

Southeast Project Advisory Committee

Meeting #1: Inventory

June 29, 2016 6:30PM-8:30PM

Southeast Quadrant Neighborhood Service Center

320 North Goodman Street, Rochester, NY 14607

Meeting Summary

I. Introductions

Each attendee introduced themselves. A list of attendees is included as Appendix A. Nancy Johns-Price, the City of Rochester Southeast Quadrant Neighborhood Service Center Administrator, introduced herself and her staff, including two AmeriCorps volunteers.

II. Scavenger Hunt

The AmeriCorps volunteers introduced the meeting with a scavenger hunt, which was a team building exercise for the southeast Project Advisory Committee (SEPAC). The activity was located throughout The Village Gate, and was designed to encourage team bonding. The SEPAC was split into teams of two and given a list of clues. The clues brought the SEPAC all around the facility, led them to view and participate in public art, and encouraged them to enter several of the businesses. After the teams returned, prizes were awarded for the teams who completed the challenge the fastest.

III. Project Overview

Tanya Zwahlen (Highland Planning) provided the SEPAC with an overview of the Rochester 4.0 project, including its purpose, structure, and history. She also described potential outcomes of the project, and reviewed the project schedule.

IV. Community Engagement and the Role of the SEPAC

Tanya Zwahlen detailed the key elements of the engagement process. She described the roles of the Mayor's Advisory Committee (MAC), the Technical Advisory Committee (TAC), and the five Project Advisory Committee (PAC). She also described how digital media, print media, and creative approaches would come together to keep the citizenry engaged and informed throughout the process.

V. Recent and Ongoing Planning Initiatives

Tanya reviewed recent planning initiatives in the SE quadrant, some of which had involved SEPAC members. After providing this context she asked about the SEPAC about their experiences in planning.

Question: What were the successes of these recent planning processes? What didn't work? What do you want to get out of this process?

The SEPAC members that worked on previous plans expressed their experiences and assessments of the processes, and discussed the structures and groups that arose out of those planning efforts. The SEPAC agreed there is a desire for plans with immediate, visible, and complete implementation, and for active and empowered community members with a common vision to prevent unproductive squabbles. Responses are included in Appendix B: Detailed Question Responses.

VI. Snapshot of the SE Planning Area

Tanya shared data about the SEPAC, including income, employment, education, housing, public safety, land use, race and ethnicity, and population statistics. In many cases, data from the city or the region was included for comparison and contextualization. The presentation is in Appendix D (a separate file).

Question: What surprised you about this data? Did any of the data change your perceptions about the SE Planning Area?

Overall the SEPAC was unsurprised by the data, and felt it matched their perceptions, though the recently redrawn boundaries of the area did influence some data away from expected values. Responses are recorded below under "Detailed Question Responses."

Question: How will we get the word out for public meetings?

Nancy offered to use her resources to reach out to all the neighborhood groups. Ben offered to contact Explore Rochester and ask them to use their social media reach to publicize the event.

VII. Asset Mapping

The group discussed which regions, corridors, and locations they considered to be assets to the SEPA, and which they considered detrimental. The discussion was organized around the question, "What are the character defining assets of the SE Planning Area?" The results of the discussion were recorded on a map, and are shown below in Appendix C.



VIII. Next Steps

The next meeting was tentatively scheduled for August 17th at 6:30pm at the Ryan Center at School #33 on Webster Avenue.

Appendix A: 6/29/16 Meeting Attendees

Last Name	First Name	Email	Phone
Bradford	Tariq	tariqbradford@aol.com	585-743-7047/585-406-8190
Ely	Cynthia	MissCynthia@rochester.twcbc.com	(585) 244-2228
Hogan	Helen	hhogan@rochester.rr.com	585-339-8067
Poinan	Joe	jpoinan@gmail.com	585-500-0000
Stevens	Chris	stevens35@gmail.com	585-781-0888
Woelk	Ben	benjamin.woelk@gmail.com	585-472-0452
Johns-Price	Nancy	pricen@cityofrochester.gov	585-428-7640
Nash	Jason	jn12@geneseo.edu	585-428-7640
Knight	Kelvin	knightk@CityofRochester.gov	585-428-7640
Flores	Jeiri	Jeiri.Flores@cityofrochester.gov	585-428-7640
Robinson	Aggie	Aggie.Robinson@cityofrochester.gov	585-428-7640
Zwahlen	Tanya	tanya@highland-planning.com	585-315-1834
Primus	M. André	andre@highland-planning.com	585-642-9007



Appendix B: Detailed Question Responses

What were the successes of the recent planning processes?

East Main Street development and Hillside Family Agencies
Zombie houses being addressed
Community engagement in Southeast
Small core groups taking on projects (e.g. Show On Monroe)
Eastman Gardens nearing completion.
Regular sector meetings with a budget
Sector 6 has 11 neighborhoods that are still meeting
The now-defunct bureau of neighborhood initiatives

What didn't work?

Human capital, in the form of active neighborhood advocates, getting burned out
Strong dividing lines, lack of common vision, power struggles
Lots of NIMBYism
Residents and businesses don't always work together
Pride preventing people from working together
Implementation is hard, lots of plans have no teeth, are sitting on shelf
People get detached if implementation isn't connected or clear

What do you want to get out of this planning process?

Enhance connection between neighborhoods and groups
Engage and heighten investment of new people
Youth
Diversity is a virtue
Find the core group and get the ball rolling
Find the key issues that you can get people around.
Improve communication and cooperation between neighborhood groups
Sustain human capital and improve succession
Planning and strategies
Have different neighborhoods feel connected and help each other
Interdepartmental communication and multidisciplinary collaboration
Strong, improved leadership
Efforts and beneficial outcomes extended to other quadrants/PAC's
Keep millennials from concentrating in only the SE
Develop strong processes that can be used citywide
Improve implementation
Lots of plans have no teeth, are sitting on shelf
Review and prioritize existing plans
Find resources for implementation of long term goals
Don't just plan what, but how



Make ourselves competitive for funding

What surprised you about this data?

Crime was surprising to some, not to others
Educational attainment seemed low
Graduation rate seemed low

Does the data change your perception of the Southeast?

