

*The I-81 Challenge*  
May 2013 Public Meeting  
Appendix C – Publicity Materials

**Prepared for: Syracuse Metropolitan Transportation Council**

**July 2013**

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## Appendix C: Publicity Materials

1. Meeting flyer
2. Centro bus placard
3. Press release
4. Print ads
5. Online ads

## Stay involved in *The I-81 Challenge*!

Join us for the third public meeting for *The I-81 Challenge*

Drop in any time that is convenient for you:

Tuesday, May 21, 2013  
from 3:30 p.m. - 8:00 p.m.

**Location:** Oncenter Ballroom (lower level)  
800 South State Street  
Syracuse, NY 13202

The New York State Department of Transportation and the Syracuse Metropolitan Transportation Council invite you to participate in the third public meeting for *The I-81 Challenge*, before the environmental review phase begins. This meeting will provide the opportunity to learn about the results of the I-81 Corridor Study, a study of the 12 mile I-81 corridor through the Syracuse region. The public's input has been a critical element of this study and we want to ensure that you stay informed about our progress and the next steps in the process.

### At this meeting, you will be able to:

- Review materials and public feedback from the previous public meetings
- View conceptual drawings of strategies
- Review initial traffic analysis and cost ranges for these strategies
- Learn which strategies will progress to the next phase of analysis and provide your thoughts
- Learn about the next steps and how the public will be involved going forward

#### Need more information?

For directions and additional information, visit [www.thei81challenge.org](http://www.thei81challenge.org). Meeting attendees will be offered either free (validated) parking in the Oncenter garage or lot, or two single-use transit passes at the meeting.

#### Can't make the meeting in person?

Participate online in our virtual meeting at [www.thei81challenge.org/virtual2013](http://www.thei81challenge.org/virtual2013) starting May 21 through June 11, 2013.

#### Need special accommodations?

The meeting facility is accessible to people with disabilities. To request special accommodations, please contact the SMTC at 315-422-5716 or [contactus@thei81challenge.org](mailto:contactus@thei81challenge.org).

#### Need language assistance?

American Sign Language and Spanish interpreters will be available at the meeting. For other accommodations or for more information, please contact the SMTC at 315-422-5716 or [contactus@thei81challenge.org](mailto:contactus@thei81challenge.org).

#### ¿Habla usted español?

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

#### Quý vị có nói tiếng Việt không?

Thông dịch viên nói tiếng Việt sẽ sẵn sàng theo yêu cầu. Xin vui lòng gọi số (315) 944-2014 (quý vị phải quay số khu vực) và để lại lời nhắn yêu cầu xin thông dịch viên. Xin bao gồm cả tên và số điện thoại quý vị. Các yêu cầu xin thông dịch viên phải được nhận trước ngày 14 Tháng Năm, 2013.



# Be a part of *The I-81 Challenge!*

Join us for the third public meeting for  
*The I-81 Challenge*

Drop in any time that is convenient for you.

**Tuesday, May 21, 2013**  
**from 3:30 p.m. until 8:00 p.m.**

**Location:**

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



The meeting facility is accessible.

At this meeting, you will be able to:

- Review materials and public feedback from the previous public meetings
- View conceptual drawings of strategies
- Review initial traffic analysis and cost ranges for these strategies
- Learn which strategies will progress to the next phase of analysis and provide your thoughts
- Learn about the next steps and how the public will be involved going forward

## ¿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 315-944-2014.

## Can't make the meeting in person?

Participate online in our virtual meeting starting May 21, 2013 at [www.thei81challenge.org/virtual2013](http://www.thei81challenge.org/virtual2013)

Free parking or two single-use transit passes will be provided. For directions and additional information, visit [www.thei81challenge.org](http://www.thei81challenge.org) or call us at 315-422-5716.



# NEWS

**RE: I-81 Challenge May 21 Public Meeting**

**May 13, 2013**

**FOR MORE INFORMATION Contact:**

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## **STATE DOT AND SMTC SCHEDULE MAY 21 PUBLIC MEETING ABOUT I-81 CORRIDOR STUDY Public Involvement Encouraged as Planning for Corridor Continues**

The New York State Department of Transportation (NYSDOT) and the Syracuse Metropolitan Transportation Council (SMTC) will host a public meeting on Tuesday, May 21 from 3:30 to 8 p.m. about the NYSDOT study of the Interstate 81 corridor in the Syracuse area. The meeting – one of many in the last three years – will be held at the Oncenter, 800 South State Street, in Syracuse. The session will provide opportunities for the public to comment on the study.

