

# *The I-81 Challenge*

## May 2011 Public Workshops

### Appendix D – Publicity materials

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**Prepared for: Syracuse Metropolitan Transportation Council**

**October 2011**

This document was prepared with financial assistance from the Federal Highway Administration and the Federal Transit Administration of the U.S. Department of Transportation through the New York State Department of Transportation. The Syracuse Metropolitan Transportation Council is solely responsible for its contents.

*For further information contact:*

*James D'Agostino, Director*

*Syracuse Metropolitan Transportation Council*

*126 N. Salina St., 100 Clinton Square, Suite 100, Syracuse, NY 13202*

*PHONE: (315) 422-5716 FAX: (315) 422-7753*

[www.smtcmtpo.org](http://www.smtcmtpo.org)

**Appendix D – May Workshop Publicity Materials**

1. Workshop flyer
2. Postcard placed on Centro buses
3. Workshop postcard
4. Intercept board
5. Kiosk board
6. Oncenter website calendar listing request
7. Post Standard advertisement
8. Syracuse.com banner ad
9. SMTC workshop press release
10. NYSDOT workshop press release
11. SMTC workshop wrap-up press release

# Join *The I-81 Challenge!*

Join us for a public workshop  
in an open house format.

Drop in any time on any day:

Tuesday, May 3 from 4 pm - 8 pm  
Wednesday, May 4 from 4 pm - 8 pm  
Saturday, May 7 from 9 am - 12 pm

Location:

Oncenter Ballroom (lower level)  
800 South State St.  
Syracuse, NY

Drop in any time that is convenient for you.  
All workshops will feature the same material.

The Syracuse Metropolitan Transportation Council and the New York State Department of Transportation need your help in planning the future of I-81 in Central New York. The workshops will feature interactive stations where you can explore the history of I-81 and the state of the highway today, share your vision for the future, and be part of the process for determining how we decide what options make sense for our region. The same information will be presented at each workshop, so drop in anytime and stay as long as you like.

## Need more information?

Free parking will be provided in the Oncenter garage and parking lot. For directions and additional information, visit [www.thei81challenge.org](http://www.thei81challenge.org).

## Can't make the meeting in person?

Participate online in our virtual meeting at [www.thei81challenge.org/virtual](http://www.thei81challenge.org/virtual) starting May 3.

## Need special accommodations?

The meeting facility is handicapped accessible. To request special accommodations, please contact the SMTC at 422-5716 or [contactus@thei81challenge.org](mailto:contactus@thei81challenge.org).

## Need language assistance?

Spanish and American Sign Language interpreters will be available at all workshops. For more information, please contact the SMTC at 422-5716 or [contactus@thei81challenge.org](mailto:contactus@thei81challenge.org).

## ¿Habla usted español?

Usted tendrá intérpretes disponibles en español en todas las reuniones. Para más ayuda por favor llame al 315-944-2014 (debe marcar el código de área).

## Quý vị có nói tiếng Việt không?

Để biết thêm tin tức, gọi (315) 422-5716.



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Location:

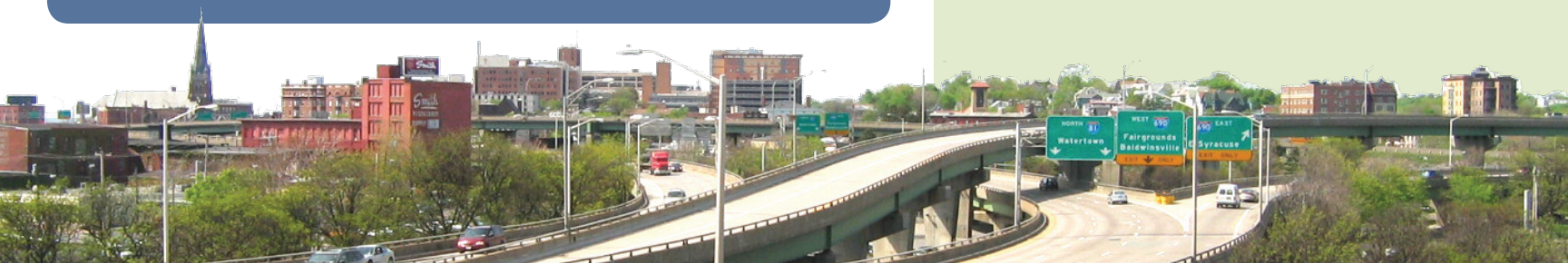
Oncenter Ballroom (lower level)  
800 South State St., Syracuse, NY

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The Syracuse Metropolitan Transportation Council and the New York State Department of Transportation need your help in planning the future of I-81 in Central New York. The workshops will feature interactive stations where you can explore the history of I-81 and the state of the highway today, share your vision for the future, and be part of the process for determining how we decide what options make sense for our region.



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## Need language assistance?

