNY ESF F.O.R.C.E.S.	The ESF Friends of Recreation, Conservation and Environmental Stewardship (F.O.R.C.E.S.) is a student organization that organizes volunteer opportunities related to environmental stewardship.	Contact via Facebook Message
SUNY ESF SEEC	The Student Environmental Education Coalition (SEC) provides environmental education both on-campus and off-campus through a variety of activities.	Seec.esf@gmail.com

Table 14. Non-profit organizations focused on history, culture, and/or community.

Organization	Mission Statement	Contact Information
Syracuse Peace Council: Neighbors of the Onondaga Nation (NOON)	The Syracuse Peace Council's NOON program supports education about the Haudenosaunee people in the Syracuse area through the creation of historically accurate markers in areas significant to the culture.	2013 E. Genesee St. 2 nd Floor Syracuse, NY 13210 315-472-5478 spc@peacecouncil.net
Indigenous Values Initiative	The Indigenous Values Initiative raises funds to support educational programs, via classes, publications and events, that promote and spread the values and traditions of the Haudenosaunee throughout the community.	Director: Philip P. Arnold Department of Religion Syracuse University 501 Hall of Languages Syracuse, NY 13244 info@indigenousvalues.org
Onondaga Historical Association	The Onondaga Historical Association (OHA) collects and maintains historical data about Onondaga County. The OHA also works with local partners to create exhibits throughout the region on historically relevant topics.	Executive Director: Gregg Tripoli 315-428-1864 x 311 Gregg.Tripoli@cnyhistory.org
Tomorrow's Neighborhoods Today (TNT)	TNT is a not-for-profit organization that seeks to enhance the safety, health, and sustainability of neighborhoods in the Syracuse area.	http://www.tomorrowsneighborhoodstoday.org/strategic-planning
Valley American Legion (Men's Club)	The Valley branch of the American Legion is a veteran's service organization committed to bringing patriotic ideals and wholesome programming to the Valley region, while providing support and community to wartime veterans.	Commander: Robert E. Haumann 110 Academy St. Syracuse, NY 13207 315-492-2040 Vets1468@gmail.com

Table 15. Non-profit organizations focused on parks and/or recreation.

Organization	Mission Statement	Contact Information
Anglers' Association of Onondaga	The Anglers' Association is a volunteer-driven organization focused on promoting fishing and feeding waterfowl at its Webster Pond location.	http://www.websterpond.org
CNY D.I.R.T.	CNY D.I.R.T. is an organization of people committed to enjoying and protecting mountain bike trails in the Syracuse area.	cnydirt@gmail.com
CNY Composite	The CNY Composite, known as the CNY Sharks, is a team of middle- and high school aged student athletes who compete in mountain biking competitions regionally.	Team Director: Trish Dugan 315-263-7575 trishdugancny@gmail.com
Cycle CNY	Cycle CNY is dedicated to the creation, maintenance and protection of mountain biking trails in the Southern Tier region of New York. They utilize education and unified action to increase and diversify access opportunities in the area.	Chair: Donal Fitterer cyclecny@gmail.com
Meachem Area Parks Association (MAPA)	MAPA is a not-for-profit organization that seeks to enhance and maintain the parks in the Valley neighborhood, including Meachem Park, The Rand Tract, and Heath Park.	https://www.facebook.com/MAPAValley/
Syracuse Parks Conservancy	SPC is a citizen-based organization that works "to ensure that all Syracuse parks, public lands and their habitats are sustainably protected, restored, enhanced and developed for the educational, recreational and wellness uses of our citizens and their guests."	https://syracuseparksconservancy.org/about/
Syracuse University Outing Club (SUOC)	The SUOC is a University-run club dedicated to exposing Syracuse University and ESF students to the numerous outdoor activities available in New York. The club offerings include backpacking, rock climbing, cycling, and water sports.	suoutingclub1935@gmail.com

Summary

There are ample opportunities for mutually-beneficial partnerships between The Rand Tract and local community organizations. These organizations, which possess a variety of expertise from mountain biking trail development (CNY D.I.R.T.) to ecological restoration and monitoring (Onondaga Environmental Institute), have the potential to ensure the long-term success of The Rand Tract.

GOVERNMENT AGENCIES

Introduction

The tables below list the government agencies that have potential for collaborations for the Rand Tract and the City of Syracuse Dept. of Parks, Recreation and Youth Programs that manages the Rand Tract.

Table 16. Federal government agencies.

Agency	Purpose	Contact Information
US Geological Survey	To analyze, monitor, and predict dynamics in the environment and provide reliable information on the environment and natural resources.	Mike Tupper Regional Director Region 1: North Atlantic-Appalachian mtupper@usgs.gov 703-648-6660
US Fish and Wildlife Service	To serve and protect natural resources, including fish and wildlife. Enforce environmental laws for marshes, wetlands, and other fragile ecosystems as well as help with conservation management.	Northeast Region 300 Westgate Center Dr. Hadley, MA 01035 (413) 253-8200
United States Environmental Protection Agency	To protect humans and the environment, as well as the health of the environment as it affects humans.	US EPA Region 2 290 Broadway New York, New York 10007-1866

Table 17. State government agencies.

Agency	Purpose	Contact Information
NYS Dept. of Environmental Conservation (Region 7)	Enforce and protect natural resources in New York State while providing education and recreation to promote knowledge responsibility for the environment.	Regional Director (7) Matthew Marko 615 Erie Blvd. West, Syracuse, NY 13204-2400 (315) 426-7403
NYS Office of Parks, Recreation and Historic Preservation	Manage state parks to preserve and protect historic areas for future use of recreation	NYS Office of Parks, Recreation and Historic Preservation 625 Broadway Albany NY 12207 518-474-0456
NYS Department of Transportation	To create and maintain public roads and parking areas for transportation. Maintain transportation facilities in order to create a modern transportation system.	David P. Smith, P.E. State Office Building 333 E. Washington Street Syracuse, NY 13202 (315) 428-4351
Natural Heritage Trust	To obtain funds for public programs in parks, conservation programs and public lands.	625 Broadway Albany, NY 12238 (518) 474-2997 nht@parks.ny.gov

Table 18. County government agencies.

Agency	Purpose	Contact Information
Onondaga County Parks Department	To protect and preserve the parks of Onondaga county while providing facilities, services, and programs.	106 Lake Drive, Liverpool, NY 13088 (315) 451-7275 parks@ongov.net
Onondaga County Office of the Environment	To protect and restore natural resources resourcefully and effectively in Onondaga county	John H. Mulroy Civic Center 421 Montgomery Street, 14th Floor Syracuse, NY 13202 315.435.2647
Onondaga Department of Facilities Management	To provide, maintain, and renew facilities in Onondaga County in order to better serve the communities they assist, providing a safer and cleaner environment	Archie Wixson, Commissioner 421 Montgomery Street, Suite 40 Syracuse, New York 13202 (315) 435.3451
Syracuse-Onondaga County Planning Agency (SOCPA)	To provide better, more effective planning for Onondaga county and its subsidiaries	Dan Kwasnowski (315) 435-2913 421 Montgomery Street, 11th Floor Syracuse, NY 13202 (315) 435-2611

Table 19. Municipal government agencies.

Agency	Purpose	Contact Information
Syracuse Dept. of Public Works	Provide a multitude of services for the City of Syracuse including but not limited to trash pickup, street cleaning, and street maintenance	Jeremy Robinson, Commissioner Intersection of Rt. 690 and Midler Ave., on the Canal Street Extension Phone: (315) 448-CITY (2489)
City of Syracuse Zoning Offices	To provide staff to the Syracuse Planning Commission and the Board of Zoning Appeals and assist in making zoning decisions in the City of Syracuse	Heather Lamendola, Zoning Administrator 201 East Washington St., Room 500 Syracuse, NY 13202 Phone: (315) 448-8640
Syracuse Department of Water	To construct, provide, and maintain water facilities in the City of Syracuse. Provides clean water for proper living environments.	Water Administration/Engineering Offices 101 North Beech Street, Syracuse, New York 13210 (315) 448-8340

Summary

The agencies listed above could provide technical assistance to enhance the facilities and environment of the Rand Tract. The federal agencies could provide funding and land designations that could be beneficial in maintaining the Rand Tract. State agencies could help provide technical assistance with wildlife species and management of the area. The county and municipal agencies could provide technical assistance with the creation of new facilities within the park and new organizations assisting with volunteerism in the park. The culmination of these efforts would be enhanced facilities for the Rand Tract, including but not limited to restrooms, marked trails, easier points of access, better promotion, and better emergency services communication.

EMERGENCY SERVICES AND VISITOR SAFETY

Introduction

The purpose of this report is to assess emergency services that respond to the Rand Tract. Other urgent services available to visitors of the Rand Tract will also be reviewed, including local medical facilities and transportation service centers. Additionally, general elements of the park that pertain to visitor safety will be reviewed.

Emergency services

Fire and rescue services. Fire service within the City of Syracuse is provided by a municipal, ISO Class I fire department (Table 20). The Rand Tract falls entirely within the primary response area for Syracuse Fire Department (SFD) Engine Company 18. Engine Company 18 is comprised of Engine 18 and Mini 18, a smaller utility vehicle that supplements the engine and responds to serious emergency medical events. Engine and Mini 18 are well equipped to handle most routine calls for service. Situations that are more severe, intricate, or deep within the park’s trail system would likely require additional resources. Rescue Company 1 would likely be called to assist in difficult situations, including high-angle or technical rescues.

Table 20. Syracuse Fire Companies (City of Syracuse, 2009)

Fire Station	Associated Companies	Address
Fire Station 1	Engine Co. 1 Squad Co.	900 S. State St
Fire Station 2	Engine Co. 2 Truck 2	2300 Lodi St
Fire Station 3	Engine Co. 3	808 Bellevue Ave
Fire Station 5	Engine Co. 5 Truck 3 Hazmat Co.	114 N. Geddes St
Fire Station 6	Rescue Co. 1	400 S. West St
Fire Station 8	Engine Co. 8 Truck 8	2412 S. Salina St
Fire Station 9	Engine Co. 9 Ladder 4	400 Shuart Ave
Fire Station 10	Engine Co. 10 Truck 5	2030 E. Genesee St
Fire Station 17	Engine Co. 17	2317 Burnet Ave
Fire Station 18*	Engine Co. 18	3714 Midland Ave

* First-due company to Rand Tract

Emergency medical services. Emergency medical services (EMS) are provided within the city by American Medical Response (AMR). AMR is one of two private ambulance companies with a Certificate of Necessity for the entire county. AMR is the primary ambulance for 911 response within the City of Syracuse. Located at 101 Richmond Ave, AMR posts advanced and basic life

support ambulances throughout the city for response. AMR does have a John Deere utility terrain vehicle (UTV) with stretcher transport capabilities. It is unlikely that the UTV would be brought to the park to assist with an emergency, but it would be able to provide coverage for any large event or festival within the Rand Tract.

Police. The City of Syracuse provides all police coverage to the Rand Tract. It is unlikely that the New York State Police or the Onondaga County Sheriff’s Office would respond to the Rand Tract under ordinary circumstances.

Telecommunications. The Onondaga County 911 Center provides all 911 call taking and dispatching within Onondaga County except for AMR units, which have their own dispatch with a computer system integrated to the county. 911 can plot a cellphone caller’s latitude and longitude, which often plays a crucial role in incidents involving lost or disoriented parties.

Medical facilities

Urgent Care. Urgent care facilities within the area (Table 21) can provide medical care to acute medical issues and injuries of moderate severity.

Table 21. Urgent Care Facilities

Facility	Address	Phone Number
Crouse Prompt Care	739 Irving Ave. Syracuse	315-470-2951
WellNow Dewitt	6870 E Genesee St	315-350-3305
Upstate Golisano Pediatric After Hours Urgent Care	4900 Broad Rd. Syracuse	315-492-5437

Hospitals. Syracuse has four primary public access hospitals (Table 22): Crouse, St. Joseph’s, Upstate University Medical Center, and Upstate at Community General. The Veteran’s Administration also has a hospital with an emergency department, but it will not be reviewed as it is only open to veterans.

Table 22. Hospitals.

