



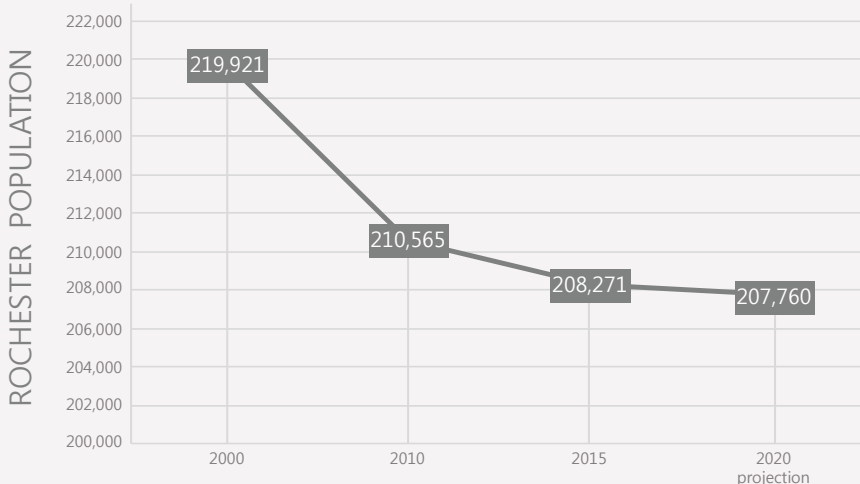
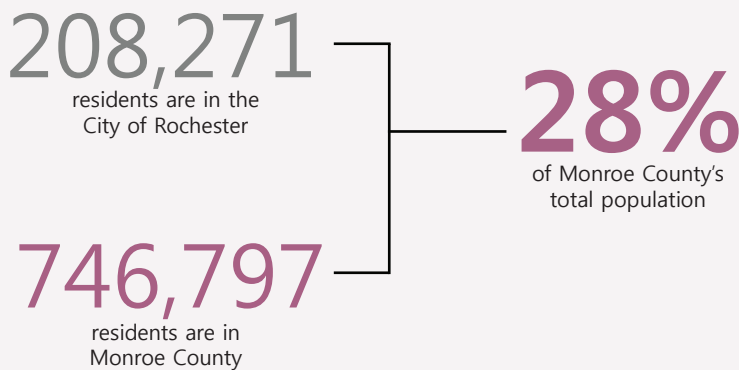
# PEOPLE

## CITY OF ROCHESTER

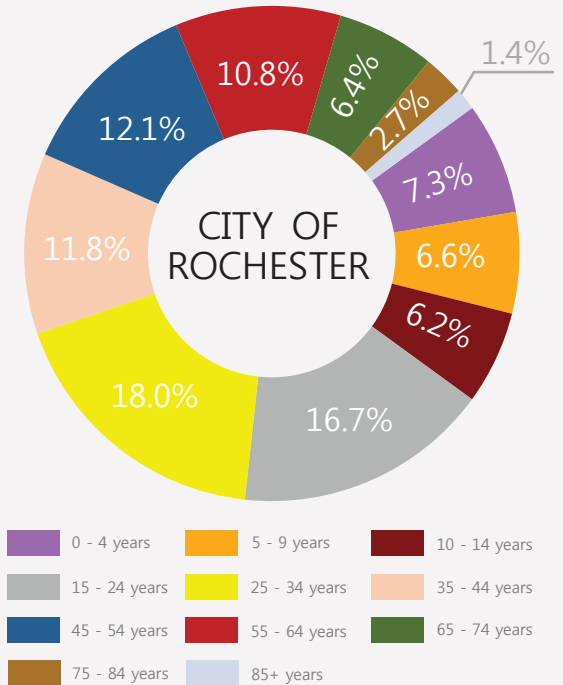
### HIGHLIGHTS

- In 2015, there were approximately 208,271 people living in the City of Rochester, accounting for 28% of Monroe County's population.
- By 2040, Monroe County's population is projected to equal 708,648, a 5% decrease from 2010.
- The City of Rochester's population has declined by 5% since 2000, and is projected to continue declining through 2020.
- Almost a quarter of the City's population is under the age of 18, compared to just 20% in Monroe County.
- The City of Rochester has a smaller proportion of residents over the age of 65 (10.5%) relative to Monroe County (15.9%).
- Trends indicate that the populations of Monroe County and the City are aging.