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Để biết thêm tin tức, gọi 315-944-2014.

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**Syracuse Metropolitan Transportation Council**

126 North Salina Street, Suite 100

Syracuse, New York 13202

PRSRT.STD.  
U.S. POSTAGE  
PAID  
SYRACUSE, N.Y.  
PERMIT NO. 1302



# Be part of *The I-81 Challenge*

Join us for the first public workshops of *The I-81 Challenge*.

**Drop in any time on any day:**

Day 1: Tuesday, May 3 from 4 pm - 8 pm

Day 2: Wednesday, May 4 from 4 pm - 8 pm

Day 3: Saturday, May 7 from 9 am - 12 pm

**Location:**

Oncenter Ballroom (lower level)

800 South State St.

Syracuse, NY

**All workshops will feature the same material.**

The meeting facility is handicapped accessible.  
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Syracuse, NY

The workshops will feature interactive stations where you can explore the history of I-81 and the state of the highway today, share your vision for the future, and be part of the process for determining how we decide what options make sense for our region. The same information will be presented at each workshop, so drop in anytime and stay as long as you like.

**All workshops will feature the same material.**

**Free parking will be provided.**

**The meeting facility is handicapped accessible.**

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**For more information, please contact the Syracuse Metropolitan Transportation Council at (315) 422-5716 or visit [www.thei81challenge.org](http://www.thei81challenge.org).**

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**Usted tendrá intérpretes disponibles en español en todas las reuniones. Para más ayuda por favor llame al (315) 944-2014.**

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**Để biết thêm tin tức, gọi (315) 944-2014.**







# Oncenter Complex

Convention Center • War Memorial • Civic Center Theaters

## PLEASE RETURN WITH CONTRACT

### Oncenter Website Calendar Listing

Event Name: The I-81 Challenge

Contact Person: James D'Agostino, SUIC Director

Phone Number: 315.422.5716

Is this event open to the public?  Yes  No

\*\*\*If yes: It is the Oncenter Complex policy to list all public events on our website.

Please fill out as you would like the event to appear on our website (oncenter.org):

Event Name: The I-81 Challenge

Event dates/times: Tues., May 3 & Wed, May 4 - 4:00-8:00pm & Sat, May 7 - 9:00-12:00

Website URL: www.thei81challenge.org Would you like a link?  Yes  No

Is this a ticketed event?  Yes  No

Is your event on Ticketmaster.com?  Yes  No

When and where are tickets available? N/A

Ticket Prices: N/A

Please include a brief event description to be used on the website (REQUIRED):

See attached

If you are sending an image/photo for our website "homepage" please use these guidelines: Images must be 249px wide by 158px tall and saved as a .jpg or .gif with a maximum file size of 1.5MB.

If you do not want to be listed, please sign below.

PLEASE DO NOT LIST MY EVENT ~ Signature \_\_\_\_\_

If you have any questions please e-mail Michelle Kovar at [m\\_kovar@oncenter.org](mailto:m_kovar@oncenter.org)  
Please return this form along with your contract!





The Syracuse Metropolitan Transportation Council and the New York State Department of Transportation need your help in planning the future of I-81 in Central New York. The workshops will feature interactive stations where you can explore the history of I-81 and the state of the highway today, share your vision for the future, and be part of the process for determining how we decide what options make sense for our region. The workshops are being presented in an open house format. The same information will be presented at each workshop, so drop in anytime and stay as long as you like.

# What's the Future of I-81?

Whatever happens to I-81, it will be one of the most important projects in Central New York history. You have a stake in your community. Learn about I-81's past. Explore the condition of the highway today. Share your ideas. Be part of the process of deciding the future of I-81 in Central New York. Three open-house workshops make it easy. All three feature the same program, so drop in any time... stay as long as you like.



## Public Workshops

Tuesday, May 3 – 4 to 8 pm

Wednesday, May 4 – 4 to 8 pm

Saturday, May 7 – 9 am to Noon

OnCenter Ballroom / Downtown Syracuse

Free Parking



Engaging the community in the future of I-81.

*The I-81 Challenge* is the joint effort of the Syracuse Metropolitan Transportation Council and the New York State Department of Transportation to plan the future of Interstate 81.

All workshops will be handicapped accessible. Spanish and ASL interpreters will be provided. To request special accommodations, please contact the SMTC at 422-5716 or [contactus@thei81challenge.org](mailto:contactus@thei81challenge.org).