Facility	Acute Services	Address	Phone Number
Upstate at Community General*	Emergency Dept. (ED)	4900 Broad Rd	315-492-5535
University Medical Center	Adult ED Pediatric ED Level I Trauma Center Stroke Center Cardiac Center	750 E Adams St	A:315-464-5611 P:315-464-5540
St. Joseph's Hospital	ED Stroke Center Cardiac Center	301 Prospect Ave.	315-703-2138
Crouse Hospital	ED Stroke Center Cardiac Center	739 Irving Ave	315-470-7409

* Denotes closest to Rand Tract

Transportation service centers

Few transportation service centers are located in the immediate vicinity of the park (Table 23). Most centers are located within the Erie Blvd East corridor, which is a few miles away from the Rand Tract.

Table 23. Closest transportation service centers.

Name	Address	Phone Number
Mr. Tire Auto Service	6130 S. Salina St.	315-288-8241
Mello Velo Bicycle Shop	790 Canal St	315-307-3140

Visitor safety

Risks. Risks within the Rand Tract come both from the nature of the property as well as its uses. The trail system does not have names for any segments, which may lead to difficulty orienteering for visitors and first responders. The confusion caused by not being able to describe a location clearly can be compounded by the lack of clearly established emergency access. The Rand Tract has multiple access points without having a clearly designated emergency access point. Unauthorized use within the Rand Tract is also a risk factor. Illegal use of all-terrain vehicles and dirt bikes has been increasing within the Rand Tract in recent years. ATV use within the Rand Tract causes damage to environmental and trail systems within the park.

Hazards. Webster Pond draws the largest number of visitors to the tract. Although swimming is not allowed in the pond, there are no rescue and survival systems readily available such as ring buoys or heaving lines. Barrier fencing is around heavily trafficked areas of the shore, but

visitors still have direct access to the shoreline. The park also lacks a public access defibrillator, which is shown to drastically increase the survival rates of individuals experiencing sudden cardiac arrest.

Summary

The Rand Tract is fortunate enough to be situated in a location to receive nationally-recognized emergency services. However, individual and interagency planning has not been completed for responses within the park. Planning and cooperation are necessary to conduct smooth and effective rescue and emergency operations. There will always be some level of inherent risk with outdoor recreation and the Rand Tract does have mitigating factors in place, but more can be done to reduce the risk of harm to the park and visitors.

ORGANIZATION, STAFFING, AND VOLUNTEERISM

Introduction

The Rand Tract, which includes Webster Pond, is a hidden gem in Syracuse, New York. The approximately 2-mile-long hiking trail in the park is perfect for a morning hike or an evening stroll. Many benches along the trail offer a nice place to sit, relax, and enjoy the environment. On the east side of the park lies Webster Pond, a popular sanctuary for waterfowl. The Rand Tract is owned by the City of Syracuse Department of Parks, Recreation, and Youth Programs. In 1960, a contract was signed with the Anglers Association of Onondaga, a not-for-profit organization that manages the Webster Pond portion of the park today.

Webster Pond is open year-round for families to visit, buy duck food, and feed the hundreds of waterfowl that flock to the water every day. Webster Pond holds annual events such as the Junior Fishing Program, and summer and fall concerts, and hosts educational wildlife speakers. A second not-for-profit, Friends of Wildlife, raises funds for improvements and maintenance at Webster Pond.

This chapter assesses the organization of both the volunteer and staffing programs at Rand Tract and Webster Pond for their effectiveness for both drawing in volunteers as well as keeping current volunteers satisfied.

Volunteer needs

Rand Tract and Webster Pond primarily use volunteers to aid in cleanup of the trails and in the sale of waterfowl food. Volunteers help host events and answer online questions. Clean up of the trails involves spot cleaning of the restrooms, visitor hut maintenance, weed pulling, animal waste cleanup, daily opening and closing of the pond, and general clearing of the trails to provide a safe environment for bikers and runners. Specially-trained volunteers assist with crowd control, traffic direction, seating, and general organization during special events. Occasionally, volunteers are also asked to help sort and manage incoming non-monetary donations.

Staffing needs

Paid staff at the Rand Tract are primarily employed by the Anglers Association of Onondaga. The AAO has a total of 15 employees across all of their locations who work with employees of the Syracuse Department of Parks, Recreation and Youth Programs. Staff members are responsible for the book-keeping, promotion, , and volunteer management of the park.

Volunteer outreach

Friends of Wildlife is the organization through which most of the volunteers are recruited for Webster Pond. Friends of Wildlife has a very active and engaging Facebook page through which members of the community can reach out, ask questions, donate, and get involved. Webster Pond also has a Facebook page and website through which it connects with the community. Unfortunately, the Webster Pond website is very outdated in both aesthetics and

overall functionality. The Facebook page is generally a good resource but, again, lacks in aesthetic appeal.

Staffing outreach

Job descriptions and listings for the City of Syracuse DPRYP are accessible on the City of Syracuse website and clearly marked with an 'employment' tab. However, there is no information about employment specific to Webster Pond.

Overall organization

The organization of Webster Pond and the Rand Tract functions well for the time being but needs much improvement to continue enhancement of the park. For example, in 2015, Webster Pond started a GoFundMe site to raise donations for a new visitors center. Five years have passed since the fundraiser began and they have only raised 0.54% of the original goal. Perhaps, with better organization, more involved volunteers, and further online outreach, the goal will be attained.

This brief analysis of the Rand Tract has revealed the many different organizations that are responsible for upkeeping the small park, the City of Syracuse, Friends of Wildlife, and Anglers Association of Onondaga to name a few. It is endlessly important for these different organizations to communicate effectively between one another to make the park as great as it can be.

Summary

The Rand Tract and Webster Pond have a strong community outreach program but there is always room for improvement. Taking advantage of the internet to recruit quality volunteers and staff members has the potential to improve the management of the Rand Tract.

MAINTENANCE & MANAGEMENT

Introduction

The Rand Tract is a parcel of land belonging to the City of Syracuse Department of Parks, Recreation, and Youth Programs. In 1925, 97 acres of the Webster property was sold to Herbert Rand and his family to be used for farming. In 1944, most of this land, 95 acres, was deeded to the City of Syracuse and has been known as the Rand Tract ever since.

The Rand Tract is mostly wooded, with a small, more open area that includes Webster Pond and a wetland. It has a hiking trail as well as an unofficial biking trail in the western portion of the wooded area. There is also a paved parking area and walkway on the eastern side of the park where Webster Pond is located. Webster Pond is mostly managed by a private party, the Angler's Association of Onondaga. It is important to assess the current maintenance and management of the Rand Tract in order to be able to make decisions to keep the park running efficiently in the future.

Assessment findings

Maintenance. Webster Pond is maintained daily by Angler's Association workers who work at the main building and on the grounds near the pond. These workers check for litter; there are trash cans around Webster Pond to prevent littering. Workers are available to answer visitor questions and to prevent visitor conflicts or issues. The workers may also walk the gravel trails near Webster Pond to inspect for trail blockages and damage.

The remainder of the Rand Tract is checked and maintained occasionally by City of Syracuse Department of Parks, Recreation, and Youth Programs workers. They may walk the trails and remove blowdown and debris on the trails, as well as remove litter and human-made structures. There are no daily checks by park workers of the foot trails.

Parking. Parking at the Rand Tract is limited. Most of the parking that is available is located at Webster Pond. There are about 25 parking spots in the parking area near the pond, which is covered in gravel to prevent erosion. A fence has been erected around the perimeter of the pond in order to prevent vehicles from getting too close to the pond's edge. The Angler's Association repairs the parking area and surrounding structures at Webster Pond if needed. Only 5-6 parking spots exist at the access point located in Onondaga Valley Cemetery. Cars can also park along the internal road in Onondaga Valley Cemetery. Boulders have been placed near the trailhead to keep cars off the grass.

Foot trails. The foot trails around Webster Pond are gravel-surfaced, which allows for sustainable use of the trails, and heavy foot traffic and wheelchairs. The foot trails that are beyond the Webster Pond area are simple dirt trails without any trail hardening or trail resurfacing. One portion of the foot trail loop in the wooded section of the Rand Tract used to be a truck access road and has some ruts and erosion. This road is no longer maintained. Syracuse DPRYP workers check on the trail occasionally to remove debris or litter, but the

trails are mostly left alone. Volunteers or regular Rand Tract visitors may remove debris on the trails, or inform a volunteer at Webster Pond of any concerns.

Biking Trails. Mountain bikers are allowed to legally ride on the trails in the Rand Tract. However, there are new trails that have been formed by mountain bikers that also cross over into private property. Destruction of vegetation and the creation of new trails is illegal. Bikers have installed small jumps and various features to improve their experience, potentially to the detriment of other visitors' experiences.

Park safety. The Syracuse Department of Parks does not have any patrol officers or stewards that check on visitors and make sure that the Rand Tract is safe daily. Webster Pond does have a worker at the Angler Association's tent, but they do not manage the rest of the Rand Tract. Contact information is available at the Webster Pond kiosk for cases of emergency. A City of Syracuse park worker stops by occasionally to check on trail conditions.

Signs and information. Signage is important to direct visitors and help them find their way, preventing the need for search-and-rescues. Webster Pond has some signage, especially around the pond. There is a sign at the entrance indicating rules that must be followed due to COVID-19, such as social distancing. There are also signs indicating accessibility for those who are disabled to be able to go around the pond. Those who are interested in a walk or small hike are directed by signs for the Veteran's Memorial trail and the Lilly trail. A few hundred feet past the main parking area is a small kiosk with a sign-in registry and information about programs and events at Webster Pond. Contact information is also provided for the office and general information. Feeding ducks is discouraged at Webster Pond, except with food that can be purchased at the kiosk. While the foot trails around Webster Pond have signs at the beginning of the trail to direct visitors, they do not have signs that continue along the length of the trail. Trails that are located beyond the pond area managed by the Angler's Association are entirely lacking in signage.

Wildlife. The Rand Tract includes hundreds of species of plants and animals. Because of the presence of Webster Pond, there are also dozens of species of domestic and wild waterfowl. Wild waterfowl include Muscovy ducks, Canadian geese (Figure 11), mallard ducks, great blue herons, and wood ducks. Domestic waterfowl include graylag geese, Pekin ducks, buff ducks, Cayuga ducks, Indian runner ducks, and a mute swan. There is information available for management of these animals in case they are injured and found by a visitor. Injured domestic waterfowl can be rehabilitated at a rehab facility located at Webster Pond. Because of state and federal laws, injured wild waterfowl must be rehabilitated by a licensed rehabilitator. The Angler's Association of Onondaga has two rehabilitators that it does business with locally, Cindy Page and Pam Mead. In general, any injured wildlife, especially waterfowl, can be reported to the office at Webster Pond.

Summary

The Rand Tract is an important asset to the City of Syracuse and its residents. It offers a great opportunity for low-intensity recreation and is not subject to crowding like other large parks in

the area. The Webster Pond area is well-managed by the Angler's Association and they work to improve visitor experiences by providing accessible trails and a well-maintained parking area. Workers are there daily to ensure that Webster Pond and its facilities continue to run smoothly.

The rest of the Rand Tract is rarely maintained and any maintenance that is done is likely performed by volunteers and visitors. Syracuse Department of Parks workers check on the trails infrequently. Illegal activities such as new-trail building, littering, and fires occur in the less-visited portions of the Rand Tract. It is important to understand the current maintenance and management in order to be able to plan for the future of the Rand Tract.



Figure 11. Image of Webster Pond, showing some of the benches in the park with Canadian geese around.

RAND TRACT FUNDING ASSESSMENT

Introduction

The Rand Tract, is a public park under the management of the city of Syracuse's Parks, Recreation and Youth Program. According to the city of Syracuse's official webpage, Rand Tract is considered a "natural area," or a space defined as: "areas [that] are usually undeveloped containing natural forested or open green space. These areas are intended for passive recreational use. Natural areas in the City of Syracuse include: Heath (Conifer) Park, Meachem Parkway, Morningside Heights Park, Rand Tract (Webster Pond), and Westminster Park" (City of Syracuse 2020).

