



Watertown City Council  
Monday, February 24, 2020  
LOCATION: Thompson Park Zoo Classroom  
7:00 p.m.

WORK SESSION AGENDA

Discussion Items:

1. Thompson Park Zoo Funding
2. 5311 Transit Funding Application

Thompson Park Conservancy's  
**ZOO**  
**NEW YORK**

**STRATEGIC GUIDELINES**  
**ADOPTED 2019**

**Mission Statement:**

**Zoo New York, by example and action, provides knowledge and motivation to conserve nature in New York State through science based natural and cultural experiences.**

**Vision:**

**We envision a future where New York nature is valued and conserved.**

**Core Values:**

- Mission drives all our decisions
- Highest standards of animal care and welfare
- Safe, efficient and sustainable workplace operations
- Collaboration and positive, results-oriented teamwork
- Excellence and personal responsibility
- Effective communication
- Sound science
- Inclusiveness
- Responsible financial management

**Approach:**

Through innovative exhibits, aesthetic grounds, and vibrant education programs, the Zoo serves as both a regional attraction and a community center for guests wishing to experience New York's natural history, environment, conservation, and animals. The Zoo partners with a wide variety of educational institutions, community organizations, businesses, government, and individuals to pursue its mission through conservation, education, scientific study, cultural experiences, innovation and responsible recreation.

## **Strategic Guidelines - Introduction**

The Zoo has changed much through its history, from an old-style city managed menagerie to its current focus on New York State's native wildlife and environment managed as a not-for-profit corporation. As zoological parks progressively expand their mandates of conservation and education, we are uniquely positioned to become a model 21st century zoological park.

The Zoo stands as a beloved attraction within our local community with 87.4% of respondents believing that having a zoo is important to the quality of life in our county and over 50% of Jefferson County residents reporting a visit to the Zoo within the last 5 years (see Appendix 1)! Located near a major interstate and with significant military and Canadian visitors, the Zoo also draws significant numbers of guests from the Northeastern US.

These Strategic Guidelines have been developed by the Thompson Park Conservancy's board of directors and staff to serve as a road map to expanding and fulfilling Zoo New York's potential. There are 5 key pillars:

### **Key Pillars**

1. Mission Focus
2. Animal well-being
3. Guest Experience
4. Organizational Culture and Operation
5. Financial Stewardship

### **1. MISSION-FOCUS**

Our mission is core to what we do. The Thompson Park Conservancy (TPC) oversees Zoo New York and was originally structured to provide oversight of the entirety of Thompson Park. Modern zoos are broadening their conservation and education focus to more action-oriented activities that have quantifiable impact. We are serious in our mission and will not let our small size hinder us in our activities. We recognize that cultural activities such as music, storytelling, history, visual arts, acting, etc. are essential parts of our society and that the Zoo must take a holistic approach to fully realize its mission. For these reasons, we want the realization of our mission to be a distinct strategic pillar.

### **Strategic Initiatives**

- **Expand our educational offerings for elementary-age children through innovative educational opportunities that leverage the Zoo's unique resources to support learning.**

- Support a Board level Education Committee with representatives from North Country schools to liaise and advise on the development of new educational programming.
- Develop valuable educational programs that compliment school needs for state standards, common core, and/or other curricular needs
- Continue to offer and revise our offerings of year-round educational programming and camps for children.
- **Strengthen ties to Jefferson Community College Zoo Technology and other college programs to support higher education and scientific study.**
  - Establish a culture of teaching and learning where passionate, qualified professional staff serve as mentors and role models as a core part of their positions.
  - Support the Zoo Technology Program curriculum by modeling best practices, offering valuable student keeper experiences
  - Dedicate a laboratory training space suitable for lectures and college learning activities and partner with Jefferson Zoo Technology to furnish and stock it.
  - Host interns in other disciplines such as food service, facilities maintenance, and green technology (energy).
- **Cultivate new conservation partnerships and activities.**
  - Establish new conservation-related partnerships that result in quantifiable conservation impact.
  - Expand our focus from just animals to the entire natural environment of New York. Extend educational experiences to include trees, flowers, climate, invasive species, composting, etc.
  - Form a green committee to green our internal operations and expand our conservation modeling and messaging
  - Designate 3% of our annual budget to conservation-related activities/projects
- **Support research and scholarly study.**
  - Partner with institutions of higher learning, government, or others to participate in, or support research activities that align with our mission.
- **Incorporate cultural experiences into the institution's operation.**
  - Incorporate aspects of culture into operations whenever possible to foster stewardship of animals and the environment.
- **Provide stewardship of Thompson Park at a time of increasing interest in utilizing the park and offer valuable support to the City of Watertown.**
  - Define the role of TPC in the management of Thompson Park in conjunction with the City of Watertown and other stakeholders.

## **2. ANIMAL WELL-BEING**

The care and well-being of our animals is our daily priority. Our wildlife species are ambassadors for their counterparts found in nature and come to us from a variety of sources, with many being rescued but non-releasable wildlife. When animals enter our facility, we assume the responsibility to care for them and maintain optimal health and well-being. We accomplish this by following best practices of zoo animal care and meeting or exceeding United States Department of Agriculture (USDA) and Association of Zoos and Aquariums (AZA) standards of care. Our commitment to animal well-being extends to the animals that naturally live on site and those that are impacted by our operation, such as food animals and exotic pets that could be purchased by our visitors.

### **Strategic Initiatives**

- **Empower staff to provide the best animal care through training and educational opportunities, and access to professional resources.**
  - Provide animal care staff with access to technology, a library, workspaces, and AZA animal care manuals
  - Provide or sponsor animal care staff continuing education
- **Institute a framework of animal care policies and procedures that fosters the highest standards of animal care and well-being. Animals will not be kept at the Zoo unless we can confidently meet their needs.**
  - The animal department will meet AZA accreditation standards
- **Become a leading resource for animal care, health, and well-being in our community and active participants in the larger zoo community.**
  - Connect to community organizations and their members and collaborate through committees and shared projects
  - Engage the zoo community through conferences, online methods, and joint efforts.
- **Update the Institutional Collection Plan (ICP) to reflect the institution's direction and plans for animal acquisition, disposition, and breeding.**
  - Maintain an up to date ICP
- **Evaluate the Education Animal Collection and its housing to assess for animal well-being, the institution's direction, and educational programming needs**
  - Create and maintain an updated plan for educational animals to match educational programming needs and animal care needs
- **Conduct a thorough review of all animal facilities and exhibits.**
  - Develop and implement plans for all existing areas of the Zoo through the Facilities Master Planning process.
  - Advance an innovative and progressive approach to animal exhibition
  - Create a Facilities Mater Plan that supports animal well-being for the entire campus.

### **3. Guest Experience**

We will continue to emphasize the guest experience as a major component of our operation - guests are foundational to implementation of our mission. Everything from the animal habitats and education programs to the gift shop and bathrooms are present to allow us to express our mission to guests. We want every person that encounters our zoo to develop a connection to wildlife and the environment. As the only zoological park for over an hour radius, we have a unique opportunity to connect with guests and give them a fun-filled day at our beautiful facility while meeting our mission. When asked, sixty-six percent (66%) of our guests say the number one reason they come to our zoo is to enjoy family time with forty-five percent (45%) indicting the visit for its recreational value (see Appendix 1).

