

RERC Cambridge NY

Action Brainstorming

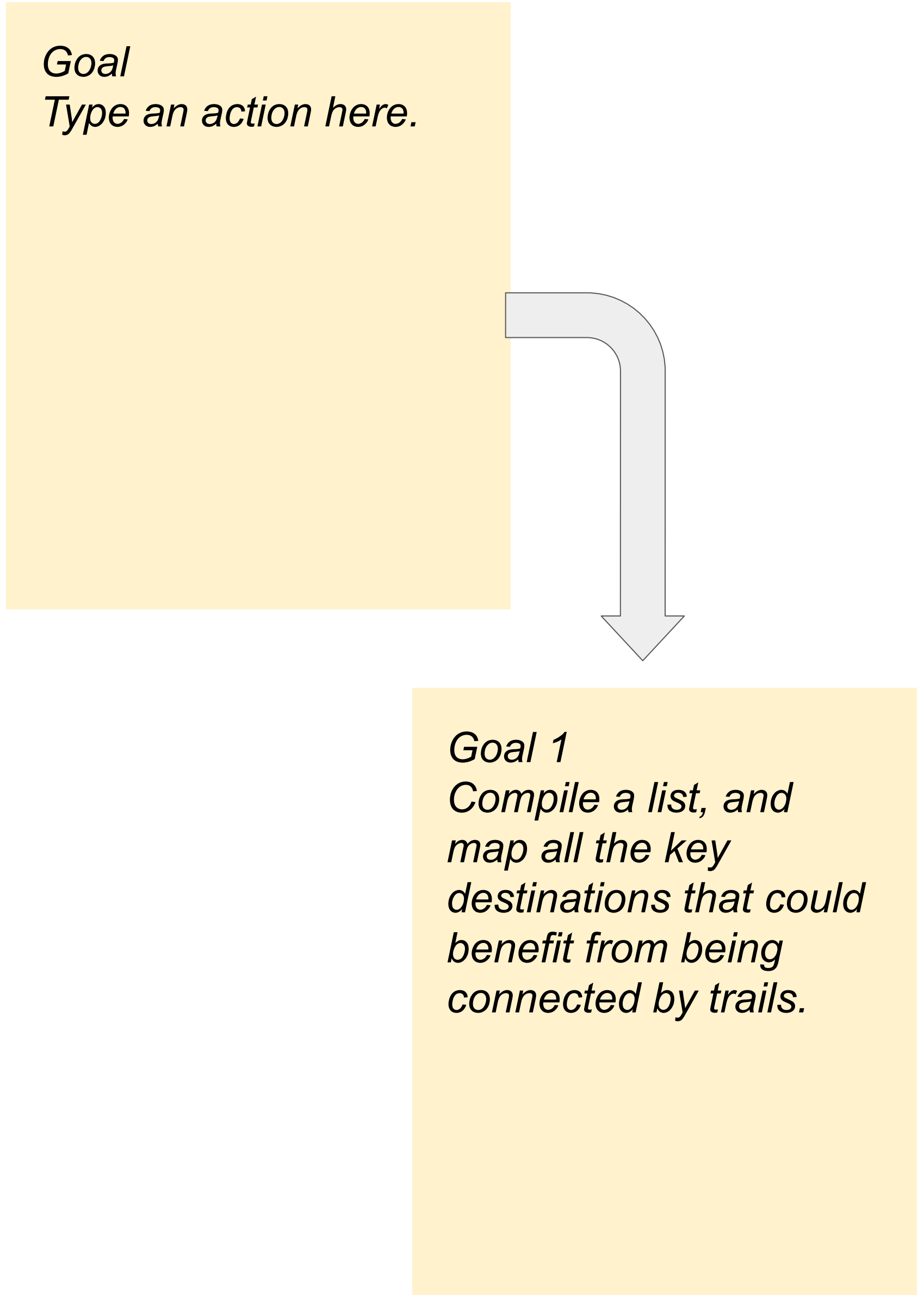
Instructions

This is a group, shared document. Everyone has edit rights to work in it in small groups