Currently, all of the funding allocated to Rand Tract is considered as "nonmonetary assets," or "an asset whose value can change over time in response to economic conditions. Examples of nonmonetary assets are buildings, equipment, inventory, and patents. The amount that can be obtained for these assets can vary, since there is no fixed rate at which they convert into cash. Conversely, monetary assets convey a right to a fixed or easily determinable amount of cash, such as notes receivable and accounts receivable" (Bragg 2018). As of 2020, most of the funding for the Rand Tract and Webster Pond stems primarily from NGOs, or non-governmental organizations, such as: the Angler's Association, Tomorrow's Neighborhoods Today, and the Cornell Cooperative Extension of Onondaga County. Based upon the nature of the work and funding these three have contributed to the areas surrounding Rand Tract, securing future funding for the park's infrastructure may be promising, if one chooses to go the route of NGOs versus governmental institutions, who appear to have much less funding to distribute to the park.

Local Funding

According to page 248 of *City of Syracuse Annual Budget Fiscal Year Ending June 30, 2020*, the adopted budget, as of June 2020, for Syracuse's Parks, Recreation and Youth Program's total maintenance is: \$3,713,112. One dilemma for the current budget is the lack of information concerning the distribution of funds across all of the Department of Parks, Recreation and Youth Program divisions. No funding from the Department of Parks, Recreation and Youth Program budget seems to have been allocated to the Rand Tract specifically in 2020. Granted the large number of parks under the ownership of the Department of Parks, Recreation and Youth Programs, securing funding specifically for the Rand Tract may be a tough ask, though there is potential if funding cannot be secured elsewhere.

Organizational Funding

Related to the Rand Tract and Webster Pond are three key NGOs to be aware of: the Angler's Association, Tomorrow's Neighborhood Today (TNT), and the Cornell Cooperative Extension (CCE) of Onondaga County.

Angler's Association. The Angler's Association is an NGO whose primary focus is Webster Pond. The Angler's Association has done work at and around the park, drawing monetary and

nonmonetary funding from sponsors. One key sponsor of the Angler's Association is Covanta, who has promised to match monetary donations to the Angler's Association and the Friends of Wildlife, dollar for dollar, in an effort to support the building of a visitor's center at Webster Pond. To date, the GoFundMe page for the visitor's center has gained \$1630. The last donor on the GoFundMe page was from nine months ago, indicating that the fundraiser is still continuing, and that the Angler's Associations and their sponsors are still working toward building the visitor center at Webster Pond.

Tomorrow's Neighborhoods Today. An NGO focusing on the Valley region of Syracuse, Tomorrow's Neighborhoods Today's mission is: "TNT identifies and builds upon community assets, and develops workable plans and priorities for our neighborhoods. The plans direct resources in the most important areas in the most cost-effective ways. This process strengthens the democracy that is critical for a healthy city, improves the quality of life in our city, and builds the capacity for our city to solve problems and create a desirable future," (Tomorrow's Neighborhoods Today, 2019). While the focus of TNT seems to be centered around community planning, the group has provided in-kind assistance to the Rand Tract. In 2019, TNT worked alongside, and provided funding to, the Angler's Association to assist in their installation of a gate and an accessible pathway. According to the Valley sector of TNT's meeting minutes from February and January 2019, the organization provided funding to the Angler's Association, and assisted in facilitating volunteers as well as community support.

Cornell Cooperative Extension of Onondaga County. The CCE of Onondaga County is an organization focused on providing opportunities, education and information to the residents of Onondaga County. According to the CCE's mission statement: "The Cooperative Extension enables people to improve their lives and communities through partnerships that put experience and research knowledge to work" (CCE, 2020). According to a recent Common Council meeting of the CCE from June 22, 2020, the CCE has agreed to provide monetary funding to Rand Tract: "Agreement - With Cornell Cooperative Extension of Onondaga County, (CCE) on behalf of the Department of Parks, Recreation and Youth Programs, to provide Urban Agriculture Programs at Seals Community Center and Elmwood Park, and Rand Tract, for the period of July 1, 2020-June 30, 2021. Total cost not to exceed \$5,000 from Account #01.71100.540551. The Mayor has waived the RFP Process" (CCE, 2020). The funding, though agreed to be monetary in nature, may end up being less liquid in practice, but the mention of Rand Tract is promising.

Table 24. NGO support for the Rand Tract.

Source	Utility	Contact
Angler's Association	Visitor's Center	Chad & Bill Norton (315)469-8027 cnortonvp@aol.com
Tomorrow's Neighborhood Today	Flood Gate	(315)448-8178 tntsyracuse@gmail.com
Cornell Cooperative Extension of Onondaga County	Urban Agriculture Program	David Skeval (315)424-9485 das546@cornell.edu

Summary

In summary, the Rand Tract has seen little to no liquid funding thus far for 2020. Much of the funding allocated and/or determined to go toward Rand Tract is non-monetary since the funding has either been in-kind or has not been disbursed to the park as of November 2020. As a result of this trend, in order to encourage the allocation of funding to the park, having a definite plan showing how much funding is required and where the funding is to be disbursed may be the best course of action for the park.

EVALUATION & MONITORING OF THE RAND TRACT

Introduction

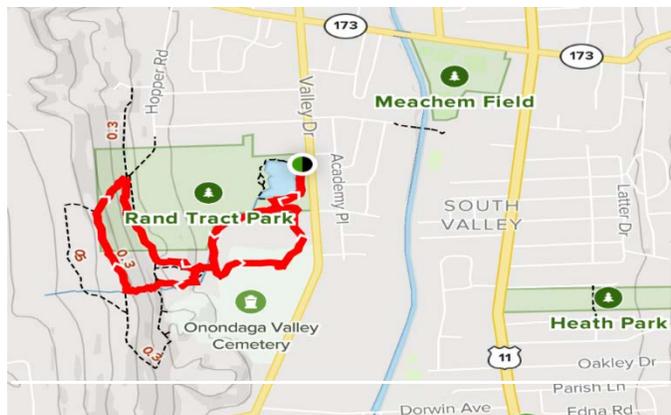
This section of the report focuses on the current evaluation and monitoring techniques used at the Rand Tract to ensure that the Rand Tract achieves growth while also not sacrificing what makes it such a pleasant part of the city of Syracuse. This section will also focus on examples of monitoring that are being implemented in other parks and natural areas that could be worth imitating at the Rand Tract. Though the other places are different, they will hopefully provide insights into possibilities of applicable monitoring methods. The Rand Tract has been highly lauded by many who visit it and has been receiving increased attention from different user groups which is why this evaluation of assessment and monitoring practices are necessary. Visitors to the Rand Tract and local residents care deeply for the seclusion the Rand Tract offers amidst the metropolitan city of Syracuse. The Rand Tract can continue to offer this important service and function while at the same time being “a magical green space in our city, a gem of an old-growth forest that should be cherished and protected” (Travis, 2017).

Assessment of Current Evaluation & Monitoring Practices on site

Consideration of the Flora & Fauna. The Rand Tract is rich in flora and fauna. Looking on the iNaturalist website, one can find all the observations made by local enthusiasts to an inventory that includes both plants and animals along with a list of those contributing observations (iNaturalist, 2020). This is a great resource as the Rand Tract has been discussed to be of great importance in creating habitat connectivity to other natural areas in Syracuse along with being a destination for biological research.

Use and Observations of Hiking Trails.

Currently, the Rand Tract is a popular hiking destination in the city for locals. Though according to Jean Rand, most visitors come in the afternoon (Personal Communication with J. Rand, November 10, 2020). The trail is used primarily by hikers, bird watchers, mountain bikers, and nature enthusiasts, but others such as runners and horseback riders, use the park as well. Access to the Rand Tract is through three entrance points with limited parking: Webster Pond, Onondaga Cemetery, and Hopper Road. The elevation gain in the Rand Tract is measured at around 410 feet (AllTrails, n.d). There has been evidence noted by some visitors that users will play in the streams, and build fire rings; some broken glass bottles are found in the park (Travis, 2017).

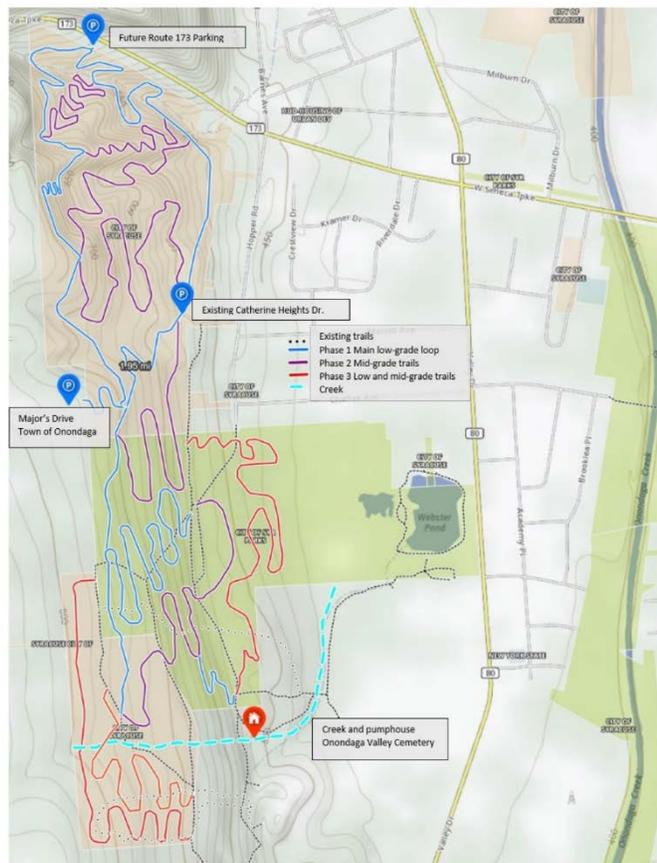


Aside from the trail registry that is located at Webster Pond, there is no other tracking of the number of hikers using the Rand Tract which is important when thinking about monitoring visitor impact. As noted by Steve Harris, the Arborist for the city of Syracuse, there was

increased use of the Rand Tract during March, April, and May of 2020 (Personal Communication with S. Harris, November 10, 2020). For the trail conditions, onsite inspection and visitor accounts appear to be one of the main methods for evaluating and monitoring trail conditions. In the experience of Jean Rand, on a typical weekday, the number of social encounters by visitors to the Rand Tract, is very low – sometimes as low as one other person during an entire visit (Personal Communication with J. Rand, November 10, 2020).

Future Planning and Implementation of Mountain Biking Trails. Mountain bikers do currently use the Rand Tract and have begun to formulate their own unofficial trail system. Though the Rand Tract has a rolling landscape that could be well suited to mountain biking, the routes must be carefully managed to avoid conflict with hikers as well as private landowners. CNY DIRT has proposed a series of low to mid-grade biking trails that could be implemented in the Rand Tract (see Figure 13), with the long-term goal of connect these trails to other cycling routes in Syracuse. Property value increases have been demonstrated in other states such as Vermont and Colorado following the addition of trail systems. The Rand Tract, because of its proximity to the Onondaga Creekwalk and other Syracuse parks, has the potential to greatly increase outdoor recreation and attract outdoor enthusiasts by enhancing the trail system in the Rand Tract area. As Figure 13 shows, CNY Dirt hopes to use the varied topography of the landscape in the Rand Tract area to create a matrix of trails that provide various difficulty options and expanded recreation opportunities.

An evaluation of the proposed trail system suggests that further assessment of portions of the proposed mountain biking trail system is needed due to potential safety concerns at intersections between some of the proposed biking trails and existing hiking trails. In addition, the proposed new trails could increase forest fragmentation in the area, impacting local wildlife and vegetation. The new trail system would, however, provide a much-needed place for mountain biking in the Syracuse area that could have positive impacts on local businesses and the economy. Finding a balance between providing an exciting trail system that meets the needs of bicyclists and hikers, while maintaining the integrity of the area’s unique ecosystem, is needed.



Examples of Monitoring Methods Used at Different Locations

Monitoring Open Landscapes of Meadows in Yosemite National Park. In Yosemite National Park in the summer of 2011, though they were monitoring open meadow landscapes at El Captain, Leidig, and Cook's Meadow, the park employed a monitoring method that could be worth considering for the Rand Tract. It must be remembered that in this study, as they were studying larger areas, the GIS and map data collected prior to commencing this study was on a different scale than the Rand Tract which is a much smaller area. This means that there would be some adaptations needed. To understand how visitors were using these three meadow spaces within Yosemite, a method of unobtrusive direct observation using trained human observers was implemented. This method was chosen as it was a way to avoid placing the burden of monitoring on the park staff by involving volunteers that could hopefully monitor multiple access points to an area. This method was also inexpensive. Monitoring allowed for a better understanding of an area by gathering information on important variables such as weather, trail conditions, and demographic information. Finally, this process helped improve visitors' experiences (Walden-Shreiner et al., 2012).

