

# City of Rochester

## Comprehensive Master Plan

Rochester 4.0  
Our neighborhoods.  
*Our future.*





**Northwest Planning Area Committee  
Meeting #2: SWOT  
August 16, 2016 6:00PM-7:30 PM  
Edgerton R Center, Stardust Ballroom  
41 Backus Street, Rochester, NY**

## **Meeting Summary**

### **I. Welcome and Introductions**

A list of attendees is included in Appendix A. Attendees introduced themselves. Given the low participate rate, the group discussed following up with the other PAC members to ask why they did not attend.

### **II. Review of Outstanding Items from Meeting #1**

#### **A. Data**

Tanya Zwahlen (Highland Planning) provided copies of a project overview prepared by the City of Rochester, as well as updated data profile sheets and additional data requested by Eric Van Dusen. The education sheets were updated to include charter schools. The economy sheet was updated to show unemployment rates by Census Tract.

Pamela Davis asked if the city ever seriously tried to create a metropolitan school district. Doug Benson said it was not considered in the 1999 plan, but year round school, the drop out age, a more robust truancy program, and having neighborhood schools were the center of the urban village.

Bill Collins requested health data be included in the current comprehensive plan.

#### **B. Comprehensive Plan**

Doug Benson (City of Rochester) reviewed the 1999 Renaissance Plan. The plan process began in 1994, and it was adopted in 1999. The 1999 plan included 10 planning areas (sectors), each led by a committee with 10-15 stakeholders. The plan also included subject committees. Ultimately, the plan included 11 campaigns with goals and strategies. The three themes of the plan were Responsibility, Opportunity and Community. Once adopted, an action committee was created for each campaign.

The City has reviewed prior action items to see what has been addressed, implemented, and never started. According to a July 2014 assessment of the comprehensive plan, the City



started and continues to advance 142 strategies (79%) identified in the 1999 plan, it has started and completed 3 strategies (2%), it has started and abandoned 20 strategies (11%), and it did not start 14 strategies (8%). This attachment is included as a separate attachment with this summary.

This comprehensive plan will be an update to the 1999 plan. Mayor Warren would like to review the 11 campaigns and make a decision if things need to be changed or updated.

Eric Van Dusen asked that the updated plan include a much stronger data this time around, particularly trends over time.

Bill Collins doesn't want the plan to sit on the shelf, but is unsure how the administration will use the new plan. Doug assured Bill that the mayor and advisory council have accepted that the five planning area documents will be used in the plan.

### C. Surveys

Pamela Davis suggested the following methods to advertise the comprehensive plan surveys:

- Insert to water bill or tax bill
- Post on inside or outside of RGRTA buses
- Post survey at the transit center
- Develop an engagement method similar to Candy Chang (<http://candychang.com/work>)
- Go to events, parks, public market, grocery stores to solicit input
- Use a QR code
- Offer the chance to win a Visa gift card

### III. Exercise – “In a Word”

Tanya facilitated a discussion of the group designed to identify strengths, weaknesses, opportunities and threats through a series of questions. For each question, committee members were provided with three post its and asked to provide an answer on each sheet “in a word.” Committee members then pasted their sheets on the wall and discussed the thinking behind their selected words. Below is a summary of the words and themes that emerged during the discussion. Photographs of the exercise are included as Appendix B. A SWOT summary is included as Appendix C.



### Question #1: What one word would you use to describe the Northwest Planning Area today?

- **Creative**
- **Opportunities.** Vacancies = opportunity to repurpose space. The area is the “right size” to make a change by filling the vacancies with good tenants.
- **Challenges.** In challenges are opportunities.
- **Industrial.** The area has a large industrial presence.
- **Imperiled**
- **Diverse.** Income, ethnic, race.
- **Multicultural**
- **Developmentable.** Waterways, history.
- **Sanctuary.** Referring to the refugee community.

### Question #2: What is the Northwest planning area’s greatest strength?

- **Jobs.** Industry.
- **Position.**
  - Kodak Park
  - Historical
  - Proximity to trail, park, lake, downtown.
- **Transportation**
- **Accessibility**
  - Everything is close
  - Most used transit routes
  - Dewey
  - Lake
  - Genesee River Trail
- **Buildings**
- **Diversity**
- **People (x 2)**
- **Hope.** Tap into diversity and refugee community.

### Question #3: What is the most needed improvement in the Northwest planning area?

- **Schools**
- **Infrastructure**
  - Bike racks, water, parking, electricity at parks
- **Jobs**

- **Home renovation/rehabilitation**
- **Homebuyers**
- **Homeowners.** Owner occupied homes.
- **Namaste.** The light in me honors the light in you.
- **Visibility**
- **Entertainment.** Theater on the Ridge was an example. If there is entertainment in an area, people will come.