- In this shared file each participant is asked find a slide which has not been “claimed” and write your name in the title box at the top. If you need to, duplicate another page and write your name in there.
- Each name slide has 6 text boxes. You can use as all or less of these boxes as you wish. Click on a text box and write an action, labing which goal it supports at the top. Participants should only work in the slide with their name. Keep one idea text box. Actions should be measurable, specific, and clear, leading with a verb.
- After ~5 minutes of writing time, the facilitators ask participants to stop typing and turn their attention back to the Webex/Zoom meeting window.
- The last four slides of this file are **green** – one for each workshop goal.
- The facilitator shares the first **green** goal slide on their screen and says “If you have an action that goes under Goal 1, raise your hand.” The facilitator calls on one person who has their hand raised. That person reads the action. If the person needs to revise the action, they can. The facilitator moves that text box from that person’s slide onto the Goal 1 slide.
- The facilitator asks if anyone has a similar action, and moves another text box to the Goal slide.
- At the end of this exercise, all of the actions have been moved from each participant’s slide to a Goal slide.

Brainstorming session – using shared docs, one for each goal, brainstorm actions. Complete sentences, verb, subject noun. Actions are to be near term (6 mon-2 years) specific, measurable, achievable, and accountable.

Goal
Type an action here.



Goal 1
Compile a list, and
map all the key
destinations that could
benefit from being
connected by trails.

Workshop Goals

1. **Physical Connections:** Support physical improvements to streets and sidewalks and provide wayfinding signs to safely connect Main Street to walkable and bikeable natural amenities, including the new Community Forest, Woodlands Cemetery, community gardens, trails, and pocket parks, complementing and building on Main Street redevelopment projects.
2. **Priorities for the Community Forest:** Identify next steps for development of the Community Forest that engages the community in planning, infrastructure development, and community-supported programming and activities, capitalizing on the forest's proximity to Main Street and to existing and planned civic uses such as the school and fire department.
3. **Community Identity and Opportunities for All:** Celebrate what makes Cambridge unique, bringing all outdoor recreation assets together, assessing what exists and what is missing, building on business and service opportunities, and developing an identity and brand for a community that is connected, inclusive, equitable, understandable, and exciting for all residents and visitors.
4. **Regional Connectivity:** Develop an understanding of the regional context of recreational assets, connection to other communities, and alignment of regional priorities for leveraging the unique outdoor recreation amenities in the area.

LEGEND

= votes from the prioritization exercise in Google Forms (Session 4)

Goal 1: Physical Connections: Support physical improvements to streets and sidewalks and provide wayfinding signs to safely connect Main Street to walkable and bikeable natural amenities, including the new Community Forest, Woodlands Cemetery, community gardens, trails, and pocket parks, complementing and building on Main Street redevelopment projects.

BUILD OR IMPROVE VILLAGE SIDEWALKS

CREATE MAP OF TRAILS & DESTINATIONS

SAFER PEDESTRIAN CROSSINGS

BUILD TRAILS AND/OR TRAIL CONNECTIONS

INITIATE A SIDEWALK AUDIT

INCREASE SIGNAGE /WAYFINDING

ESTABLISH LEADERSHIP FOR GOALS & RESEARCH

Goal 1
Build sidewalks on North Union Street, North Park Street and Route 22 to connect to Woodlands Cemetery.

Sarah Becker / Beth O'Grady

Goal 1:
Create, produce, and distribute a guide to existing local hikes and trails. Could feature Mt. Tom, Peaked Rock Trail, Woodlands, access to Battenkill River, scenic biking routes, etc.

Sara Kelly Connie Brooks

Goal 1
Provide smart, **accessible**, secure, and safe street crossing and facilities and equipment. Locations include but are not limited to:

- Improve crossing across Main St & Union St.
- create a safe (railroad) crossing near the school to allow for a trail that connects to the school (work with railroad)
- Improve crossing across Route 22 between school and Community Forest

Linda Salzer
Michele Slowey-Ogert
Rick Lederer-Barnes

Goal 1
Build a trail along the Owlkill. Assess, map, and present a vision or design plan and then seek funding for an Owlkill (stream) Trail that connects Main Street to the CCS Biopreserve.