In this study, the physical use observed in a space in different environments was recorded by scanning the targeted area systematically. After a pause every time that a person was encountered, the scanning continued from that spot. For example, a single meadow would be chosen and observed for a set amount of time according to a schedule for 2-hour periods with 20 minutes sampling intervals at a random spot chosen within the meadow. If anyone was encountered in those 20 minutes, important demographic information along with the time was recorded. If the same visitors were spotted repeatedly, they were counted again. This could be done either electronically or on paper. On paper, numbered dots were linked with entries of observations on a data collection spreadsheet that recorded the location and attributes while digital maps with drop menus for attributes were used if the researcher was using an electronic device. The volunteers for this study were picked from email-subscribers to the park and from other social media outlets with connections to the park. Anyone chosen to be an observer in the study had to complete a meadow orientation and training session. Maps were created from GIS software, maps provided by the National Park Service, and aerial imagery (Walden-Shreiner et al., 2012).

This study was able to create maps that outlined the areas of concentrated use with GIS software and generated maps to create buffers. By conducting these observational studies, demographic information at these three meadows was collected with a slightly higher number of males than females and anyone under 10 years of age considered youth. Although it would most likely not be used at the Rand Tract, the kernel cluster and density data from this study allowed the researchers to see visually on colored maps how visitors explored the landscape. From this study, it is believed this type of monitoring that monitors visitor use frequency and behavior can be very useful for areas that need to identify the heaviest type of use and respond accordingly with trail planning and restoration if needed. The study noted that although this method was applied to a park on the scale of Yosemite, the method can be adapted with the input of the size, topography, and level of use that is intended for the

particular study area, meaning there is potential that this could be useful to monitoring efforts for the Rand Tract (Walden-Shreiner et al., 2012).

Trail Traffic Monitoring in the Cincinnati Metropolitan region of Ohio. This study focused on 10 counties that encompassed the three states of Ohio, Kentucky, and Indiana, recognizing that having accurate measures of visitation data for trails, especially multi-use ones, was crucial. This study provided a great example of applying transportation monitoring efforts traditionally used for measuring traffic on something such as a city road to multi-use trails that fostered inter-organizational collaboration. A non-profit group and alliance of public and nonprofit trail management and advocacy organizations called Tri-state Trails who had mapped many miles of multi-use trails was involved in this study. It was noted that the infrared cameras used in this study, though not able to separate bicyclists from pedestrians, were effective at providing a measure of the total use. This dilemma could be fixed with the implementation of an integration device, but that was deemed nonessential for this study. In 2017, four permanent and three portable infrared devices were used to cover 136 miles of regional trails that were divided into 1-mile intervals based on previous trail monitoring procedures. This mileage was reduced to 78 by combining contiguous trail sections that had no access points and consistent trail uses with the assumption of constant traffic flow. The two performance measures in this study were Average Annual Daily Trail Traffic and Total Miles Traveled (Lindsey et al. 2019).

For the effectiveness of this study, it was recommended that five stations and locations be used for ensuring that a short-term study could extrapolate sample counts effectively. This study managed to implement 10 monitoring stations for seven days of sample counting on 68 trail segments. This was due to delays that impacted the implementation of the study. Importantly, this study used what was called a day-of-year factor to extrapolate the sample counts from the seven days of monitoring. These day-of-year extrapolating factors were meant to minimize error in the computation of average annual daily trail traffic. These day-of-year factors were percentages of daily traffic that occurred at each location that were then averaged together. Importantly, these day-of-year extrapolation factors assume that a location's daily traffic will have similar yearly traffic in response to varied weather conditions and the day-of-week. An example of this extrapolation factor in practice is if the seven-day sample visitation count for a site was 1,500 and the 10 site locations altogether had 8% for the day-of-year factor, then the computation would simply be $1,500/0.08$ to equal 18,750 with an average annual daily trail traffic of $18,750/365$ to equal 51 for that site. For the locations with permanent infrared counters, the Average Annual Daily Traffic was the average computation of the 365 days of counts. To estimate the Total Miles Traveled on a trail segment, the Average Annual Daily Trail Traffic was multiplied by 365 days that was then multiplied by the trail segment length assuming the whole segment was traveled (Lindsey et al. 2019).

This study was a great collaborative effort among different organizations to monitor trail use in a developed metropolitan area that showed that trail use patterns were similar even if trail traffic varied widely in the region. This collaboration continued even after the study concluded, and the continued data monitoring by organizations has been used for grant

proposals and continued trail infrastructure. This study was also important because it showed how managers of natural areas can use some of the monitoring principles used in traffic monitoring to present their findings on trail use in a format that is understandable to transportation professionals. Findings can then be presented to local town government agencies to highlight the effectiveness of a trail, an important consideration for safety. In this study, the Department of Public Works in Minneapolis removed stop signs from their Greenway to be placed on residential cross streets because results showed that bicycle and pedestrian traffic was higher on the Greenway than vehicular traffic on neighborhood streets. The intentional inter-organization collaboration used in this study was important for ensuring consistent reliable data that trail managers could use to monitor trends, seek funds for trail development, and determine priorities for trail maintenance and safety (Lindsey et al. 2019).

Summary

The Rand Tract is a hidden gem in Syracuse that is enjoyed by many visitors and has great potential for growing as a multiple use recreation zone for residents. The parcel offers seclusion due to its forested terrain, and the present low level of use of the Rand Tract makes it ideal for providing an escape for residents. Though this parcel has many beneficial services that can be utilized, expanding use of the park must be done cautiously. Mountain biking groups have expressed interest in the Rand Tract, which already has mountain bike use, but the critical lack of infrastructure for biking trails could cause conflicts with other user groups. Most notable, accidents between bikers and hikers could result from numerous crossings of biking trails with hiking trails.

When it comes to monitoring the Rand Tract, there appears to be minimal infrastructure in place for monitoring purposes (other than observations done by casual visitors) which is something that must be addressed going forward. Visitation rates are also not well documented at any of the entrances to the Rand Tract. The two examples of monitoring methods used at other locations offer some potential thoughts on how unobtrusive sampling, such as was done at Yosemite, and the use of technological devices can be used to better understand the actual level of use the Rand Tract is experiencing. The use of devices such as infrared trail counters could also be placed at access points to the Rand Tract to better understand counts of visitors and the flow of visitors into the Rand Tract. Monitoring done in collaboration with local groups could be implemented at the Rand Tract.

RECOMMENDATIONS

TRAIL SYSTEM RECOMMENDATIONS

Goal #1: To improve and expand the trail system within the Rand Tract for the purposes of safety, nature appreciation, and solitude.

Expand and diversify the current trail system. Utilize the Rand Tract and existing properties owned by the City of Syracuse to the north and south of the Rand Tract to expand the existing trail system (see Figure 14). In order to enhance visitor safety, the proposed trail system will incorporate a series of mountain biking trails that are separate from the existing hiking trails (see Figure 14). In addition, a wheelchair-accessible boardwalk trail loop is recommended off of the existing Webster Pond trail loop. The trail expansion will open up the Rand Tract to a wider audience, attracting more visitors. This new trail system is based on the trail system proposed by CNY DIRT, with several important differences:

- The proposed hiking trails will be separate from the biking trails.
- The number of intersections of mountain biking trails and hiking trails is greatly reduced.
- The number of biking connector trails is reduced to minimize impacts on vegetation and wildlife.
- The number of trails overall is reduced to maintain a solitude experience for visitors using the hiking trails.
- A wheelchair accessible trail loop is recommended off the existing Webster Pond trail loop. Other hiking trails in the area should also be assessed for the possibility of converting them into wheelchair-accessible trails.
- Posting signage along the trails and at all trailheads is recommended to inform users of the separate trails for hikers and bikers.
- Once results of the BioBlitz completed by SUNY ESF in fall 2020 are available, re-assess the locations of the proposed trail additions to ensure they do not have the potential to harm areas within the Rand Tract that contain fragile vegetation.
- Monitoring of the new trail additions will be needed to prevent the construction of unofficial bicycle structures (e.g., ramps, jumps) and social trails that can destroy the fragile vegetation in the park and cause safety concerns.

The trail system should be implemented in phases, as shown in Figure 14 (CNY DIRT, nd).

Designate an emergency access point for the trail system. Identify a single and centralized access point for emergency vehicles needing to access the trail system. The designated access point should be signed and clearly marked on maps. Emergency services and dispatch centers should be notified of the designated access for future emergency responses. In addition, Webster Pond should be maintained as an emergency access point for visitors to the Webster Pond area.

Expanded parking for the Rand Tract. The existing parking areas for the Rand Tract are small and will not be able to accommodate a larger number of visitors. In addition, one parking area is located in a private cemetery and one is located in a quiet residential area, neither of which can accommodate more visitors. All parking areas must have proper signs and designated handicapped parking spaces, as well as an informational kiosk for the park.

Several new and/or expanded parking areas are proposed (Figure 14):

1. Expand the parking lot at Webster Pond. A larger parking lot in particular will be needed once the proposed visitor center has been built. Visitors would benefit from having lighting installed in the parking lot to increase visitor safety and visibility for when visitors are returning to their cars at dusk. It is recommended that the parking lot be paved for wheelchair accessibility, and have a marked wheelchair-accessible parking spot.
2. Improve the gravel parking lot on Valley Drive just south of the main Webster Pond parking area and opposite Brooklea Drive. This parking area needs to be paved and have a sign installed indicating its use. A trail connecting it to the main Webster Pond parking area is recommended.
3. No expansions are suggested for the parking area in the Onondaga Valley Cemetery as this is private property and needed by people visiting the cemetery. Information produced for the Rand Tract should not include this parking area. Likewise, access to the Rand Tract via the St. Paul's Methodist Church property on Valley Drive should not be promoted.
4. Install a new parking area at the end of Catherine Heights Drive. This parking area would be used in place of the one at the end of Hopper Road, which cannot accommodate a large number of users. Information produced for the Rand Tract should not include the Hopper Road parking area. The Catherine Heights Drive trailhead has been proposed by CNY DIRT.
5. Extend Majors Drive onto the City of Syracuse property, and install a small parking area. This small parking area would be mainly for use by local residents, in order to keep traffic on Majors Drive at a minimum for residents. This trailhead has been proposed by CNY DIRT.
6. Install a new parking area on Route 173 on City of Syracuse property. This parking area would be the largest providing access to the proposed trail system, and would be the main parking area to which visitors are directed. This trailhead has been proposed by CNY DIRT. The NYS Department of Transportation should be asked to install a parking sign on Route 173. The speed of travel along Rte. 173 near this proposed parking area should be examined for safety purposes prior to installing it.
7. Encourage use of parking at Meachem Field Park. The Rand Tract can be accessed by travelling from this parking area south along Onondaga Creek to a foot bridge across the creek at Clary Middle School. Sidewalk access is then available from Onondaga Creek to the Rand Tract via East Chaffee Avenue to Valley Drive.

Create trail signs and directional markers for the trails and trailhead parking areas. All of the trails within the Rand Tract are unmarked, making it easy for people who are unfamiliar with the area to get lost. In addition, numerous trail intersections exist on the Rand Tract property, making it easy for visitors to take a wrong turn. The separate trails for bicyclists and hikers will also need to be marked to prevent bicyclists or hikers from wandering onto trails not intended for their use (a safety hazard). Five types of signs and markers are suggested:

- 1). Entrance signs that clearly display “The Rand Tract” at all trailheads;
- 2). Activity markers at all trailheads, property boundaries, and intersections of biking and hiking trails that indicate the type of use permitted on the trail and that mark where private property begins;
- 3). Directional signs at all trail intersections pointing to attractions in the Rand Tract and parking areas;
- 4). Interpretive wayside exhibits at important locations of interest (e.g., the historic spring);
- 5). Trail markers placed on trees 10 feet above the ground (a system of color-coordinated markers that match maps is recommended).

Request assistance from the NYS Department of Environmental Conservation to manufacture signs to ensure the safety of visitors.