The geographic boundaries of the Southeast were different then the perceived cardinal boundaries
Beechwood and the areas north of it are not intuitively considered part of the southeast quadrant by some
Overall expected the region was more affluent
Tentative or unchanged perception

How will we get the word out?

The SE NSC
Explore Rochester Instagram Group
The SEPAC members' social media (i.e. Facebook, Twitter)

Asset mapping

Memorial Art Gallery
Eastman House
Village Gate
Science Center
Cobbs Hill
South Ave and Gregory St. (South Wedge)
Highland Park
YMCA
Library Branches
Pocket Park

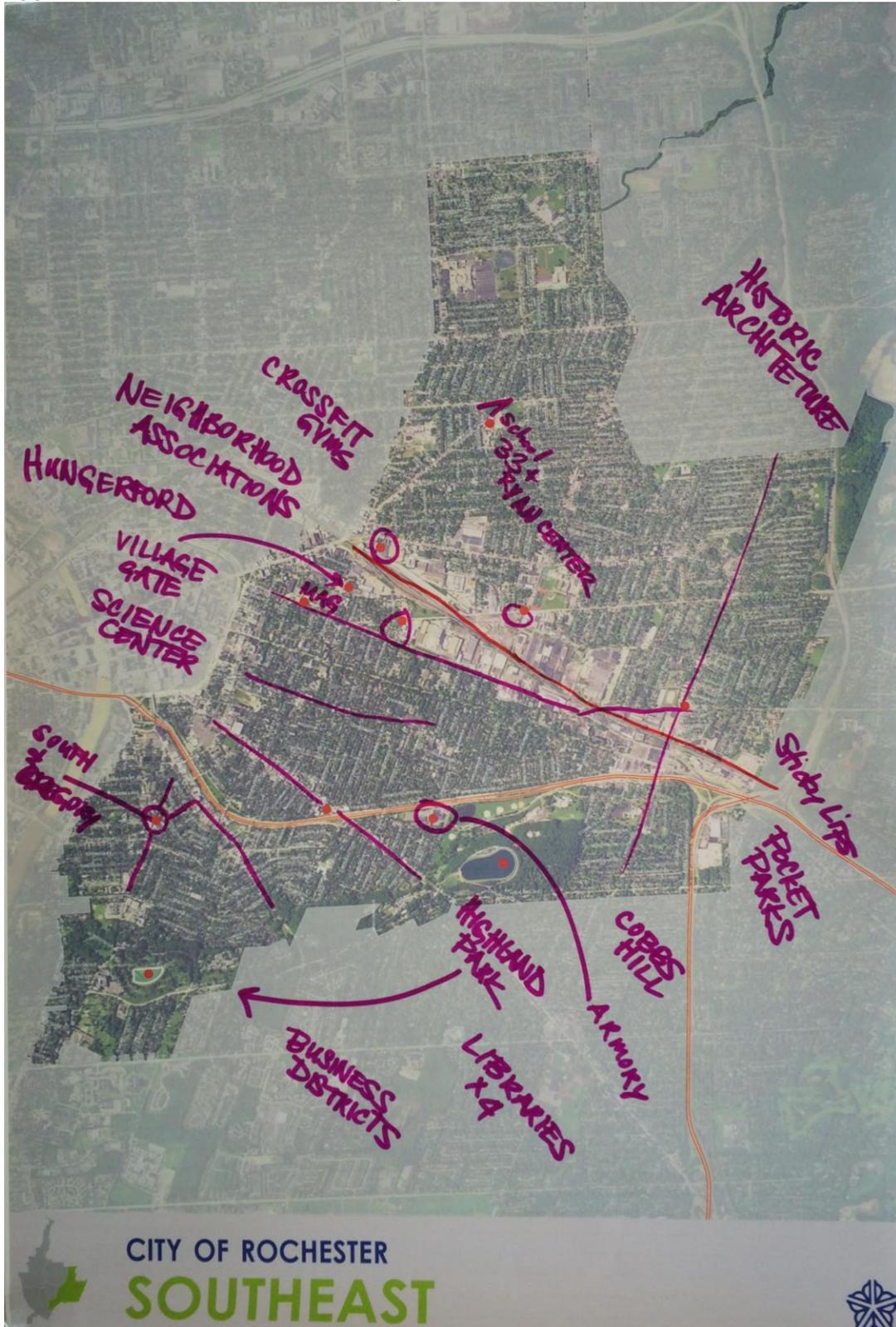
Thriving Business Assets
Historic Architecture
Culver Road Armory
Recreation Centers
Park Ave CrossFit
Neighborhood Associations
Hungerford Building
School 33
Sticky Lips

Detriments

Rail line divides neighborhood



Appendix C: Collaborative Asset Map





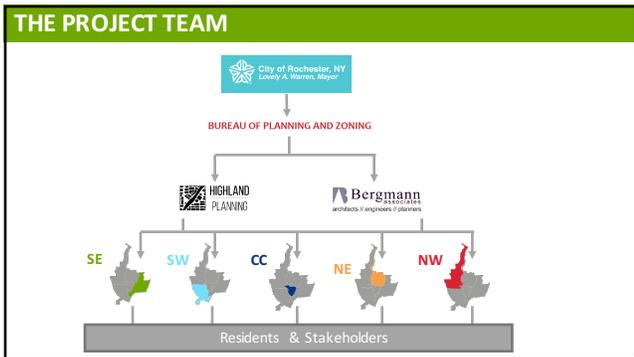
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Comprehensive Master Plan | Our neighborhoods.
Our future.

