



West Main Street

Steering Committee Meeting #1

November 20, 2020



Photo credit: Robert Torzynski



Photo credit: Richard Margolis

Introductions

- What is your name?
- Who are you representing?
- How are you connected to West Main Street?

Project Team



Lydia Hausle, AICP
Project Manager



André Primus
Engagement Lead



Stephen Gray
Urban Design Lead



Pete Robie
Transportation Lead

What is the project area?



West Main Street // Rochester, NY

What topics will the project cover?

Physical

- How does the street look and feel?
- How is space organized within the street?
- How does the street design relate to the buildings and their uses?

Social

- What are the community's social priorities and how are they coded into policies and programming?
- How is community ownership and sense of place built into process and design?

Economic

- How will we build community wealth from within?
- How will we grow without displacement?
- What kind of economic development is desirable and how will we attract those investments?

What will the project deliver?

Process

- Community outreach and visioning process guides development of products →

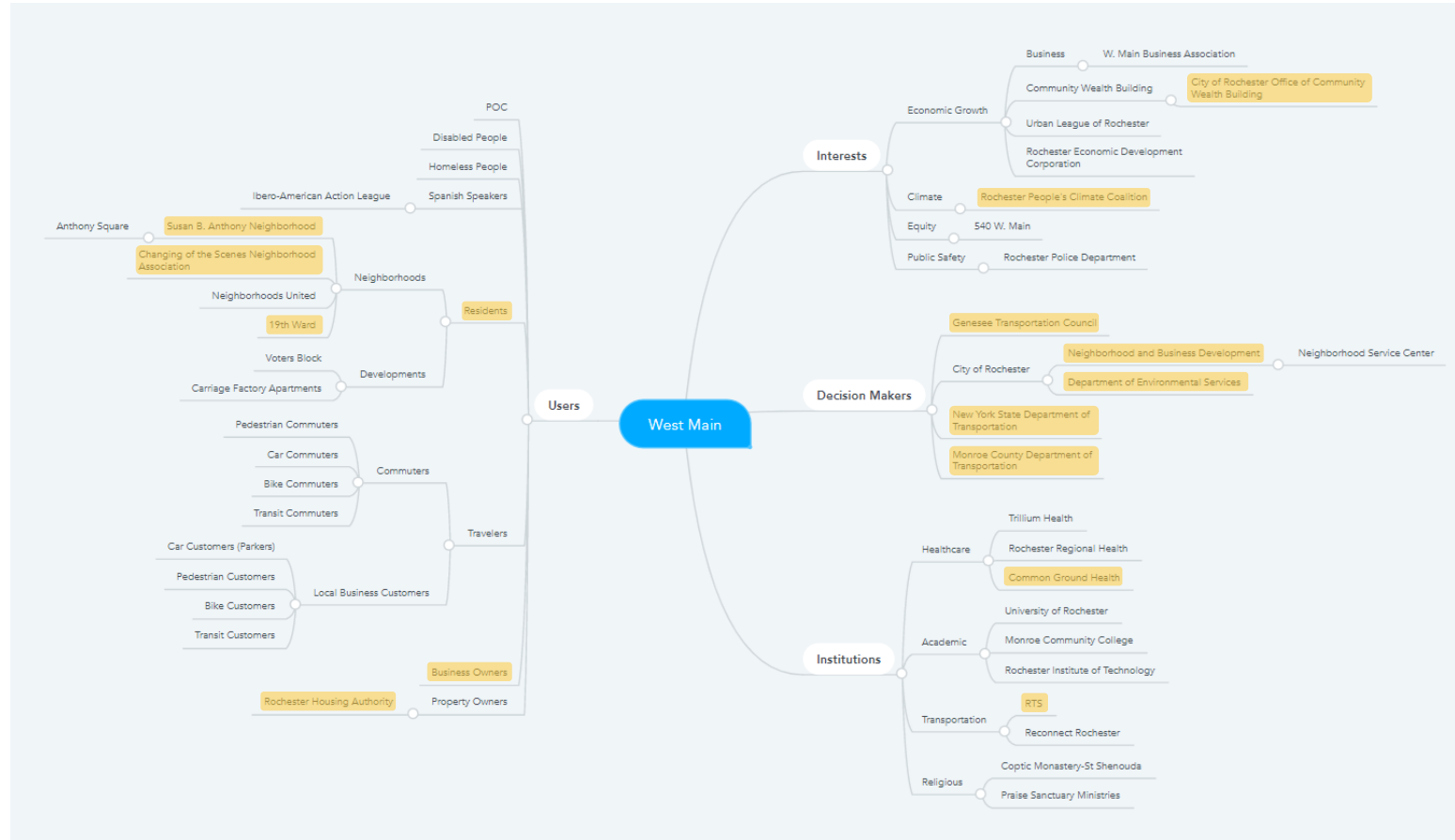
Products

- Public Engagement Plan
- Existing Conditions and Needs Assessment
- Design Alternatives and Recommended Strategies
- Final Vision and Implementation Plan

Role of the Steering Committee

- Guide the process of co-creation
 - Informing the process by which the community will create a cohesive vision for West Main Street
- Connect the project and team to the community
 - Sharing project information through networks
 - Providing the team with relevant information to guide strategy for reaching out
- Share expertise on the area and relevant subject matters
 - Inform the direction of recommendations based on your subject expertise and lived experiences

Steering Committee



Confirmed Steering Committee Members

Business Owners

Changing of the Scenes Neighborhood Association

Common Ground Health

Genesee Transportation Council

Monroe County Department of Transportation

New York State Department of Transportation

Residents

Susan B. Anthony Neighborhood Association

Regional Transit Service (RTS)

Rochester Department of Environmental Services

Rochester Housing Authority

Rochester Office of Community Wealth Building

Rochester Office of Planning

Rochester Neighborhood and Business Development Department

Rochester People's Climate Coalition

Public Engagement Plan & Discussion

- Who's not in the room?
- Stakeholder Map
 - <https://www.mindmeister.com/1672152968?t=4GdEDSM7rl>
 - Who is missing?
- Compensation for Community Members
 - Who to compensate?
 - What form of compensation?

Public Engagement Plan & Discussion

- Engagement Avenues
 - Pop-up
 - Survey/Website
 - Project Ambassadors
- Timeline
 - Nov-Dec: Laying the framework
 - Jan-Mar: Setting Goals
 - Apr-Jul: Finding Solutions
 - Aug-Sep: Making Plans

Public Engagement Plan & Discussion

- Questions
 - What's a good Pop-Up location?
 - What should we do in our Nov/Dec outreach?
 - Where can we find Project Ambassadors?
 - Other suggestions?

Wrap Up & Next Steps

- Committee Assignments
- Begin fieldwork/collecting existing condition data
- Next Meeting Date