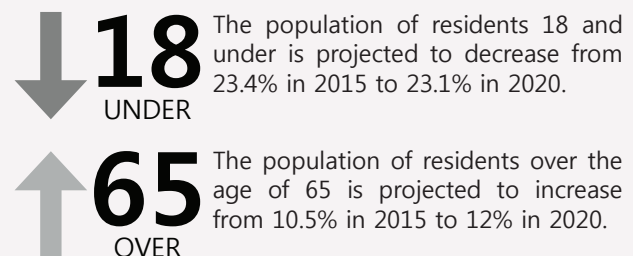
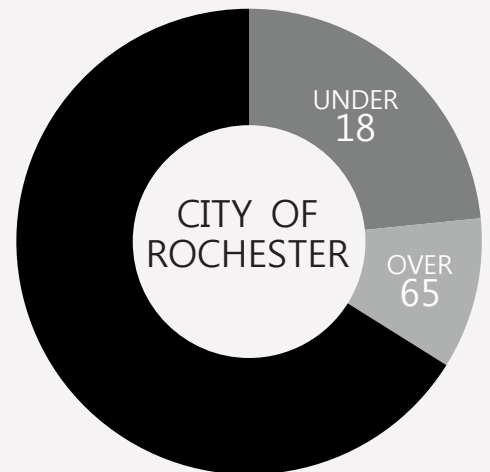
### TOTAL POPULATION (2015)

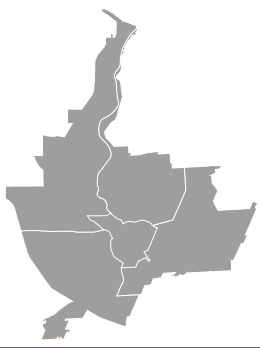


### POPULATION BY AGE (2015)



### POPULATION TRENDS BY AGE (2015)





# RACE AND ETHNICITY

## CITY OF ROCHESTER

### HIGHLIGHTS

- In 2015, the City of Rochester had a significantly lower percentage of residents who self-identified as White Alone (41.9%) compared to Monroe County (74.8%), as well as a significantly higher percentage of residents who self-identified as Black Alone (42.1%) compared to Monroe County (15.5%).
- The City of Rochester has a higher percentage of residents who self-identify with Hispanic ethnicity (18.4%) relative to Monroe County (8.6%).

### DIVERSITY INDEX (2015)

The Diversity Index shows the likelihood that two persons, chosen at random from the same area, belong to different race and ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