#### **Strategic Initiatives**

- **Develop a comprehensive Facilities Master Plan (FMP) to guide the institution**
- Complete a comprehensive Facilities Master Plan that supports an engaging and powerful guest experience.
- **Improve aesthetics of the zoo to improve the guest experience and create new opportunities.**
  - Implement a Zoo Garden Club.
  - Landscape areas near the pavilion and farm to support facility rentals.
  - Incorporate activity areas for children and adults wherever appropriate.
- **Connect with guests through enhanced thematic branding and marketing.**
  - Develop a Brand Blueprint to provide identifiable and consistent branding (color, logo, font, etc.).
  - Advance a cohesive on-site thematic layout for the Zoo as part of the FMP that is aligned with its New York State theme.
  - Initiate a marketing campaign to raise awareness of the Zoo.
- **Explore new ways to connect to members, engage guests, increase frequency of visits, and increase stay time.**
  - Develop consistent, branded, and engaging signage through collaboration of educators, marketers, and others
  - Ensure the Otter Shop (gift shop) and Discovery Café offer enticing, appropriately priced items that support the mission of the Zoo.
  - Review membership on-boarding process and opportunities for adding value for members
  - Implement assessment tools (e.g., surveys, on-line instruments) to collect and assess visitor feedback from visits, special events, and programming.
  - Collect and analyze institutionally relevant metrics for short- and long-term analysis (e.g., attendance, membership, and gift shop sales).

- **Offer at least four major special events annually to support the zoo and its mission**
  - Earth Day
  - Zoo Brew
  - Boo at the Zoo
  - Zoo-To-Do
- **Expand opportunities at the zoo to engage a diversity of community members.**
  - Become a partner for organizations to demonstrate locally grown food, recycling opportunities, renewable energy options, how to compost, etc.
  - Implement a facility rental program to include a wide variety of opportunities, such as weddings and/or receptions and company retreats or picnics.
  - Plan for the Zoo's 100th anniversary in 2021 as an opportunity to thank, connect and to celebrate with the community.

#### **4. Organizational Culture and Operation**

Collaboration is critical if we are to fulfill our mission. We will be a positive, friendly, high-performing workplace where leadership, staff, and volunteers cohesively work together to meet the organization's goals. We welcome those to our team that contribute passion, diversity, enthusiasm, collegiality, and share a commitment to excellence.

To be a model zoo, we must follow best practices of zoo operation and meet, if not exceed, the highest standards. The Association of Zoos and Aquariums (AZA), the premier zoo organization in the world, publishes such standards and accredits institutions. Accreditation by AZA is a comprehensive process that includes self-evaluation, peer evaluation by other zoo professionals, and an on-site inspection. All aspects of zoo operation are evaluated including animal care, veterinary care, conservation, education, research, governing authority, staff, finances, facilities, safety practices, guest services, and proactive institutional planning. Accreditation is a seal of approval that serves as proof to visitors, partners, sponsors, and colleagues that we are meeting the highest standards.

#### **Strategic Initiatives**

- **Become a model organization of choice for employees, volunteers, community members and board members.**
  - Hire high-performing, passionate, engaging employees.
  - Offer competitive compensation packages to employees and provide maximal work-life flexibility.
  - Provide modern technology and equipment for use by staff, volunteers, and guests.

- Assure staffing levels and organizational structure are appropriate to accomplish the mission goals.
- Consistently evaluate staff against position description, organizational core values, advancing mission and performance goals.
- Develop a structured, vibrant volunteer program
- Expand committee membership to incorporate skilled community members and groom potential board members
- **Foster an effective, positive, team-focused workplace culture**
  - Maintain clear internal communication channels between leadership and staff.
  - Maintain clear communication channels within and between departments, committees, board, volunteers, partners, members, the media, and the public.
  - Host an annual meeting open to members, supporters and media.
  - Provide consistent orientation training for staff, volunteers and board members with supporting documents to ensure everyone is familiar with the institution and expectations
- **Pursue AZA accreditation.**
  - Assess current eligibility status for accreditation and document shortcomings.
  - Initiate a committee to develop an ambitious road map to accreditation and implement it

## **5. FINANCIAL STEWARDSHIP**

Zoo New York recognizes that financial sustainability and effective stewardship is essential to accomplishing our mission and will ensure that financial resources are predictable, adequate and managed responsibly.

### **Strategic Initiatives**

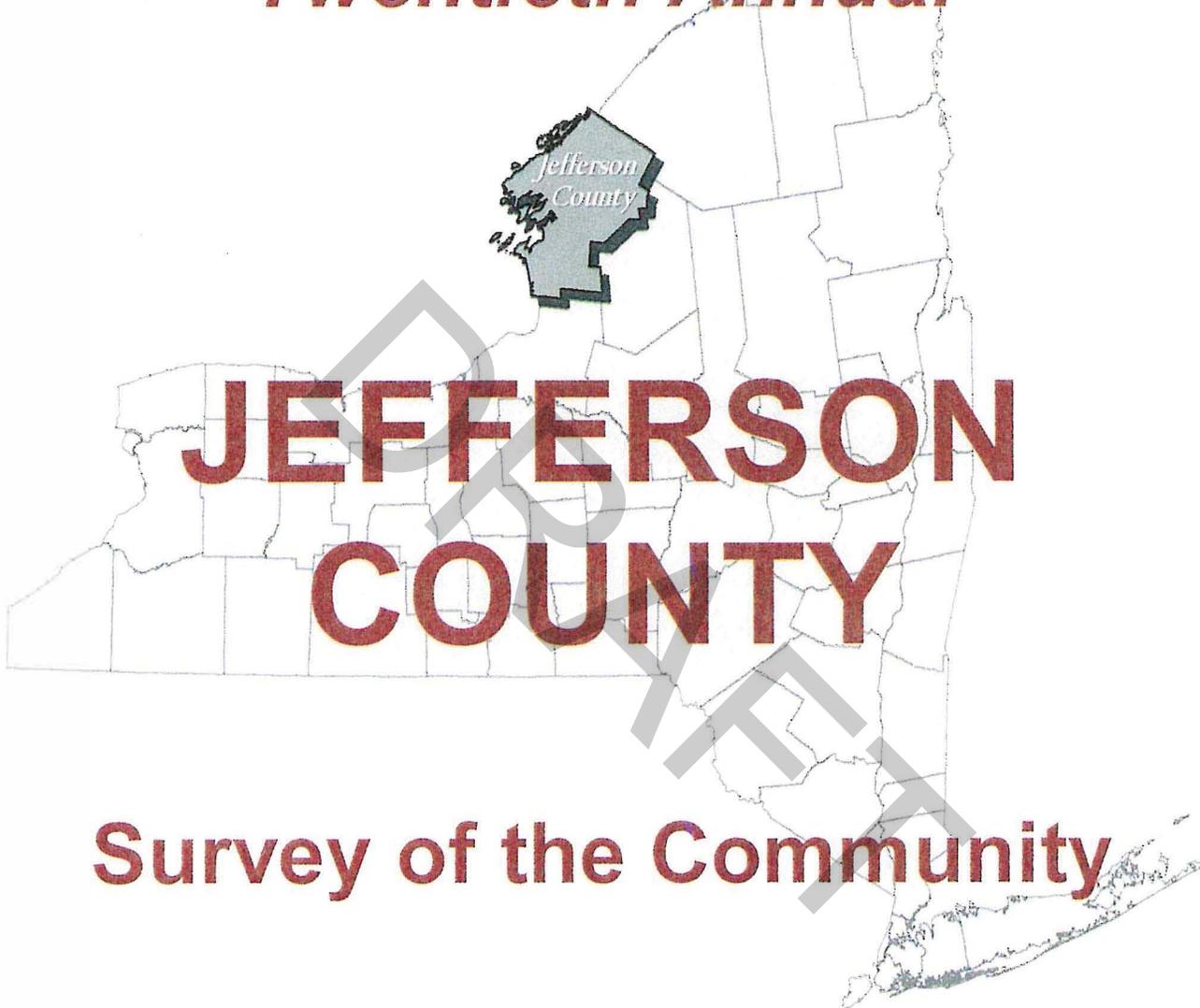
- **Increase overall budgetary funding through an increase in corporate sponsorships, government support, and attendance.**
  - Increase the number and dollar amount of corporate sponsorships.
  - Increase income from attendance.
  - Seek the maximum level of support from the City and County.
- **Aggressively seek out grant funding to support institutional goals**
  - Research and develop a comprehensive list of potential grants
  - Establish a support team to assist staff in seeking grant funding
- **Raise additional capital funds through a major capital campaign**
  - Launch a capital campaign by 2021 to realize the Facilities Master Plan.

