



# River CONNECTIONS

## Pride Awareness Stewardship

### Planning Team

Bradford County Office of Community  
Planning & Grants

Cambria County Conservation  
& Recreation Authority

Lancaster County  
Planning Commission

Lycoming County  
Planning Commission

Northcentral  
Pennsylvania Conservancy

Pennsylvania Downtown Center

Pennsylvania  
Environmental Council

SEDA-Council of Governments

Susquehanna  
River Basin Commission

### Advisors

National Park  
Service Rivers & Trails Program

Pennsylvania Department of  
Conservation & Natural Resources

Pennsylvania Department of  
Environmental Protection

Pennsylvania  
Department of Transportation

Federal  
Highway Administration

*The Susquehanna Greenway Partnership is a public-private network advocating development of the Susquehanna Greenway along 500 miles of the river corridor in 22 Pennsylvania counties. The Partnership seeks to foster pride, awareness, and stewardship through enhancement of local and regional river-related projects.*

## Susquehanna Greenway Begins Strategic Action Plan

The Susquehanna Greenway planning process is entering a new phase of development. The conceptual Greenway design, the graphic plan for the Greenway's future, is nearing completion as the final public, county and agency comments are incorporated. At the same time, the Greenway Planning Team is beginning the Strategic Action Planning process.

The strategic action plan is the narrative complement to the Greenway conceptual design. When combined, these two elements will make up the Greenway Master Plan. The strategic action plan will address a broad range of topics: Greenway benefits, issues and concerns; Greenway strategies such as organizational framework, marketing and promotion, and integration of the plan with other existing state and agency initiatives. The plan will also identify prioritized demonstration projects and examples of diverse river-related projects from throughout the Susquehanna corridor. The Susquehanna Greenway will actually be a "greenway of greenways" comprised of hundreds of local project initiatives and concepts

The strategic action plan will also outline a method and process for implementing the Susquehanna Greenway, a project of such size and scope that it could take many decades to realize.

"We want to produce a plan that will remain relevant for the duration as the Greenway is implemented, a plan that challenges communities to become a part of this larger vision and provides them with needed technical information to improve the economic, environmental and

recreation prospects of the river corridor," said Brian Auman, a community planner with SEDA-COG, the organization that is heading up the Planning Team.

The Greenway Planning Team has issued a Request for Proposals to three highly qualified greenway planning consultants to produce the Strategic Action Plan. "We were impressed with the caliber of the consultant teams and look forward to selecting the best firm for the job," said Jerry Walls, Chairman of the Greenway Partnership. The consultant is expected to be selected by mid-April.

In its previous phases, i.e., visioning and conceptual design, the Greenway planning process heightened community awareness about the river and its place in both individual and collective lives. A database of information including GIS maps and a scenic assessment of the river environment was developed, and public opinion was obtained about issues of strategic importance to the river corridor. Citizens have been engaged in developing a coordinated, connected vision for the Greenway, and it will serve as the long-term foundation for implementation activities.

Auman said, "The strategic action plan will synthesize many disparate parts of the Greenway, bringing them together in a plan for the future. It will summarize the goals of the Greenway, provide case studies and economic rationale for the importance of greenways, and give interested citizens and communities the means necessary to implement their portion of the Greenway."

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## Community Involvement, Education, and Outreach Update, February 2004

### COUNTY MEETINGS

Meetings have been held throughout the Susquehanna corridor with county and regional planning commissions, conservation districts, park and recreation departments, and representatives of heritage areas. The Concept Plan mapping was reviewed, particularly in terms of regional and county projects, and plans. The meetings played an important role in sharing information and ideas about the Greenway. The Concept Plan is currently being updated with comments from these meetings.

### GROUP MEETINGS

Three group stakeholder meetings were held throughout the corridor in December 2003. The goal was to reach state agency and organization representatives, along with economic and tourism development organizations. A wide range of entities were represented at these meetings, and lively discussion ensued regarding the Greenway Concept Plan, continued partnering, and local stakeholders' views on important items for inclusion in the Greenway planning effort. The message was clear - the value of the Greenway comes from connections. Several other ideas resulted from the meetings:

- Partners would like to see the Greenway Plan in a usable, easily accessible format, available to both themselves and the public. There is much interest in interactive mapping and linking with other online mapping programs.
- Communication and education is the key to making connections and working together. The mapping and matrix can be used as a base for making such connections between agencies and ongoing projects in the corridor.
- A protocol needs to be developed for working together in terms of organizational strategy and hierarchy of

key contacts at each agency and organization.

- Partners realize they have resources they can bring to the table. It is a matter of getting them involved and giving them the resources so they can incorporate the Greenway into what they are already doing.
- The role of the Reach Advisory Committees is seen as assisting with communication between entities at local Reach levels.
- Participants were generally willing to incorporate Greenway information in their current presentations.
- Development of a comprehensive, searchable contact database for all related entities would further Greenway development. Contacts should include state, regional, county, and local agencies and organizations including regulatory and financial contacts, and businesses such as lodging, retailing, and restaurants.
- The Greenway can help with consistency between smaller individual projects within the corridor.
- Key Greenway components include linking economic development, revitalization, quality of life, and attractiveness of the area to industry, business, and people.