Sarah Becker Sarah Ashton

Goal 1
Develop a trail from Hospital Hill (Mary McClellan site) to the Community Forest.

Laura Oswald

Goal 1
Develop feasibility study and list of resources (including NPS) for trail loop through village including potentially bike paths, off-road trail locations, "unofficial" footpaths. Ideally, connecting West/East ends of Village to CCS, Community Garden, Owlkill, Main St. and Community Forest.

Sara Kelly Robert Wright Connie Brooks Renee Bouplon Bliss McIntosh Rick Lederer-Barnes

Goal 1:
Initiate a sidewalk audit and community survey of the Village with a committee to identify where are sidewalks missing (for example, up to the Village offices, up to Woodlands), where are they broken/needing repair, are they useful for all (i.e., not a trip hazard, able to push a stroller on, etc.), and where public facilities are needed, including ADA access.

Barbra Kingsley Connie Brooks Alex Dery Snider Sue Van Hook

BIKE LANES

Goal 1
Add bike lanes on streets/roadways that access outdoor rec areas and also allow bike commuters to reach area's larger employers

Kathleen Quinn

Goal 1
Develop signage to direct visitors from a CCF "welcome center" to downtown. Could this be through Durrin Park to enter Main Street via less trafficked roads.

Douglas Silvernell

Goal 1:
Plan a public information kiosk in Railroad Park or similar location, where visitors to the Village could park, stretch legs, and see where they can explore from there. Would feature public restrooms, trails, etc.

Connie Brooks

Goal 1
Create signage and wayfinding emphasizing the brand identity for the Village/region Identify what to include and text, including time to walk to destinations and recreational opportunities Identify strategic locations to place them

Sara Kelly Sara Becker Alex Dery Snider

Goal 1
Establish a Walkability/Bikability Task force to: establish a specific goal, research best practices, metrics for success, and funding, implement action plan to develop recommendations package.

Alex Dery Snider

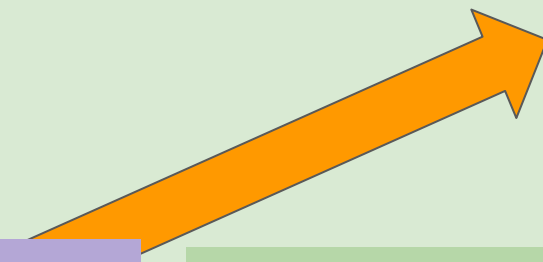
REHAB the OWLKILL STREAM & FOOTBRIDGE

Goal 1
Community Partnership Reinstalls the Victorian Footbridge and Develops an engineered plan and seek funding for the rehabilitation of the stream bed of the Owlkill in VARAK park along Main Street.

Sarah Ashton

LEGEND
 # = votes from the prioritization exercise in Google Forms (Session 4)

Goal 2: Priorities for the Community Forest: Identify next steps for development of the Community Forest that engages the community in planning, infrastructure development, and community-supported programming and activities, capitalizing on the forest's proximity to Main Street and to existing and planned civic uses such as the school and fire department.



