NY Rising Countywide Resiliency Plan
MADISON COUNTY

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This document was developed by the NYRCR Madison County Planning Committee as part of the NY Rising Community Reconstruction (NYRCR) Program and is supported by the NYS Department of State. The document was prepared by the following Consulting Team:

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Countywide Demographic Overview

The Census data provided below is intended to provide an overview of the composition and general characteristics of the Community.[11] In addition to County-level demographic data, demographics for the City of Oneida are also provided in order to offer a more detailed depiction of the area and a basis of comparison, where appropriate.

Population, Race and Age

The population of Madison County has increased by 5.8% from 2000 to 2010. In 2010, the County's population was reported as 73,442. The County's median age is 35.9.[12] The City of Oneida stands as the major population center of the County with a population of 11,393. From 2000 to 2010, Oneida experienced a modest 3.7% increase in population.

Income and Poverty

The median household income for Madison County residents is $52,293 compared to the NYS median household income of $57,685. Approximately 11% of the population is living below the poverty line in comparison to the 15% of NYS residents living in poverty.[13] The median household income in Oneida is $45,152 and 12.9% of Oneida's population is living in poverty.

Employment and Journey to Work

Nearly 60% of Madison County residents are in the labor force. Of those in the labor force, 56.2% are employed while 3.6% are unemployed.

For the 96% of County residents (workers 16 and over) not working from home, the mean travel time to work is 22.6 minutes. Few residents in the County travel more than an hour to get to work.[14] However, nearly half (48.5%) of Madison County residents commute outside the County for work.[13]

Key Industries

The national trend of re-locating manufacturing facilities overseas has impacted the County's economy. However, manufacturing remains a key source of employment for County residents. The manufacturing industry is one of the four major employment sectors within the County.[2] The other major employment sectors are: education, health care and retail. Currently, sectors such as management, finance and insurance and arts and recreation are the fastest growing industries in the County.[2]

The local economy is also supported by area colleges. The County is home to Colgate University, Cazenovia College and the State University of New York at Morrisville. Other notable educational institutions in neighboring counties are only a short trip away. The presence of colleges and universities increases the population's access to education, provides employment, attracts residents, and offers cultural events and programs.

The County's location and geographical assets also provide vast potential for economic success in additional industries.[4] Renewable energy initiatives and the emergence of small farm operations have created jobs and attracted a new brand of tourism to Madison County.

Housing

Within the County, 12.6% of the housing units are unoccupied. Of the occupied units, 75.7% are owner occupied and 24.3% are utilized as rental properties.[12] Of the total housing units in the City of Oneida, 6.3% are vacant, 57.4% of the housing units in Oneida are owner occupied, and 42.6% are occupied by renters.

Guidance and Insight from Demographic Analysis

The demographic analysis indicated a few important trends and characteristics that were helpful in shaping the identification of needs, opportunities, and projects for the NYRCR Community of Madison County. The number of employed people living in Madison County is greater than the number of jobs in Madison County. Major employment sectors are education, health care, manufacturing and retail. The highest percent of positive change was within the finance and management sector.

The County has experienced some population growth during the past two decades. In order to maintain/improve the County's economy, focus should be on protecting land, supporting businesses that keep people visiting and spending money in the County and increasing local jobs that keep people working within the Community. The more people that work and visit the communities, the more initiatives will be supported such as 'Buy Madison,' which promotes local purchasing of goods and services, from visitors and residents alike, to improve local businesses and to generate sales tax revenue for Madison County and its municipalities.[15]

The following is a brief overview of the City of Oneida and towns within Madison County.

City of Oneida [16, 17, 18 19, 20]

The City of Oneida encompasses a total area of 22.1 square miles. Oneida was once a booming manufacturing and farming town. Today, much of the land once used for farming is occupied by both residential and commercial structures. Oneida has been able to maintain some of its architectural history with its 19th century Victorian homes. The business district of Oneida has transitioned from the downtown area and is now concentrated along the Route 5 corridor. While Oneida is a center of employment for the County, many City residents commute to the cities of Syracuse and Utica for work.

Oneida's Department of Planning and Development directs the planning, zoning, community development and economic development within the City. Ongoing development includes the Route 5 corridor project which focuses on improving transportation, and the Oneida Rail Trail; a project aimed at repurposing the City's old

rail tracks into bike trails. In addition, the City recently conducted a walkability study of the downtown area. The study aims to guide revisions to the City's Comprehensive Plan.