“I-81 was built in the 1960s and needs to be upgraded, presenting the State Department of Transportation and the community with many opportunities as we develop ideas for improvements and conduct a comprehensive environmental review,” State Transportation Commissioner Joan McDonald said. “Public participation was critical to the corridor study and will continue to have a tremendous role as we work to identify the community’s transportation needs, enhance sustainability and environmental stewardship and encourage creative and innovative financing. I am looking forward to actively participating in this process.”

The I-81 Corridor Study provides a detailed examination of a 12-mile section of I-81 in the Syracuse region. The study is being completed and its results will be available at the upcoming public meeting.

The public session will provide conceptual drawings of strategies to improve I-81 in this area, initial traffic analysis and cost ranges for these strategies, and recommendations on which strategies should be analyzed further. Materials and public comments from previous public meetings also will be available.

### **MEETING ATTENDEES WILL HAVE THE OPPORTUNITY TO:**

- **Review materials and public feedback from the previous public meetings**
- **View conceptual drawings of strategies**
- **Review initial traffic analysis and cost ranges for these strategies**
- **Learn which strategies will progress to the next phase of analysis and provide thoughts**
- **Learn about the next steps and how the public will be involved going forward**

MORE

The corridor study is an initial step in developing a comprehensive plan for improvements to I-81. Information on the next steps in the planning process – including extensive public involvement – also will be provided at the public meeting.

The May 21 meeting is the third community-wide forum hosted by the NYSDOT and SMTC. Public outreach for the corridor study began in May 2011 with workshops and online sessions. It continued with a May 2012 meeting that introduced five master strategies for I-81's future. All told, more than 30 informational sessions with businesses, community groups and local governments were held to gather public opinion about the corridor and its future.

"More community input means a better outcome for everyone," said James D'Agostino, director of the SMTC. "I-81 is a vital part of the Central New York landscape and its future affects the entire region. This is the community's chance to impact the highway's future and I highly recommend everyone take advantage of this opportunity."

SMTC, at the request of NYSDOT, led the overall public involvement process for the development of the corridor study, known as *The I-81 Challenge*. With the study's completion, NYSDOT will begin a formal process to weigh the various strategies, analyze and develop them further and gather even more public input about them. That process is governed by both state and federal environmental regulations and, ultimately, will lead to a plan for the future of the corridor.

For information about the study and ways to get involved in the process, visit [www.thei81challenge.org](http://www.thei81challenge.org).

People who attend the May 21 public meeting will be offered either free (validated) parking in the Oncenter garage or lot, or two single-use transit passes at the meeting.

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# What's the Future of I-81?

I-81 represents one of the most important projects in Central New York history. Before the environmental review phase begins, our community — and you — have another opportunity to offer input. Meeting participants will have the chance to learn which strategies will progress to the next phase of analysis, view conceptual drawings and cost estimates, review initial traffic analysis and learn about how the public will be involved going forward. Come to the May 21st public meeting at the OnCenter.

You have a stake in your community. Share your thoughts. Be part of the process of deciding the future of I-81 in Central New York.



## Public Meeting

Tuesday, May 21

3:30 pm to 8 pm—Drop in anytime... stay as long as you like.

OnCenter Ballroom / Downtown Syracuse

Free Parking or Two Single-Use Transit Passes Available at the Meeting.



Engaging the community in the future of I-81.

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*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.*



*The meeting facility is accessible to people with disabilities. 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/meeting](http://www.thei81challenge.org/meeting)*

*Can't make a meeting in person? Participate online after May 21 in our virtual meeting at [www.thei81challenge.org/virtual2013](http://www.thei81challenge.org/virtual2013)*

**THE I-81 CHALLENGE**  **What's the Future of I-81?**  
Public Meeting / Tuesday, May 21st / 3:30 pm to 8 pm / OnCenter / Drop in Anytime  
Click for details, directions and more.

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