



Chapter 1: Introduction

Overview

In one's lifetime, there are only of a handful of experiences that can transform a community. 2010 represents a year of significant change for the United States, New York and local municipalities such as Oswego. As a Nation, we are working our way through a period to be known as the Great Recession, a point in time that both reminds us of the fragility of our new global economy and the resiliency of our American spirit. As a State, we are struggling with an identity crisis as we work to regain our position as the premier location for spurring innovation and prosperity. As local municipalities, we are confronted with a need to provide critical services to our citizenry with fewer resources and limited capacity. Collectively, we are making our way through this complex period in time although the end point is still unclear. This is a challenging period in time that will result in significant change. We can either watch how it influences our position or play an active and directive role in defining future.

The Oswego 2020 Strategic Plan reflects a desire within the community to focus on realistic and achievable actions that will allow Oswego to define its own future. Built upon the solid foundation outlined in the Oswego 2020 Vision Plan, adopted in 2003, this effort stays true to the vision and policy previously adopted by the City. The Oswego 2020 Strategic Plan is not meant to replace the Vision 2020 Plan. However, the City, with limited capacity and resources, now needs a short list of actions that will focus the next 10 years of

On the Map

The City of Oswego is located in Central New York's Oswego County, on the southern shore of Lake Ontario. The city is 35 miles north of Syracuse, between Rochester and Watertown. Oswego contains several miles of



shoreline along Lake Ontario and the Oswego River. The Oswego River and Canal flow northward through the center of the city and feeds directly into Lake Ontario.

Local Heritage

Oswego is a city with considerable historical significance, both locally and nationally. The name Oswego itself comes from the Native American word "Osh-we-geh" meaning the pouring out place, which accurately depicts Oswego's unique river and lakeside location. It is Oswego's waterways that have helped put our city on the map—in more ways than one.

progress and help to ensure the community's vision is achieved. This Strategic Plan should always be used in conjunction with the Vision Plan to fully understand the long term vision of the community.

Steering Committee

The Update to the Vision 2020 Plan is a product of a significant amount of time and energy provided by the Steering Committee, City Staff and a team of consultants. The Steering Committee consists of approximately 20 volunteers, selected specifically by City Council to represent a broad cross-section of residents, business owners, and community organizations. Examples of these organizations include the Port Authority, SUNY Oswego, Oswego Health, and the City of Oswego. It should be noted that several members of the Committee were also involved in the development of the original Vision 2020 Plan in 2002. Their continued participation helped to ensure a smooth update process that built upon the successes of the original planning effort rather than starting from scratch.

Plan Overview

As detailed in Chapter 2, the citizenry of Oswego played an integral role in defining the actions set forth in this plan. Over the course of two separate multi-day workshops, residents, students, business owners and other stakeholders were actively engaged in the planning process. Additionally, a project website and community survey were available to learn about the project, assess progress and provide input and direction. This dynamic and collaborative approach resulted in a series of recommended actions consistent with the community's vision for Oswego in 2020.

Chapter 3 presents the updated vision, policy and objectives for the Oswego 2020 Strategic Plan. This section provides the framework for decision makers to use for the next 10 years. This section reflects the modifications to the vision, policy and objectives originally developed as part of the Vision 2020 Plan to better reflect current needs and opportunities.

The Action Plan is provided in Chapter 4. This section presents a limited series of actions that should be the primary focus of the City in order to implement the vision of the community. The Proposed Action Table provides a list policy, partnership and regulatory actions and the associated policy area it supports. Following this table, a Physical Plan, primarily the result of input provided by the community during the October 13, 2010 Design Workshop is provided. Ten projects are identified and described, followed by an implementation table.



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Additional information generated throughout the planning process including the updated Community Profile and the Survey results are provided in the appendices of the document.