The Oneida Creek serves as the eastern and northern boundaries for the City and was the source of flooding during the summer 2013 storms for the City. The Cowaselon Creek runs through the western area of the City. Other waterbodies include small ponds. Ten homes on Schoolheimer Road and two homes on Kelly Road suffer repetitive flooding.

Town of Brookfield [21, 22 23, 24,25]

The hills and valleys of Brookfield spread out across the southeast corner of Madison County. Amid its beautiful landscape is the Unadilla River as well as many springs and falls. Brookfield is known for dairy farming, its largest industry, and conservation of its natural resources. The Brookfield Trail System travels through over 13,000 acres and three state forests (Beaver Creek, Brookfield Railroad and Charles E. Baker). The trail is utilized year round for activities such as hiking, bicycling, snow-mobiling and horseback riding.

The Town of Brookfield adopted their Comprehensive Plan in 2014 to guide development within its community. The plan aims at preserving the agricultural traditions of the Town while increasing economic opportunity for residents. The Town's plan is to manage expansion, protect its water, limit road use, diversify agricultural pursuits and attract both small and environmentally friendly businesses.

Many stream and creeks run through the Town including: Sangerfield River, Pleasant Brook, Number Six Brook, Handsome Brook, Shawter Brook, Tallette Creek, West Creek, Beaver Creek, Button Creek, and the Unadilla River which also serves as the eastern boundary for the Town. There are also various unnamed tributaires to these waterways within the Town. Flooding from the summer 2013 floods left many of these waterways in need of streambank stabilization and restoration. Other waterbodies include Gorton Lake, Woodland Pond and small ponds.

Town of Cazenovia [26, 27 , 28, 29, 30]

The Town of Cazenovia is known for its preservation of open space and celebrated heritage. Within the Town is the Village of Cazenovia, situated on the shores of Cazenovia Lake and surrounded by active farmland. The village has managed to maintain both its historic structures and original layout despite commercial growth in the area. Cazenovia's population has grown and the business district no longer provides sufficient employment for residents. The majority of residents in Cazenovia commute to surrounding areas

Downtown Cazenovia

for employment. Cazenovia is an anchor for economic development within the County.

Cazenovia is one of two Towns within the County where manufacturing is on the rise with businesses such as Marquardt Switches, Harvest Moon Cidery, Owerea Vineyards, and Thrush Industrial Park.

Major waterways within the Town of Cazenovia include East Branch Limestone Creek and Chittenango Creek, which forms the northeastern border of the Town. There are also many smaller unnamed tributaries and creeks. Other waterbodies include Cazenovia Lake, which is roughly four miles long and half a mile wide.

Town of DeRuyter [31, 32, 33]

The rural community of DeRuyter makes up the southwest corner of the County. Its close proximity to Syracuse and Cortland offer residents access to employment and conveniences. DeRuyter's serene hills and valleys, and the presence of water features such as the Tioughnioga River and DeRuyter Reservoir provide year round outdoor activities. DeRuyter has a large Amish population whose presence is observed by small farm stands and horse and buggies along town roads.

Major waterways within the Town of DeRuyter include Middle Branch Tioughnioga Creek, East Branch Tioughnioga Creek and Limestone Creek along with many smaller unnamed tributaries and creeks. The DeRuyter Reservoir is located in the northwestern corner of the Town.

Town of Eaton [34, 35, 36]

Eaton encompasses an area of 45.6 square miles, characterized by farmland and a multitude of water features including lakes, reservoirs and ponds. Eaton's Village of Morrisville is home to the State University of New York (SUNY) at Morrisville. SUNY Morrisville supports the local economy by providing jobs, bringing visitors to the area and preparing students to contribute to the agrarian community.

Major waterways within the Town of Eaton include Chenango River, Blue Creek, Callahan Brook and Eaton Brook as well as many smaller unnamed tributaries and creeks. Other waterbodies include Hatch Lake, Leland Pond, Woodman Pond, Bradley Brook Reservoir, part of the Eaton Reservoir and smaller ponds.

Town of Fenner [37, 38, 39, 40]

Fenner spans an area of 31.1 square miles of land and is surrounded by the Towns of Lincoln, Sullivan, Smithfield, Nelson and Cazenovia. Fenner is best known for its partnerships and advancements in green energy technology. Notable facilities include Fenner Wind Farm, the Fenner Renewable Energy Education Center and Fenner Alps Weather Station.