#### **Question #4: How would you like to be able to describe the Northwest planning are in 10 years?**

- Gold Standard
- Family friendly
- Fun
- Coveted
- In-demand
- Confident
- Realized
- Stable
- Avantgarde. Diversity, have a place like Hungerford building.

#### **IV. Next Steps**

Tanya described next steps in the project schedule:

- City-wide Public Workshop: October
- Textizen & Online Survey: September
- PAC Meeting #3: Tentative date is Thursday, October 27<sup>th</sup> in the Charlotte area. Jen for Highland Planning and Glenn Gardner are working on a meeting location.

Tanya Zwahlen described the process for hosting a “Meeting-in-a-Box.” The City prepared Meeting-in-a-Box materials in the form of a kit, for representatives of neighborhood organizations or events, as identified throughout the project (such as block clubs, neighborhood organizations, and events). The kit contains everything needed for organizations to hold their own discussions, including instruction sheets for facilitators, discussion questions, and worksheets for participant responses. These materials are designed to help each organization prepare and implement their own meeting, including information about the project and suggestions for techniques to solicit feedback from participants. It will be the responsibility of each individual organization or group to send feedback information back to a representative of the PAC or to Bergmann Associates directly.

#### **V. Action Items**



- Send meeting materials prior to the next meeting so the committee can review before the meeting
- Obtain health data from the county or City of Rochester
- Provide group with summaries and accomplishments of previous comprehensive plan
- Provide group with electronic copy of meeting-in-a-box
- Provide meeting-in-a-box document to Ron Penders to circulate
- Provide group with electronic copy of updated and new NW data so they can share with others.
- Share Sector plans from Glenn Gardner
- Secure location in Charlotte for October 27<sup>th</sup> NW PAC meeting #3



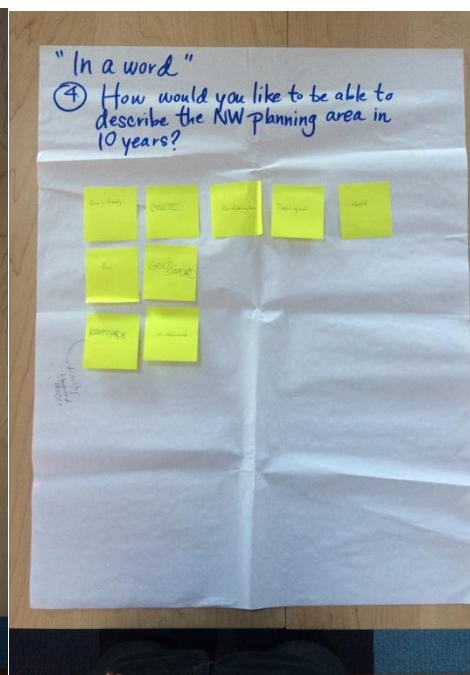
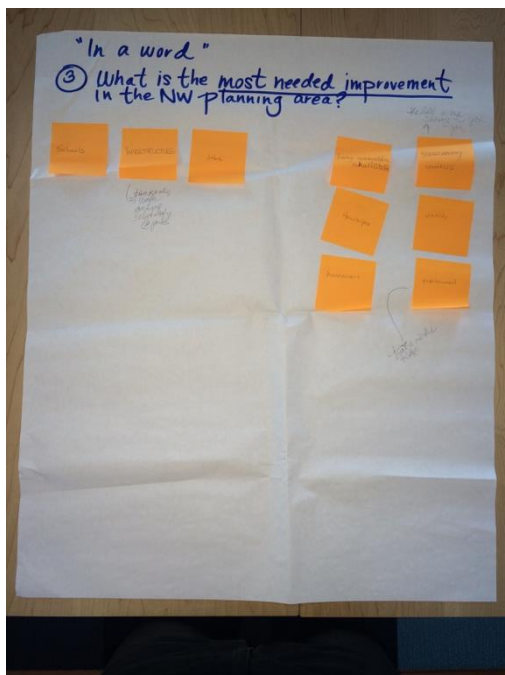
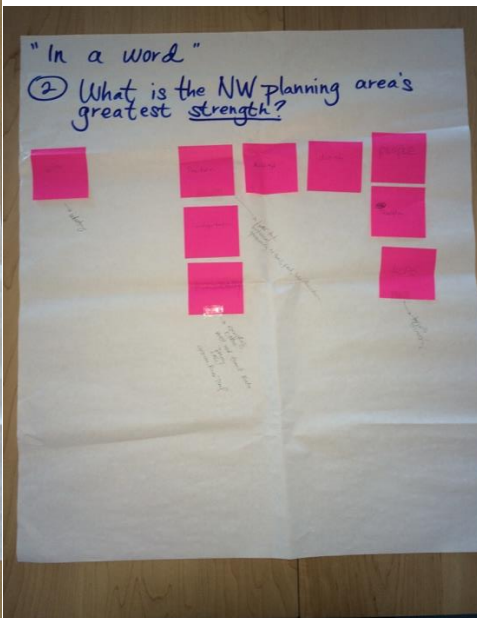
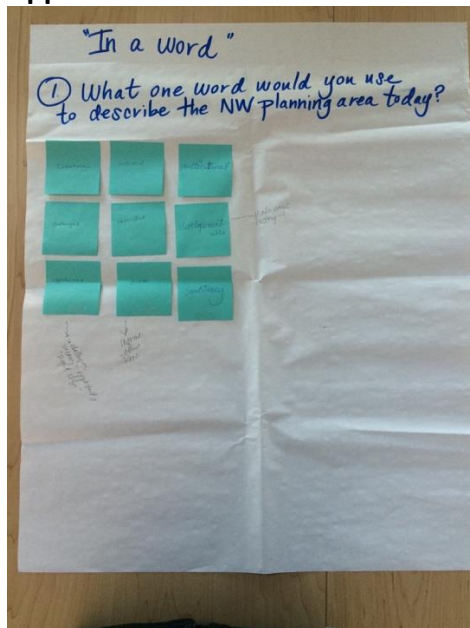
## Appendix A: Meeting Attendees