DRAFT

*The Center for Community Studies  
at Jefferson Community College*

**Presentation of Results:**

***Twentieth Annual***



**Survey of the Community**

April 2019

**20**



Mr. Joel Lalone, Research Director  
Mr. Larry Danforth, Research Coordinator

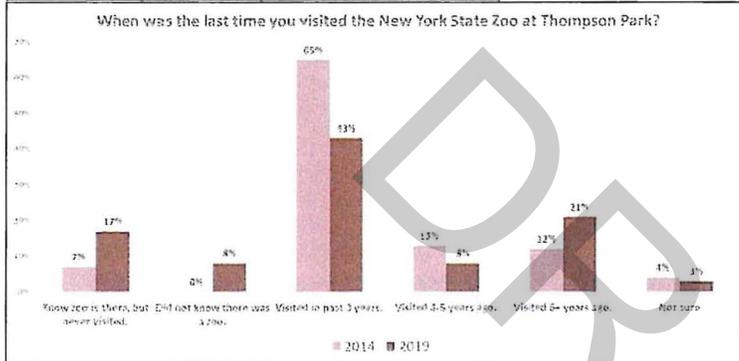
## Section 3.6 – The New York State Zoo at Thompson Park – Residents' Opinions About the Future

**Table 52 – When was the last time you visited the New York State Zoo at Thompson Park?**

**2019 Jefferson County Results:**

	Unweighted Frequency	Weighted Percentage	
"I know the zoo is there, but I have never visited the zoo."	80	16.8%	
"I did not know there was a zoo."	42	8.1%	
Last time you visited the New York State Zoo at Thompson Park?	Visited in the past 3 years.	240	43.2%
	Visited 4-5 years ago.	56	7.5%
	Visited 6+ years ago.	130	21.4%
	Not sure	16	3.0%
<b>Totals</b>	<b>564</b>	<b>100.0%</b>	

**Trend Analysis – Graphical Presentation:**



**Trend Analysis – Detailed Results for Jefferson County:**

	2014	2015	2016	2017	2018	2019
Know zoo is there, but never visited.	7%	--	--	--	--	17%
Did not know there was a zoo.	0%	--	--	--	--	8%
Visited in past 3 years.	65%	--	--	--	--	43%
Visited 4-5 years ago.	13%	--	--	--	--	8%
Visited 6+ years ago.	12%	--	--	--	--	21%
Not sure	4%	--	--	--	--	3%

**Northern New York Regional Comparison in 2018-2019:**

Not measured in either Lewis or St. Lawrence Counties recently.

**Jefferson County Cross-tabulations (using 2019 data):**

	Gender		Education Level			Annual Household Income				
	Male	Female	HSG or less	Some Collage	4+ Year Degree	Up to \$25,000	\$25,001 - \$50,000	\$50,001 - \$75,000	\$75,001 - \$100,000	Over \$100,000
"I know the zoo is there, but I have never visited the zoo."	20.0% <sub>a</sub>	13.0% <sub>b</sub>	20.9% <sub>a</sub>	17.0% <sub>a,b</sub>	7.9% <sub>b</sub>	23.5% <sub>a</sub>	18.6% <sub>a</sub>	11.5% <sub>a</sub>	11.7% <sub>a</sub>	9.9% <sub>a</sub>
"I did not know there was a zoo."	11.4% <sub>a</sub>	4.4% <sub>b</sub>	10.0% <sub>a</sub>	9.4% <sub>a</sub>	1.8% <sub>b</sub>	14.5% <sub>a</sub>	9.8% <sub>a,b</sub>	13.5% <sub>a</sub>	0.0%	1.1% <sub>b</sub>
Visited in the past 3 years.	35.8% <sub>a</sub>	51.9% <sub>b</sub>	32.2% <sub>a</sub>	46.9% <sub>b</sub>	58.9% <sub>b</sub>	24.9% <sub>a</sub>	41.6% <sub>a,b</sub>	51.6% <sub>b,d</sub>	48.4% <sub>b,c,d</sub>	68.0% <sub>d</sub>
Visited 4-5 years ago.	5.4% <sub>a</sub>	10.0% <sub>b</sub>	5.0% <sub>a</sub>	10.4% <sub>a</sub>	7.5% <sub>a</sub>	2.9% <sub>a</sub>	12.0% <sub>a</sub>	6.0% <sub>a</sub>	8.6% <sub>a</sub>	8.0% <sub>a</sub>
Visited 6+ years ago.	22.9% <sub>a</sub>	19.7% <sub>a</sub>	26.4% <sub>a</sub>	14.6% <sub>b</sub>	23.8% <sub>a,b</sub>	25.2% <sub>a</sub>	17.4% <sub>a</sub>	15.1% <sub>a</sub>	30.8% <sub>a</sub>	13.0% <sub>a</sub>
Not sure	4.7% <sub>a</sub>	1.0% <sub>b</sub>	5.5% <sub>a</sub>	1.7% <sub>a,b</sub>	0.2% <sub>b</sub>	9.0% <sub>a</sub>	0.7% <sub>b</sub>	2.3% <sub>a,b</sub>	0.8% <sub>a,b</sub>	0.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

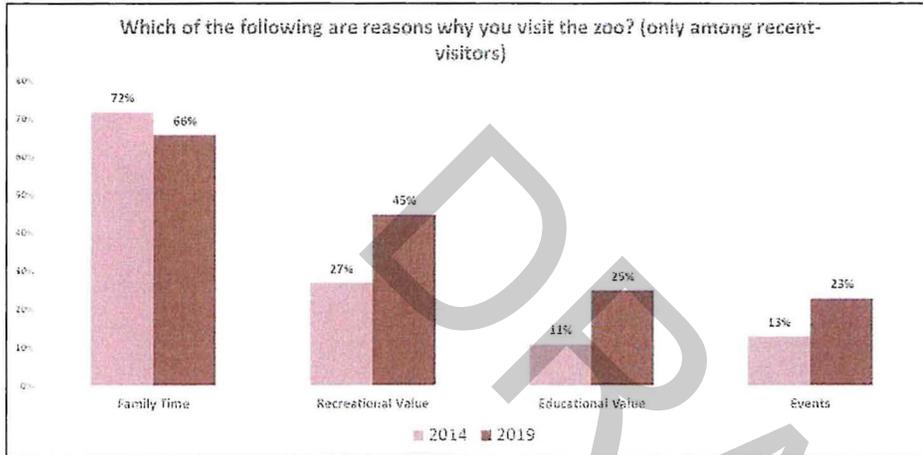
	Age Group				Employment Connection with Fort Drum			Political Beliefs		
	18-29	30-40	50-60	70+	Active Military at FD in HH	Job Due to FD (no AM in HH)	No FD Employment Connection	Conservative	Neither	Liberal
"I know the zoo is there, but I have never visited the zoo."	39.7% <sub>a</sub>	8.7% <sub>b</sub>	6.2% <sub>b</sub>	10.2% <sub>b</sub>	36.7% <sub>a</sub>	14.0% <sub>b</sub>	10.9% <sub>b</sub>	18.5% <sub>a</sub>	17.4% <sub>a</sub>	8.7% <sub>a</sub>
"I did not know there was a zoo."	23.2% <sub>a</sub>	4.7% <sub>b</sub>	0.0%	0.4% <sub>b</sub>	31.9% <sub>a</sub>	2.5% <sub>b</sub>	1.4% <sub>b</sub>	4.5% <sub>a</sub>	10.5% <sub>a</sub>	7.4% <sub>a</sub>
Visited in the past 3 years.	24.7% <sub>a</sub>	58.1% <sub>b</sub>	44.5% <sub>b</sub>	40.1% <sub>a,b</sub>	24.1% <sub>a</sub>	39.5% <sub>a,b</sub>	49.6% <sub>b</sub>	46.4% <sub>a,b</sub>	38.1% <sub>a</sub>	56.8% <sub>b</sub>
Visited 4-5 years ago.	2.2% <sub>a</sub>	5.8% <sub>a,b</sub>	13.1% <sub>b</sub>	12.3% <sub>b,c</sub>	1.3% <sub>a</sub>	12.4% <sub>b</sub>	8.8% <sub>b</sub>	6.1% <sub>a</sub>	9.2% <sub>a</sub>	5.3% <sub>a</sub>
Visited 6+ years ago.	8.0% <sub>a</sub>	19.8% <sub>b</sub>	33.3% <sub>c</sub>	31.5% <sub>b,c</sub>	1.8% <sub>a</sub>	31.6% <sub>b</sub>	26.4% <sub>b</sub>	21.7% <sub>a</sub>	21.3% <sub>a</sub>	19.8% <sub>a</sub>
Not sure	2.2% <sub>a</sub>	3.0% <sub>a</sub>	2.8% <sub>a</sub>	5.4% <sub>a</sub>	4.4% <sub>a</sub>	0.0%	2.9% <sub>a</sub>	2.8% <sub>a</sub>	3.5% <sub>a</sub>	2.0% <sub>a</sub>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Table 53 – Which of the following are reasons why you visit the zoo? (only among recent-visitors)**