In order to be successful, the Greenway effort must be based on existing initiatives, mapping and projects. Through continued working together and thinking about what the Greenway means holistically, it can be a catalyst for connections and networking throughout the corridor. Please continue to spread the word about the Greenway!

The next round of Reach Advisory Committee meetings is being planned for early Spring 2004. The next Greenway Partnership meeting is scheduled for May 4<sup>th</sup> at the Ramada Inn in Wilkes-Barre. If you would like more information on any of these meetings, or the community involvement component of the Greenway project, please contact Liz Hauck, Community Planner, at the Pennsylvania Environmental Council, tel. 717-230-8044, ext.14 or e-mail [lhauck@pecpa.org](mailto:lhauck@pecpa.org).

**A number of county and group Greenway-related meetings have been held over the past few months. Thank you to everyone who took the time to participate. Continued thanks to the Reach Advisory Chairs and contacts: Reach 1, Bob Veleker; Reach 2, Jerry Hudak; Reach 3, Lewis Butts and Fred Lauster; Reach 4, Christine Brubaker and Jonathan Pinkerton; Reach 5, Martin Harbaugh; and Reach 6, Renée Carey.**

### Our Contributors

The Susquehanna Greenway Partnership is supported by the following foundations and organizations:

Chesapeake Bay Commission

Greater Harrisburg Foundation

National Fish & Wildlife Foundation

Pennsylvania Department of Conservation and Natural Resources

Pennsylvania Department of Transportation

PPL Electric Utilities

Western Pennsylvania Watershed Protection Program

The William Penn Foundation

Williamsport-Lycoming Foundation

York Foundation

**For more information about the Susquehanna River Greenway, please contact: Sharlene Pollock, Program Assistant, SEDA-Council of Governments, 201 Furnace Road, Lewisburg, PA 17837, Phone 570-524-4491, email [greenway@seda-cog.org](mailto:greenway@seda-cog.org), or visit [www.susquehannagreenway.org](http://www.susquehannagreenway.org).**

## The Community Toolbox: Setting Priorities

Setting goals is obviously an important part of developing an action plan for the Susquehanna Greenway. It occurs when people work together to transform a vision, purpose or desire into distinct statements of direction. Goals set the stage for action, defining the tasks that will be undertaken. After the goals and actions are identified, priorities must be established, i.e., determining what is most important to individuals, a community, or a resource.

When a planning process begins, the vision can be overwhelming, encompassing activities well beyond the scope of communities or their citizens' groups. Setting priorities helps to better understand the issues, and identify *achievable* goals.

Setting priorities simply means ranking the items within a category, group, or list. They may be ranked in terms of importance, the time it will take to complete them, or some other defined order or value. Ranking can be accomplished through discussion, voting, an opinion survey, or a single individual may be assigned the task.


When undertaking projects related to resources, both issues to be addressed and goals should be prioritized. In terms of issues, the highest priority may be the activity with the greatest impact on the resource, or that which will garner the most public attention and

support for action. Issues that conjure up immediate visible impacts can generate support, motivating action for additional work.

Sometimes issues are given a high priority for reasons relating to public and political perceptions. Other issues may actually be more important, but may be ranked lower due to their complexity. Their long-term impact may be more pervasive. Addressing the issue, however, may require a greater commitment of resources and time.

Prioritizing goals may be based on availability of the human, environmental, or financial resources needed to achieve them. There may also be external pressures such as pending legislation. Timing is also a consideration. Some goals must be addressed over a period of time, while others can be achieved more quickly.

### About the Community Tool Box

"Setting Priorities" is one in a series of public involvement tools described in the Community Tool Box available from the National Park Service Rivers and Trails Program. The series is available online at [www.nps.gov/phso/rtcatoolbox](http://www.nps.gov/phso/rtcatoolbox). Contact Dave Lange at (215) 597-6477 or [david\\_a\\_lange@nps.gov](mailto:david_a_lange@nps.gov) for more information. 


## PPL Continues to Support Greenway Efforts

The Warrior Run Community Corporation's **Pathways Partnership Program** and PPL's Montour Preserve have joined forces on a proposed study for a pathway system linking all regions of the Warrior Run School District. PPL Electric Utilities has contributed \$2,000 to the **Partnership** in support of its proposed study of a network of trails and open spaces connecting communities, historic sites, schools, and natural areas such as the Montour Preserve. As a partner, PPL Electric Utilities will participate in the study and help determine how PPL lands can be incorporated into the pathways system.