Last Name	First Name	Email	Phone
Benson	Doug	<a href="mailto:Doug.benson@cityofrochester.gov">Doug.benson@cityofrochester.gov</a>	
Van Dusen	Eric	<a href="mailto:evandusen@nwrochester.org">evandusen@nwrochester.org</a>	
Collins	Bill	<a href="mailto:alameda@frontiernet.net">alameda@frontiernet.net</a>	585-647-6850
Zwahlen	Tanya	<a href="mailto:tanya@highland-planning.com">tanya@highland-planning.com</a>	585-315-1834
Topa	Jen	<a href="mailto:jen@highland-planning.com">jen@highland-planning.com</a>	585-354-3214
Davis	Pamela	<a href="mailto:NiceNRG@aol.com">NiceNRG@aol.com</a>	585-773-5170





## Appendix B: "In a Word" Results







## Appendix C: SWOT Summary

<b>Strengths</b> <ul style="list-style-type: none"><li>• Jobs</li><li>• Position</li><li>• Transportation</li><li>• Accessibility</li><li>• Buildings</li><li>• Diversity</li><li>• People</li><li>• Hope</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Schools</li><li>• Challenged</li><li>• Imperilled</li><li>• Infrastructure</li><li>• Home ownership</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Jobs</li><li>• Vacancies = Opportunity to repurpose space</li><li>• Industrial</li><li>• Diverse</li><li>• Multicultural</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Rental properties</li><li>• Lack of entertainment</li><li>• Visibility</li></ul>



**Northeast Planning Area Committee  
Meeting #2: SWOT  
August 17, 2016 6:00PM-7:30 PM  
Northeast Quadrant Neighborhood Service Center  
500 Norton Street, Rochester, NY**

## **Meeting Summary**

### **I. Welcome**

Attendees introduced themselves (though many knew each other already). A list of attendees is included in Appendix A.

### **II. Review of Outstanding Items from Meeting #1**

Sue Hopkins, of Bergmann Associates, provided copies of a project overview prepared by the City of Rochester, as well as updated data profile sheets. The Education sheets was updated to include charter schools in the NE Planning Area. The Economy sheet was updated to show unemployment rates by Census Tract.

### **III. Workshop – “In a Word”**

Sue facilitated a discussion of the group designed to identify strengths, weaknesses, opportunities and threats through a series of questions. For each question, committee members were provided with two sheets of construction paper and asked to provide an answer on each sheet “in a word.” Committee members then pasted their sheets on the wall and discussed the thinking behind their selected words. Below is a summary of the words and themes that emerged during the discussion.

### **Question #1: What one word would you use to describe the Northeast Planning Area today?**

- **Lively.** There is a lot of activity and vibrancy in the area. People are out walking, going to stores, socializing, working. Etc.
- **Opportunity.** Huge potential to create jobs. There are lots of great people that live in the planning area and care about its future
- **Overlooked.** Youth feel that they are disenfranchised. Residents seek a higher quality of life.
- **Blighted.** There is extreme blight in some areas like Meade Street. Blight invites crime and youth problems.
- **Challenged & under-invested.** More State and Federal resources that the City receives need to be invested in NE. There is a sense that compared to other areas of the City, NE



does not does not experience the same level of investment, tax incentives for new development, and services.