Major waterways within the Town of Fenner include Munger Brook, Canaseraga Creek, Canastota Creek, Clockville Creek and Chittenango Creek, which forms the northeastern border of the Town. There are also many smaller unnamed tributaries and ponds.

Town of Georgetown [41, 42, 43]

The small rural community of Georgetown is located at the southwest border of the County and contains Muller Hill State Forest. The forest's topography encourages activities such as snowmobiling, cross country skiing and trail hiking.

Major waterways within the Town of Georgetown include Otselic River, Otselic Creek, Middle Branch Tioughnioga Creek, East Branch Tioughnioga Creek, Muller Brook, Lenanon Brook, South Lebanon Brook and the Mann Brook. There are also many smaller unnamed tributaries and creeks. Other waterbodies include the Torpy Pond, Georgetown Reservoir and smaller ponds.

Town of Hamilton [44, 45, 46, 47]

Hamilton is best known as home to the prestigious Colgate University. The University is located in the Village of Hamilton; a village often described as a little City due to its active, diverse and densely populated community. Hamilton's downtown gathers residents and visitors with its shops, restaurants, and community events. In 2012, Hamilton was named by Forbes magazine as one of the friendliest towns in America. In addition, Hamilton shares the Village of Earlville with the neighboring County of Chenango. Earlville offers culture, history and recreation. It is important to note about 60% of Town residents live within the village of Hamilton whose land area makes up less than 6% of the Town.

Major waterways within the Town of Hamilton include the Sangerfield River, Payne Brook and Pleasant Brook as well as many smaller unnamed tributaries and creeks. Other waterbodies include Taylor Lake, Poolville Pond, Earlville Reservoir and smaller ponds.

Town of Lebanon [48, 49, 50]

The largely rural Town of Lebanon is located at the southern portion of the County between Georgetown and Hamilton. The Town is made up of six hamlets.

Major waterways within the Town of Lebanon include Bradley Brook, Lebanon Brook, South Lebanon Brook, Payne Brook, Chenango River and Stone Mill Brook along with many smaller unnamed tributaries and creeks. Other waterbodies include the Lebanon Reservoir, Earlville Lake, Stone Mill Pond, Seymour Pond and smaller ponds.

Town of Lenox [51, 52, 53, 54, 55, 56, 57, 58]

The Town of Lenox is comprised of historic villages surrounded by open space and Oneida Lake at its northern border. The Town's small Village of Wampsville is the County seat of Madison County. A revitalized portion of the Erie Canal runs through the center of Canastota, a Village which is the most populous area in Lenox. The Great Swamp Conservancy in Canastota is a 60-acre restored wetland, with natural trails and 900 foot. As an important resting area for migratory birds, visitors to the Conservancy can see over 185 different bird species.

Major waterways within the Town of Lenox include Cowaselon Creek, Owlville Creek, Canastota Creek, and Oneida Creek which forms the northeastern border of the Town. There are also many smaller

unnamed tributaries and creeks. Other waterbodies include Oneida Lake, which forms the northern border of the Town, and unnamed ponds.

Town of Lincoln [59, 60, 43]

Lincoln is an agricultural community with a history of dairy farming and hop production. The small town feel of Lincoln is fostered by family businesses such as Callahan-Nannini Quarry. However, the community plans to encourage future business development within the area through the creation of wind power and gas to power facilities.

Major waterways within the Town of Lincoln include Clockville Creek, Canastota Creek, Owlville Creek, Cowaselon Creek and Limestone Creek. There are also many smaller unnamed tributaries and ponds.

Town of Madison [61, 62, 63, 64]

The County takes its name from the quaint agrarian community of Madison. The Town is situated at the eastern border of the County. Its history of agriculture is alive today with its many organic produce farms. Madison's hamlet of Bouckville draws visitors each year for its Antique Week.

Major waterways within the Town of Madison include the Oriskany Creek and the Payne Brook as well as many smaller unnamed tributaries and creeks. Other waterbodies include Lake Moraine, Madison Lake, Madison Reservoir, Lyons Pond and smaller ponds.