Install an interpretive kiosk at each trailhead. Each trailhead parking area should have a kiosk that details important information about the trail system. A trail map should be included, along with how long the trail is in miles, its wheelchair accessibility, the type of recreational activity permitted on each trail, and the relative difficulty of the trail (easy, medium, or hard). Interpretive information about the natural resources in the area can also be included.

Create maps and other interpretive materials for the trails. Interpretive materials such as maps and brochures of the trail system and of volunteer activities in the area would also be useful for visitors. Assistance from SUNY ESF’s Student Environmental Education Coalition (SEEC) should be requested to create these materials; funding for printing any materials would need to come from another source. For a trail map, create a color-coded map with color-matched trail markers along the trail. Trail maps keep visitors safe and help first responders identify relative positions quickly and efficiently. A comprehensive map also allows visitors to gauge their own abilities versus trail length and difficulty which can reduce the potential of injury. With regard to brochures, focusing on the unique geology, vegetation, and wildlife of the Rand Tract would help visitors appreciate the resources of the park. This type of brochure can be posted online so that visitors can print it off prior to their visits.

Water fountains. The Rand Tract currently has no water fountains for public use. It would be beneficial if the City of Syracuse could consider installing accessible drinking water fountains for the public at Webster Pond and the proposed parking area on Route 173.

Install lights at high-use trailheads. Install street lamps near current and future park access points. These lights will promote the safety and comfort of visitors leaving the park at dusk, especially those with vision impairment or other disabilities. Improved lighting is of utmost importance at the Valley Drive entrance to Webster Pond since this location receives the most use. The proposed parking area on Route 173 should also be well-lit at night. The Hopper Road entrance should not be lit up brightly to respect those living in the neighborhood.

Install a scenic overlook platform on the Veterans Memorial Trail. The Veterans Memorial Trail is a wheelchair-accessible trail that runs 0.6 miles along the shoreline of Webster Pond. It is recommended that a scenic overlook platform be built along this trail, overlooking Webster

Pond, which would provide panoramic views and enhance the beauty of the pond and its wildlife. The scenic overlook platform would be an elevated location where visitors can observe wildlife and photograph it. A ramp could be built to make it wheelchair accessible, and the deck could be constructed out of wood to limit the environmental impact of the construction. The scenic overlook would be built with railings to protect visitors.

Employ a city park safety officer / trail steward. The Department of Parks should have a worker that is designated to patrol the Rand Tract every day to discourage illegal activity and to inspect trail conditions at the same time. This worker can also patrol other city parks, since the Rand Tract does not require full-day attention due to the relatively low visitor traffic.

Additional seating along trails. Currently, there are benches around Webster Pond and along the Veterans Memorial Trail. However, there are no benches along the other trails of the Rand Tract. It is recommended that benches along these trails be installed to benefit hikers, runners, and bikers who may need to take a rest, as well as bird watchers and readers who may like a quiet place to sit. Proposed benches could be built by volunteer groups, donated, or built for Scout service projects.

Monitor trail use. There appears to be no long-term visitation data, such as total visitors in a season, for the Rand Tract other than witness reports taken at different times that create irregular impressions of visitor use and landscape impacts. In order to monitor trail use, three strategies are recommended.

- First, trail sensors/cameras could be useful to help address this gap. By installing these sensors/cameras, managers of the property will be able to identify where high traffic visitation occurs over a sustained period of time, enabling them to focus conservation efforts in those areas. Identifying high traffic areas will also inform where development such as increased parking and improved signage is needed. Though trail sensors/cameras are an efficient way to count visitor use, these pieces of equipment can be costly. They should be placed judiciously at a number of locations to both obscure them from view to avoid theft, but still allow them to function properly for their intended purpose. It would be best if the sensor/cameras could be left in place for a couple weeks at a minimum or longer, such as over a whole summer. This monitoring is recommended particularly during warmer weather when both hikers and bikers are using the property.
- Second, create a database to track the frequency of incidents or accidents among visitors. This strategy might be needed to monitor potential incidents involving mountain bikers and hikers.
- Third, setup a second trail registry. Currently, the only trail registry (available at Webster Pond) does not provide insight into visitation in the rest of the Rand Tract. A second logbook and trail registry could be located at the proposed trailhead on Route 173 to gather further data on visitation. This registry could be put in place by a group such as Syracuse DPRYP or CNY Dirt. Its cost would vary depending on the materials used.

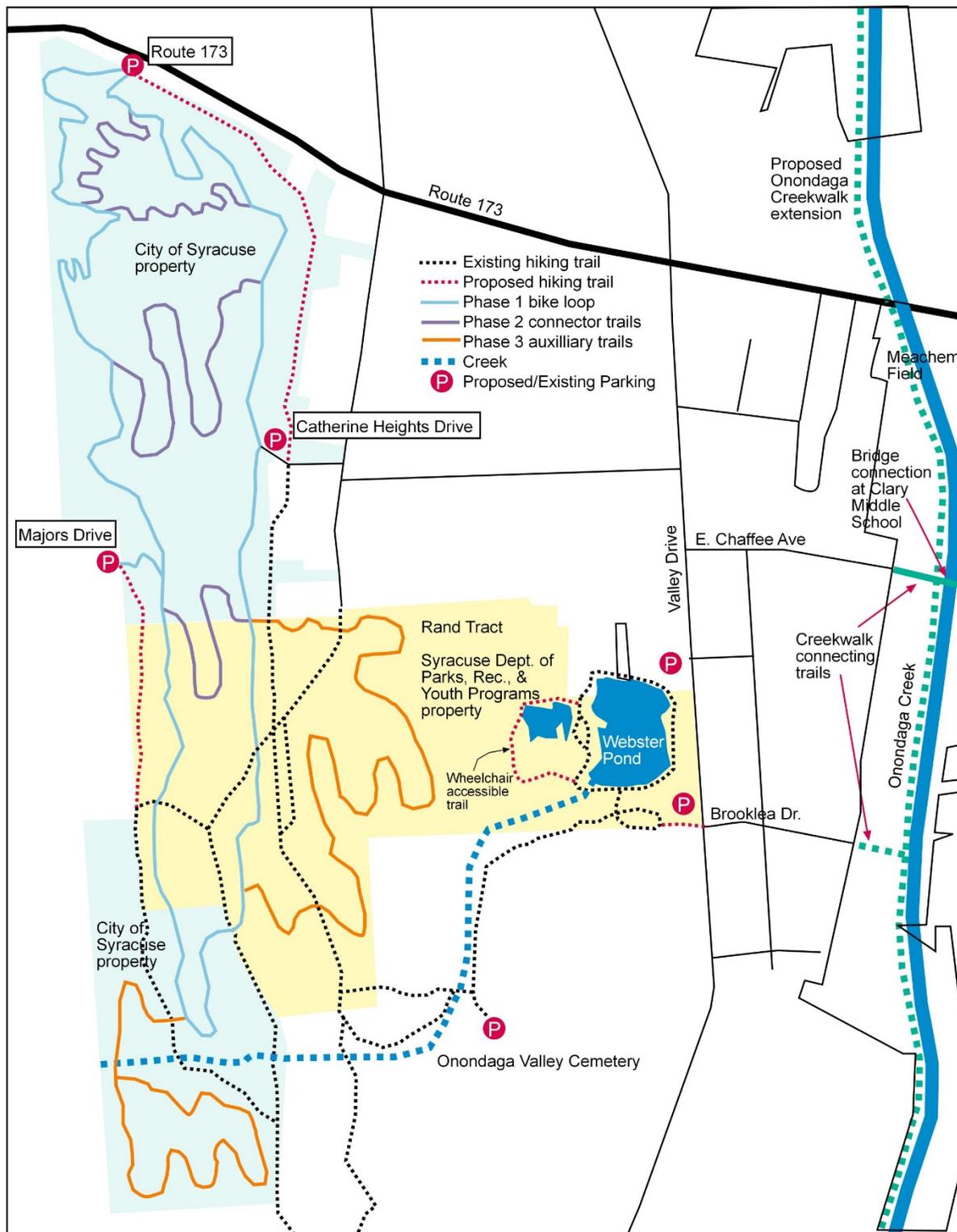


Figure 14. Proposed trail system for the Rand Tract and neighboring City of Syracuse properties.

VOLUNTEER AND PARTNERSHIP RECOMMENDATIONS

Goal #2: To increase volunteer involvement in the management of the Rand Tract by establishing partnerships with the SDPRYP and mechanisms for encouraging volunteer satisfaction.

Increase community involvement and volunteerism. Increasing the number of volunteers assisting with Rand Tract stewardship should be a priority. Volunteers can help improve the visitor experience, promote visitor safety, and reduce park maintenance costs for the City of Syracuse. The Angler's Association of Onondaga can be asked to include information in its kiosk and on its website to post volunteer position descriptions. The Syracuse DPRYP can also help find new volunteers via its website.

Create a Rand Tract volunteer "Friends" group. The creation of a 501(c)(3) volunteer group specifically for the Rand Tract would be very valuable for stewardship efforts and to provide more frequent maintenance. This type of organization would remove some of the burden placed on park staff and outside volunteer organizations that increased visitation will bring, while increasing the sense of connection to the park by local residents. Volunteer opportunities for students in the area could also provide connections to local schools and after-school organizations while teaching environmentally responsible behaviors to children.

Hire a volunteer/outreach coordinator. Many of the recommendations for the Rand Tract could be handled more efficiently and successfully with the hiring of an outreach coordinator for the park. This person would be extremely useful as a point-of-contact for all partner organizations, acting as a liaison between the park and outside volunteer groups. This person could also maintain the database of volunteer organizations, coordinate events with partners, maintain the website and social media presence of the park, and assist with any other tasks that need to be completed related to planning at the park.

Create close partnerships with educational institutions to provide support for conservation efforts. The close proximity of SUNY ESF provides a great resource for providing credit for students, as well as opportunities for kiosk creation, interpretive materials creation, assistance with promotion and monitoring, trail development, and other needs as they arise at the Rand Tract. SUNY ESF has many clubs and student-run organizations that can be a valuable resource to the Rand Tract. This involvement could take the form of trail cleanup days, trail construction days, and biological inventory counts. There should not be a high cost associated with using these groups as most of them work on a volunteer basis. It would be best to have students work in the Early Fall and Early Spring when classes are in-session.

Create a database of partner organizations. Developing and frequently updating a database of partner organizations will make it easier to keep track of the opportunities and skills available for use at the Rand Tract. This database could be in the form of a spreadsheet that compiles the organization's name, address, primary contact person, contact information,

frequency of involvement, history of involvement, and skills of each partner. Having this database is especially important because many of the potential partner organizations in the area have limited or no contact information online. This database would also be a useful place to keep information about potential programs and collaborations planned for the future, as well as information about any agreements about funding or time commitments that have been made.

Identify skills of partner organizations. With so many potential partner organizations, it would be useful to identify the specific skills and equipment that each organization can provide. There are several cycling clubs in the area that are capable of trail development, like CNY D.I.R.T. and Cycle CNY, but it is likely that each group has unique tools that the other does not. The Indigenous Values Initiative and the Syracuse Peace Council both provide education on the culture of the region, but the Syracuse Peace Council has specific programming that creates historical markers in the area and could be used in the park. The SUNY ESF Friends of Recreation, Conservation and Environmental Stewardship (F.O.R.C.E.S.) is a club that focuses mainly on environmental maintenance projects, like invasive species removal, but it is also likely that some of the students have experience in writing educational materials or for social media and could help with communications projects.

Work with partner organizations to fundraise. Both short-term improvements and long-term maintenance of parks can be costly. However, organizing fundraising events with partner organizations can help offset these costs and provide a mutually beneficial opportunity for organizations that are providing volunteer hours to the park. Hosting a trail run or mountain bike event could provide funding for trail improvements and maintenance. Educational events related to the environmental features of the park or the cultural history of the area could help raise money for new educational kiosks, brochures, or signage systems. A geocaching event run by one of the SUNY ESF or Syracuse University clubs could encourage more tech-savvy visitors to visit the park and help pay for website redesigns or hosting. Fundraising events will not only help fund improvements, but they will also bring in more visitors who will feel invested in the future of the park.