- **Bad.** City services not represented in this area (ex. have to beg the City to sweep the streets). Resources should be spent in the neighborhoods to help address needs there.
- **Mess**
- **Filled with drug activity**
- **Horrible**

## Question #2: What is the Northeast planning area's greatest strength?

- **Resiliency**
  - The people who have lived in the planning area for years face a lot of obstacles everyday but keep working hard
  - It's tooth and nail fighting for resources
- **Community initiative and drive.** Organizations/block clubs/people are always moving/pushing community forward against adversity
- **People**
  - Even if people aren't making a lot of money, they are always willing to give back
  - There is a lot of love in and for the community
  - Lots of block groups, full of caring people
- **El Camino Trail**
  - Great asset that should be leveraged
  - People take care of and maintain it
- **Good neighbors**
- **Hard working people**
- **Parks**
- **Stores**
- **Block groups**
- **Diversity of people**

## Question #3: What is the most needed improvement in the Northeast planning area?

- **Concentrated housing resources/reinvestment.** Need to increase homeownership. The City/Land Bank should buy property and give/sell it to someone who will actually live in it, instead of auctioning the property off to a landlord
  - Cannot expect landlords to put money into properties
  - The City can afford to put money into maintenance of some properties
  - Invest in new housing that is mixed income, not just affordable
  - If more residents with higher incomes are brought into the area, more people will consider living here



- **Jobs (actually physically located in the area, and within walking distance)**
  - Lots of people who live in the planning area take two buses to work outside the area, such as in Henrietta
  - Jobs should be in the neighborhood
  - How can the City provide incentives for companies to move here? There are many opportunities, a great building stock.
- **Limit loitering** (i.e. at corners/stores) to divert youth from street life
- **Home repair/grants for owners/addressing vacant properties**
  - The Roof Repair Program was a great start and helped people. More money needs to be allocated to it
  - Money needs to go to those who need it most; if not, there will be more blight
  - CDBG program is based on poverty, so planning area should be getting its fair share
- **Help people fix up their homes**
- **Police**
  - Police force is reactive, not proactive
  - Police should live in the community
  - Police should walk the beat; City should invest in community policing
- **Improved relationships with RPD/City Hall**
  - Fire Department does more than any other agency
  - Want to admire and work with RPD/City Hall like we work with Fire Department
- **Streets**
  - The streets and sidewalks need fixing (cracks, pot holes, giant puddles)
- **Fix streets and sidewalks**
- **Better City services**
  - City is not very responsive in this area
  - Need to put forth the effort to get something done – City only does the bare minimum

#### Question #4: How would you like to be able to describe the Northeast planning area in 10 years?

- Good place for families
- Caring. People care about each other.
- In time, streets will be cleaned, sidewalks will be fixed, construction will be finished
- Dynamic
- Lovely community
- Good parts of the community are be tied together
- Great
- Wonderful place to live
- Family-friendly



- Invested in
- Economically developed
  - People will take more pride in the community and feel like they have been listened to if they see investment
  - Need more opportunities for youth
- Vibrant
- Fun

#### IV. Next Steps

Sue described next steps in the project schedule:

- City-wide Public Workshop: October (date TBD)
- Textizen & Online Survey: distributed end of August/early September
- PAC Meeting #3: Late October

Sue also provided materials and described the process for hosting a “Meeting-in-a-Box.” The City prepared Meeting-in-a-Box materials in the form of a kit, for representatives of neighborhood organizations or events, as identified throughout the project (such as block clubs, neighborhood organizations, and events). The kit contains everything needed for organizations to hold their own discussions, including instruction sheets for facilitators, discussion questions, and worksheets for participant responses. These materials are designed to help each organization prepare and implement their own meeting, including information about the project and suggestions for techniques to solicit feedback from participants. It will be the responsibility of each individual organization or group to send feedback information back to a representative of the PAC or to Bergmann Associates directly.

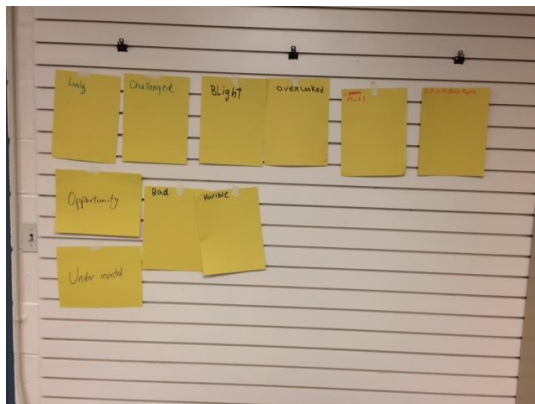
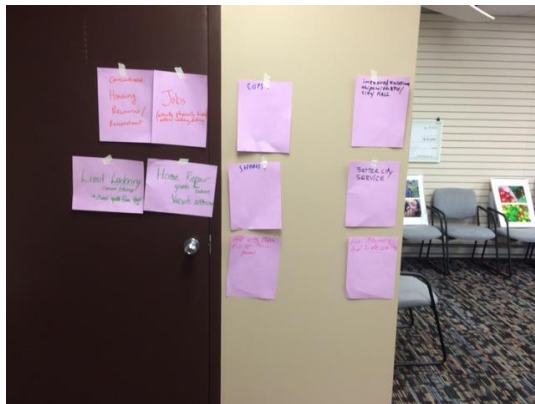
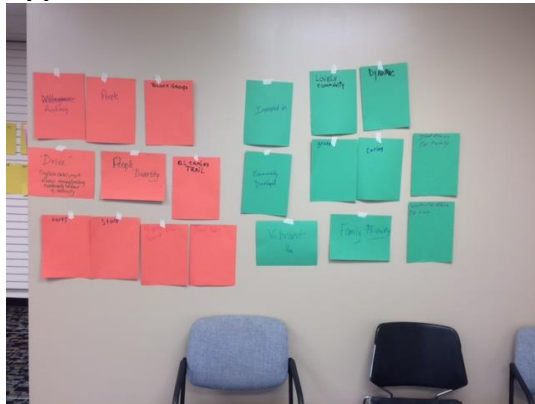