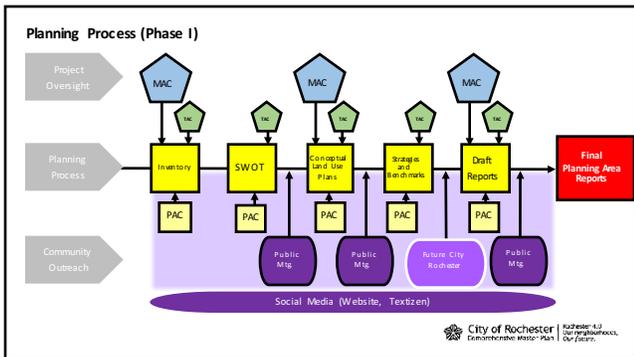
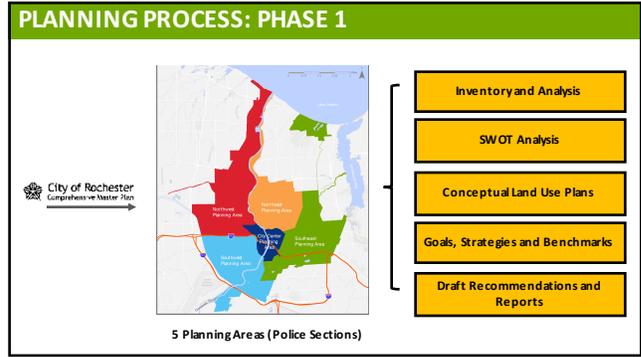
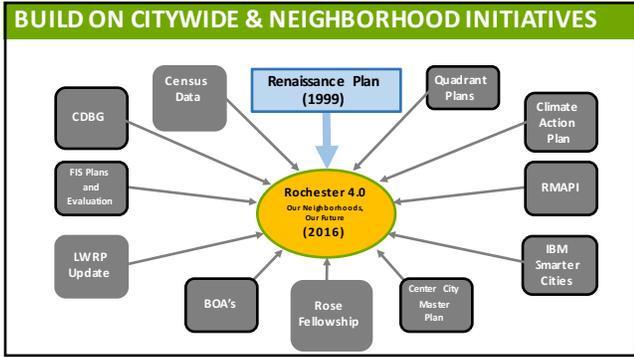
Planning Area Committees
SOUTHEAST PLANNING AREA – JUNE 29, 2016

Southeast Planning Area Committee #1
Meeting Agenda



- ▣ Welcome and Introductions
- ▣ Scavenger Hunt
- ▣ Project Overview
- ▣ Community Engagement & Role of the Planning Advisory Committee
- ▣ Recent and Ongoing Planning Initiatives in the SE Planning Area
- ▣ A Snapshot of the SE Planning Area
- ▣ Asset Mapping





- ### POTENTIAL CONCEPTS AND OUTCOMES
- Urban Villages
 - Transit Oriented Development
 - Complete Streets
 - Performance Zoning
 - Eco-Districts and Innovation Zones
 - Regional Partnerships
 - Transportation and Mobility Choices
 - LEED Building Design
 - Environmental Remediation
 - Neighborhood Schools
 - Sustainability
 - De-concentration of Poverty
 - Employment Co-ops



COMMUNITY ENGAGEMENT

KEY ELEMENTS OF THE ENGAGEMENT PROCESS

- Mayor's Advisory Committee (MAC)
- Planning Area Committees (PAC)
- Technical Advisory Committee (TAC)
- Project Website (www.cityofrochester.gov/comprehensiveplanupdate)
- Citywide Public Meetings and Workshops
- Social Media Outreach
- Meetings In A Box
- "Future City Rochester" Project

MAYORS ADVISORY COMMITTEE

- Provide feedback into overall planning process
- Review interim materials
- Offer strategic insight and direction

PLANNING AREA COMMITTEES (PAC)

- Total of 5 PACs established
- 8-16 members each
- Diverse representation
- Ensure citizen based perspective for plan update

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 Our Future. Our Future.

ROLE OF THE PLANNING AREA COMMITTEES (PAC)

- Attend up to five meetings from June 2016 – January 2017
- Review work materials
- Provide local feedback and context
- Identify Planning Area specific issues to be addressed
- Identify Planning Area specific goals
- Assist with Future Land Use Planning
- Draft Recommendations
- Prioritize Implementation Activities
- GET THE WORD OUT!!!

cityofrochester.gov/comprehensiveplanupdate

COMPREHENSIVE PLAN UPDATE - ROCHESTER 4.0



About the Project

One of the most important powers and duties granted to a city and its citizens is the responsibility to develop and undertake a comprehensive plan. A city comprehensive plan is a means to promote and protect the general health, safety and welfare of the people and to lay out a course of action for the future social, physical and political development of the community. The plan serves as the fundamental basis for making public and private decisions on land use regulation and development, future investment and the allocation of critical resources. The plan creates a "blueprint" for the future development and preservation of the city. Often referred to as the "master plan", it is the policy foundation upon which cities are built.

A good comprehensive plan both guides the specific physical and economic development of the city and also accommodates broader social, environmental and regional concerns.

Section 28-A of New York State General City Law defines a city comprehensive plan as

"... the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the city. The city comprehensive plan shall ... serve as a basis for land use regulation, infrastructure development and public and private investment, and any plans which may detail one or more topics of a city comprehensive plan."

CITYWIDE PUBLIC EVENTS



ALTERNATIVE ENGAGEMENT APPROACHES

- Website
- Surveys
- Facebook
- Twitter
- Textizen
- Meetings in a Box



FUTURE CITY ROCHESTER



- Middle School Students
- Fall Semester, 2016
- Classroom Teachers / Professional Mentors
- Students Create and Design Their "Future Rochester"
- Students Build Dioramas
- Schools Hold Competitions
- Winning Team Meets Mayor





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THE SOUTHEAST PLANNING AREA




RECENT PLANNING INITIATIVES

- **FIS (Focused Investment Strategy) Beechwood – 2008**
 - Invested in local housing markets and neighborhood vitality in order to:
 1. increase property values,
 2. attract new investment,
 3. maximize the impact of federal funds,
 4. empower neighborhood stakeholders,
 5. and broaden the impact of investment to more low income families.
- **Ellison Park Area Master Plan Updates – 2009**
 - Identified the most appropriate uses of Monroe County's Bay Area Parks to provide for current and future recreational needs