**2019 Jefferson County Results:**

	% Who Indicated Each Reason
Family Time	66.1%
Recreational Value	45.3%
Educational Value	24.6%
Events	23.4%
Other Reasons	3.7%

**Trend Analysis – Graphical Presentation:**



**Trend Analysis – Detailed Results for Jefferson County:**

	2014	2015	2016	2017	2018	2019
Family Time	72%	--	--	--	--	66%
Recreational Value	27%	--	--	--	--	45%
Educational Value	11%	--	--	--	--	25%
Events	13%	--	--	--	--	23%

**Northern New York Regional Comparison in 2018-2019:**

Not measured in either Lewis or St. Lawrence Counties recently.

**Jefferson County Cross-tabulations (using 2019 data):**

	Gender		Education Level			Annual Household Income				
	Male	Female	HSG or less	Some College	4+ Year Degree	Up to \$25,000	\$25,001 - \$50,000	\$50,001 - \$75,000	\$75,001 - \$100,000	Over \$100,000
Family Time	63.6% <sub>a</sub>	68.6% <sub>a</sub>	70.0% <sub>a</sub>	64.2% <sub>a</sub>	63.2% <sub>a</sub>	53.8% <sub>a</sub>	64.6% <sub>a,b</sub>	79.9% <sub>b</sub>	72.7% <sub>a,b</sub>	66.6% <sub>a,b</sub>
Recreational Value	53.4% <sub>a</sub>	38.1% <sub>b</sub>	42.6% <sub>a</sub>	44.9% <sub>a</sub>	49.8% <sub>a</sub>	57.2% <sub>a</sub>	37.5% <sub>a</sub>	43.8% <sub>a</sub>	53.1% <sub>a</sub>	37.5% <sub>a</sub>
Educational Value	30.1% <sub>a</sub>	19.1% <sub>b</sub>	27.4% <sub>a</sub>	20.6% <sub>a</sub>	25.0% <sub>a</sub>	28.6% <sub>a</sub>	20.5% <sub>a</sub>	27.9% <sub>a</sub>	23.2% <sub>a</sub>	24.7% <sub>a</sub>
Events	25.7% <sub>a</sub>	21.0% <sub>a</sub>	31.4% <sub>a</sub>	15.7% <sub>b</sub>	22.1% <sub>a,b</sub>	19.6% <sub>a</sub>	21.4% <sub>a</sub>	22.4% <sub>a</sub>	28.0% <sub>a</sub>	18.5% <sub>a</sub>
Other Reasons	5.3% <sub>a</sub>	1.9% <sub>a</sub>	3.5% <sub>a</sub>	5.0% <sub>a</sub>	1.9% <sub>a</sub>	2.3% <sub>a</sub>	5.7% <sub>a</sub>	0.0%	0.0%	3.7% <sub>a</sub>

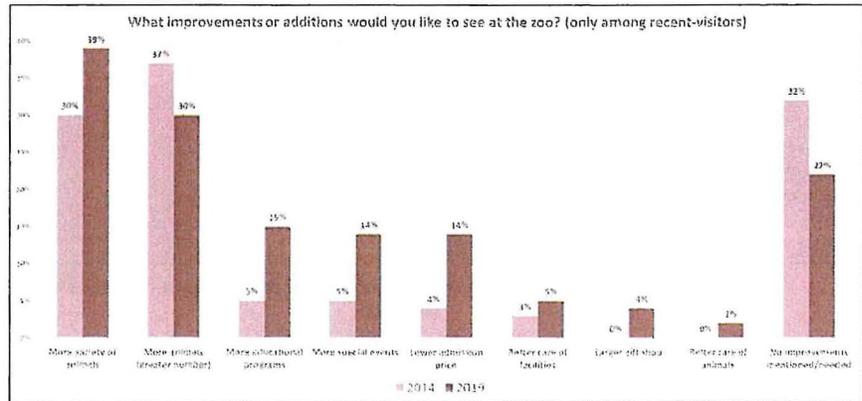
	Age Group				Employment Connection with Fort Drum			Political Beliefs		
	18-29	30-49	50-69	70+	Active Military at FD in HH	Job Due to FD (no AM in HH)	No FD Employment Connection	Conservative	Neither	Liberal
Family Time	49.7% <sub>a</sub>	70.4% <sub>b</sub>	69.8% <sub>a,b</sub>	60.7% <sub>a,b</sub>	60.0% <sub>a</sub>	61.0% <sub>a</sub>	67.4% <sub>a</sub>	74.9% <sub>a</sub>	67.1% <sub>a</sub>	45.3% <sub>b</sub>
Recreational Value	67.7% <sub>a</sub>	43.9% <sub>b</sub>	41.8% <sub>b</sub>	35.3% <sub>b</sub>	50.1% <sub>a</sub>	55.3% <sub>a</sub>	43.5% <sub>a</sub>	40.5% <sub>a</sub>	44.6% <sub>a,b</sub>	59.2% <sub>b</sub>
Educational Value	27.5% <sub>a</sub>	26.8% <sub>a</sub>	19.1% <sub>a</sub>	26.4% <sub>a</sub>	20.4% <sub>a</sub>	21.0% <sub>a</sub>	25.0% <sub>a</sub>	29.0% <sub>a</sub>	21.6% <sub>a</sub>	22.7% <sub>a</sub>
Events	30.8% <sub>a</sub>	29.0% <sub>a</sub>	16.5% <sub>a</sub>	15.1% <sub>a</sub>	15.2% <sub>a</sub>	29.3% <sub>a</sub>	23.2% <sub>a</sub>	29.6% <sub>a</sub>	21.5% <sub>a</sub>	14.9% <sub>a</sub>
Other Reasons	6.4% <sub>a</sub>	2.8% <sub>a</sub>	2.7% <sub>a</sub>	5.8% <sub>a</sub>	2.6% <sub>a</sub>	6.9% <sub>a</sub>	3.3% <sub>a</sub>	2.1% <sub>a</sub>	4.1% <sub>a</sub>	2.4% <sub>a</sub>