## Appendix A: Meeting Attendees/Sign-in Sheet

<u>name</u>	<u>Affiliation</u>
Dawn Bird	IADC - Project HOPE
Miguel Melendez	IADC - Project HOPE - Resident
Mary O'Hara	50 Delamaine Dr.
PAT CANTY	COAL/EAST RIDGE ASSOC.
Devin	



## Appendix B: "In a Word" Results







## Appendix C: SWOT Summary

<b>Strengths</b> <ul style="list-style-type: none"><li>• Resiliency</li><li>• Community initiative and drive. People</li><li>• El Camino Trail</li><li>• Good neighbors</li><li>• Hard working people</li><li>• Parks</li><li>• Stores</li><li>• Block groups</li><li>• Diversity of people</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Blighted</li><li>• Challenged</li><li>• Streets and sidewalks</li><li>• Public safety/crime</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Concentrated housing resources/reinvestment.</li><li>• Jobs (actually physically located in the area, and within walking distance)</li><li>• Limit loitering</li><li>• Home repair/grants for owners/addressing vacant properties</li><li>• Help people fix up their homes</li><li>• Improved relationships with RPD/City Hall</li><li>• Streets</li><li>• Fix streets and sidewalks</li><li>• Better City services</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Overlooked</li><li>• Level of public investment</li><li>• Drug activity</li><li>• City service levels</li><li>• Relationships with police, city administration</li></ul>



**Southeast Planning Area Committee  
Meeting #2: SWOT  
August 17, 2016 6:30PM-8:00 PM  
Thomas P. Ryan Community Center  
530 Webster Avenue, Rochester, NY**

## **Meeting Summary**

### **I. Welcome and Introductions**

Attendees introduced themselves to the group. A list of attendees is included in Appendix A.

### **II. Review of Outstanding Items from Meeting #1**

Tanya Zwahlen (Highland Planning) provided copies of a project overview prepared by the City of Rochester, as well as updated data profile sheets related to diversity, poverty, and jobs for the southeast planning area. The education data was updated to include charter schools. The economy data was updated to show unemployment rates by census tract. A land use map, cross city comparisons of median home value, and crime data also was added.

Tanya Zwahlen reviewed the project overview for the benefit of SEPAC members for missed the first meeting. She covered the process, timeline, and expectations for the SEPAC. Tanya also reviewed the 1999 “Renaissance Plan,” including its history, design, and implementation.

The City has reviewed prior action items to see what has been addressed, implemented, and never started. According to a July 2014 assessment of the comprehensive plan, the City started and continues to advance 142 strategies (79%) identified in the 1999 plan, it has started and completed 3 strategies (2%), it has started and abandoned 20 strategies (11%), and it did not start 14 strategies (8%). Summaries of the 1999 comprehensive plan will be distributed to PAC members with the meeting summary.

### **III. Exercise – “In a Word”**

M. Andre Primus (Highland Planning) facilitated an exercise designed to identify strengths, weaknesses, opportunities and threats through a series of four questions. For each question, committee members were provided with three sticky notes and asked to provide an answer “in a word.” Committee members posted their sheets on the wall and discussed the thinking behind their selected words. Below is a summary of the words and themes that emerged during the discussion. Photographs of the exercise are included as Appendix B. A SWOT summary is included as Appendix C.



