



**Adirondack
Park Agency**

PUBLIC AWARENESS AND COMMUNICATIONS

Monthly Committee Report

October 9, 2025

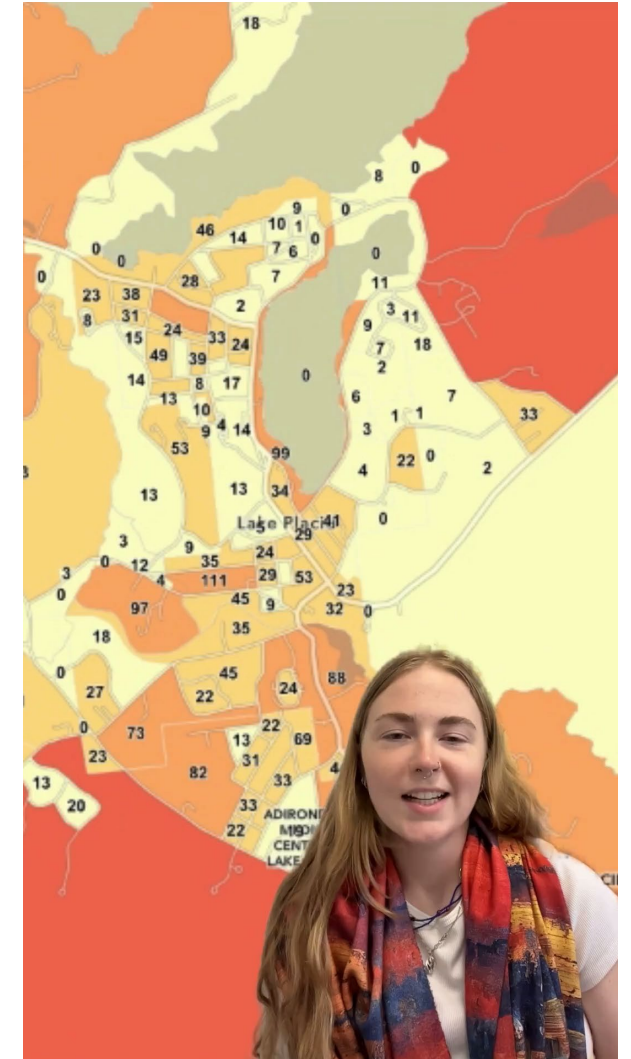
SOCIAL MEDIA

- **Recent Work:**

- Developing a large series of video content for educating about:
 - GIS Mapping Resources
 - Jurisdictional Inquiry Process
 - Permitting Process
 - State Lands
- “Meet the Board” Series

- **Engaged Topics:**

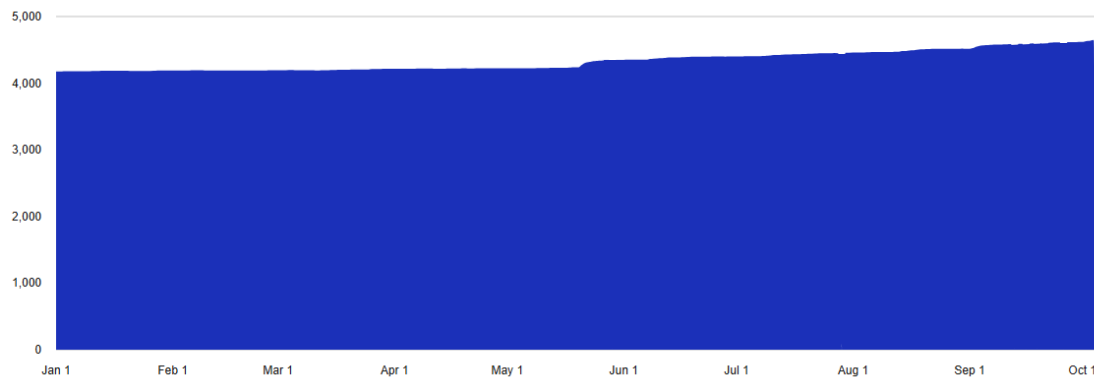
- Public Comment Opportunities
- Mapping Reels
- Headquarters Project Dashboard