**Table 54 – What improvements or additions would you like to see at the zoo? (only among recent-visitors)**

**2019 Jefferson County Results:**

	% Who Indicated Each Improvement
More variety of animals	39.1%
More animals (greater number)	30.2%
More educational programs	14.5%
More special events	14.4%
Lower admission price	13.8%
Better care of facilities	4.9%
Larger gift shop	3.5%
Better care of animals	1.5%
No Improvements Mentioned	22.4%

**Trend Analysis – Graphical Presentation:**



**Trend Analysis – Detailed Results for Jefferson County:**

	2014	2015	2016	2017	2018	2019
More variety of animals	30%	--	--	--	--	39%
More animals (greater number)	37%	--	--	--	--	30%
More educational programs	5%	--	--	--	--	15%
More special events	5%	--	--	--	--	14%
Lower admission price	4%	--	--	--	--	14%
Better care of facilities	3%	--	--	--	--	5%
Larger gift shop	0%	--	--	--	--	4%
Better care of animals	0%	--	--	--	--	2%
No improvements mentioned/needed	32%	--	--	--	--	22%

**Northern New York Regional Comparison in 2018-2019:**  
Not measured in either Lewis or St. Lawrence Counties recently.

**Jefferson County Cross-tabulations (using 2019 data):**

	Gender		Education Level			Annual Household Income				
	Male	Female	HSG or less	Some College	4+ Year Degree	Up to \$25,000	\$25,001 - \$50,000	\$50,001 - \$75,000	\$75,001 - \$100,000	Over \$100,000
More variety of animals	32.4% <sub>a</sub>	45.4% <sub>b</sub>	33.3% <sub>a</sub>	43.3% <sub>a</sub>	42.0% <sub>a</sub>	49.5% <sub>a</sub>	37.4% <sub>a</sub>	37.1% <sub>a</sub>	39.6% <sub>a</sub>	42.5% <sub>a</sub>
More animals (greater number)	27.7% <sub>a</sub>	32.7% <sub>a</sub>	29.1% <sub>a</sub>	27.8% <sub>a</sub>	35.8% <sub>a</sub>	27.1% <sub>a</sub>	26.5% <sub>a</sub>	31.8% <sub>a</sub>	27.1% <sub>a</sub>	32.5% <sub>a</sub>
More educational programs	10.6% <sub>a</sub>	18.0% <sub>b</sub>	12.6% <sub>a</sub>	15.1% <sub>a</sub>	16.4% <sub>a</sub>	24.0% <sub>a</sub>	9.5% <sub>a</sub>	7.5% <sub>a</sub>	16.6% <sub>a</sub>	19.8% <sub>a</sub>
More special events	13.6% <sub>a</sub>	15.0% <sub>a</sub>	13.1% <sub>a</sub>	17.2% <sub>a</sub>	11.9% <sub>a</sub>	16.7% <sub>a</sub>	13.4% <sub>a</sub>	18.9% <sub>a</sub>	15.5% <sub>a</sub>	11.7% <sub>a</sub>
Lower admission price	10.5% <sub>a</sub>	16.8% <sub>a</sub>	14.9% <sub>a</sub>	16.2% <sub>a</sub>	8.7% <sub>a</sub>	26.3% <sub>a</sub>	9.4% <sub>a</sub>	14.1% <sub>a</sub>	10.8% <sub>a</sub>	11.2% <sub>a</sub>
Better care of facilities	3.3% <sub>a</sub>	5.7% <sub>a</sub>	5.4% <sub>a</sub>	5.1% <sub>a</sub>	2.5% <sub>a</sub>	2.0% <sub>a</sub>	8.0% <sub>a</sub>	2.1% <sub>a</sub>	5.4% <sub>a</sub>	5.9% <sub>a</sub>
Larger gift shop	4.3% <sub>a</sub>	2.8% <sub>a</sub>	5.2% <sub>a</sub>	2.4% <sub>a</sub>	2.8% <sub>a</sub>	2.5% <sub>a</sub>	8.2% <sub>a</sub>	1.2% <sub>a</sub>	4.6% <sub>a</sub>	0.7% <sub>a</sub>
Better care of animals	1.9% <sub>a</sub>	1.1% <sub>a</sub>	1.9% <sub>a</sub>	0.4% <sub>a</sub>	2.4% <sub>a</sub>	0.0% <sub>a</sub>	3.6% <sub>a</sub>	0.9% <sub>a</sub>	0.7% <sub>a</sub>	2.3% <sub>a</sub>
No Improvements Mentioned	30.2% <sub>a</sub>	15.2% <sub>b</sub>	22.8% <sub>a</sub>	22.4% <sub>a</sub>	21.9% <sub>a</sub>	21.0% <sub>a</sub>	18.3% <sub>a</sub>	19.2% <sub>a</sub>	26.9% <sub>a</sub>	18.2% <sub>a</sub>

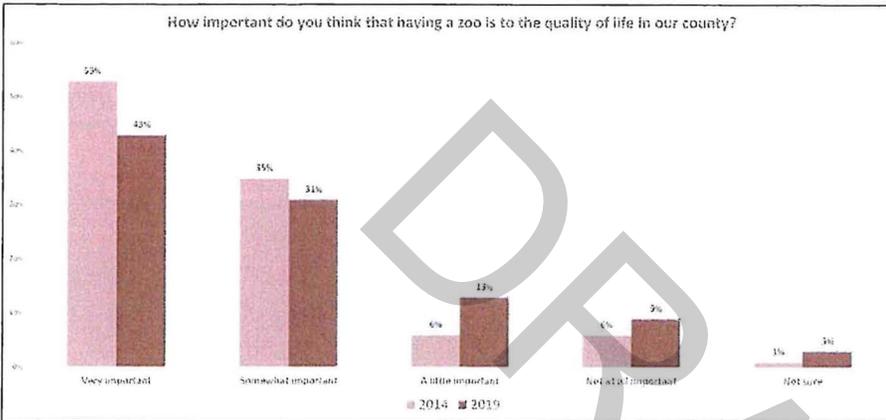
	Age Group				Employment Connection with Fort Drum			Political Beliefs		
	18-29	30-49	50-69	70+	Active Military at FD in HH	Job Due to FD (no AM in HH)	No FD Employment Connection	Conservative	Neither	Liberal
More variety of animals	46.6% <sub>a,b</sub>	49.6% <sub>a</sub>	31.1% <sub>b,c</sub>	19.4% <sub>c</sub>	61.9% <sub>a</sub>	46.2% <sub>a,b</sub>	36.0% <sub>b</sub>	35.5% <sub>a</sub>	40.4% <sub>a</sub>	44.2% <sub>a</sub>
More animals (greater number)	33.0% <sub>a</sub>	34.5% <sub>a</sub>	26.8% <sub>a</sub>	23.0% <sub>a</sub>	57.2% <sub>a</sub>	31.0% <sub>a,b</sub>	27.5% <sub>b</sub>	26.7% <sub>a</sub>	33.5% <sub>a</sub>	26.1% <sub>a</sub>
More educational programs	7.6% <sub>a</sub>	19.3% <sub>a</sub>	11.7% <sub>a</sub>	14.1% <sub>a</sub>	20.9% <sub>a</sub>	14.5% <sub>a</sub>	13.8% <sub>a</sub>	8.8% <sub>a</sub>	17.4% <sub>a</sub>	17.3% <sub>a</sub>
More special events	27.1% <sub>a</sub>	17.4% <sub>a,b</sub>	8.8% <sub>b</sub>	6.9% <sub>b,c</sub>	20.9% <sub>a</sub>	9.0% <sub>a</sub>	14.4% <sub>a</sub>	13.1% <sub>a</sub>	14.1% <sub>a</sub>	18.2% <sub>a</sub>
Lower admission price	5.9% <sub>a</sub>	17.0% <sub>a</sub>	14.2% <sub>a</sub>	11.0% <sub>a</sub>	17.9% <sub>a</sub>	18.1% <sub>a</sub>	12.8% <sub>a</sub>	10.8% <sub>a</sub>	16.5% <sub>a</sub>	11.0% <sub>a</sub>
Better care of facilities	0.0% <sub>a</sub>	3.8% <sub>a</sub>	6.3% <sub>a</sub>	7.0% <sub>a</sub>	3.2% <sub>a</sub>	6.4% <sub>a</sub>	4.5% <sub>a</sub>	2.7% <sub>a</sub>	6.4% <sub>a</sub>	2.7% <sub>a</sub>
Larger gift shop	14.3% <sub>a</sub>	2.5% <sub>b</sub>	1.9% <sub>b</sub>	0.0% <sub>b</sub>	13.1% <sub>a</sub>	1.1% <sub>a,b</sub>	2.9% <sub>b</sub>	2.3% <sub>a</sub>	4.4% <sub>a</sub>	3.7% <sub>a</sub>
Better care of animals	0.0% <sub>a</sub>	2.8% <sub>a</sub>	1.1% <sub>a</sub>	0.0% <sub>b</sub>	2.6% <sub>a</sub>	0.0% <sub>b</sub>	1.6% <sub>a</sub>	0.6% <sub>a</sub>	2.2% <sub>a</sub>	1.1% <sub>a</sub>
No Improvements Mentioned	10.0% <sub>a</sub>	17.9% <sub>a</sub>	26.4% <sub>a,b</sub>	38.6% <sub>b</sub>	8.7% <sub>a</sub>	24.6% <sub>a</sub>	23.5% <sub>a</sub>	22.7% <sub>a</sub>	21.3% <sub>a</sub>	23.0% <sub>a</sub>