### Question #1: What one word would you use to describe the Southeast Planning Area today?

- **Diverse.** Diverse was the word most used by the group to describe the planning area
- **Siloed.** The planning area is disconnected and unequal, consisting of separate neighborhoods with their own concerns. Very little communication between neighborhoods occurs.
- **Juxtaposed.** Neighborhoods in the area are in varied condition, with very different areas butting up against each other.
- **Rich.** The area has many resources, cultural, architectural, and otherwise.
- **Neighorly.** The area feels like home, as a sense of history, and is walkable.
- **Poor.** Some areas are lacking.
- **Stable/Unchanged**
- **Up-and-coming/Lively**

### Question #2: What is the Southeast planning area's greatest strength?

- **Educated.** The population is generally better educated than in the other areas.
- **Culture.** Arts and culture thrive in the area.
- **People.** The people are one of the best assets in the area, with active residents and organizations contributing. Lots of children growing up in the area.
- **Resources.** The area is well resourced and has many assets.
- **Urban Spaces.** The SE has active public spaces and commercial corridors.
- **Housing.** The SE has good housing stock and architecture.
- **Neighborhood Service Center.**

### Question #3: What is the most needed improvement in the Southeast planning area?

- **Mobility.** Public transportation and mobility must be improved.
- **Connection.** Connection, communication, and common vision among the neighborhoods is necessary.
- **Schools.** School quality should be improved.
- **Stability.** Owner occupancy should go up, neighborhoods should be less in flux, and the area should have a consistent look.
- **More community involvement.** Active community members are aging and getting worn out, they need new blood.
- **Poverty.** The area needs living wage jobs and better human services, to reduce poverty and crime.
- **Forward thinking policies and zoning.** Need more mixed use areas similar to park ave. Zoning enforcement needs to be consistent.



- **Business.** The area needs commercial corridor development, a lead CDC, and business incubators, and to meet parking needs

#### Question #4: How would you like to be able to describe the Southeast planning area in 10 years?

- **Diverse and Equitable**
- **Prosperous**
- **Connected, unified, cohesive.**
- **A great place for families with good schools.**
- **Urban and mixed use.**
- **Distinguished, the gold standard**
- **Vibrant, growing, developing**

#### IV. Next Steps

The group discussed next steps in the project schedule:

- City-wide Public Workshop: October
- Textizen & Online Survey: Early September
- SEPAC Meeting #3: October 26<sup>th</sup> at 6:00

Helen Hogan asked the consultant team to compile previous plans in the area to avoid duplicating effort. Tanya Zwahlen agreed to create a drobox accessible to the PAC Members with those plans.

Tanya Zwahlen described the process for hosting a “Meeting-in-a-Box.” The City prepared Meeting-in-a-Box materials in the form of a kit, for representatives of neighborhood organizations or events, as identified throughout the project (such as block clubs, neighborhood organizations, and events). The kit contains everything needed for organizations to hold their own discussions, including instruction sheets for facilitators, discussion questions, and worksheets for participant responses. These materials are designed to help each organization prepare and implement their own meeting, including information about the project and suggestions for techniques to solicit feedback from participants. It will be the responsibility of each individual organization or group to send feedback information back to a representative of the PAC or to Bergmann Associates directly. Mary Staropoli noted that having arterial streets on the map in the meeting in a box would make it easier for those not familiar with the area borders.

The group scheduled the next meeting, and discussed bringing \$3-4 each for pizza. John volunteered to bring it. The group also decided to do a tour of the area to familiarize themselves.



## Appendix A: Meeting Attendees

Last Name	First Name	Email	Phone
Penden-Dorsey	Jeremy	<a href="mailto:Jeremypd.yvov@gmail.com">Jeremypd.yvov@gmail.com</a>	
Ely	Cynthia	<a href="mailto:MissCynthia@rochester.twcbc.com">MissCynthia@rochester.twcbc.com</a>	(585) 244-2228
Hogan	Helen	<a href="mailto:hhogan@rochester.rr.com">hhogan@rochester.rr.com</a>	585-339-8067
Poinan	Joe	<a href="mailto:jpoinan@gmail.com">jpoinan@gmail.com</a>	585-500-0000
Stevens	Chris	<a href="mailto:stevens35@gmail.com">stevens35@gmail.com</a>	585-781-0888
Woelk	Ben	<a href="mailto:benjamin.woelk@gmail.com">benjamin.woelk@gmail.com</a>	585-472-0452
Johns-Price	Nancy	<a href="mailto:pricen@cityofrochester.gov">pricen@cityofrochester.gov</a>	585-428-7640
Nash	Jason	<a href="mailto:jn12@geneseo.edu">jn12@geneseo.edu</a>	585-428-7640
Knight	Kelvin	<a href="mailto:knightk@CityofRochester.gov">knightk@CityofRochester.gov</a>	585-428-7640
DiFiore	Joe	<a href="mailto:difiorejoe@gmail.com">difiorejoe@gmail.com</a>	
Staropoli	Mary	<a href="mailto:marystaropoli@yahoo.com">marystaropoli@yahoo.com</a>	
Finn	Theo	<a href="mailto:Theo@edgemere.com">Theo@edgemere.com</a>	
Corraggioso	John	<a href="mailto:brendasachs@yahoo.com">brendasachs@yahoo.com</a>	
Zwahlen	Tanya	<a href="mailto:tanya@highland-planning.com">tanya@highland-planning.com</a>	585-315-1834
Primus	M. André	<a href="mailto:andre@highland-planning.com">andre@highland-planning.com</a>	585-642-9007



## Appendix B: “In a Word” Results

The image displays four hand-drawn mind maps, each titled "IN A WORD..." and numbered 1 through 4. Each map explores different aspects of the SE Planning area, such as current state, greatest strength, needed improvement, and future vision.