The pathway system could also link the school district to the Susquehanna Greenway, extending west from Danville and north from Lewisburg along the two branches of the Susquehanna River. In addition to this **Partnership** donation, PPL

has contributed to the wider Greenway effort, donating \$20,000 over the last two years.

According to Lyle Horn, Chairman of the **Pathways Partnership Program**, "The Warrior Run Pathways would make the region a place that people would want to visit and explore. The Montour Preserve would enjoy an increase of visitors who could take advantage of its recreational and educational resources."

Pathway systems are part of a "new wave" of environmentally-friendly development throughout the country that seeks to promote a healthy life-style and thriving economy. Those seeking more information on the **Pathways Partnership Program** may contact Lyle Horn at tel. 570-538-3836, or e-mail [sevenspires@alltel.net](mailto:sevenspires@alltel.net). 

## Energy Expo Planned at Penn State

The Clean Energy Expo (CEE) will be held on April 2-3, 2004 at




Penn State's Bryce Jordan Center. The Expo will integrate a wide variety of clean energy exhibits, symposia, workshops, and special events to attract a diverse group of participants and attendees. The CEE has five central themes: clean energy basics; environment and natural resources; green buildings and construction; clean power and transportation; and showcasing Pennsylvania. The goal of the Expo is to provide attendees with information and encouragement to consider clean energy options when buying and using energy.

A total of 10-15 technical workshops are planned for April 2. These workshops will range from four to seven hours in length. The following workshops are in the final stages of planning: Clean Power; Clean Transportation; Hands on Energy Education Curriculum / Activities; High Performance Building; PA Stationary Fuel Cell Initiative Workshop; and Pollution Prevention Roundtable for Business and Industry.

Community workshops are planned for April 3. Approximately 20 workshops will provide the general public with information on: 10 simple ways to save energy around the home, landscaping to reduce energy costs, conducting a home energy audit, and many others.

Admission is free to the public.

For more information about the expo, workshops, and directions, visit their website at <http://www.wppsef.org/cee/> or e-mail Joel Morrison at [wppsef@ems.psu.edu](mailto:wppsef@ems.psu.edu). 



201 Furnace Road  
Lewisburg, PA 17837

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## UPCOMING EVENTS IN YOUR COMMUNITY

### March 20, 27 & April 3

#### **Clearfield County Bicentennial Celebration**

Ride an authentic river raft like those that floated through the county in the 1800's. Volunteers are needed to ride the raft on the above three dates.

Contact: 814-765-8691

For more info go to

[www.clearfieldco.org/Information/Bicentennial/Celebration/celebration.html](http://www.clearfieldco.org/Information/Bicentennial/Celebration/celebration.html)

### April 22, Fort Hunter, PA

### April 23, Valley Forge, PA

#### **Trail Building 101**

A workshop that will focus on Rails to Trails and new ways to build trails and trail experiences.

Contact: PRPS, 814-234-4272

For more info go to [www.prps.org](http://www.prps.org)

### May 13 & 14, Carlisle, PA

#### **Universal Trail Assessment Process**

Learn an objective method of documenting trail conditions, to enhance trail access, safety and user satisfaction for people of all abilities.

Contact: PRPS, 814-234-4272

For more info go to [www.prps.org](http://www.prps.org)

### May 26

#### **Statewide Water Trail Workshop**

Join water trail experts in discussing the opportunities and challenges related to water trail development.

Contact: PRPS, 814-234-4272

For more info go to [www.prps.org](http://www.prps.org)

### June 18 & 23, July 23, August 20,

### October 27, November 5 & 10

#### **Playground Safety & Design Workshop**

Training and hands-on instruction in administering or maintaining play areas; extremely valuable for persons responsible for designing, specifying and maintaining the safety of play areas.

Contact: PRPS, 814-234-4272

For more info go to [www.prps.org](http://www.prps.org)

### June 25, 26 & 27

#### **"RiverFest"**

at the John Wright Store and Restaurant, North Front Street, Wrightsville. On June 27 from 10:00 until 5:00, organizations and businesses who have river related information are invited to set up an exhibit. Contact: Claire Storm, 717-684-2489

### July 10 (rain date: July 11)

#### **Susquehanna Greenway River Experience**

Day-long event features a river trip and informational speakers at river locations throughout the day. For more information, contact the Greater Susquehanna Valley Chamber of Commerce, Ryan Unger, at 570-743-4100.

### Throughout 2004

#### **State Water Plan Regional Water Resource Committee**

Upper, Middle and Lower Susquehanna committees will meet bi-monthly throughout 2004. Information on these regional committees can be found on the DEP website [www.dep.state.pa.us](http://www.dep.state.pa.us) and Keyword "Water Resources", specifically on the "Regional Water Resources Committee Homepages".

## **Susquehanna Greenway Partnership Meeting**

**Next Stop:**

**Ramanda Inn  
Wilkes-Barre, PA**

**May 4, 2004**

**Watch your mailbox  
for a postcard with  
more details...**