

NY Forward 2023

Cooperstown Pop-up Summary

July 29, 2023 9:00AM-1:00PM: Farmer's Market

A pop-up event for Cooperstown NY Forward program was held on Saturday, July 29th from 9am-1pm, concurrent with the popular Cooperstown Farmers Market. A table was set up in Pioneer Alley among the outdoor booths at the Farmer's Market. The purpose of the pop-up event was to provide information about the NY Forward program promote the upcoming public meeting and encourage people to take a 10-question survey about downtown Cooperstown.

Representatives from Highland Planning arrived at 8:30 a.m. to set up a fishing game, informational posters, and prizes. The fishing game is used as a strategy to engage with the public: a small kiddie pool is filled with water and 24 plastic fish and advertised as a free game where people can "fish" using a magnetic fishing pole. Once a participant chose a prize, Highland Planning spoke to them about the NYF process, public participation opportunities, and asked them to take the survey. Surveys were linked with a QR code. Highland Planning took note of any verbal and written comments during the event.

In addition to engaging participants at the table, Highland Planning gave a flyer to each of the vendors and walked around the market to talk to people who may not have stopped at the tent.

Summary of participant comments:

Common project ideas related to Pioneer Alley, the walkway for many residents and visitors to the Cooperstown Farmer's Market. These comments included:

- Pave Pioneer Alley
- Add a stage for live music near the entrance of the Farmer's Market
- Add a mural in Pioneer Alley
- Install Seating space (if space allows) down the alley

Pedestrian and bike accommodations were another common topic. Pop-up participants mentioned the following about pedestrian and bike accommodations/infrastructure:

- Improve sidewalks
- Improve pedestrian visibility on Main Street
- Improve bike infrastructure
- Install better signage at the Cooperstown Village flagpole
- Increase safety for pedestrians

Miscellaneous comments

- Trail to rail connection
- Walking pathway around the lake



- Improve stage at Lake Front Park
- Create all-encompassing community store (in the former CVS space)
- \$3 million just went into Doubleday Field
- Additional housing
- Affordable housing
- Attracting and keeping young people and families in the area
- Convert vacant spaces in buildings into affordable housing
- Why does the NY Forward Boundary end where it does?

