

MEETING MINUTES

Steering Committee #2
 West Main Street Transportation and Placemaking Study
 16 December 2020

Attendees	Organization	Role
Lydia Hausle	Toole Design	Project Manager
André Primus	Highland Planning	Public Engagement Lead
Stephen Gray	Grayscale Collaborative	Urban Design Lead
Darin Ramsay	City of Rochester	Project Manager
Alexis Vidaurreta	Toole Design	Planner
Ann Marie Brogue	-	Carriage Factory resident
Jesse Peers	Rochester Cycling Alliance, Reconnect Rochester	-
Bob Williams	Genesee Transportation Council	Active Transportation Program Manager
John Lightfoot	Changing of the Seasons Neighborhood Association	Director
Jay Arzu	-	19 th Ward resident
Dr. Lomax R. Campbell	City of Rochester	Director of the Mayor's Office of Community Wealth Building, 19 th Ward resident
Yolanda Allen	RTS	Community Engagement Manager
Ronalyn Pollack	Native American Cultural Center of Rochester	Executive Director
Lora Leon	NYSDOT	Region 4 Planning Group
Dan Kenyon	RTS	Transportation Planner
Bleu Cease	Rochester Contemporary Arts Center, 470 W Main	Property owner

Dawn Noto	Susan B. Anthony Neighborhood Association	Resident
Mike Bulger	Healthy Communities Coordinator	Common Ground Health
Rick Rynski	City of Rochester	Neighborhood & Business Development Department
John Dumont	19 th Ward Community Association	Street Liaison, resident
Brant Smith	Monroe County Department of Transportation	-
Deborah Hughes	Susan B. Anthony Museum & House	Director
Jason Haremza	GFLRPC	Planner and designer

Discussion/Comments

Draft Goals and Project Framework

- Precedent plans and projects
 - » Rick: Bull's Head Revitalization Plan is a larger area than URP and will be more useful
 - » Dawn, copied from chat: Our neighborhood did a planning charrette in 2008 with RRCD. West Main was one of our focus areas.
 - Kevin to share with project team
 - » Kevin, copied from chat: This can be a valuable resource to this team and anyone interested in community plans throughout the city. It's an interactive map showing all plans in the past 20 years. Click on the "Plans and Studies" tab at the top.
<https://maps.cityofrochester.gov/portal/apps/MapSeries/index.html?appid=3f1b9571ed75490cbe29523fd13b3092>
- Goals and outcomes
 - » Historic legacy of West Main
 - Dawn, copied from chat: I'd like to see the pre civil war housing preserved on W Main St
 - Dr. Campbell: Austin Steward- Rochester's first Black businessman, had a grocery store on West Main and did significant abolition work; should be included in the legacy
 - Dawn, copied from chat: Buffalo Bill Cody lived just off W Main St.
 - » Pedestrian-scale experience goal
 - John: some parts of the city have a "sidewalk culture", where the sidewalk is wide enough/setback is large enough to allow congregating, gathering, dining, etc on the sidewalk
- Goal and outcome structure
 - » Dr. Campbell, copied from chat: Example: For each actionable item, we should ask and document "how could it HELP if we get this right WITH the community?" and how could it HURT if we deliver suboptimal results or get it wrong WITH the community?"
- Social and racial equity foundation for project
 - » Dr. Campbell: embedding racial equity lens into work- community based participatory research and cocreation are important, but would like to see how the actors helping bring this to fruition are

going to take in the necessary cultural knowledge and experiences to have an equity and experience lens

- Example: Undoing Racism training with New Orleans partners, to give practitioners a holistic lens about where power lies
- Designers and planners hold a lot of power, and how do we ensure that they are wielding it properly to achieve stated goals?
- Even with the best intentions, co-creation processes can do research *on* the people, instead of creating *with* them
- What kinds of trainings are project team undergoing to this effect?
- Project team to follow up directly

General comments

- Pop-up sites for engagement
 - » Bleu, copied from chat: @Andre, places to just show up: Sew Green (Georgia), Kut Kings (Corey), 1872 (Paul), Somali African Cuisine (Salat or Mr. Best)
- Steering committee
 - » Bleu: nobody on steering committee who lives directly along West Main, and there are substantial residences right along West Main. Would advocate for finding a few residents to be on the steering committee to be meaningful contributors from the beginning
 - André to follow up
 - » Dawn, copied from chat: Can a public safety officer be involved in this committee?
- Vision implementation
 - » Jesse: five years ago there was a similar project on East Main Street (East Main and Market Districts project), which had excellent engagement and palpable energy but not much came of it. We should explore why that project fizzled out to make sure the same outcome can be avoided on West Main