**Table 55 – How important do you think that having a zoo is to the quality of life in our county?**

**2019 Jefferson County Results:**

		Unweighted Frequency	Weighted Percentage
How important do you think that having a zoo is to the quality of life in our county?	Very important	250	42.7%
	Somewhat important	172	31.3%
	A little important	70	13.4%
	Not at all important	42	9.2%
	Not sure	18	3.3%
	Totals	552	100.0%

**Trend Analysis – Graphical Presentation:**



**Trend Analysis – Detailed Results for Jefferson County:**

	2014	2015	2016	2017	2018	2019
Very important	53%	--	--	--	--	43%
Somewhat important	35%	--	--	--	--	31%
A little important	6%	--	--	--	--	13%
Not at all important	6%	--	--	--	--	9%
Not sure	1%	--	--	--	--	3%

**Northern New York Regional Comparison in 2018-2019:**

Not measured in either Lewis or St. Lawrence Counties recently.

**Jefferson County Cross-tabulations (using 2019 data):**

	Gender		Education Level				Annual Household Income				
	Male	Female	HSG or less	Some Collage	4+ Year Degree	Up to \$25,000	\$25,001 - \$50,000	\$50,001 - \$75,000	\$75,001- \$100,000	Over \$100,000	
Very important	35.5% <sup>a</sup>	50.9% <sup>b</sup>	39.1% <sup>a</sup>	43.6% <sup>a</sup>	48.4% <sup>a</sup>	37.0% <sup>a</sup>	41.0% <sup>a</sup>	36.6% <sup>a</sup>	46.7% <sup>a</sup>	50.1% <sup>a</sup>	
Somewhat important	35.5% <sup>a</sup>	26.6% <sup>b</sup>	30.2% <sup>a</sup>	31.4% <sup>a</sup>	33.5% <sup>a</sup>	27.2% <sup>a,b</sup>	34.4% <sup>a,b</sup>	45.3% <sup>a</sup>	23.9% <sup>b</sup>	32.0% <sup>a,b</sup>	
A little important	14.8% <sup>a</sup>	12.0% <sup>a</sup>	14.0% <sup>a</sup>	13.6% <sup>a</sup>	12.1% <sup>a</sup>	14.7% <sup>a</sup>	17.2% <sup>a</sup>	8.2% <sup>a</sup>	8.1% <sup>a</sup>	12.4% <sup>a</sup>	
Not at all important	9.7% <sup>a</sup>	8.5% <sup>a</sup>	11.5% <sup>a</sup>	8.5% <sup>a</sup>	6.0% <sup>a</sup>	12.0% <sup>a,b</sup>	4.3% <sup>a</sup>	9.0% <sup>a,b</sup>	19.1% <sup>b</sup>	5.4% <sup>a,b</sup>	
Not sure	4.5% <sup>a</sup>	2.0% <sup>a</sup>	5.3% <sup>a</sup>	2.8% <sup>a</sup>	0.0%	9.2% <sup>a</sup>	3.0% <sup>a,b</sup>	0.9% <sup>b</sup>	2.2% <sup>a,b</sup>	0.0%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

	Age Group				Employment Connection with Fort Drum			Political Beliefs		
	18-29	30-49	50-69	70+	Active Military at FD in HH	Job Due to FD (no AM in HH)	No FD Employment Connection	Conservative	Neither	Liberal
Very important	29.8% <sup>a</sup>	42.5% <sup>a,b</sup>	50.9% <sup>b</sup>	54.4% <sup>b,c</sup>	35.9% <sup>a</sup>	40.9% <sup>a</sup>	44.9% <sup>a</sup>	45.7% <sup>a</sup>	39.3% <sup>a</sup>	47.5% <sup>a</sup>
Somewhat important	32.5% <sup>a</sup>	30.8% <sup>a</sup>	32.8% <sup>a</sup>	26.3% <sup>a</sup>	29.1% <sup>a</sup>	36.8% <sup>a</sup>	31.2% <sup>a</sup>	31.1% <sup>a</sup>	31.4% <sup>a</sup>	30.9% <sup>a</sup>
A little important	18.2% <sup>a</sup>	14.4% <sup>a</sup>	8.8% <sup>a</sup>	10.6% <sup>a</sup>	16.3% <sup>a</sup>	17.9% <sup>a</sup>	12.0% <sup>a</sup>	11.0% <sup>a</sup>	15.5% <sup>a</sup>	12.7% <sup>a</sup>
Not at all important	12.1% <sup>a</sup>	9.3% <sup>a</sup>	7.5% <sup>a</sup>	6.4% <sup>a</sup>	7.6% <sup>a</sup>	4.5% <sup>a</sup>	10.4% <sup>a</sup>	10.8% <sup>a</sup>	8.6% <sup>a</sup>	8.9% <sup>a</sup>
Not sure	7.4% <sup>a</sup>	3.0% <sup>a</sup>	0.0%	2.2% <sup>a</sup>	11.1% <sup>a</sup>	0.0%	1.4% <sup>b</sup>	1.5% <sup>a</sup>	5.1% <sup>b</sup>	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 56 – What do you believe are the barriers to visiting the Zoo?**

**2019 Jefferson County Results:**

**Trend Analysis – Graphical Presentation:**  
Not measured in earlier Jefferson County studies.

	% Who Indicated Each Barrier
"There are No Barriers"	33.0%
Price	17.4%
Not enough there	16.6%
Only NYS animals	10.6%
Poor quality at the zoo	6.8%
Poor maintenance/upkeep at the zoo	6.4%
Location	6.1%
Not enough time	5.7%
Just don't like zoos	5.0%
Lack of advertising/Awareness	2.8%
Weather	2.0%
Transportation	1.7%
Handicap access	1.4%
Safety	0.7%
Hours of operation	0.4%

**Trend Analysis – Detailed Results for Jefferson County:**  
Not measured in earlier Jefferson County studies.

**Northern New York Regional Comparison in 2018-2019:**  
Not measured in either Lewis or St. Lawrence Counties recently.