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RECENT PLANNING INITIATIVES

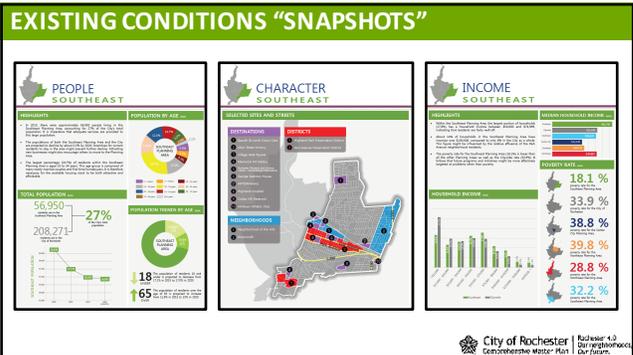
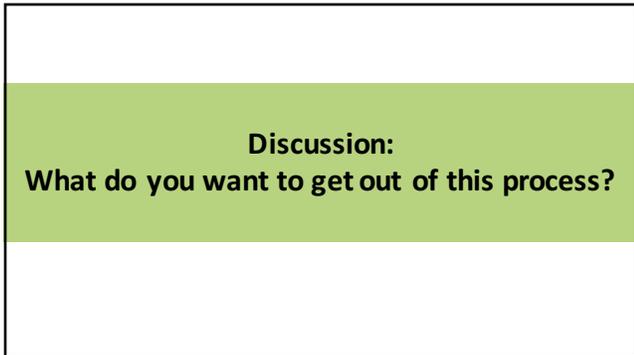
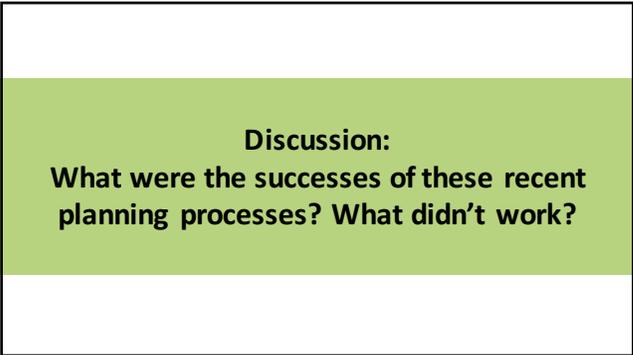
- **University Avenue / Art Walk – 2012**
 - Created an "outdoor museum" of public art to improve University Avenue
- **East Main Arts and Market Initiative – 2015**
 - Identified circulation and parking improvements and recommended land use development strategies, streetscape enhancements, and community branding
- **Monroe Avenue Parking Study – 2016**
 - Currently identifying parking issues along the Monroe Avenue corridor and recommending improved parking facilities and parking alternatives
- **Southeast Neighborhood and Business Development Strategic Action Plan – 2015**
- **Monroe Village Task Force Strategic Plan – 2011?**
 - Will identify possible improvements to create a thriving, attractive, and walkable Monroe Village neighborhood



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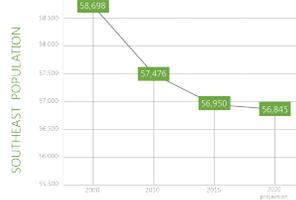


DISCUSSION



PEOPLE

- 56,950 people currently live in the Southeast Planning Area, accounting for more than a quarter of the City's total population.
- The population of the Southeast Planning Area has been declining, with the rate of decline slowing since 2000. The population is projected to continue declining in 2020.
- By 2020, the population of residents 18 and under is projected to decrease while the population of residents 65 and over is projected to increase.
- Currently, the 25 to 34-year-old age group comprises the largest share of the Southeast Planning Area's population.



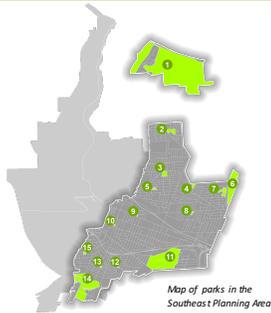
RACE AND ETHNICITY

- Compared to the City, the Southeast Planning Area has a significantly higher percentage of residents who self-identify with the White Alone race (64.3%) and a significantly lower percentage of residents who self-identify with the Black Alone race (24.6%).
- The Diversity Index in the Southeast Planning Area indicates that, if two people are selected at random, there is a 62.2% chance that they will belong to different race or ethnic groups.
- Over one-tenth of residents in the Southeast Planning Area self-identify with Hispanic origin.



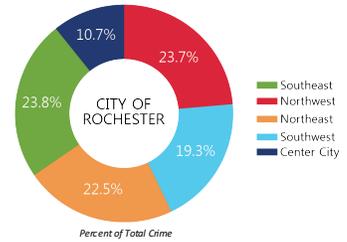
LAND USE

- Residential and commercial are the most prevalent land uses in the Southeast Planning Area.
- Nearly one-fifth of land within the Southeast Planning Area is used for public parks.
- This large percentage enables the Planning Area to provide 16 acres of park land for every 1,000 people, which is twice the standard set by the National Parks and Recreation Association.
- The largest park in the Southeast Planning Area is Durand Eastman Park.



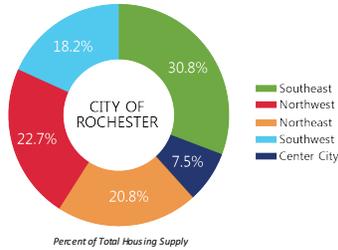
PUBLIC SAFETY

- Nearly one quarter of all crimes within the City of Rochester are committed within the Southeast Planning Area.
- Almost one-third of all violent crimes – including homicides, rapes, robberies, and aggravated assaults – in the City occur within the Southeast Planning Area. Future programs and initiatives might focus on preventing such crimes.
- However, since 2009, all property crimes – including burglary, larceny, and motor vehicle theft – have been declining.



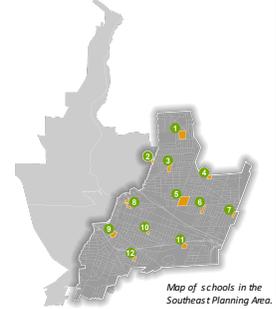
HOUSING

- The Southeast Planning Area possesses nearly one-third of the total housing supply in the City.
- Over one-fifth of the housing units in the Southeast Planning Area are valued above \$200,000, most likely due to the presence of the Park Avenue neighborhood within the Planning Area.
- By 2020, the percentage of owner occupied housing units is projected to decrease while the percentage of renter occupied units is projected to increase.



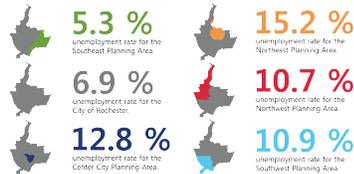
EDUCATION

- Around a dozen Rochester City School District schools are located in the Southeast Planning Area.
- Over 7,500 students are enrolled in the Southeast Planning Area, accounting for more than a quarter of the City's student population.
- The graduation rate for schools in the Southeast Planning Area is about 51%, which is much lower than Monroe County where 79% of students graduate.
- More than half of residents in the Southeast Planning Area have obtained a college, associate, bachelor, or graduate degree.