| Organization | Programming and Events | Trails, Maintenance, and Stewardship | Infrastructure and Design | Communication |
|---|--|---|--|---|
| <p>Goal 2 Foster the formation of Community Forest committees to oversee trail building and program development. Shea Imhof</p> | <p>Goal 2 Identify using the Community Forest for educational opportunities related to natural resources and forestry. Laura Oswald and Sue Clary</p> | <p>Goal 2 Complete an assessment of the natural resources for conservation purposes - consider a bioblitz as a part of the assessment for community engagement. Can look at the example of Rens County for natural resource assessment. Fed Partner</p> | <p>Goal 2 Develop a "parking/welcome center" for the CCF. Would it be possible to find funding to purchase the vacant piece of property across the street from the school. Secondary parking at a new firehouse with signage Douglas Silvernell</p> | <p>Goal 2 Identify or create a dedicated or shared public parking area for the Community Forest. Sara Kelly, James Griffith, Michele Slowey-Ogert, Rick Lederer-Barnes, Renee Bouplon, Michele Slowey-Ogert</p> |
| <p>Goal 2 Meet with local/regional secondary & university educators to plan for a "field education center" within the forest, seek funding for educational labs with programming for all ages and to help with retraining for future "green" jobs. Kathleen Quinn</p> | <p>Goal 2 Pay attention to inclusivity in planning and implementation, especially low income folk. Naomi Marsh</p> | <p>Goal 2 Map existing trails or logging roads on the Community Forest land. Identify possible expanded trail routes. Asses trails for appropriate uses: hiking; cross country skiing; educational waypoints; horse trail access, etc., including handicap accessible routes.. Maybe ASA has already done this... Anne Ross</p> | <p>Goal 2: Inquire if the area behind the Fire House property could be used as an area for a sledding hill, playground, etc. Assess community wants for this space. Connie Brooks</p> | <p>Goal 2 Fix bridge for pedestrian access to Community Forest. Jared Woodcock</p> |
| <p>Goal 2 Hold annual event in the forest for regional artists to build sculpture of natural materials and to respond to the community forest in art... Sarah Becker and Robert McIntosh</p> | <p>Goal 2 Encourage area high schools, SUNY Adirondack, and others to use the Cambridge Forest for educational offerings (Lake Lauderdale currently is used in this way; Lunch Learn and Play is an example program as well -- on site K-8th through the summer). Laura Oswald and Sue Clary</p> | <p>Goal 2 Research available funding to assist in the expansion of the Cambridge Community Forest as per discussion yesterday to draw more tourists to a larger "park." Douglas Silvernell</p> | <p>Goal 2 ASA work with the Fire Department to assess the desirability/feasibility of helping to expand their new parking lot or other site improvements to accommodate visitors to the Community Forest. Sarah Ashton and Renee Bouplon</p> | <p>Goal 2 Hold Town Hall meetings to educate the community on the development that needs to be done. Need to ensure community support of the plans. (Adding trails, allowing traffic to go through their neighborhoods, and changes that will affect them). Barbra Kingsley</p> |
| <p>Goal 2 Host homeschooling workshop on the Community Forest.</p> | <p>Goal 2 Use the community forest for outdoor theater (partnership with Hubbard Hall). Laura Oswald and Sue Clary</p> | <p>Goal 2 Develop a supported and trained volunteer trail maintenance group (those willing to maintain trails can help with planning and constructing trails). Maria Trabka</p> | <p>Goal 2 ASA works with community to design and develop a trails system in the Community Forest, including a sensory trail for young children. Sarah Ashton</p> | <p>Goal 2 Present a map to outline the acreage of the community forest with existing trails and adjacent landowners. Sue Kenyon</p> |
| <p>Goal 2 Take advantage of those local people to lead nature walks for all ages. Howard Romack, Bo Harris, Alan Dupuis, and others. Jane Wright</p> | <p>Goal 2 Encourage more summer activities at the little league field. It now seems to shut down after June. Jane Wright</p> | <p>Goal 2 - Create trail system with markers - Create map - Create interactive sites on trail for learning opportunities Linda Salzer</p> | <p>Goal 2 Plan for Community Forest a small cleared slope for small children sledding. Robert Wright</p> | <p>Goal 2 Create a space at the Community Forest that is accessible for those with limited mobility or are wheelchair bound. Beth O'Grady</p> |
| <p>Goal 2 Work with ASA/area ag resources to plan to make the community forest an edible, "food" forest. Kathleen Quinn</p> | <p>Goal 2 Assemble a team that will develop educational programming specific to the Community Forest - workshops, activities, group nature walks, nature photography lessons, etc. Beth O'Grady</p> | | | <p>Goal 2 Create a welcome center for the Community Forest, that would include public restrooms, provide information on the forest and on Cambridge, and include signs to direct visitors to the forest. Linda Salzer and Sara Kelly</p> |
| | | | | <p>Goal 2 ASA presents at the next board meeting to share the status of the bridge repair work. Steph Bertaina</p> |
| | | | | <p>Goal 2 Engage youth in the development of activities that promote the recreational opportunities of the village and surrounding areas. Naomi Marsh</p> |
| | | | | <p>Goal 2 If desired, meet with caretaker/community committee of one or more of the Community Forests on the Rens Plateau to learn how they are each organized, and the facilities they developed. (e.g. one has a natural playground). Rachel Riemann</p> |