Town of Nelson [65, 66, 67, 68, 69, 70, 26]

The Town of Nelson is a rural community located in the western part of the County. The Town adopted a revised comprehensive plan in 2007. The plan's priorities include maintaining the Town's natural resources and upholding the community's agrarian character. Manufacturing is on the rise in Nelson. The Nelson Farms processing facility owned by SUNY Morrisville provides support to entrepreneurs within the agri-business industry.

Major waterways within the Town of Nelson include Otselic River, East Branch Limestone Creek, Chittenango Creek, East Branch Limestone Creek and Callahan Brook along with many smaller unnamed tributaries and creeks. Other waterbodies include the Eaton Reservoir, Tuscarora Lake and smaller ponds.

Town of Smithfield [71, 72, 73, 74, 75]

The Town of Smithfield is situated in the central part of the County. The Town's most notable area is its hamlet of Peterboro, once a major stop on the Underground Railroad and home to the well-known abolitionist Gerrit Smith.

Major waterways within the Town of Smithfield include Cowaselon Creek and the Oneida Creek as well as many smaller unnamed tributaries and creeks. Other waterbodies include Miller Lake and smaller ponds. Flash Flooding frequently occurs in a tributary to Cowaselon Creek. During peak runoff events, a large bedload of gravel is carried by this tributary. The gravel clogs the culvert, and flood waters and debris overflow across Creek Road.

Town of Stockbridge [60, 76, 77, 78]

The rural Town of Stockbridge is located on the eastern border of the County. Within the town is the Village of Munnsville, home to Gravity Fest; an annual skateboarding festival held during the month of August.

Major waterways within the Town of Stockbridge include the Oneida River, Blue Creek and Oriskany Creek as well as many smaller unnamed tributaries and creeks.

Town of Sullivan [79, 80, 81, 82, 83, 43]

Situated at the northwest corner of the County is the Town of Sullivan. Its natural beauty is highlighted by Chittenango Creek's 167 foot waterfall, located in Chittenango Falls State Park. Within the Town is the small Village of Chittenango, best known as the birth place of L. Frank Baum, author of the Wizard of Oz.

Major waterways within the Town of Sullivan include Canaseraga Creek, Cowaselon Creek, and the Chittenango Creek which forms the northwestern border of the Town. There are also many smaller unnamed tributaries and creeks. Other waterbodies include Oneida Lake, which forms the northern border of the Town, and unnamed ponds.

D. Vision

The NYRCR Madison County Committee developed the following vision statement to guide the entire planning process and to ensure that the recommended actions included in this plan address the critical issues identified.

Vision Statement

The communities of Madison County are dedicated to enhancing our rural charm, natural beauty, and strong community values, while preserving our family farms, growing our friendly neighborhoods and supporting our locally owned businesses by embracing smart growth strategies.

Our focus is on recovery from the summer storms of 2013 and reducing future risk from natural disasters. We will rebuild stronger, smarter and safer, to ensure the long term resiliency of our people, property and natural resources.

Marquee advertising a NY Rising public meeting in the City of Oneida at the Kallet Theater.

A. Public Engagement Process

Governor Cuomo has been a strong proponent of bottom-up, community-driven planning; in other words, the real "experts" are the residents of the communities that have been confronted first-hand by these natural disasters. A critical component, therefore, of the NYRCR Program is the exchange of information between the Committee, the State, the Consultant Team, and the public to identify needs, opportunities, strategies, and solutions that are likely to carry Community support. The public in this case is defined as area residents, employees, civic groups, neighborhood and homeowner associations, environmental and other interest groups, business interests, governmental agencies, educational, medical, religious, and other institutions, the media, elected/appointed officials, as well as other stakeholders who express interest in the process.

As part of its Public Engagement strategy, the Committee:
- Established the means to engage and facilitate information sharing with the public throughout the development of the NYRCR Plan
- Educated the public and elicited public comments and suggestions regarding all aspects of the Plan within the NYRCR Communities
- Employed outreach techniques that allowed for collection and coordination of public communication and comments

The Committee utilized a number of dissemination techniques to achieve a thorough, responsive, open, and transparent communication process.

Committee Meetings

Planning Committee Meetings were held on a regular basis. Committee Members discussed agenda items and reached consensus on topics such as the Community vision statement, critical assets and risks, Community needs and opportunities, public event planning and feedback, NYRCR Conceptual Plan development, strategies, projects, and costs.