Promote use of the Rand Tract for partner events. There are many organizations in Onondaga County that have interests that overlap with the Rand Tract's offerings and would be ideal for events on the property. C.N.Y. Composite, the youth mountain biking team, often holds trail racing events in areas like the Rand Tract. The Syracuse University Outing Club organizes trips for college students to explore the region and would be able to introduce new students to the natural beauty of Syracuse. The Valley American Legion is known for hosting a festival in the Valley neighborhood and could possibly integrate the park into the festivities. The Baltimore Woods Nature Center, known for its immersive "nature in the City" programs, could hold interpretive walks along the trails. There are ample opportunities for event collaborations that the park can take advantage of.

Implement local recreation-focused business partnerships. Three recreation/exercise-related businesses with the potential for partnering with the Syracuse DPRYP on events involving the

Rand Tract are Mello Velo, Syracuse Bicycle, and CNY Healing Arts. Mello Velo and Syracuse Bicycle both sell and repair bikes; Mello Velo also sells local brews and other food products. Partnering with Mello Velo and Syracuse Bicycle could help promote recreation and exercise on the mountain biking trails at the Rand Tract. Both businesses could partner with the Rand Tract by becoming a sponsor, which could help improve the park's mountain biking trails and increase visitation from mountain bikers. Partnerships could take the form of marketing and advertisement by the store and the Syracuse DPRYP.

CNY Healing Arts, a wellness center and spa, could hold yoga events at the Rand Tract. CNY Healing Arts currently holds yoga classes to promote wellness, health, and exercise; Webster Pond would be a natural space to host yoga classes due to its proximity to this business. This effort could bring in a whole new customer base and help those customers of CNY Healing Arts appreciate the natural world. Yoga is a popular way for individuals to release stress, and the Rand Tract could become a place through which that is possible.

Implement local food-focused business partnerships. The Syracuse DPRYP could consider creating an event, program, or sponsorship for the Rand Tract with a few food-focused local businesses. Two local businesses to consider are Gannons Isle Ice Cream and the Willow Rock Brewing Company. For a partnership with Gannons Isle Ice Cream, an event could be held annually at the Rand Tract with the theme of "Ice Cream Days" during the summer months. This recurring event would encourage customers of Gannons Isle Ice Cream to visit the Rand Tract, benefitting Gannons financially and increasing park visitation. The Rand Tract, if equipped with a small area for gathering with permanent or temporary seating arrangements, could provide a place for visitors and customers to sit and enjoy ice cream from a local business while enjoying nature.

A partnership with the Willow Rock Brewing Company could lead to an annual or monthly event that takes place at the Rand Tract during the summer months. This recommendation is based on a similar collaborative event in other parks called "Trails on Tap." This effort could potentially be very lucrative for the brewing company and fun for Rand Tract visitors. A place in the park suitable for gatherings would be the main hub for visitors and customers. Tents could be set up with refrigerators containing the local brews for families and friends to enjoy in a natural green space. All profits from this recurring event could be reinvested into protecting and supporting the Rand Tract.

Implement local art-focused business partnerships. The Rand Tract should consider creating a relationship through sponsorship or events with art-focused local businesses and attractions, specifically the Everson Museum of Art and the Salt City Woodworks (a custom woodworking shop). Partnering with the Everson Museum of Art allows for artistic connections between nature and art. The Everson Museum of Art already hosts events on figure drawing, which take little effort to set up outdoors and that require some chairs, paper supplies, and a figure model (typically is done by a volunteer). This is a recurring and popular event hosted by the museum that could easily be relocated on certain weeks to the Rand Tract. Similarly, partnering with Salt City Woodworks opens up many opportunities for the Rand Tract. Salt City Woodworks

may have the capability to donate or provide at a discount a few park benches or picnic tables for the Rand Tract. These would bring unique, artistic beauty to the park while providing visitors a place to sit, relax, and maybe even participate in more recreational activities than before (i.e., reading, writing, drawing, picnicking, etc.). These park benches, picnic tables, or even the wooden structure for a pavilion, could mean opportunities to bring in revenue for the park and a way to promote the Woodworks. Designated gathering areas could be rented out for visitor gatherings, parties, events, etc., providing a source of income to the park for protecting and enhancing the Rand Tract. In return for the sponsorship, the company could include its name on any facilities produced.

Implement local signage business partnership. The Rand Tract should consider partnering with at least one business related to informational and/or interpretive signage. There is a local sign shop called Salt City Signs, from which the Rand Tract could purchase and/or gain sponsorship for informational and/or interpretive signage. In return for the sponsorship, the sign company could include its name on any interpretive materials produced.

RECOMMENDATIONS FOR ATTRACTING DIVERSE USERS

Goal #3: To accommodate diverse users on the Rand Tract property through improved accessibility, programs, and information.

Create a family picnic or pavilion area. Having an area on the Rand Tract where families can have picnics in a pavilion or other picnic area would reduce the amount of illegal fires being made in the woods. This type of facility will result in increased community use and enjoyment of the Rand Tract. It would also provide an important gathering place for clubs and events. Two potential locations would be at Webster Pond or at the proposed trailhead on Route 173. If a pavilion is constructed, a mechanism for reserving the pavilion (online or by phone) would be needed. A fee could be charged for pavilion rental, creating another source of revenue for the Rand Tract.

Construct a small amphitheater. During the summer, concerts are held at Webster Pond. The City of Syracuse Department of Parks, Recreation, and Youth Programs should consider building a small amphitheater with a stage platform and natural seating to accommodate visitors and performers for these concerts. In addition, the amphitheater could be used for interpretive and educational programs, events, and presentations. Having a formal space for concerts and outdoor educational/interpretive programs organized by staff and partnering organizations could attract more visitors, volunteers, and revenue to the park.

Expand the Rand Tract website. Having a website dedicated to the Rand Tract will be beneficial to those looking to visit or find out more information. Although the Rand Tract has an existing webpage through the Syracuse DPRYP, the page has no posts or additional information, and focuses exclusively on Webster Pond; this website could easily be improved to promote the entire Rand Tract to diverse users. An expanded website would allow visitors to familiarize themselves with this destination before visiting, download trail maps and brochures, learn about stewardship efforts in the park, and stay up-to-date on events and other information.

Utilize different social media platforms. Social media is one of the best ways to reach a wide audience. Popular media platforms include Facebook and Instagram, which have millions of users. These platforms offer an excellent way to not only inform people about the Rand Tract, but also continually update followers about events. Social media could also provide a place for visitors to leave testimonials about their experience at the Rand Tract, further promoting the park. An Instagram account is free and easy to set up, and could be linked to the Facebook account so that posts will upload to both platforms simultaneously.

Promote the Rand Tract on the “Visit Syracuse” website. Visit Syracuse (visitsyracuse.com) is the central website for all activities, places, and events in Syracuse. This website includes outdoor recreation destinations, which makes it a valuable place to promote the Rand Tract. Both visitors and locals in Syracuse utilize Visit Syracuse when looking for activities, which could include the Rand Tract as a hiking, fishing, biking, and nature appreciation destination.

Placing information on this website could increase the number of visitors to the Rand Tract, as well as raise local awareness of the Rand Tract as a unique natural area in the city.

Promote the Rand Tract on the “I Love New York” website. I Love New York is the central listing for all activities and places to visit across the state of New York. This site is utilized by out-of-state visitors planning a trip to New York; having the Rand Tract listed could bring out-of-state visitors to the Syracuse area. This website is also utilized by residents of New York looking to explore more of their state. A listing on I Love New York could bring more out-of-state and in-state visitors to the Rand Tract and greater Syracuse area.

Promote the Rand Tract on the “Fish Onondaga County” website. Fish Onondaga County is a website that lists many different fishing locations around the county, as well as information about each place. Webster Pond is listed on the site, but mention of the Rand Tract as a whole is not included. Because fishing enthusiasts often participate in other forms of outdoor recreation such as hiking, sharing information about the Rand Tract through the Webster Pond page could encourage visitors to visit other areas in the Rand Tract.

Add a webpage about the Rand Tract to the existing Webster Pond website. Webster Pond, which is managed by the Anglers Association of Onondaga, has an independent website. This site has great information about Webster Pond and the different activities to do there, but does not currently include detailed information about the Rand Tract. If additional information about the Rand Tract is added, visitors to the Webster Pond website would be able to find more information about the surrounding Rand Tract trails, possibly increasing visitation to the Rand Tract.

Develop a visitor survey to continually assess visitor satisfaction. This type of survey could easily be implemented online or by volunteers at the park. Staff at Webster Pond could ask visitors if they are enjoying their experiences and ask about prior knowledge of the Rand Tract, reason for visiting, and if anything detracted from their experience. Similarly, CNY Dirt could provide an online link for recreators to rate their experience with the trails. Using an online forum to collect visitor data would minimize the potential cost of surveying.

Conduct systematic counts of visitors. Define the park's current users by initiating a systematic count of people who enter the park. Record the approximate number of visitors, gender, estimated age, type of recreation, group composition, and where recreational activities are concentrated in the park. This type of analysis is straightforward to implement, does not require particular professional experience, and can be efficiently performed by park volunteers. The unavailability of data on park's visitors hinders the process of designing effective educational and marketing strategies for attracting visitors to the park, and for offering services and facilities that meet visitor needs.

Define market segments and individualize approaches. Through market segmentation, the park's managing body will streamline communication and concentrate efforts directly on the defined categories of target markets. This approach will allow communication directly to a

select group rather than having messages muddled when communicating with the entire community. Every currently-existing and potential market segment has distinct properties and needs, and the marketing efforts would be most effective if they match the preferences of the specific segment.

Develop a marketing strategy and a consistent brand. The Rand Tract has many rare qualities that distinguish it from other community parks in the area. The park's historical background, well-kept natural environment, ability to provide diversified experiences, and accessibility create a solid foundation for a distinctive brand and marketing campaign. It would be beneficial to define marketing goals that promote the Rand Tract's brand, story, and authenticity to generate value among the various audiences.

Identify promotional strategies for user groups. The Syracuse DPRYP could perform a market segmentation analysis to prioritize groups that are to be targeted by park promotion efforts. By understanding specific user groups and their interests, the Syracuse DPRYP could focus their efforts on the specific communication channels suited to each user group. The marketing activities would be most efficient if every target group receives the individualized message from communication channels that are most accessible and comprehensible for them.

RECOMMENDATIONS FOR INTERPRETATION AND EDUCATION

Goal #4: To develop interpretation methods that communicate the past and present use of the Rand Tract to visitors.

Organize guided walking tours and events that highlight the landscape transitions that have occurred on the Rand Tract over time. The Rand Tract has an amazing history of use that needs to be celebrated. Partnering with the Onondaga Nation and the Syracuse Culture Resource Committee could promote awareness of this rich history through special events and tours. Events could vary from guided walks to naturalist-led discussions, and could be a catalyst for integrating conservation into the everyday actions of residents and visitors. Other programs could include children-appropriate discussions and hikes, or themed multi week-long programs. Guided walks of the Rand Tract could be led by the Angler's Association of Onondaga, members of the Onondaga Nation, or employees of the City of Syracuse DPRYP. Baltimore Woods' "Nature in the City" program could be hosted within the Rand Tract as well. An interpretive guide could also be hired to develop and run programming and events. Keeping a record of attendance would be necessary to know if enough people are attending the events to make the tours viable. Recording attendance would also be a good strategy for public events held by the Angler's Association of Onondaga or other groups.

Rand Tract trailhead kiosks. Adding one or more kiosks at trailheads in the Rand Tract parking areas would be a great way to post information about the park and the trails. Including information about the surrounding wildlife, foliage, and history on these kiosks and on other interpretive signs placed along the park's trails would allow visitors to learn more about the area. The kiosks could include brochure racks with fliers about different events and programs. More information about these kiosks is included in the recommendations for the trail system.

Encourage stewardship on signs along trails. Incorporate signage with guidelines for visitors to follow along the trails could help protect trailside vegetation and reduce user conflicts by specifying appropriate trail uses. Some specific guidelines include remaining on the trail and not picking wild leeks. "Do Not Enter" signs on the border between the Rand Tract and the western private properties would be useful in preventing visitors from trespassing onto adjacent private property. "Hiking Trail" and "Biking Trail" signs could encourage visitors to stay on the trails suited to their activity, reducing accidents between user groups. These guidelines should be clearly visible and placed consistently along trails to reinforce behaviors that advance the wellbeing of the park's ecosystem and local residents' privacy.