LEGEND
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Goal 3: Community Identity and Opportunities for All: Celebrate what makes Cambridge unique, bringing all outdoor recreation assets together, assessing what exists and what is missing, building on business and service opportunities, and developing an identity and brand for a community that is connected, inclusive, equitable, understandable, and exciting for all residents and visitors.

Ideas for new rec opportunities, or keeping/improving what exists

Helping businesses start and/or prosper

Hospital Hillzzz

Community participation, outreach, listening & learning

Inventory, assess, understand existing

Create and establish Cambridge's recreation/tourism "brand"

Goal 3 (1,2,4, too!)
 Create a series of thematic tours of special places and experiences centered on art (sculpture, poetry, fairy houses, photography, nature, Native American history, exercise (running, XC skiing, horseback riding...), meditation...). Make tours available for specialists to lead tours or as self-guided tours.
 Maria Trabka

Goal 3
 Build a disc golf course on one of the large tracts of land available for community recreation. (see notes for many how to details)
 Lou Davis

Goal 3
 Locate (create?) a suitable sledding hill within the village and work with the property owner, if necessary, to allow for that activity.
 Rick Lederer-Barnes

Goal 3
 Establish a program to loan recreational equipment for people who have not had the benefit of an introduction to various outdoor activities or the ability to afford the necessary equipment. Could be through our public library or
 Michele Slowey-Ogert and Bliss McIntosh

Goal 3
 Assess and plan to attract or create what's missing, like: Dog parks; Brewery; Bakery; Ice Skating; Restaurants - could be community run; lodging
 Linda Salzer

Goal 3
 Identify and secure/establish outdoor spaces that can accommodate groups of various sizes for meet-ups and activities (public space)
 Maria Trabka

Goal 3
 Work with the owners of the Mansion at South Union to ensure the field between Cambridge Creek and IGA stays open and available for public use in perpetuity.
 Rick Lederer-Barnes

Goal 3:
 Plan a local author series of events to support the recreation economy work. I know I could find regional authors to speak about topics like Lyme prevention, walkable communities, wellness & the outdoors. etc.
 Connie Brooks

Goal 3
 Work with state parks (or whomever) to redesign water access to Hoosic River so that it is easier to launch a kayak or other small craft from Buskirk Bridge site. Right now it is just a steep narrow path that makes it hard for 1 person to use.
 Sue Kenyon

Goal 3
 Build partners (committee) to develop and implement historical and nature walks with a signage (much like the NYS historical markers). Within reach of downtown. Starts with creating a committee focused on the pursuit of design, funding and implementation, and eventually research and hire production shop to produce signs. Would include funding and consultation of local experts (eg, historian Ken Gottry) on history trail, etc. history trails could also include wider driving "trail" for more distant sites in the
 Douglas Silvernell / David Snider

Goal 3 (pairs well with trails/signage)
 Implement an educational program/courses (separate but supporting the trails/signage action) to feature the rich history of the village and region through written materials, lectures and or storytelling. This program should include native american culture.
 Michele Slowey-Ogert

Goal 3
 Encourage the use of the gazebo for free summer musical and other events. Lions Club? Music in the Park?
 Jane Wright

Goal 3
 Provide mentoring and support to those who wish to start a local businesses that will tie into this project - restaurants, gift shops, art galleries, antique stores, coffee shop, etc.
 Beth O'Grady