For directions and additional information, visit [www.thei81challenge.org/workshops](http://www.thei81challenge.org/workshops)

Can't make a workshop in person? Participate online in our virtual meeting at [www.thei81challenge.org/virtual](http://www.thei81challenge.org/virtual)

# What's the Future of I-81?

Public Workshops  
May 3 – 4 – 7 / OnCenter



[Click for details, directions and more.](#)

THE  
**I-81**  
CHALLENGE



# What's the Future of I-81?

Public Workshops / May 3 – 4 – 7 / OnCenter

[Click for details, directions and more.](#)

# NEWS

**RE: THE I-81 CHALLENGE**  
**April 26, 2011**

**FOR MORE INFORMATION Contact:**

James D'Agostino  
315.422.5716  
jdagostino@smtcmpo.org  
or  
Peter Kacpcio, Eric Mower and Associates  
315.413.4292  
pkacpcio@mower.com

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## **First Large Open Public Meetings Will Address The Future of Interstate 81 in Central New York**

*Workshops Repeated on Three Days to Enable Maximum Public Involvement*

**SYRACUSE, NY** – On May 3, 4 and 7, The Ballroom in Syracuse's OnCenter will be buzzing with the public along with eight interactive "Information Stations" staffed by transportation planners. It's all to engage the community in planning the future of Interstate 81 in Central New York.

<p><b>Tuesday, May 3, 2011 – 4 to 8 pm</b> <b>Wednesday, May 4, 2011 – 4 to 8 pm</b> <b>Saturday, May 7, 2011 – 9 am to Noon</b> <b>Syracuse OnCenter</b> <b>Lower-level Ballroom</b></p>
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"What happens to I-81 represents one the most important projects in our region," said Syracuse Metropolitan Transportation Council (SMTC) Director James D'Agostino. "We want as many citizens to attend one of these workshops as possible. This is how they can help formulate the plan for 81 that will best serve our city and region."

The three workshops are part of *The I-81 Challenge*, a joint effort between the SMTC and New York State Department of Transportation (NYSDOT) to plan the future of I-81 in Central New York.

Portions of I-81 are nearing the end of their lifespan, particularly the elevated sections of the highway through downtown Syracuse. Over the next several years, these portions must be replaced, reconstructed, removed or otherwise changed at a significant cost.

Attendees at the workshops can visit any of eight interactive "Information Stations" to learn about topics ranging from the history of I-81; the current condition of the highway; land use and development issues; what traffic studies show; and case studies of other communities that have faced similar challenges with their highway infrastructure. Staff at each station will be there to answer questions and listen to the public's ideas and concerns.



Breakout sessions will be held every hour so that citizens can provide their input and feedback. “We especially want to hear the public’s thoughts on what the final solution for I-81 should achieve,” said Nell Donaldson, an SMTC planner. “What are the objectives people want us to hit?”

The SMTC produced two new video programs to be premiered at the Workshops. One details the highway’s Syracuse history and the other describes how other communities have faced similar challenges.

“The same program and the same information will be presented each day, so people can drop in anytime and stay as long as they like,” said Bill Egloff of the New York State Department of Transportation (NYSDOT). “By offering the workshop multiple times, we hope to make it as easy as we can for commuters who work in Syracuse as well as residents from across Onondaga County and the region to participate at least once.”

“Anyone who feels they are impacted by I-81 in Central New York really should save a date and plan to attend. Having both weekday evening and weekend daytime meetings should make it easy to find one that fits your schedule,” added D’Agostino.

Anyone who cannot attend a workshop in person is invited to participate online in a virtual meeting at [www.thei81challenge.org/virtual](http://www.thei81challenge.org/virtual)

The OnCenter is located at 800 South State Street in Syracuse. Free parking will be provided.

For more information regarding the May 2011 workshops, visit:  
<http://thei81challenge.org/Workshops>

For information on other ways to get involved in *The I-81 Challenge*, visit:  
[www.thei81challenge.org](http://www.thei81challenge.org)

**--END--**



STATE OF NEW YORK  
DEPARTMENT OF TRANSPORTATION

Andrew M. Cuomo, Governor • Joan McDonald, Commissioner

# NEWS

RELEASE: IMMEDIATE  
Monday, May 2, 2011

CONTACT: Gene Cilento  
(315) 428-4351

## **PUBLIC WORKSHOPS SCHEDULED TO DISCUSS THE FUTURE OF I-81 IN CENTRAL NEW YORK May 3<sup>rd</sup>, 4<sup>th</sup> and 7<sup>th</sup> Public Workshops to Present Information Collected To Date**

The New York State Department of Transportation (NYSDOT), in conjunction with the Syracuse Metropolitan Transportation Council (SMTC) will hold a series of public workshops this week to explore the future of Interstate 81 in the Syracuse area. The meetings are scheduled for Tuesday, May 3<sup>rd</sup> and Wednesday, May 4<sup>th</sup> from 4 p.m. to 8 p.m. and Saturday, May 7<sup>th</sup> from 9 a.m. to 12 p.m. in the lower level ballroom of the Onondaga County Convention Center (OnCenter), located at 800 South State Street, in Syracuse.