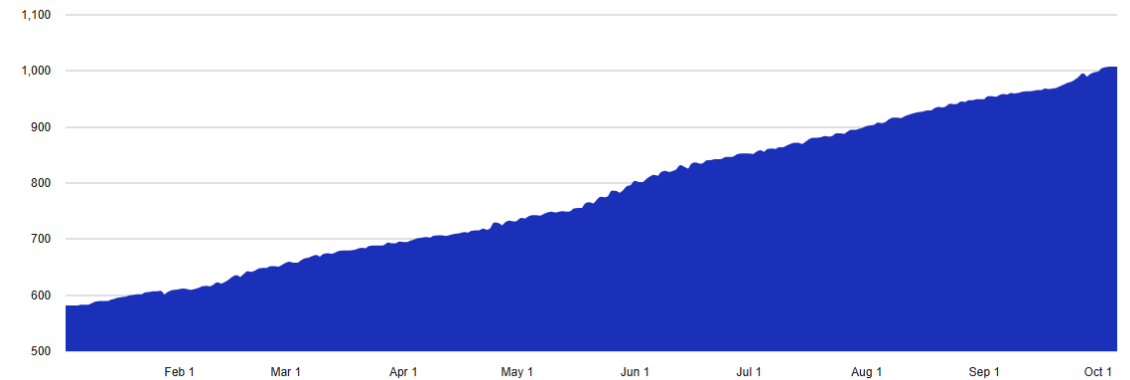
SOCIAL MEDIA – TOTAL FOLLOWERS

- ~7,813 total followers (+1,913 since May)
- Major spike in Instagram followers over last three months
- Facebook finally showing growth

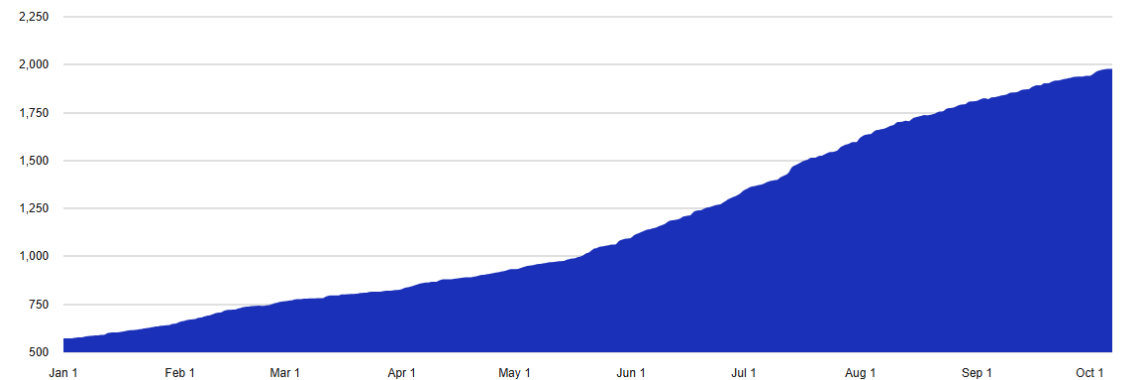
Facebook – 4,834



LinkedIn – 1,006



Instagram – 1,973



MEDIA RESOURCES



OUTREACH – HEADQUARTERS PROJECT

- Information available at <https://apa.ny.gov/headquarters-project.html>
- Widespread media engagement following September presentation
- Preparing public information session and further outreach opportunities

The screenshot shows the Adirondack Park Agency website header with a menu icon and the agency name. Below the header is a breadcrumb trail: Home > Agency Headquarters Project. The main heading is "Agency Headquarters Project". The text describes the project: "The Adirondack Park Agency is in the process of developing an improved headquarters to replace the current facility in Ray Brook, NY. At this time, the preferred site for the new headquarters is at 1-3 Main St. in Saranac Lake, NY, which is being assessed for feasibility." It also states: "This project dashboard was launched in August 2025 to provide a central online resource for the public to view project announcements, reports, and other relevant information. It will be regularly updated as new information becomes available." A link to "contact us" is provided for questions. Below this are two expandable sections: "Announcements" (expanded, showing a plus sign) and "Reports & Documents" (collapsed, showing a minus sign). Under "Reports & Documents", there are three sub-sections: "Consultation Reports:" with two links, "Site Drawings:" with two links, and "Reports:" with five links.

Adirondack Park Agency

Home > Agency Headquarters Project

Agency Headquarters Project

The Adirondack Park Agency is in the process of developing an improved headquarters to replace the current facility in Ray Brook, NY. At this time, the preferred site for the new headquarters is at 1-3 Main St. in Saranac Lake, NY, which is being assessed for feasibility.