Goal 3
 Audit the community to better understand what business are needed to better service residents and visitors alike.
 Shea Imhof

Goal 3
 Share a list of 'business' related ideas that emerged from RERC forum that could be incorporated easily by local entities. (i.e., hardware store selling bike tires; library loaning snow shoes)
 Sarah Ashton

Goal 3
 Encourage restaurants to replace local ones that have cl
 Jane Wright

Goal 3
 Would like to pursue with the Village of Cambridge a grant to create a welcome center at 41 S Park that would include promotion of local places, restaurants, recreation and places to stay. Taste of NY vending machines, restrooms and a small exterior area with picnics and some history of the region incorporated. Also includes charging stations..
 James Griffith

Goal 3
 Work with the owners of Hospital Hill to create a provisionally approved conceptual master plan, and marketing strategy, to attract a developer/investor to transform the property into a community asset.
 Rick Lederer-Barnes

Goal 3
 Engage the community through public engagement activities - make people aware of the existing tours, and hold new tours exploring history, heritage and bridges in the town
 Barbra Kingsley

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 Barbra Kingsle

Goal 3
 Involve the school kids in some brainstorming sessions of what they like to do outdoors besides school sports (youth target)
 Robert McIntosh

Goal 3
 Seek input and participation from all cambridge organizations. Conduct a community wide assessment using newspapers, online FPForum, facebook pages to identify the needs for youth collectively, creatively and with fiscal responsibility.
 Sarah Becker / Sue Van Hook

Goal 3
 Work to improve inclusion and more voices represented in this plan/effort. There are voices in Cambridge that are not part of this conversation, therefore we need to consciously, as a group, reach out, conduct focus groups, interviews or do what's necessary to reach unheard groups, and involve them in the goals / actions of the RERC plan.
 Jared and others brought this up Kathleen Quin

Goal 3
 Many seniors leave. Small homes needed (affordable housing supply).
 Jane Wrightt

Goal 3
 Clearly define and publicize our sense of community, shared goals and intentions to conserve our beautiful resources without creating tragedies of the commons. Could build on the RERC website as central tool, or other
 Sue Van Hook

Goal 3
 Acknowledge the importance of the farmers and large landholders, and work closely with them to learn concerns, issues, etc. Most of the land is privately owned. The landscape that lures people here is "posted".
 Robert McIntosh

Goal 3
 Research and study existing examples forest, agriculture, history, and/or culture centers to understand the possibilities around one that could happen here to serve as a hub for our diverse assets, and attract a variety of visitors.
 (reworded by TA) Anne Ross

Goal 3
 Implement a mural project, which includes a survey of buildings in village as well as local artists to see if there might be one or two where large local murals could be painted on the side wall similar to Grandma Moses painting in Hoosick Falls and Argyle brewing mural in Greenwich
 Sue Kenyon

Goal 3
 Gather information about what we have and what we need or would like to have. For what we have, then create a centralized map / website to publicize amenities like (but not limited to):
 - Arts
 - Historical areas
 - Farms open to public i.e. pick your own
 - Kids activities
 -other
 Linda Salzer / Naomi Marsh / Beth O'Grady

Goals 1 and 3.
 Research funding and/or partnership opportunities for signage, both for nature and history walks. Lakes to Locks, USDA, NEA, etc.
 David Snider

Goal 3
 --Create a task force among tourism structures, local businesses, chamber of commerce, elected officials, and members of this group to identify a brand identity for the Village/Towns/regions
 --expand brand as outdoor exploring/rec area.
 --understand existing and past efforts to minimize duplicative work
 --identify metrics (and sources) for visitors, lodging, etc
 -- establish goals
 --identify barriers
 --work on a communications and marketing plan, building on the other actions taken
 Alex Dery Snider Robert Wrigh / Sara Kelly

Goal 3 (2,4)
 Create an "artist-in-residence" program inviting community residents of all ages and abilities to work with artists.to design and install ephemeral and more permanent "environmental art" throughout the community.
 Maria Trabka