**Jefferson County Cross-tabulations (using 2019 data):**

	Gender		Education Level			Annual Household Income				
	Male	Female	HSG or less	Some College	4+ Year Degree	Up to \$25,000	\$25,001 - \$50,000	\$50,001 - \$75,000	\$75,001 - \$100,000	Over \$100,000
"There are No Barriers"	41.0% <sub>a</sub>	24.4% <sub>b</sub>	36.1% <sub>a</sub>	31.0% <sub>a</sub>	31.0% <sub>a</sub>	37.0% <sub>a</sub>	36.2% <sub>a</sub>	35.6% <sub>a</sub>	29.6% <sub>a</sub>	26.2% <sub>a</sub>
Price	13.0% <sub>a</sub>	22.4% <sub>b</sub>	19.5% <sub>a</sub>	16.9% <sub>a</sub>	14.1% <sub>a</sub>	23.6% <sub>a</sub>	18.8% <sub>a</sub>	14.8% <sub>a</sub>	17.2% <sub>a</sub>	12.5% <sub>a</sub>
Not enough there	13.7% <sub>a</sub>	20.1% <sub>b</sub>	13.3% <sub>a</sub>	16.9% <sub>a</sub>	23.1% <sub>a</sub>	9.5% <sub>a</sub>	19.6% <sub>a</sub>	13.3% <sub>a</sub>	23.5% <sub>a</sub>	20.3% <sub>a</sub>
Only NYS animals	6.4% <sub>a</sub>	15.2% <sub>b</sub>	10.6% <sub>a</sub>	11.2% <sub>a</sub>	9.0% <sub>a</sub>	6.2% <sub>a</sub>	11.2% <sub>a</sub>	5.8% <sub>a</sub>	12.1% <sub>a</sub>	17.1% <sub>a</sub>
Poor quality at the zoo	4.3% <sub>a</sub>	9.8% <sub>b</sub>	4.7% <sub>a</sub>	8.9% <sub>a</sub>	7.7% <sub>a</sub>	2.3% <sub>a</sub>	6.5% <sub>a,b</sub>	13.0% <sub>b</sub>	8.0% <sub>a,b</sub>	5.3% <sub>a,b</sub>
Poor maintenance/upkeep at the zoo	5.0% <sub>a</sub>	8.0% <sub>a</sub>	6.5% <sub>a</sub>	7.1% <sub>a</sub>	4.8% <sub>a</sub>	6.5% <sub>a</sub>	7.0% <sub>a</sub>	9.3% <sub>a</sub>	6.9% <sub>a</sub>	4.5% <sub>a</sub>
Location	5.2% <sub>a</sub>	7.2% <sub>a</sub>	7.1% <sub>a</sub>	5.2% <sub>a</sub>	5.8% <sub>a</sub>	9.3% <sub>a</sub>	9.1% <sub>a</sub>	2.9% <sub>a</sub>	3.6% <sub>a</sub>	4.6% <sub>a</sub>
Not enough time	7.4% <sub>a</sub>	3.9% <sub>a</sub>	9.1% <sub>a</sub>	2.4% <sub>b</sub>	4.9% <sub>a,b</sub>	7.6% <sub>a</sub>	1.6% <sub>a</sub>	9.3% <sub>a</sub>	2.4% <sub>a</sub>	3.8% <sub>a</sub>
Just don't like zoos	4.6% <sub>a</sub>	5.1% <sub>a</sub>	4.7% <sub>a</sub>	5.0% <sub>a</sub>	5.3% <sub>a</sub>	3.6% <sub>a</sub>	1.4% <sub>a</sub>	4.6% <sub>a</sub>	8.0% <sub>a</sub>	7.3% <sub>a</sub>
Lack of advertising/Awareness	4.1% <sub>a</sub>	1.3% <sub>b</sub>	1.6% <sub>a</sub>	2.5% <sub>a</sub>	5.7% <sub>a</sub>	0.8% <sub>a</sub>	3.6% <sub>a</sub>	2.5% <sub>a</sub>	2.8% <sub>a</sub>	6.9% <sub>a</sub>
Weather	2.6% <sub>a</sub>	1.2% <sub>a</sub>	1.2% <sub>a</sub>	2.5% <sub>a</sub>	2.4% <sub>a</sub>	3.6% <sub>a</sub>	2.4% <sub>a</sub>	2.3% <sub>a</sub>	0.0% <sub>a</sub>	2.3% <sub>a</sub>
Transportation	1.0% <sub>a</sub>	2.6% <sub>a</sub>	1.8% <sub>a</sub>	1.8% <sub>a</sub>	1.4% <sub>a</sub>	0.9% <sub>a</sub>	2.1% <sub>a</sub>	0.3% <sub>a</sub>	0.0% <sub>a</sub>	2.8% <sub>a</sub>
Handicap access	0.7% <sub>a</sub>	2.3% <sub>a</sub>	1.0% <sub>a</sub>	2.4% <sub>a</sub>	0.4% <sub>a</sub>	2.2% <sub>a</sub>	0.8% <sub>a</sub>	1.9% <sub>a</sub>	0.6% <sub>a</sub>	0.0% <sub>a</sub>
Safety	0.4% <sub>a</sub>	1.1% <sub>a</sub>	1.4% <sub>a</sub>	0.0% <sub>a</sub>	0.8% <sub>a</sub>	0.8% <sub>a</sub>	0.7% <sub>a</sub>	0.0% <sub>a</sub>	1.9% <sub>a</sub>	0.0% <sub>a</sub>
Hours of operation	0.2% <sub>a</sub>	0.2% <sub>a</sub>	0.0% <sub>a</sub>	0.2% <sub>a</sub>	0.4% <sub>a</sub>	0.0% <sub>a</sub>	0.4% <sub>a</sub>	0.0% <sub>a</sub>	0.2% <sub>a</sub>	0.4% <sub>a</sub>