- Map 1: "IN A WORD..."**
  - Question: "What one word would you use to describe the SE planning area today?"
  - Central theme: **Bipolar?**
  - Sticky notes include: STABLE, up and coming, Transition, Fragmented, DIVERSE, Disconnected, Diverse, DIVERSE, DIVERS, Diverse, Poor, Rich (not name), DEVELOPING, Value, No Community, Very harsh descr. diverse, heterogeneous.
- Map 2: "IN A WORD..."**
  - Question: "What is the SE planning area's greatest strength?"
  - Central theme: **Educated, Resourceful People**
  - Sticky notes include: Educated, Resourceful, People, Healthy, Culture, Value, Jobs, People as an asset.
- Map 3: "IN A WORD..."**
  - Question: "What is the most needed improvement in the SE Planning area?"
  - Central theme: **Communication**
  - Sticky notes include: Communication, Stability, Schools, Mobility, Human Services, New Blood, More Community involvement, Lack of fund making policies, zoning, parking.
- Map 4: "IN A WORD..."**
  - Question: "How would you like to describe the SE planning area in 10 years?"
  - Central theme: **Family**
  - Sticky notes include: Family, Prosperous, Affluent, United, Diverse, Vibrant, Diverse, Disregard (in relation to other sectors), Urban, Mixed-use, Suburban, Rural, Diverse.



## Appendix C: SWOT Summary

<b>Strengths</b> <ul style="list-style-type: none"><li>• Educated</li><li>• Culture</li><li>• People</li><li>• Resource</li><li>• Urban Spaces</li><li>• Housing</li><li>• Neighborhood Service Center</li><li>• Diverse</li><li>• Rich</li><li>• Neighborly</li><li>• Stable</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Siloed</li><li>• Juxtaposed</li><li>• Poor</li><li>• Up-and-coming/Lively</li><li>• Unchanged</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Mobility.</li><li>• Connection</li><li>• Schools</li><li>• Stability</li><li>• More community involvement.</li><li>• Forward thinking policies and zoning.</li><li>• Business</li><li>• Urban and mixed use.</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Schools</li><li>• Poverty</li></ul>





## Southwest Planning Area Committee

### Meeting #2: SWOT

August 17, 2016 6:30PM-8:00 PM

Southwest Quadrant Neighborhood Service Center

## Meeting Summary

### I. Welcome

Attendees introduced themselves (though many knew each other already). A list of attendees is included on the attached sign in sheet.

### II. Review of Outstanding Items from Meeting #1

Kimberly Baptiste, of Bergmann Associates, provided copies of a project overview prepared by the City of Rochester, as well as updated data profile sheets. She provided a brief overview of the project and distributed the meeting summary from meeting #1 for the benefit of those attendees that were unable to attend the first meeting.

### III. Workshop – “In a Word”

Kimberly facilitated a discussion of the group designed to identify strengths, weaknesses, opportunities and threats through a series of questions. For each question, committee members were provided with three sheets of construction paper and asked to provide a descriptive “word” on each sheet of paper. Committee members then taped their sheets on a large panel and discussed the thinking behind their selected words. Below is a summary of the words and themes that emerged during the discussion.

## Question #1: What one word would you use to describe the Southwest Planning Area today?

- **Growing (x2).** Similar to the two words that follow, discussion focused on how the neighborhood is evolving and some good, positive things are happening. Population, commercial offerings.
- **Developing.**
- **Transforming.** The old housing stock needs transformation, its unhealthy.
- **Potential.** It was noted that there is great potential to build on what is there today.
- **Challenged (x3).** While there are positives, the neighborhood continues to be challenged by social aspects – drugs, safety – as well as housing, jobs and unemployment.
- **Sad.**
- **Undermined.** Feeling as though no one is listening and working collectively. Involvement of non-local stakeholders is a false representation. Fraud.



- **Gentrified.** PLEX neighborhood is being gentrified.
- **Diverse (x2).** Similar to the term below, this is viewed positively. Demographics, ages, incomes.
- **Different.**
- **Zoning.** This was viewed negatively. Zoning, today, is seen as an impediment to commercial growth and business development.
- **No-Say.** Respondent noted that it feels like decisions are made before they come to the community for input and then just spun. City has already decided what will happen.