Information will be presented in a series of interactive stations, so visitors can stop by anytime and stay as long as they like. The same information and format will be used on all three days. Attendees will be able to learn about the current highway and bridge conditions, see traffic simulations, explore the history of transportation in the area, and play a role in the decision making process by providing opinions and options for the future.

Portions of Interstate 81 are nearing the end of their lifespan, particularly the elevated sections of the highway in downtown Syracuse. Over the next several years, these portions of I-81 will need to be replaced, reconstructed, removed or otherwise changed. This week's workshops will help focus the efforts of NYSDOT and SMTC in determining feasible alternatives to carry into the design phase of the project.

These public workshops are part of the continuing effort by NYSDOT and SMTC to encourage public participation in the development of transportation projects. The combination of weekday evening and weekend daytime meetings is meant to offer as much convenience as possible for the various residents, businesses and commuters who wish to attend the meetings.

The OnCenter is accessible for persons with disabilities. Free parking will be provided at the OnCenter garage. Please contact Gene Cilento (NYSDOT) at (315) 428-4351 or James D'Agostino (SMTC) at (315) 422-5716 if you have any questions.

For additional information on the public workshops, visit: [www.theI81challenge.org/workshops](http://www.theI81challenge.org/workshops)

For information on the past, present and future of I-81, visit: [www.theI81challenge.org](http://www.theI81challenge.org)

###

# NEWS

**RE: I-81 Challenge**  
**May 17, 2011**

**FOR MORE INFORMATION Contact:**

James D'Agostino  
315.422.5716  
jdagostino@smtcmpo.org  
or  
Mario Colone  
315.422.5716  
mcolone@smtcmpo.org

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## **First I-81 Public Workshops Produce Lots of Ideas and Discussion ...and a Few Surprises**

*Public learns deciding the highway's future is more complex than it first appears*

**SYRACUSE, NY** – Nearly 700 Central New Yorkers attended the *I-81 Challenge* Public Workshops held May 3, 4 and 7 at the OnCenter to learn about the interstate highway, its condition, how it's being used and by whom.

Citizens took the opportunity to give extensive and meaningful input about their ideas and desires for the highway's future design by drawing, diagramming, writing, discussing in breakout sessions and talking directly with workshop staff.

“When people ask me if the workshops were successful, I tell them that we now have a vast number of opinions and ideas to review over the next several weeks,” said James D'Agostino, Director of the Syracuse Metropolitan Transportation Council (SMTC). “That was the whole point of the workshops – to find out what the community thinks about the future of I-81.”

The next step for SMTC and New York State Department of Transportation (NYSDOT) staff will be to digest and categorize all the information collected, and develop a summary report that will include a broad set of options for further investigation and a set of criteria or goals for evaluating them. This is expected to take several months, given the volume of input received.

Bill Egloff, NYSDOT's project planning manager, credits the Central New York news media for making the community aware of the impact and importance of the project. “News coverage of the workshops was so extensive that we feel confident that citizens with concerns, ideas or strong opinions knew to attend.”

“I think the community discussion has gotten off to a terrific start,” added D'Agostino. “For me, it was gratifying to see the number of young people who came and participated. After

all, they represent the future of Syracuse and Central New York, and so they have a large stake in the eventual outcome.”

“An entire class of high school students attended, as did the Onondaga Earth Corps, a local youth group. Some of the kids asked really astute questions,” said D’Agostino.

“People’s evaluation forms indicated that attendees overwhelmingly found the workshops valuable,” said Egloff. “One of the biggest surprises for me was the number of people who came back for two or all three days. All the effort put into conducting these workshops was clearly worthwhile.”

While the final workshops report won’t be completed for a few months, SMTC planners and NYSDOT staff agree they got invaluable input on what people want to see I-81 achieve, regardless of the form it takes. SMTC Principal Planner Mario Colone offered his initial assessment that “From a quick scan of workshop input, people seem to prioritize quality of life most of all, but safety and improving the transportation network are also high on their list.”

According to D’Agostino “numerous people told me they came with preconceived ideas about what they wanted to see happen, but after the workshop, they left more open minded. That fact alone means a lot to the people who staffed the eight information stations, as it shows they did their job of educating very well.”

“I think our report will make interesting reading,” said Colone, “for the wide variety of ideas alone. People didn’t think about I-81 just as it is today. They brought a variety of ideas to the table including more mass transit, tunnels, boulevards, replacement designs... and at least one person offered the idea of building a canal in place of I-81.”

Through the next several months, until the report is finished, SMTC will keep a “virtual workshop” operating live so people can still go online to participate. Already, more than 100 citizens have visited [www.thei81challenge.org/virtual](http://www.thei81challenge.org/virtual). The SMTC and NYSDOT will also conduct small group meetings upon request.

*The I-81 Challenge* is a joint effort between the SMTC and NYSDOT to plan the future of I-81 in Central New York.

--END--