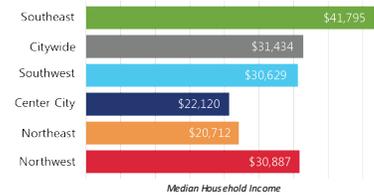
EMPLOYMENT

- The unemployment rate for the Southeast Planning Area (5.3%) is lower than that of the City and the state. This figure most likely contributes to the Southeast Planning Area's low poverty rate.
- Services is the largest industry sector in the Southeast Planning Area with 62.5% of residents employed in hospitality, education, health care, professional, or social services.



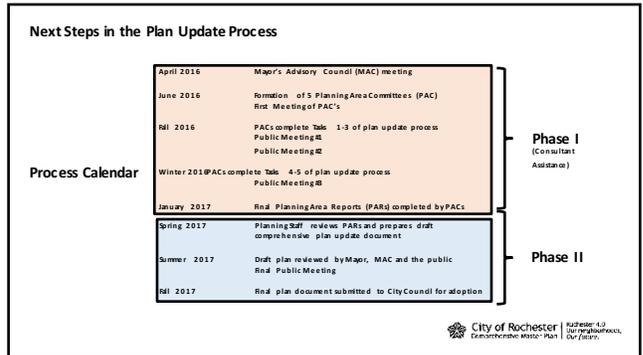
INCOME

- The largest portion of households in the Southeast Planning Area has a household income between \$50,000 and \$74,999, indicating that residents are fairly well-off.
- About 14% of households in the Southeast Planning Area have incomes over \$100,000.
- The median household income (\$41,795) in the Southeast Planning Area is higher than all of the other Planning Areas.
- The poverty rate (18.1%) in the Southeast Planning Area is lower than the City and is comparable to both the county and the state.



Discussion:
What surprised you about this data?
Did any of the data change your perceptions about the SE Planning Area?

Character Area Exercise:
What are the character defining assets of the SE Planning Area?



Discussion:
How will we get the word out for public meetings?



**Northwest Project Advisory Committee
Meeting #1: Inventory
July 11, 2016 6:30PM-8:30PM**

**Northwest Quadrant Neighborhood Service Center
71 Parkway Rochester, NY 14608**

Meeting Summary

I. Introductions

Each attendee introduced themselves. A list of attendees is included as Appendix A. Tanya Zwahlen, Highland Planning, introduced herself and set the agenda for the meeting.

II. Project Overview

Tanya Zwahlen (Highland Planning) provided the NWPAC with an overview of the Rochester 4.0 project, including its purpose, structure, and history. She also described potential outcomes of the project, and reviewed the project schedule.

III. Community Engagement and the Role of the NWPAC

Tanya Zwahlen detailed the key elements of the engagement process. She described the roles of the Mayor's Advisory Committee (MAC), the Technical Advisory Committee (TAC), and the five Project Advisory Committee (PAC). She also described how digital media, print media, and creative approaches would come together to keep the citizenry engaged and informed throughout the process.

IV. Recent and Ongoing Planning Initiatives

Tanya reviewed recent planning initiatives in the NW quadrant, some of which had involved NWPAC members. After providing this context she asked about the NWPAC about their experiences in planning.

Question: What were the successes of these recent planning processes? What didn't work? What do you want to get out of this process?

The NWPAC members that worked on previous plans expressed their experiences and assessments of the processes, and discussed the structures and groups that arose out of those planning efforts. The NWPAC agreed there is a lack of funding for many of the projects which has resulted in slow or no implementation. Bill Collins added the Dewey Avenue charrette to the list. Responses are included in Appendix B: Detailed Question Responses.

V. Snapshot of the NW Planning Area

Tanya shared data about the NWPAC, including income, employment, education, housing, public safety, land use, race and ethnicity, and population statistics. In many cases, data from the city or the region was included for comparison and contextualization. The presentation is in Appendix D.

Question: What surprised you about this data? Did any of the data change your perceptions about the NW Planning Area?

Overall the NWPAC was unsurprised by the data, and felt it matched their perceptions. The group was somewhat surprised that the demographic of the 55 + community is increasing while the 18 and under group is decreasing. Responses are recorded below under “Detailed Question Responses.”

Question: How will we get the word out for public meetings?

Tanya suggested for the group to reach out to all of their neighborhood email lists, Next Door and Facebook pages to help publicize future meetings.

James Muscatella from the Dutchtown neighborhood, nojimmy@rochester.rr.com, should be contacted to send out public meeting notices. Dorothy Paige from the JOSANA neighborhood also should be contacted.

VI. Asset Mapping

The group discussed which regions, corridors, and locations they considered to be assets to the NWPAC. The discussion was organized around the question, “What are the character defining assets of the NW Planning Area?” The results of the discussion were recorded on a map, and are shown below in Appendix C.

VII. Next Steps

The next meeting was tentatively scheduled for August 16th at 6:30pm at the NW Neighborhood Service Center, 71 Parkway Rochester, NY 14608. Bruce Wilder will reserve the room.

Bill requested that meeting materials should be sent out prior to the next meeting. Glenn will send previous plans to Tanya to distribute to the group.

Appendix A: 7/11/16 Meeting Attendees

Last Name	First Name	Email	Phone
Wilder	Bruce	bwilder@cityofrochester.gov	585-428-7614
Wallace	Mary	WFranny48@aol.com	585-317-9664
McTighe	Kevin	PAIROFJACKS1@aol.com	585-458-3249
Khan	Muhammad	akhtiazkhan@yahoo.com	585-35-4737
Van Dusen	Eric	evandusen@nwrochester.org	
Stortini	Clare	infocharlottecca@gmail.com	585-865-6101
McGrath	Tim	Tmcgrath47@msn.com	585-721-8878
Gardner	Glenn	ggardner@rochester.rr.com	585-269-2700
Lippa	John	JNLippa@yahoo.com	585-748-1915
Collins	Bill	alameda@frontiernet.net	585-647-6850
Boyd	Salena		585-458-7235
Zwahlen	Tanya	tanya@highland-planning.com	585-315-1834
Topa	Jen	jen@highland-planning.com	585-354-3214
Davis	Pamela	NiceNRG@aol.com	

Appendix B: Detailed Question Responses

What were the successes of the recent planning processes?