This project dashboard was launched in August 2025 to provide a central online resource for the public to view project announcements, reports, and other relevant information. It will be regularly updated as new information becomes available.

Please [contact us](#) if you have any questions about the project.

Announcements +

Reports & Documents -

Consultation Reports:

- [Professional Consultation Report: Adirondack Park Agency Headquarters \(2025\)](#)
- [Professional Consultation Report: Provide Envelope Upgrades Adirondack Park Agency Headquarters \(2021\)](#)

Site Drawings:

- [Site Survey](#)
- [Site, Utility, and Grading Plan](#)

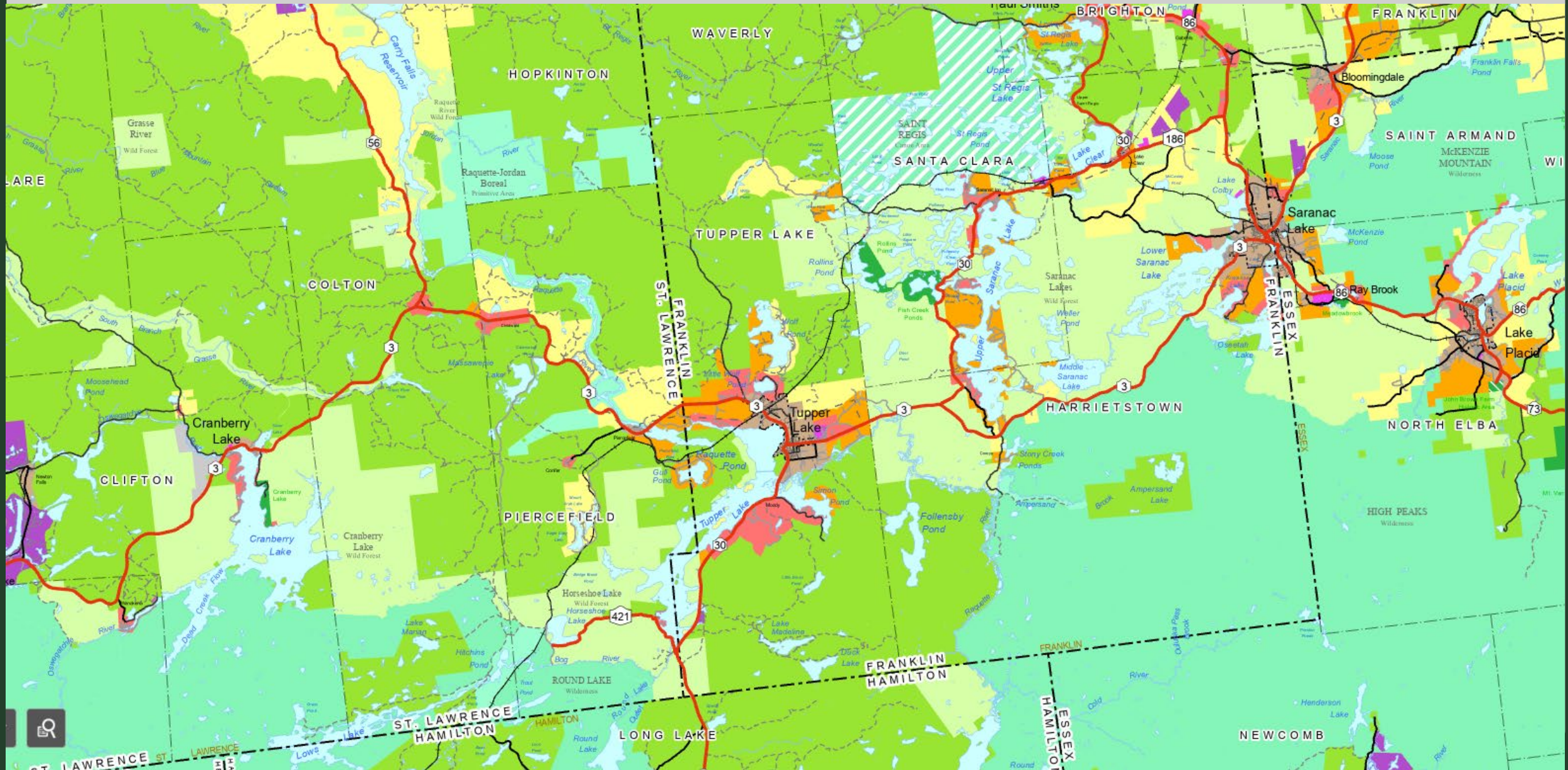
Reports:

- [Comprehensive Energy Audit ASHRAE Level 2 Report](#)
- [Indoor Air Quality Report](#)
- [Pre-Renovation Asbestos, Lead-Based Paint, and PCB Caulk Survey](#)
- [Summary of Lead in Potable Water Survey](#)
- [Phase One Environmental Site Assessment](#)

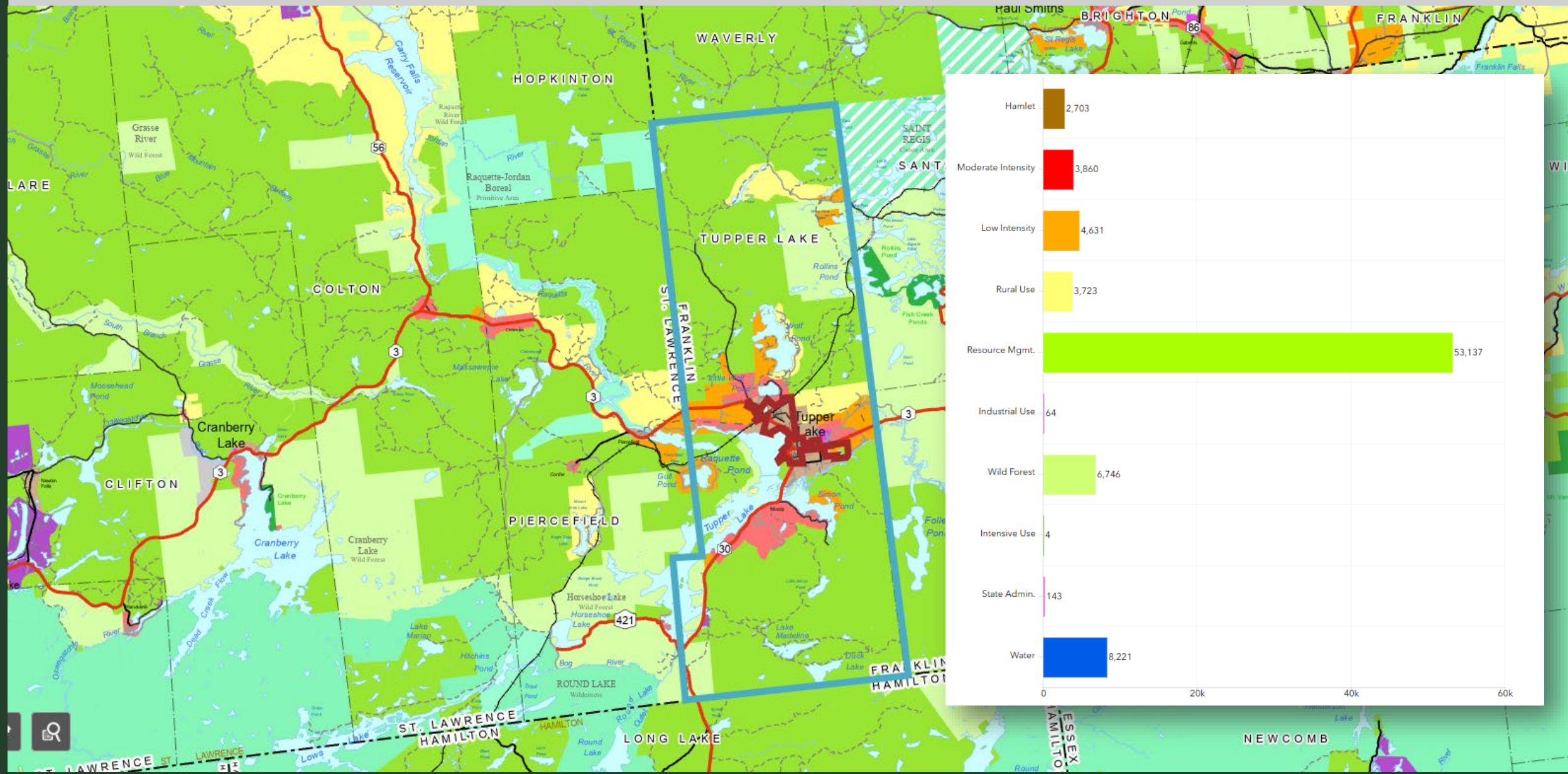
COMMUNITY SPOTLIGHT



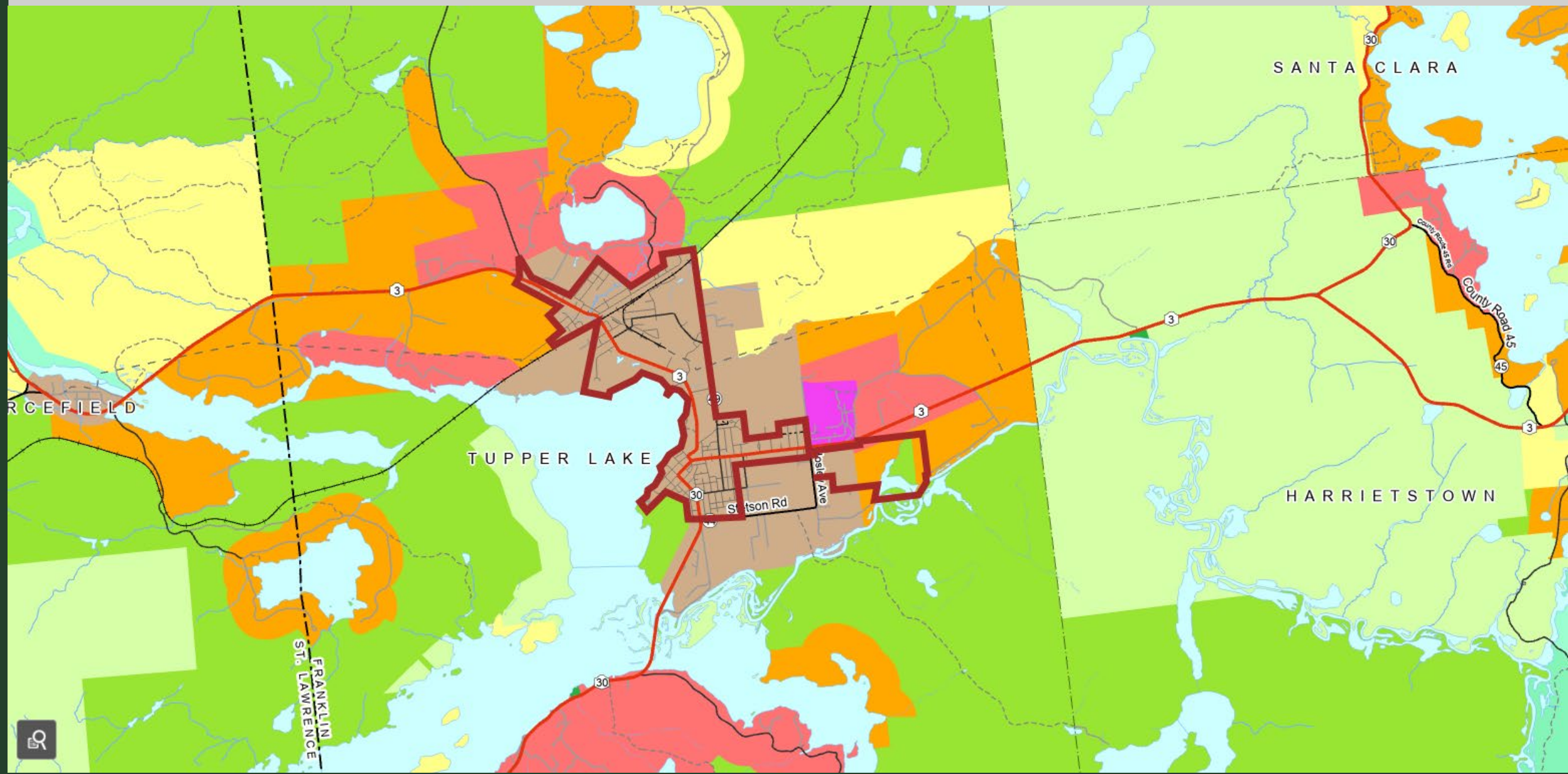
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