Expand the Syracuse DPRYP Rand Tract website. Enhancing the DPRYP website for the Rand Tract would greatly benefit the park and its visitors. Currently, the website only includes information about Webster Pond and not about the trails in the Rand Tract. Including a video tour or slideshows of pictures taken in the park would allow guests to get a feel for what the park has to offer before they arrive. Interpretation about stewardship efforts, future plans for the park, and the history, wildlife, vegetation, and geology of the park could be included. Other

links such as the iNaturalist website could be helpful for visitors interested in identifying wildlife and plants; this website also tracks who is contributing, making it potentially a useful tool to recruit volunteers. The Rand Tract website would also be a great source of information for people to keep up to date about events, volunteer efforts, or changes happening at the park. The website should also include directions on how to get to the park, as well as the location of trailheads, and should have a calendar of events that is updated on a regular basis. A “Volunteer” tab could provide general information about volunteer opportunities, and could provide contact information for park administration, making it easy to sign up volunteers at the Rand Tract or Webster Pond.

Webster Pond website enhancements. Enhancing the Webster Pond/Angler’s Association website to make it more user-friendly is recommended. Changing the background color on the different pages of the website to one single color would make the website appear more coordinated and make it easier to read. Choosing a font color that contrasts more with the background color, choosing simple fonts, spell-checking the text, and inserting more images would make the website easier to read and more inviting. The website also has multiple tabs leading to different pages; some of these pages could be lumped together, while information on a few pages could be divided and placed in a separate tab. For example, the fishing tabs could be lumped together, and a separate tab specifically for species found at the park could be created. A tab specifically for the opportunities and programs offered by the organization could also be added, along with “booking visits” information. Finally, the Webster Pond website makes no mention of the Rand Tract, even though the pond is part of the Rand Tract and one of the access points for the Rand Tract is located at Webster Pond. Including Rand Tract information under another tab on the website is recommended. These updates could be completed by someone who works with the Angler’s Association of Onondaga and who has website design skills such as a volunteer, private contractor, or student as part of a class project.

Webster Pond wayside exhibits. Webster Pond has a nice covered kiosk where some informational posters have been posted. Interpretive panels designed to educate visitors about the wildlife in the area could be added to the kiosk. In addition, wayside exhibits posted along the trail around Webster Pond could give visitors interesting information about fish and waterfowl species using Webster Pond. QR codes could be added to the exhibits to give visitors additional information.

Foster education and interpretation along trails. Present visitors with signs set on the sides of the hiking trails with information on local wildlife. These signs could encourage visitors to look for animals, plants, and fungi, and would use language that appeals to the senses to encourage observation (e.g., a sign that shows what a Christmas fern looks like and explains that it stays green year-round). These signs would provide visitors with an educational experience during their visit to the Rand Tract. For a less expensive (and more vandalism-resistant) option, wood posts with QR codes linked to interpretive websites could be used along the trails.

Create a Rand Tract brochure. An interpretive brochure about the Rand Tract could be placed at trailhead kiosks in brochure racks, online, at local businesses, and at the visitor information areas at Webster Pond. Information about the history, geology, wildlife, and vegetation in the Rand Tract should be included. A map of the park's trails would also be a useful addition to the brochure.

Visitor center. Currently, the Rand Tract does not have a visitor center, though construction of a visitor center at Webster Pond is underway. It is recommended that this visitor center be fully accessible for those with disabilities and include bathroom facilities with plumbing, utilities, electricity, WiFi, interpretive signage and educational materials, offices, and potentially vending machines. If the number of visitors significantly increases in the following years, adding a concession stand to the visitor center could be helpful and would generate another form of revenue for the park.

RECOMMENDATIONS FOR OUTSIDE CONNECTIONS

Goal #5: To develop physical and social connections between the Rand Tract and other sites and services in Syracuse.

Install directional signs. In order to improve navigation to the park, proper directional signage must be placed on major roads near the park. Directional signs should help visitors find parking areas, as well as all existing and proposed entry points (e.g., the access points at Webster Pond). To improve the navigation to the park, directional signage should be placed on the way to the park along State Route 80 and 173, US Route 11 and 20, and Interstate Highway 81. In addition, to improve navigation for visitors using alternative transportation, directional information can be placed at the CENTRO Transit hub and at the Regional Transportation Center. Directional signs could be placed at the bus stops closest to the park. Directional signs should also be placed along any bicycle/pedestrian routes leading to the Rand Tract. Potentially, directional information can be provided to university campuses and nearby schools, not only for the improvement of navigation, but also for promotional purposes.

Improve online directions to the Rand Tract. In order to improve navigation by visitors to the Rand Tract, the Syracuse DPRYP needs to provide information about the location of the park on its website. Information should include full address; information on how to get to park using a personal vehicle, public transportation, and bicycle; and a trail map. In addition, the Rand Tract needs to coordinate with social media resources such as Google Maps, other public map services and guides, and local resources to properly indicate the location, directions, and the entrances to the park.

Improve bicycle routes. In order to improve opportunities for using alternative forms of transportation to the Rand Tract, safe road access is needed for bicyclists. Designated bicycle routes to the Rand Tract should be added to existing major bicycle routes such as State Bike Route 11 thru S Salina Street, State Route 173, and State Route 80. Wide road shoulders on Valley drive would also be useful for bicyclists. Proper directional signage should be installed along the bike routes directing visitors to the park. The park needs to install bike racks at all parking areas so that visitors have a place to leave their bikes when they take a hike around the park.

Integrate the Rand Tract into critical city-planning initiatives. The Rand Tract has the potential to play an important role in city-wide planning initiatives. Currently, the Rand Tract is an underutilized park with direct land connections to Webster Pond only. The Syracuse Department of Parks, Recreation, and Youth Programs could work with other groups, such as CNY Dirt and the Onondaga Cycling club, to develop a plan that takes advantage of nearby connections with other parks and natural areas to benefit the city and its residents. Making physical connections between the Rand Tract and future extensions to the Onondaga Creekwalk is also suggested (see Figure 27).

Improve access by public transportation. Collaboration with the CENTRO bus system should be considered in order to expand access to the Rand Tract. Additional bus stops could be added closer to the park. Because the main entry point for visitors who use public transportation is via Webster Pond, the pedestrian sidewalk on the west side of Valley Drive (just south of Chaffee Avenue) needs to be extended to Webster Pond. In addition, a pedestrian crosswalk with a traffic light should be installed across Valley Drive next to the Webster Pond entrance. This crosswalk will increase safety and improve access for residents in the surrounding neighborhood and for visitors using buses.

Create a bike route that connects Syracuse parks. This route could stop at five different parks and the Rand Tract. Starting at the Rand Tract, the route goes to Kelly Memorial Park, then to Heath Park, Upper Onondaga Park, Elmwood Park, and then back to the Rand Tract (Figure 25). This loop would be a moderately short loop of about 9.5 miles plus any extra miles spent riding within each park. Upper Onondaga Park would be a nice spot to stop for lunch because of its beautiful scenic views and its location in the middle of this route. Other sights include an Iroquois Trail marker and historic landscape in Elmwood Park, and a beautiful forest and hiking trail in Heath Park. Overall, this route would most likely be a half day trip.

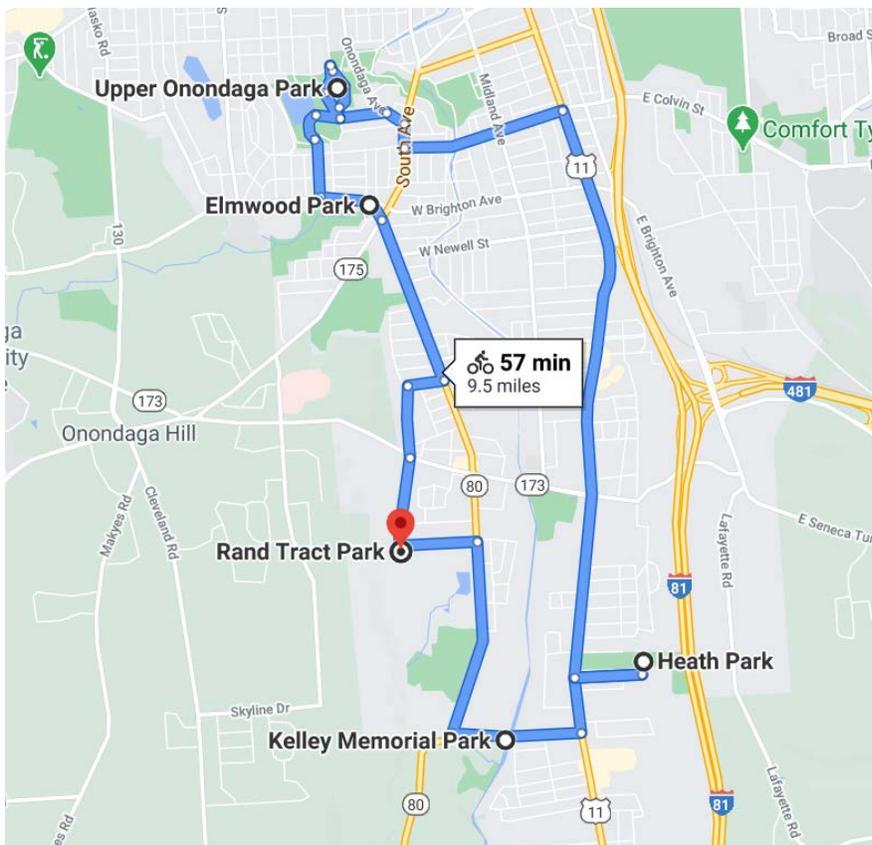


Figure 25. Park connector bike route.

Create trails that follow historic routes in Syracuse. Create trails that follow historical routes such as the Iroquois Trail and Clinton-Sullivan Campaign route. These trails can also have signage with concise details and illustrations of how the Rand Tract was used in the past so that visitors can envision what it was once like. These trails could educate visitors about the Rand Tract's rich history in a way that allows them to be active at the same time.

Connect the Rand Tract with existing trails. The Rand Tract can be potentially connected with nearby historic routes such as the NYS Canalway Trail, Onondaga Creekwalk, and Empire State Trail. By extending the Onondaga Creekwalk south of Armory Square and east of the Rand Tract, Onondaga Creek could be connected to Webster Pond. In the southern part of the city of Syracuse, Onondaga Creek is located between State Route 80 and US Route 11; adding pedestrian crosswalks and trail connectors would enable access from the Creekwalk to the trail system in the Rand Tract (see Figure 26). This type of extension would make Onondaga Creek a major connector between many parks (such as the Rand Tract and Upper Onondaga Park), trails (such as the Empire State Trail and Erie Canal Trail), and attractions (such as the Brady Farm) within Syracuse.

Create a trail that follows the Onondaga Limestone outcrop through Syracuse. Outcrops of Onondaga Limestone are found in many park and natural areas throughout the Syracuse area. Connecting these sites could offer unique recreational opportunities for visitors interested in geology and the unique plants these sites support. Promoting the Rand Tract in combination with limestone outcrop sites such as the Split Rock State Unique Area, Elmwood Park, and Clark Reservation State Park could highlight the spectacular hiking opportunities available in this unique geological area.

Utilize trail system for athletic events and mountain biking. Annual or semi-annual Fun Runs could be held on the trail system of the Rand Tract and around Webster pond. Nearby schools, like Clary Middle School, could use the trail system as a practice course, or even a race course, for their cross-country running teams. With a designated trail system, the Rand Tract could become a local hub for mountain biking, like Morgan Hill or the Skytop quarry. With enough interest, youth mountain biking programs and even races could flourish here. Trails would need to be built and designated as mountain biking only to avoid conflict and safety issues with hikers or other people on the trails. Local biking clubs like CNY DIRT and the Onondaga Cycling Club could provide volunteers to build trails and host group rides.

Partner with the Syracuse Winter Fest. Set up a booth in downtown Syracuse during the Syracuse Winter Fest. At this booth, hand out pamphlets that list the events that occur at the Rand Tract and Webster Pond. These pamphlets could also advertise activities at the Rand Tract, such as hiking and snow shoeing. This partnership would be a way to bring visitors to the Rand Tract during the off-season, and would be a low-cost way to introduce local residents to the Rand Tract.