JOSANA Plan

What didn't work?

- Lack of funding.
- Community buy in is low because things have not been implemented.
- The Dewey Avenue charrette did fund the striping but they are still looking for funding to complete the Dewey/Driving Park realignment.
- There hasn't been funding for the LYLAK BOA beyond the current Orchard/Whitney planning project.
- Eric said there is lack of market level data to help stakeholder focus strategy in areas where it's needed most. He discussed the concept of tipping points.
- The Harbor Management Plan is slow to implement. The local waterfront revitalization plan (LWRP) is impacting the process. The waterfront is one of the NW major strategic assets. Tanya will ask Doug Benson what the status of the LWRP is.

What do you want to get out of this planning process?

- Make Lyell Ave better than Park Ave. when it comes to property values, safety, and perception. Lyell Avenue was promised 10 cameras in the area and there is only 1 currently. Mary thinks that they have added some to Murray/Lyell and Child/Lyell.
- Since the City is updating the comprehensive plan, the group may need to review that plan. Tanya will ask Doug to come to a meeting to discuss the previous comprehensive plan and what has been accomplished since its adoption.
- Increased community spirit and involvement. They need to become a part of the process.
- Increasing communication and engagement is needed.
- Glenn will share the previous Sector 1,2,3 plans and discuss what should be carried forward at the next meeting.
- Urban villages are the life blood of the city. City needs to focus on developing these urban villages further.

What surprised you about this data?

- **Public Safety:** Lyell Otis is noticing an increase in crime, not a decrease as stated for the planning area.
- Eric would like to know the details of particular information, for example the poverty rate. The community's health starts with good housing. Everything ties into housing and it is extremely important when creating this plan. Housing is key to quality of life. The last housing study was done in 2007, would some of the information still be relevant? Maplewood has seen a large increase of single family none occupied homes.

- **Education:** Neighborhood schools are needed. The group might want to put that into the plan. The group additionally is interested in a county-wide school.
- Aquinas and other private schools like UPrep should be included in this data for more accuracy.
- **Income:** If you split up the data further by geography, you'd see the split in lower vs. higher income.
- **Other:** The data set for health is not included in this data and it is important. The county collected this data by zip code, and recently did a study on lead. Tanya will check to see if we can incorporate this data from the County.
- The population trend was surprising that the older demographic is rising. Is it possible that this age group can't afford to "get out"? Where there is youth, there is more property crime. What pleasantly surprised the group is that the property crimes were as low as they were.

Does the data change your perception of the Northwest?

- MCC moving to this area will be an asset to the NW. The group hopes it will create more jobs as well as educational opportunities.
- Tentative or unchanged perception

How will we get the word out?

- The NW NSC
- The City of Rochester Communications
- The NWPAC members' social media (i.e. Facebook, Next Door)
- Neighborhood mailing lists

Asset mapping

Industrial history

Erie Canal history

The Gorge

The Port

Maplewood Rose Gardens

Theatre on the Ridge

The Cathedral

Fire departments (specifically Engine 5)

River Trail

Historical Housing District

Kodak

Threats

- Industrial can go both ways



Appendix C: Collaborative Asset Map



Post Meeting Comments

I. Eric Van Dusen”

Hi Tanya,

Looking forward to working with you on the NW Comprehensive Plan. Some data points that might be useful to our work could include:

- Breakout of household types (i.e. single female head of household w/children, family w/children, single head of household, etc.)
- Poverty percentage by census tract
- Average assessed value of single family owner-occupied homes (might be good to break this out by neighborhood – Maplewood, Charlotte, Edgerton, Dutch Town, etc.)
- Rent levels (by neighborhood)
- Average assessment of investor-owner single family homes, two families, three and four (by neighborhood)
- % of single family homes that are investor-owner (by neighborhood)
- % of landlords who live in the neighborhood
- % of landlords who live in the city
- % of 2 family dwellings that are owner-occupant
- % and number of city owned residential and commercial properties & vacant land (a dot map of this data would be useful to determine if there are clusters)
- % of property that is tax exempt (property that is dedicated to a public purpose and a neighborhood asset)

In addition, it would be very useful to get MLS data on:

- Average sale price of homes and days on market (by neighborhood)
- Demographic breakdown (age, income, race, household type, etc.) of homebuyers (by neighborhood)
- Type of mortgage (FHA, distressed, cash, etc.)
- % of landlord purchases vs owner-occupant purchases year-over-year (by neighborhood)

Since the last Comprehensive Plan, it would be interesting to know:

- Number of multi-family de-converts that took place because of Zoning’s 9 month vacancy ordinance.
- Top three variance types that came before the Zoning Board
- Top three case types that came before the Planning Commission
- Top three nuisance complaints the NSC office addressed
- Number of homes and commercial property demoed by City (and % of district total in each category)
- Number of community garden permits issued on vacant city owned land

If the City doesn’t have MLS data, let me know. I might be able to help with that. I will also ask The Housing Council if they can tell us how many property owners in the NW district are in some phase of foreclosure.

Hope this is helpful.



**Southwest Project Advisory Committee
Meeting #1: Project Overview and Existing Conditions
July 13, 2016 6:30PM-8:15 PM
Southwest Quadrant Neighborhood Service Center
Genesee Street, Rochester, NY**

Meeting Summary

I. Introductions

Each attendee introduced themselves. A list of attendees is included as Appendix A. Kimberly Baptiste, Bergmann Associates, introduced herself and set the agenda for the meeting.

It was noted that those in attendance represented both the SW PAC and Center City PAC. In the future, the meetings of each of the PAC's will be separated in order to allow for targeted discussions specific to both geographies.

II. Project Overview

Kimberly provided attendees with an overview of the Rochester 4.0 project, including its purpose, structure, and history. She also described potential outcomes of the project, and reviewed the project schedule.