The following Madison County NYRCR Program Committee meetings were held at the Madison County Office Complex, Building #4, in Wampsville, NY:
- Committee Meeting 1, Friday, March 14, 2014, 10:30 AM
- Committee Meeting 2, Wednesday, March 26, 2014, 10:00 AM
- Committee Meeting 3, Monday, April 7, 2014, 10:00 AM
- Committee Meeting 4, Monday, April 28, 2014, 2:00 PM
- Committee Meeting 5, Tuesday, May 20, 2014, 10:00 AM
- Committee Meeting 6, Tuesday, June 17, 2014, 2:00 PM
- Committee Meeting 7, Tuesday, July 22, 2014, 2:00 PM

All Committee Meetings were open to the public, with meeting dates and times posted on the NYRCR website (http://www.stormrecovery.ny.gov/nyrcr).

Public Engagement

While the Committee represents the interests of many, it was important to provide opportunities for the public to participate in the development of the Plan.

Public Engagement Events

Each Public Engagement Event included a presentation of work done to date and an opportunity for attendees to provide feedback. Each Public Engagement Event was preceded by public notice (including press releases, announcements, individual mailings, and other appropriate means) and outreach to underserved communities and displaced stakeholders. At each Event, information was gathered from those attending and feedback was collected for inclusion in the ongoing planning process. Public Engagement Events were scheduled to coincide with major milestones. Event materials were available in English and if requested, in Spanish.

Presentation materials were developed for each event that illustrated the key points of the information presented using plain language, graphics, simulations, etc.

The process included a series of three Public Engagement Events:
1. To identify recovery projects, the Community visioning process and Community assets
2. To define the Community Vision and solicit initial input on the asset inventory and assessment of risk to Community assets
3. To solicit input from the public concerning the content of the Final Resiliency Plan

Community members at a Public Engagement Event

Outreach for Public Engagement Events included: posting on the State NYRCR webpage and other electronic media; ads in weekly print media when time and budget allows; flyers and posters at strategic locations throughout the Community including libraries, community centers, and other centers of activity; e-mails and/or texts to lists available from community leaders and organizations. Outreach also included requests to Community organizations to post information on their websites. Phone calls were made to elected officials and other key players in the local residential and business community and calls to each Committee member to assist them with their outreach effort (e.g., calls/e-mails to their contacts and announcements at their events).

Each Public Engagement Event was formatted as an open house that the public could attend during any part of the allotted two hours. Stations were positioned around the room for the various topics. Committee members, municipal representatives, State planners, and the NYRCR Consultant Team were present at each station to provide opportunity for the Community to exchange ideas in a comfortable setting. This structure provided an opportunity for each attendee to work within their own schedule and comment on all or some of the specific aspects of the process in a meaningful way.

As the project progressed, the public was presented with maps, a geographic scope, Community assets, risk to assets, and a vision statement, needs and opportunities, strategies and projects that had been vetted and/or created by the Committee. The desired outcome of each Public Engagement Event was to obtain the public's reactions and feedback to the Committee's work in order to incorporate their input. Comments were provided to the Committee for review. The Committee reviewed the public's feedback and incorporated it into the NYRCR Plan. The schedule for the first three Public Engagement Events was as follows:

Event #1, Tuesday, March 25, 2014
This public open house workshop was held on March 25, 2014, from 6:30pm-8:30pm at Morrisville State College and focused on identifying recovery projects, the Community visioning process and Community assets. The attendees were greeted by State Planners and Committee members, provided with an overview of the NYRCR planning process, and were given several opportunities to interact with and provide feedback on the planning work to date. These included opportunities to create a Community "word cloud," review and identify Community assets, and provide comments on the identified recovery projects.

Event #2, Monday, April 28, 2014
This public open house workshop was held on April 28, 2014, from 5:30pm-7:30pm at the Madison-Oneida BOCES Transportation Center and focused on gathering the public's knowledge, experience, and recommendations that are essential in the development of the NYRCR Plan. The public was invited to provide input on the New York Rising Community Reconstruction (NYRCR) Planning Committee's work to date, including the draft Community Vision, Community Assets, and Needs and Opportunities.

Event #3, Tuesday, July 15, 2014
This public open house workshop was held on July 15, 2014, from 5:30pm-7:30pm at the Kallet Theater on Main Street in the City of Oneida and focused on presenting the risk assessment and additional resiliency strategies that are included in the Countywide Resiliency Plan. Members of the public were invited to provide input on the identified projects and the risk assessment maps presented. Approximately 20 Community members attended the event.