



**NY Power
Authority**

**Canal
Corporation**

KATHY HOCHUL
Governor

JOHN R. KOELMEL
Chairman

GIL C. QUINIONES
President and Chief Executive Officer

BRIAN U. STRATTON
Director, Canal Corporation

October 20, 2021

RE: NYS Canal Corporation response to Governor Hochul's Government Transparency Initiative

The NYS Canal Corporation commits to the following actions to improve the transparency of our work:

1. Leverage social media channels to give the public a view into the expertise and tradesmanship that go into the stewardship of the Canal System (i.e., including photos and video of capital projects with straightforward language describing the work in context)
2. Design and develop a new corporate website that provides timely information and resources through a modernized customer interface
3. Update the existing Canal Corporation website with more information on frequent topics like fishing programs, agricultural use of canal water for irrigation, water levels on reservoir dams in flood-prone communities, and maps and diagrams depicting canal assets that may have planned maintenance
4. Develop campaign webpages that provide clear and objective information on programs and projects that affect canalside communities and the public (i.e., a dedicated page for the Earthen Embankment Integrity Program that takes complex regulatory information and makes it more accessible for concerned citizens through contextualized case studies, photos, and presentations)
5. Leverage geotargeted paid media to inform customers in a specific geographic area of opportunities (i.e., letting people know if there is a free cycling or paddling event coming up near them)
6. Pilot ways to improve our Notices to Mariners by testing Application Program Interface (API)-based communications that can geo-target messaging to vessel operators that is most relevant to them