III. Community Engagement and the Role of the SWPAC

Kimberly detailed the key elements of the engagement process. She described the roles of the Mayor's Advisory Committee (MAC), the Technical Advisory Committee (TAC), and the five Project Advisory Committee (PAC). She also described how digital media, print media, and creative approaches would come together to keep the citizenry engaged and informed throughout the process.

Kimberly asked attendees for ideas on how to spread the word about future meetings and how to maximize involvement from community members. Highlights of the groups discussion are noted below.

DISCUSSION HIGHLIGHTS:

Spreading the Word

- Provide local groups flyers and brochures to distribute
- Direct mailers
- Ensure enough lead time and notice is provided



- Leverage local churches
- Mail Chimp
- Incentivize the meeting / give people a reason to come – food, pencils, giveaways
- Tie in the event with back to school – give it a theme plus the giveaway
- Robocalls can be very compelling but a strong message needs to come out in first 5 seconds
- Utilize “Next Door” social media
- Kid focused – bounce houses, themes, etc.
- Gift card giveaways
- Need to spread word using multiple approaches
- Event approach – tent, balloons, something special
- Utilize social media

General Engagement

- Make sure everyone has the same 10 second elevator speech when they are asked about the project
- Make sure residents feel like they are being heard
- Listen to what they say about today – that’s what they care about.....theyre not going to be here in 20 years in some cases
- Keep public meetings in the neighborhood – do not do a citywide meeting in just one location, people will not go
- Walking tours is a good meeting alternative
- Marketing and PR is key – think back to Uncle Sam messaging – “We want you”
- Tie meetings into Neighborhood Uplifts
- Mayor needs to be very involved and visible during this process!! She needs to show up, and not just at MAC meetings. She needs to show she cares. City leadership should be present and visible throughout.

IV. Recent and Ongoing Planning Initiatives

Kimberly reviewed recent planning initiatives in the SW quadrant, some of which had involved SW PAC members. After providing this context she asked about the SWPAC about their experiences in planning.

Question: What were the successes of these recent planning processes? What didn’t work? What do you want to get out of this process?

DISCUSSION HIGHLIGHTS:

- Need to be better at celebrating milestones – big and small
- Need to define short term goals, small success and low hanging fruit (while ensuring they fit into the long term vision)



- Make sure projects fit together and work together
- Need more investor and developer involvement
- Past planning processes only focus on the built environment. None of them address the root of the problem, which is the societal and behavioral concerns.
- There has been no investment in changing the social climate
- Need to discuss zoning ramifications when discussing projects / built environment / compatibility
- Enforcement is an issue – plans have the vision – but need to enforce the changes

V. Snapshot of the SW Planning Area

Kimberly shared data about the SW Planning Area, including income, employment, education, housing, public safety, land use, race and ethnicity, and population statistics. In many cases, data from the city or the region was included for comparison and contextualization. The presentation is in attached.

Question: What surprised you about this data? Did any of the data change your perceptions about the SW Planning Area?

Overall the SWPAC was unsurprised by the data, and felt it matched their perceptions. Specific feedback is noted below:

- Confirm graduation rates for SW and Center City
- Can a walkability assessment be included as part of the analysis
- Would like to see a healthy living assessment to identify parks and open space gaps in specific neighborhoods
- Center City HH income data seems low – confirm?
- Lack of entertainment options is part of problem in our inability to retain millennials
- Would like to see population data for SW with and without students (college)
- Need to ensure we are paying attention to long-term residents and not just on new, transient residents
- Housing age is a major issue....folks cannot keep up with the maintenance
- Consider generational housing issues – need policies and programs to help generational property owners stay in their homes (look at FIS data)
- School 58 in Center City

VI. Asset Mapping

Although part of the original agenda, due to time constraints the interactive asset mapping exercise was not completed and will be included in the next meeting.



VII. Next Steps

The next SWPAC meeting was scheduled for August 17th at 6:30pm at the SW Neighborhood Service Center on Genesee Street. Kimberly will send a meeting invite.

A separate meeting notice will be sent for a follow-up meeting for the Center City Planning Area. Date and location of meeting TBD.



Appendix A: 7/13/16 Meeting Attendees

Last Name	First Name	Email
Herbert	Nora	noraherbert@yahoo.com
Hall	Dorian	dorian@pl-ex.org
Robinson	Lynnette	lrobinson@nwrochester.org
Doucette	Elizabeth	cottagestreetvoices@gmail.com
Mayer	Bonny	Bonnywithy@gmail.com
Chaundu	Carey	cchaundu@gmail.com
Swingle	Jason	washingtonsquareneighborhood@gmail.com
Mayer	Suzanne	Suzanne.mayer@rochester.rr.com
Swan	Jon	oxandstone@gmail.com



**Northeast Planning Area Committee
Meeting #1: Project Overview and Existing Conditions
July 21, 2016 6:00PM-8:00 PM
Northeast Quadrant Neighborhood Service Center
500 Norton Street, Rochester, NY**

Meeting Summary

I. Introductions

Attendees introduced themselves (though many knew each other already). A list of attendees is included in Appendix A. Sue Hopkins, Bergmann Associates, introduced herself and described the agenda for the meeting.

II. Project Overview

Sue provided attendees with an overview of the Rochester 4.0 project, including its purpose, structure, and history. She also described potential outcomes of the project, reviewed the project schedule, and reviewed the project schedule.

III. Community Engagement and the Role of the NEPAC

Sue detailed the key elements of the engagement process. She described the roles of the Mayor's Advisory Committee (MAC), the Technical Advisory Committee (TAC), and the five Project Advisory Committees (PAC). She also described some approaches to online/social media and print media would be employed to keep community members engaged and informed throughout the process. The PAC members were particularly interested in Textizen, an interactive text messaging service which allows the public to quickly and easily provide input without attending meetings. The PAC members thought Textizen was a good idea and asked when it would be implemented for the purposes of the Rochester 4.0 project.

Sue then asked attendees about the current state of community involvement in the quadrant and about their aspirations for the Rochester 4.0 project.

Question: What do you want to get out of this process?