Partner with the Syration. Partner with the Syration and set up a booth at the end of the race. The booth could advertise the hiking trails at the Rand Tract. This partnership would be a

way to bring people who are already interested in physical activities such as running and biking to the park. This partnership would also be a way to introduce the park to locals who already live in and around the Syracuse area.

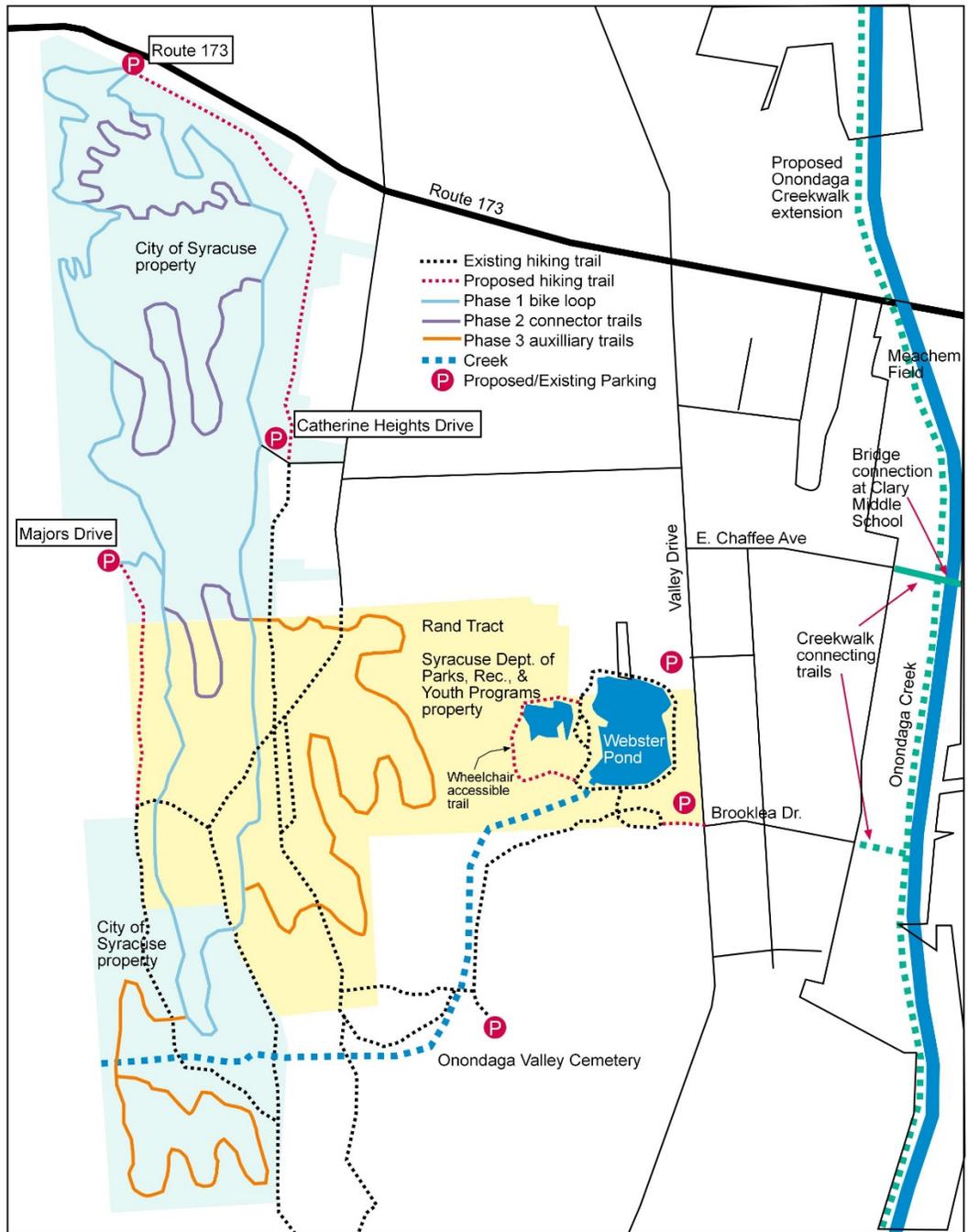


Figure 26. Connections needed between the Rand Tract and other transportation routes.

MANAGEMENT AND FUNDING RECOMMENDATIONS

Goal #6: To develop management strategies that protect the Rand Tract's natural resources by utilizing visitor education and facility design techniques.

Establish protection for fragile plants and wildlife. The Rand Tract is home to a variety of fragile plants and wildlife that have little protection within the park. The Syracuse DPRYP could work with the NYS Department of Environmental Conservation to identify fragile species and develop strategies for protecting them. Social trail development in particular has the potential to harm vegetation in the park; strategies for keeping visitors on official trails (e.g., interpretive signage, string fencing in particularly sensitive areas) are recommended.

Enhance safety at Webster Pond. Three strategies are proposed for improving safety at Webster Pond:

- **Install fencing.** It would be beneficial to the park to have fencing along the east side of Webster Pond. The fencing could be between the trail and the pond bank to allow the wildlife a place to rest separate from visitors. This fencing can prevent the agitation of wildlife and limit how close people get to waterfowl. It also can prevent liability issues related to visitor safety.
- **Add life ring buoys.** In addition, life ring buoys should be placed along the shoreline of the pond to mitigate risk of drowning. Immediately available in an emergency, life ring buoys allow for bystanders to initiate a rescue quickly and with minimal risk to themselves. Ring buoys should have at least 90 feet of attached line and should be spaced no more than 200 feet apart along the waterline.
- **Purchase a public access defibrillator.** Equipping the park with a public access defibrillator (PAD) will improve the chances of survivability of any person who experience sudden cardiac arrest within the Rand Tract. Bystander initiated CPR has been found to increase the 30-day survival rate of patients experiencing out-of-hospital cardiac arrest from 8.3% to 57.5% (Torney et al, 2020). A clearly displayed AED should be placed on the outside wall of the proposed visitor center building. This location will allow immediate access by anyone in the most heavily visited section of the Rand Tract.

Promote and host environmental awareness events. Developing and promoting environmentally-focused programs could increase visitation and participation by local residents at the Rand Tract. Events and programs led by the Syracuse DPRYP, or developed in collaboration with government agencies (e.g., the NYSDEC) and non-government agencies (e.g., Baltimore Woods Nature Center) could range from presentations given by guest speakers to hands-on events focused on educating local school groups. These events would bring awareness of important environmental issues while also getting people outside to interact with their community green space. Rand Tract and Webster Pond managers would need to contact local agencies and discuss potential collaboration. These events could be promoted through park websites, local and university newspapers, and social media.

Improve existing parking spaces. In all existing and new parking lots, clearly indicate parking spaces with lines and build borders to keep cars off of the vegetation. These enhancements will allow visitors to intuitively park in an organized fashion that also prevents destruction of habitat. These features should be included at the existing Onondaga Valley Cemetery and Hopper Road trailheads and integrated into any other potential future parking lots.

Add restrooms at certain park entrances. Work with Onondaga Valley Cemetery to place a wheelchair-accessible port-a-jon near the trailhead in the cemetery; this will benefit cemetery visitors as well as Rand Tract users. A restroom or port-a-jon should also be placed at the proposed parking area on Route 173, once that parking area is complete. These additions will prevent people from urinating and defecating in the park, keeping the brook and wetland areas from becoming polluted while also satisfying the needs of those with disabilities.

Replace gravel near the front entrance of Webster Pond. It would be beneficial to pave the area near the front entrance by the barn and parking lot of Webster Pond. A paved surface would allow for easy access for individuals who do not wish to use the trail or cannot use the trail due to a disability. This change would make it possible for all to enjoy the pond without having to worry about accessibility. A paved surface would also increase the aesthetic appearance of the front entrance.

Ensure that all parking areas comply with the Americans With Disabilities Act. At least one fully accessible parking spot should be installed in each parking lot. This spot should have a 60-inch wide space next to it for exiting a vehicle, and should be clearly marked as a wheelchair-accessible space. This change opens up the Rand Tract to visitors with physical disabilities. These modifications can be applied to the Onondaga Valley Cemetery access and any additional future entrances.

Establish permanent funding for Rand Tract maintenance. The City of Syracuse Department of Parks, Recreation, and Youth Programs should identify permanent funding for the Rand Tract in order to ensure its continued maintenance. Funding will make it possible to improve and monitor the condition of trails and facilities more often, leading to an improved visitor experience.

Create a central database to record and track visitor concerns. The Rand Tract has deep community ties. This connection to residents should be recognized by providing an online portal where visitors can report on any concerns they have come across while exploring the park. Currently, issues are reported through social media and on an individual basis. A central site for reporting issues will aggregate observations into an easily accessible location for managers and volunteers. The Rand Tract is also connected to other land parcels and city projects so centralizing data will help with planning efforts. This recommendation could be implemented on a shorter timescale as a person with the appropriate skills in web design for example should be able to setup a database rather quickly and the cost associated with it would hopefully be minimal.

Seek state and federal grant funding opportunities for the upcoming fiscal period. The City of Syracuse DPRYP should consider completing the grant application process for as many state and federal funding opportunities as possible, and as soon as possible. A selection of opportunities worth approaching would be the Environmental Protection Fund Grant Program for Parks, Preservation and Heritage; the Community Development Block Grant Funding Program; the National Recreation and Park Association Grant Funding Program; and the National Park Service Rivers, Trails and Conservation Assistance Funding Program. Due to the amount of funding one can secure through these routes, state and federal level grant funding could be used to facilitate large-scale infrastructure initiatives to improve Rand Tract, such as the construction of a new parking lot space or the building of new rest stop areas.

Utilize crowd-sourcing services. Create a crowd-sourcing campaign to secure funding for smaller-scale improvement initiatives in the Rand Tract. Online crowd-sourcing services, such as Kickstarter, GoFundMe, and loby, may provide the simplest and quickest methods of securing funding for the park. Smaller-scale initiatives, such as creating and posting trail signage, could benefit from crowd-sourcing the most. Many crowd-sourcing services collect a 3-5% processing fee, and funding is often not disbursed from many crowd-sourcing services until a particular goal has been met. Therefore, for the Rand Park, the lower the crowd-sourcing goal, the more readily the funding may become accessible for use.

Secure sponsor-based funding. Approach specific local businesses for potential sponsorship opportunities as a means of obtaining funding for the park. While sponsorship funding can be substantive, sponsors can also be reflective of the overall narrative of the park. Therefore, being prudent about the businesses endorsing the park may prove to be significant, since (depending on the values being promoted) these factors could deter other sponsors from also supporting the park. Sponsors to consider are: Gannon's Isle Ice Cream, Stewart's Shops, and Wegmans (the two latter businesses offer small grants and/or gift cards for hosting special events).

Establish sustainable streams of income. Developing a number of on-site funding opportunities could be a useful strategy for securing stable income streams for the Rand Tract. Feasible opportunities for securing park income are: membership fees to a Friends group, amenity and space rental fees, and on-site program fees; seasonal admittance fees could be considered but are not recommended, given the extensive use of the park by local residents. By developing a stream of income for the park independent of third-parties, the Rand Tract may have at least one reliable form of income in the event of economic uncertainty.

Appeal to local institutions for additional funding. Advocating on behalf of the Rand Tract to local, non-governmental organizations as a means of securing additional funding should be considered, since improvement of the facilities at the Rand Tract would benefit local communities as well. One such non-governmental organization worth approaching would be Tomorrow's Neighborhood Today, an organization that has assisted with work at Webster Pond. Another organization is the Cornell Cooperative Extension of Onondaga County, that has agreed to provide funding for the park in the past. Petitioning locally to a number of

institutions surrounding the Rand Tract could be a sound method of obtaining funding and ensuring the completion of initiatives.

Public access defibrillator. Equipping the park with a public access defibrillator (PAD) will improve the chances of survivability of any person who experience sudden cardiac arrest within the Rand Tract. Bystander initiated CPR has been found to increase the 30-day survival rate of patients experiencing out-of-hospital cardiac arrest from 8.3% to 57.5% (Torney et al, 2020). A clearly displayed AED should be placed on the outside wall of the building. This location will allow immediate access by anyone in the most heavily visited section of the Rand Tract.

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