## Question #2: What is the Southwest planning area's greatest strength?

- **Foot print.** People on the street.
- **Development.**
- **Businesses.**
- **Services.** Wide variety of services available including food, health/medical, social services, VA, walk in clinics.
- **Great Neighbors.**
- **Community.**
- **Organizing.**
- **Change.**
- **Commitment.**
- **Visionary.**
- **Open.**
- **Graduations.**
- **Education.** Access to a number of institutions of higher education (colleges) which gives local residents an opportunity to attend. U or R, MCC.
- **Minorities.** This is a selling point. Shows diversity – Asians, Indians, Blacks, etc. Minorities want to live in diverse neighborhoods. They seek it out.

## Question #3: What is the most needed improvement in the Southwest planning area?

- **Education (x2).** Rochester School District is an issue.
- **Job Training.** Need local workforce development programs.
- **Jobs (actually physically located in the area, and within walking distance).**
- **Urgent care.** While many services exist, urgent care would be very helpful. Today they primarily exist in suburban areas, not the city.
- **Sustaining.** SW should be able to sustain itself. Money should be invested locally.
- **Eradication of Racism.** Solve education and poverty problems.
- **Neighborhood Association.**
- **Involvement.** Need to get people to the table and working together.

- **Communication (x2).** Need better communication from the City and local Service Center. Need to know what's happening. PLEX Neighborhood Association is fractured.
- **Accountability.** Get people involved in local projects. Need the key folks at the table. City Service Center should be represented at all meetings associated with what's happening in SW Planning Area.
- **Transparency.** Needed from Neighborhood Association.

#### Question #4: How would you like to be able to describe the Southwest planning area in 10 years?

- **Vibrant (x3).** Everything already mentioned. Diversity, businesses, homes. People on their front porches. People working together.
- **Thriving.**
- **Healthy.** Less diabetes, drugs, gambling. Lifestyles in general. Healthier social conditions.
- **Business.** More diversity of businesses.
- **An Attraction.** Tourism. Nice and fun. A place people want to come back to.
- **Diverse.**
- **Same Neighbors (x2).**
- **Children.** The desire to see more kids active in the neighborhood.
- **More personal.** Know your neighbors and support them. Stronger relationships. Working together instead of against one another.

#### IV. Next Steps

Kimberly described next steps in the project schedule:

- City-wide Public Workshop: October (date TBD)
- Textizen & Online Survey: distributed in September
- PAC Meeting #3: Late October

Kimberly also provided materials and described the process for hosting a "Meeting-in-a-Box." The City prepared Meeting-in-a-Box materials in the form of a kit, for representatives of neighborhood organizations or events, as identified throughout the project (such as block clubs, neighborhood organizations, and events). The kit contains everything needed for organizations to hold their own discussions, including instruction sheets for facilitators, discussion questions, and worksheets for participant responses. These materials are designed to help each organization prepare and implement their own meeting, including information about the project and suggestions for techniques to solicit feedback from participants. It will be the responsibility of each individual organization or group to send feedback information back to Bergmann Associates (contact information provided).



## Appendix A: Meeting Attendees/Sign-in Sheet



City of Rochester  
Comprehensive Master Plan

Rochester 4.0  
Our neighborhoods.  
Our future.

### Southwest Planning Area Committee Meeting #2

Wednesday, August 17<sup>th</sup> at 6:30 PM

#### SIGN IN SHEET

Name	Email Address
Greg Narsen	P18401 @ Aol. com
MARY D'ALESSANDRO	HHD 7444 @ Hotmail. com
ELIZABETH Demotte	cottage street voices @ gmail. com
Lynnette Robinson	LRob40 @ Hotmail. com
John Demott	jnj demott @ juno. com
Dorian Hill	DORIAN @ R-EP. org



## Appendix B: SWOT Summary

<b>Strengths</b> <ul style="list-style-type: none"><li>• Recent development</li><li>• Businesses and services</li><li>• Neighbors</li><li>• Community</li><li>• Local commitment to area</li><li>• Visionary and open to new ideas</li><li>• Graduation rate increasing</li><li>• Access to colleges and universities</li><li>• Diversity of population</li><li>• Kids</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Blighted</li><li>• Sad</li><li>• Gentrified</li><li>• Rochester City Schools</li><li>• No workforce development programs</li><li>• Lack of jobs</li><li>• No urgent care in neighborhood</li><li>• Local community groups not working together</li><li>• Housing stock</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Become self-sustaining</li><li>• Neighborhood Association as a bridge</li><li>• People working together towards common goals</li><li>• Better communication – with City Hall, with fellow residents</li><li>• Improved social conditions</li><li>• Diversity</li><li>• Strengthen relationships</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Poverty</li><li>• Continued lack of accountability</li><li>• Drugs</li><li>• Public health declining</li></ul>