



Dave Wolff &lt;wolfferct@gmail.com&gt;

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## AdkAction.org e-Newsletter - Winter, 2016

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Tue, Feb 23, 2016 at 7:17 PM

Winter, 2016



### [AdkAction.org is seeking an Executive Director](#)

AdkAction.org is seeking an experienced leader who will be the "face of Adkaction.org" promoting our brand. He or she will work with members and potential members across the Park, and will develop effective working relationships with economic development offices, tourism bureaus, lake associations, art councils, and key state and local agencies. The Executive Director will also be responsible for all outreach and communications, including overseeing the management of our web site and our social media program. A key objective of this position is to develop and implement programs to significantly expand the membership and to grow geographically over the next two years.

We believe an executive director will help us increase the number and scope of the projects that we develop for the benefit of the people of the Adirondacks.

This position is full time and requires at least a two-year commitment. Based on travel requirements, the individual should live within the Park, preferably in the Tri-Lakes area. The position will supplement our current part-time staff.

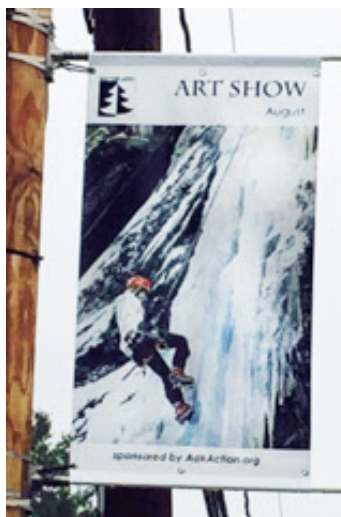
If you know of a candidate, please have them email a letter of interest, resume, and three professional references to [info@adkaction.org](mailto:info@adkaction.org).

### [Speaking of New Members](#)

If you are not yet a member, or if you are a member who has not yet renewed your membership, now is the time!

We've told you we are the organization that gets things done. Here's a quick retrospective on what our members' support let us do in the Adirondacks in 2015:

- We ran the first-ever Park-wide symposium that brought together our museums, historical sites, performing and visual arts organizations to develop collaborative programs that will better promote and support them all.
- Through our continued leadership, recently in cooperation with the Adirondack Council, we have slowed the use of road salt, now the #1 threat to the ecology of our lakes, streams and wells. Our studies have resulted in new practices that have already reduced salt usage in the Park.
- Our continued leadership of the Park-wide broadband coalition is bringing high-speed Internet into many unserved and underserved areas such as Long Lake, North Hudson, and other rural areas throughout the Park.
- We initiated the restoration efforts for our monarch butterfly population through seedings, education and advocacy, and have successfully pushed for reduced mowing of roadside milkweed plants (and the good news is that they are slowly coming back!).
- In September we ran another assessors' conference, the 3<sup>rd</sup>, aimed at creating a common method for the various municipalities to assess both private and public lands. The assessors now share best practices and processes, helping make property valuations more equitable across the Park.
- In coordination with High Peaks Artists, we hung banners of local artists' work in Keene and Keene Valley.



- We have sponsored several projects aimed at revitalizing our local towns through funding teacher training in the use of technology in the classroom, and promotion

of the arts.

**We are a unique project-based organization; we appreciate and need your support; and we get things done that need doing and that no one else has taken on!**

Won't you take a moment and [click here](#) to become a member or renew your membership now?

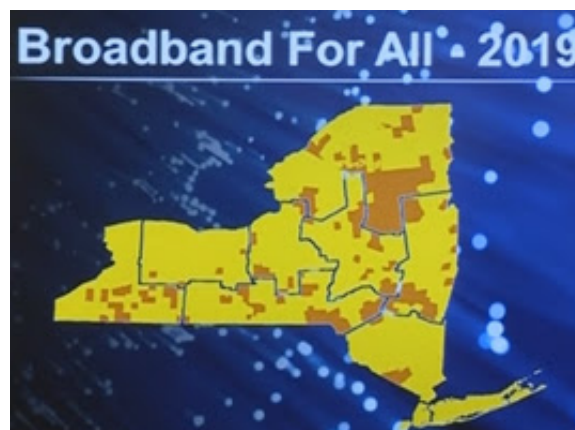
## **Broadband Update**

AdkAction.org has been very involved in bringing high-speed broadband to the North Country. Recently, our Chair, Dave Wolff, was invited to attend a major broadband announcement hosted by Lieutenant Governor Hochul. The announcement had two major components:

1. The NY Public Service Commission (PSC) approved the merger of Time Warner Cable and Charter Communications.
2. The New NY Broadband Program (involving a combined \$500M state and \$500M private investment in broadband infrastructure over the next 3 years) was officially launched.

Conditions imposed on the merger by the PSC will require Charter to make significant upgrades to its network to deliver 100 Mbps by the end 2018, to extend lines to bring high-speed broadband to an additional 145,000 customers within its current franchise areas, and to allow for competitive pricing. The requirements in total will result in an investment by Charter of over \$1B.

The combined goal of the two announcements is to deliver at least 100 Mbps broadband service to everyone in NYS by the end of 2018. To put things in perspective, the federal government still defines high-speed broadband access at only 6 Mbps download. The Charter franchise areas are shown in yellow below; and the areas eligible for Phase 1 funding under the New NY Broadband Program are shown in brown.



AdkAction.org is continuing to influence the details of this rollout, which we believe will have a significantly positive economic impact in the North Country. For more detail, go to [Broadband Access](#) on our web site.

## **Killer Salt: AdkAction.org Launches Major New Research Study on the Hidden Financial Costs of Road Salt to Taxpayers**

Those of you who have been loyal AdkAction.org members know that we pioneered the attack on New York's overuse of road salt. We hosted three conferences that were well attended by scientists, environmentalists, state officials, town officers, and others. Our invited speakers included officials from other states that use little or no salt in the winter (e.g., Colorado) and scientists who have studied the problem in other locales. We also funded stream monitors that reported on the change in water chemistry from one side of a highway to the other. And we partnered with the NYSDOT to try new techniques to reduce salt use: lower speeds to reduce splatter; alternate chemicals for sensitive areas; telemetry to monitor a trucks dispersals; a second blade to reduce passes, etc. All of that effort proved fruitful and salt use per mile has been reduced by 30%. Unfortunately, total salt use in the Adirondacks has gone up due to a series of very cold and wet winters.

However, overuse of salt is not just a problem for the environment. Salt corrosion makes our automobiles rot out prematurely and our bridges, guardrails, culverts and municipal equipment deteriorate well before their useful lives are up.



In order to quantify this hidden cost, we are funding a major research project that will attempt to calculate how much value is lost due to vehicle corrosion and how much is added to our tax bills to replace rusted school buses, municipal trucks, and road infrastructure. This study will look at vehicle inspection data, auto blue book values, and the differences between infrastructure costs for towns and counties (who use just a little salt to keep the sand from clumping) and the state which

treats its roads with pure salt (225 pounds of it per mile per lane per application).

So stay tuned: this is a big step that needs your attention and financial support!

**Remember: We get things done—things that improve the lives of the residents of the Adirondacks!**

**Save the Date for the AdkAction.org Annual Meeting/Party.**

**The Annual Meeting for 2016 will be held on Thursday, July 21, 2016. The venue will be announced in a future newsletter. Please plan on attending this fun annual event.**



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