Goal 3
 Continue asset mapping. Look at the example of Troy, NY and "Enjoy Troy" brand and campaign.
 Fed partner

Goal 3
 Gather information and prioritize our best features. Once listed we could create a community guide and branding for our region.
 Sara Kelly

Goal
 Organize a festival around forests and the foods, plants, medicines, arts, etc that they inspire.
 Robert McIntosh

Goal 3
 Consult the snowmobile club for how they negotiated insurance waivers for traversing private lands.
 Robert McIntosh

LEGEND
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Goal 4: Regional Connectivity: Develop an understanding of the regional context of recreational assets, connection to other communities, and alignment of regional priorities for leveraging the unique outdoor recreation amenities in the area.

INVENTORY REGIONAL ASSETS/ORGS WITH PARTNERS ACROSS THE REGION.

Goal 4
 Identify regional organizations to promote and leverage connectivity across the region
 Shea Imhof

Goal 4
 Work with surrounding communities to gather and consolidate asset lists, then publish either in hard copy or digitally to share with visitors.
 Sara Kelly

REGIONAL MAPPING, BRANDING, PROMOTION

Goal 4
 Survey related initiatives in the region to identify resources, options and missing links.especially people resources.
 Naomi Marsh

Goal 4
 Improve the boating access to the Hoosick River on the town of Cambridge side of the Buskirk bridge.
 Bliss McIntosh

Goal 4
 Create the Southern Washington County Wilds Center, building on agricultural, geological, biological/wildlife distinctions (collaborate with the Wilds Center in the Tupper Lake, NY in the Adirondacks).
 Laura Oswald and Sue Clary

DEVELOP REGIONAL TRAIL CONNECTIVITY.

Goal 4
 Identify, not only existing long-distance trails, but emerging ones. AT, Empire State Trail System, N/S trail through Berkshires
 Federal Partners

Goal 4
 Connect with Jermain Hill Farm about their trails plan
 Jared Woodcock

Goal 4
 Explore trail connections from Salem to Cambridge, to build on the DNH Rail Trail that is currently being worked on from Granville to Salem.
 Laura Oswald

Goal 4
 Meet with CDTA/rural transit to figure out how to connect local communities (esp those without cars) with outdoor rec opportunities and also connect our young people with community colleges and employers so fewer people need cars to live in and enjoy our area.
 Kathleen Quinn

FORMALIZE LEADERSHIP & ENGAGEMENT

Goal 4
 Village of Cambridge straddles two towns -- White Creek and Cambridge -- would like to see collaboration around sidewalks, wastewater, and broadband. Town of Salem and Cambridge are currently exploring wastewater -- both have the same problem and could collaborate. (include EPA in discussion, and USDA RD
 Laura Oswald

Goal 4
 Formalize this planning group to **present to regional towns**, ngos, state agencies, a comprehensive map and list with description of the regional assets to expand the life experiences of residents and to attract tourists to our unique region
 Sue Van Hook

MAKE INITIAL CONTACT/OUTREACH TO REGIONAL PARTNERS.

Goal 4
 Investigate and identify a mechanism to engage on a more regional level on connectivity issues with help of EPA and other federal partners.
 Sarah Ashton

Goal 4
 Create a timeline and a phased approach of expectations. There are a lot of ideas, what is the low lying fruit?
 James Griffith

COORDINATE AROUND REGIONAL EVENTS

Goal 4
 Plan and Coordinate regional events; such as the Arts Festival.
 Create larger gathering hub including a performance art shell.
 Melissa Spiezo & Michele Slowey-Ogert

Goal 4
 Reach out to to the Tour of the Battenkill which is no longer here in the village, to see how we could be included. Hard core cyclist come from near and far to attend this. We need to connect with them.
 Bliss McIntosh

Goal 4
 Meet with Ben Thomas from DEC
 Jared Woodcock

Goal 4
 Review CREDC materials for any emerging regional brand(s)
 FEDERAL PARTNERS