DISCUSSION HIGHLIGHTS:

General Engagement

- *The community wants its voice to be heard. Community ideas need to be reflected in the plan and implemented.*



- There is a momentum and energy in the community, and a feeling that “things are happening.” The NE is the “neglected stepchild” of the City and the perception is that the area receives fewer City dollars and planning resources than other quadrants.
- Want to ensure that their input is not ignored by the City when it comes to finalizing the Rochester 4.0 plan
- Understand that the implementation process for a plan is lengthy, so community should be kept informed with regular updates, even if it’s just a flyer or a newsletter
- Lingering feeling of hopelessness from many residents because of the sense of continuous broken promises. There is a sense that they have “heard it all before” and nothing will change this time.
- NE quadrant is a group of neighborhoods, not a single neighborhood. There are diverse needs across the entire quadrant.
 - There are distinct areas based on housing stock
 - NE has lots of different identities, making it difficult to collaborate
- NE is a community of various/different needs
 - North of Norton, Clifford to Portland is relatively stable
 - Joseph and Remington are desolate and vacant
- NE needs more positive attention to combat the negative
- Mayor Lovely Warren’s administration has brought about change by being on the ground in the community. The Mayor participated in a walking tour through NE streets with PAC members.
- There are other planning efforts underway in the quadrant (i.e., El Camino Revitalization Area Vision Plan, 14621 Revitalization Strategy)

Hopes for the Future

- Rochester 4.0 could be a step in the right direction if people feel like they can be involved and that the elected leadership is listening to what they have to say
- Seeing things happen in the quadrant would be like a “boost of energy”
- NE needs to be portrayed in a more positive and vibrant light
- The area needs City funding to match the momentum and energy that is in the community.

IV. Recent and Ongoing Planning Initiatives

Sue reviewed recent planning initiatives in the NE quadrant, some of which had involved NE PAC members. After providing this context, she asked about the NEPAC about their experiences in planning.

Question: What were the successes of these recent planning processes? What didn’t work?

DISCUSSION HIGHLIGHTS:



- A lot of time, energy, excitement, and money that went into planning the North Clinton Avenue Revitalization Project was wasted because so much money was spent with disappointing outcomes (i.e. specific improvements were different than what was on the plan, and haven't been maintained)
- There needs to be community ownership and consistent involvement in addition to an emphasis on public input.
 - Community engagement should be integrated with the planning process
 - Should feel a sense of accountability
 - The Joseph Avenue Business District Vision Plan was a success because businesses created and help pay for it
- Planners should come to public/stakeholder meetings with an “ask, not tell” mentality
- The City and consultants must be willing to listen to community
- If plans change when it comes to implementation, the community should be informed, otherwise it hurts morale and leads to a sense of hopelessness.
- FIS (Focused Investment Strategy) should focus on one area and then move to another area so that investment is spread evenly throughout NE
- More grant opportunities for home repair should be provided with less red tape
 - Get rid of lottery system
 - People have lived in area for a long time and want to continue living in area but are unable to afford home maintenance

V. Snapshot of the NE Planning Area

Sue shared data about the NE Planning Area, including population, housing, education, race and ethnicity, income, employment, public safety, and land use statistics. In many cases, data from the city or the region was included for comparison and contextualization. The presentation is attached.

Question: What surprised you about this data? Did any of the data change your perceptions about the NE Planning Area?

Overall the NEPAC was not surprised by the data but was saddened by some of the statistics. Specific feedback is noted below:

Education

- Include charter schools on map
- Indicate that School 22 is becoming a charter school
- PAC members took note that the NE graduation rate was dragging down the City's

Employment

- Include unemployment rate per census tract in the NE quadrant so that resources can be mobilized in neighborhoods with greatest employment needs



- CDBG dollars should be allocated based on need (i.e., invest in poverty-stricken areas not Collegetown)

Public Safety

- Reacted positively that the NE quadrant does not have the highest crime rate in the City
 - There was a question why NE seems to get all the negative publicity
 - 2 homicides in 2015 seemed too low

Land Use

- Is Quamina Park inside a private development?
- Add El Camino Trail as public park
- PAC members noted the large gap in parks within the northern portion of the quadrant

VI. Asset Mapping

Sue asked the NEPAC to identify some assets that define the character of the quadrant on a large map. The NEPAC felt strongly that the focus should be on the area of the quadrant south of Long Acre Road, as the area north of Long Acre along the Genesee River is a different character and is relatively more affluent. The assets identified by the NEPAC are as follows and are also detailed in Appendix B:

- El Camino Trail
- Lomb Memorial
 - Could become an asset if presented in a more positive way
- Businesses along Clinton Avenue
 - Clinton should be highlighted as a major corridor on the map
- Churches
- Schools
 - Good buildings
 - Can service a lot of kids
- Housing stock on St. Paul Street
 - Historical character
 - Some houses on St. Paul could compete with those on South Ave.
- Architecture
- Vacant land
 - Could be repurposed for parks and development
- Avenue D Rec Center
 - Should be expanded
- Pulaski Library
- Public Market
- A lot of big parks with sports fields (i.e., Baden)
- Lincoln Library



- Needs to be bigger because it services a lot of kids
- Community based organizations (CBOs)
- Bridges and the gorge
 - Beautiful views in the fall
- Genesee River
- Jordan and Clinton Family health centers
- Optimax, Bausch & Lomb, Hickey Freeman
 - Big employers in the area
- School for the Deaf
- Pulaski Park
- Carter Street Rec Center
- David F. Gantt Rec Center
- Housing projects
 - Mildred Johnson Estates
 - El Camino Estates
- Salvation Army
- Local artists
 - Electrical box art, street art
- Rochester General Hospital
- Former Kodak Hawkeye Plant and 14621 Industrial Park
 - Could be assets if invested in
- Seneca Park
 - Some families take the bus to the park/ zoo
 - Not really thought of as part of the quadrant
 - Does not need investment

VII. Next Steps

The next NEPAC meeting was tentatively scheduled for August 16 (tentative) at 6:00pm at the NE Quadrant Neighborhood Service Center on 500 Norton Street. Sue will send a meeting invite.



Appendix A: 7/21/16 Meeting Attendees

Last Name	First Name	Email
Bird	Dawn	dbird@iberodevelopment.org
Pérez	Ida	ida.perez@iaal.org
Menlendez	Miguel	mmelendez@iberodevelopment.org
Boone	Shirley	sboone@neadrochester.org
Bogmis	Laurie	labogmis@yahoo.com



Appendix B: Asset Map