	Age Group				Employment Connection with Fort Drum			Political Beliefs		
	18-29	30-49	50-69	70+	Active Military at FD in HH	Job Due to FD (no AM in HH)	No FD Employment Connection	Conservative	Neither	Liberal
"There are No Barriers"	48.5% <sub>a</sub>	25.1% <sub>b</sub>	26.8% <sub>b</sub>	35.7% <sub>a,b</sub>	67.2% <sub>a</sub>	16.7% <sub>b</sub>	25.0% <sub>b</sub>	33.0% <sub>a</sub>	31.8% <sub>a</sub>	31.9% <sub>a</sub>
Price	8.5% <sub>a</sub>	16.7% <sub>a,b</sub>	25.9% <sub>b</sub>	20.9% <sub>a,b</sub>	3.9% <sub>a</sub>	17.8% <sub>b</sub>	21.5% <sub>b</sub>	14.8% <sub>a</sub>	20.6% <sub>a</sub>	13.4% <sub>a</sub>
Not enough there	13.1% <sub>a</sub>	20.1% <sub>a</sub>	17.7% <sub>a</sub>	12.5% <sub>a</sub>	6.7% <sub>a</sub>	24.5% <sub>b</sub>	18.7% <sub>b</sub>	13.7% <sub>a</sub>	17.9% <sub>a</sub>	19.4% <sub>a</sub>
Only NYS animals	8.6% <sub>a</sub>	14.2% <sub>a</sub>	10.3% <sub>a</sub>	4.3% <sub>a</sub>	3.0% <sub>a</sub>	24.4% <sub>b</sub>	11.0% <sub>c</sub>	11.3% <sub>a</sub>	11.5% <sub>a</sub>	5.9% <sub>a</sub>
Poor quality at the zoo	5.6% <sub>a</sub>	9.0% <sub>a</sub>	6.7% <sub>a</sub>	3.9% <sub>a</sub>	6.9% <sub>a</sub>	4.9% <sub>a</sub>	7.1% <sub>a</sub>	4.6% <sub>a</sub>	8.5% <sub>a</sub>	6.6% <sub>a</sub>
Poor maintenance/upkeep at the zoo	8.7% <sub>a</sub>	6.3% <sub>a</sub>	5.5% <sub>a</sub>	3.3% <sub>a</sub>	5.6% <sub>a</sub>	8.8% <sub>a</sub>	6.3% <sub>a</sub>	6.4% <sub>a</sub>	6.9% <sub>a</sub>	5.1% <sub>a</sub>
Location	6.6% <sub>a</sub>	6.1% <sub>a</sub>	3.9% <sub>a</sub>	10.3% <sub>a</sub>	2.9% <sub>a</sub>	0.0% <sub>a</sub>	7.9% <sub>a</sub>	5.7% <sub>a</sub>	5.3% <sub>a</sub>	10.9% <sub>a</sub>
Not enough time	8.3% <sub>a</sub>	6.8% <sub>a</sub>	3.2% <sub>a</sub>	2.7% <sub>a</sub>	2.9% <sub>a</sub>	0.0% <sub>a</sub>	7.4% <sub>a</sub>	7.1% <sub>a</sub>	3.9% <sub>a</sub>	10.1% <sub>a</sub>
Just don't like zoos	3.2% <sub>a</sub>	5.6% <sub>a</sub>	5.9% <sub>a</sub>	5.2% <sub>a</sub>	2.2% <sub>a</sub>	11.3% <sub>b</sub>	5.0% <sub>a,b</sub>	4.3% <sub>a</sub>	4.9% <sub>a</sub>	7.2% <sub>a</sub>
Lack of advertising/Awareness	1.7% <sub>a</sub>	4.9% <sub>a</sub>	2.0% <sub>a</sub>	0.8% <sub>a</sub>	4.4% <sub>a</sub>	5.2% <sub>a</sub>	2.0% <sub>a</sub>	2.9% <sub>a</sub>	3.5% <sub>a</sub>	0.0% <sub>a</sub>
Weather	2.8% <sub>a</sub>	2.4% <sub>a</sub>	1.1% <sub>a</sub>	0.7% <sub>a</sub>	3.7% <sub>a</sub>	2.0% <sub>a</sub>	1.4% <sub>a</sub>	1.0% <sub>a</sub>	2.1% <sub>a</sub>	3.8% <sub>a</sub>
Transportation	1.7% <sub>a</sub>	0.0% <sub>a</sub>	2.4% <sub>a</sub>	5.2% <sub>a</sub>	0.2% <sub>a</sub>	4.1% <sub>a</sub>	1.9% <sub>a</sub>	1.5% <sub>a</sub>	1.5% <sub>a</sub>	3.3% <sub>a</sub>
Handicap access	0.0% <sub>a</sub>	0.7% <sub>a</sub>	2.3% <sub>a</sub>	4.6% <sub>a</sub>	0.0% <sub>a</sub>	0.0% <sub>a</sub>	2.0% <sub>a</sub>	1.4% <sub>a</sub>	1.3% <sub>a</sub>	1.9% <sub>a</sub>
Safety	0.6% <sub>a</sub>	0.0% <sub>a</sub>	1.5% <sub>a</sub>	1.4% <sub>a</sub>	1.0% <sub>a</sub>	0.0% <sub>a</sub>	0.7% <sub>a</sub>	0.7% <sub>a</sub>	0.9% <sub>a</sub>	0.0% <sub>a</sub>
Hours of operation	0.0% <sub>a</sub>	0.0% <sub>a</sub>	0.2% <sub>a</sub>	1.0% <sub>a</sub>	0.0% <sub>a</sub>	0.0% <sub>a</sub>	0.2% <sub>a</sub>	0.2% <sub>a</sub>	0.2% <sub>a</sub>	0.0% <sub>a</sub>

# Interoffice Memorandum



To: Ken Mix, City Manager  
From: Patrick Keenan, Superintendent, Public Works  
Date: February 21, 2020  
Subject: 5311 Ttransit Funding Application

---

Greetings; I am providing a brief update regarding the City's plan to apply for section 5311 funding for rural transit operations which was discussed at Thursday afternoon's MPO Policy committee meeting. A partial list of those in attendance included County Administrator Robert Hagemann, County Legislator John Peck, DOT Regional Director Steven Kokkoris, DOT Planning Director/MPO Director Scott Docteur, City Manager Ken Mix, DOT Public Transportation Specialist, Laura Hacker and Jennifer Hodge from the Volunteer Transportation Center.

The primary focus of this discussion was to explain the process involved for the submission of an application to secure section 5311 funding through NYSDOT which would support transit operations in rural areas of Jefferson County. Jennifer Hodge narrated a power point presentation which outlined the path forward for transit during which several questions were posed by the stakeholders present. At the conclusion of the discussion, the following plan was agreed upon as the recommended path forward.

- A recommendation to the respective governing bodies of both Jefferson County and the City of Watertown will be made to enter into an agreement for the County to provide the City with the ability to secure 5311 rural transit funding for the 2020 capital application cycle..
- The 2020 application will be submitted by the City to secure funding for Mobility Management activities in the interest of promoting regional transit opportunities to support access to employment, education, and health care.
- Mobility Management activities which address the rural portions of the County is seen as the next progressive step to compliment the soon to be established Mobility Management function in the City and MPO bounded urban areas.

- Any subsequent applications for the 5311 rural funding in 2021 will be discussed and agreed upon by the County and the City.

All participating in the discussion were in agreement that the proposed course of action would be an appropriate step to further develop the recommendations contained in the recent Transit Study sponsored by the MPO. A graphic from that study is shown below which presents an overview of the progressive steps for transit development in the region.

## MPO Study Suggestions

PHASE	ACTION	DETAILS	Annual HOURS	Annual RIDERSHIP	PEAK VEHICLE REQUIREMENTS
EXISTING CITIBUS			\$\$\$\$\$ 10,000	 125,700	
EXPAND CITIBUS	➤ Route Extension	Extend Route B Arsenal to BOCES	\$\$\$\$\$\$\$\$\$ 18,300	 174,000	
	➤ Add Sunday Service	Offer Citibus Saturday service on Sundays			
MPO BOUNDED NETWORK	➤ Route Addition	Add Route to Fort Drum	\$\$\$\$\$\$\$\$\$ 20,500	 216,400	
	➤ Significant Route Addition	Add routes to Denker/Airport, Water Town Center, Carthage/Black River, and the Commercial Express. Routes overlay and complement the existing Citibus network.			
REGIONAL NETWORK PHASE 1	➤ Route Addition	Add weekday routes to Gouverneur and Lowville	\$\$\$\$\$\$\$\$\$ 22,800	 228,200	
	➤ Route Extension	Extend the Watertown Center route to Adams			
REGIONAL NETWORK PHASE 2	➤ More Frequent Weekday and Weekend Service	Add weekday round trips to all Phase 1 routes	\$\$\$\$\$\$\$\$\$ 25,600	 252,900	
	➤ Route Addition	Add a year round weekday route to Clayton			
	➤ Seasonal Extensions and Variants	Add a summer route to Sackets Harbor, a summer weekend route to Alexandria Bay and summer weekend service to Clayton			
REGIONAL NETWORK PHASE 3	➤ More Frequent Weekday and Weekend Service	Add additional weekday round trips to all Phase 1 routes. Add weekend round trips to Sackets Harbor, Denker/Airport, and Commercial Express routes.	\$\$\$\$\$\$\$\$\$ 27,700	 268,600	
	➤ Extended Service Day	Extend the end of weekday service for the Fort Drum, Adams, and Commercial Express routes.			

\$ = -2,000 service hours    = -20,000 boardings    = # of vehicles

Please let me know if you require any additional information.

Regards, Pat