**75.7**  
Rochester



**51.4**  
Monroe County

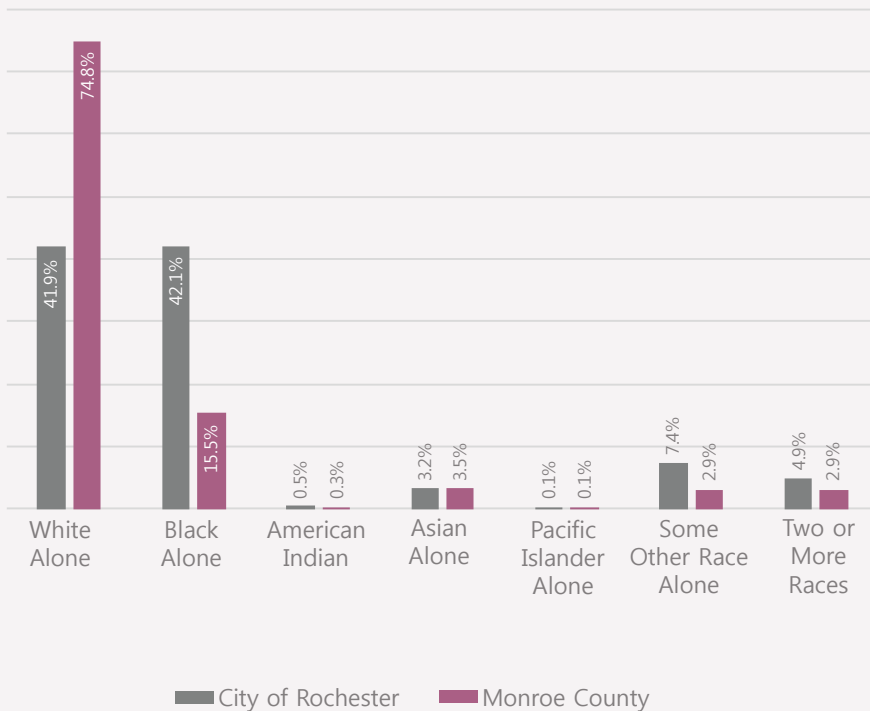


**69.2**  
Syracuse

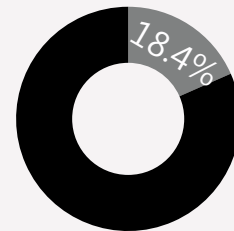


**70.0**  
Buffalo

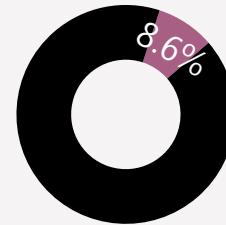
### RACIAL COMPOSITION (2015)



### HISPANIC ETHNICITY (2015)



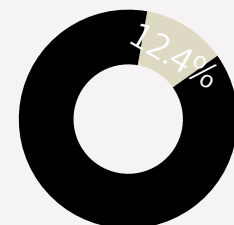
**18.4 %**  
of Rochester residents  
identify with Hispanic origin.



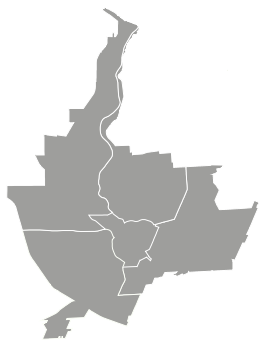
**8.6 %**  
of Monroe County residents  
identify with Hispanic origin.



**9.8 %**  
of Syracuse residents  
identify with Hispanic origin.



**12.4 %**  
of Buffalo residents identify  
with Hispanic origin.



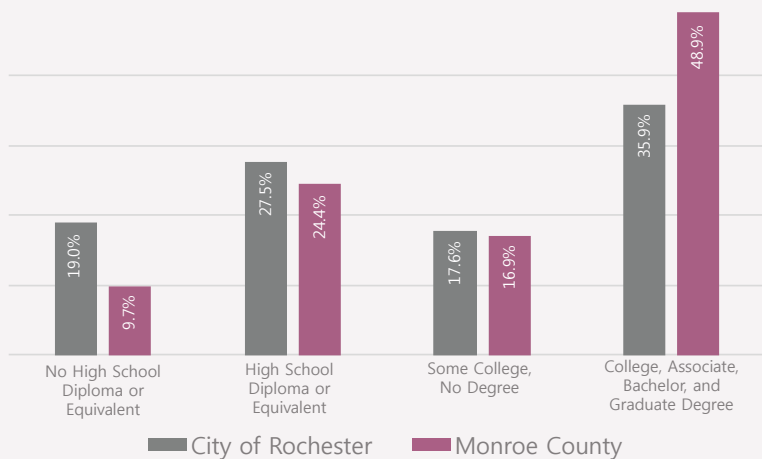
# EDUCATION

## CITY OF ROCHESTER

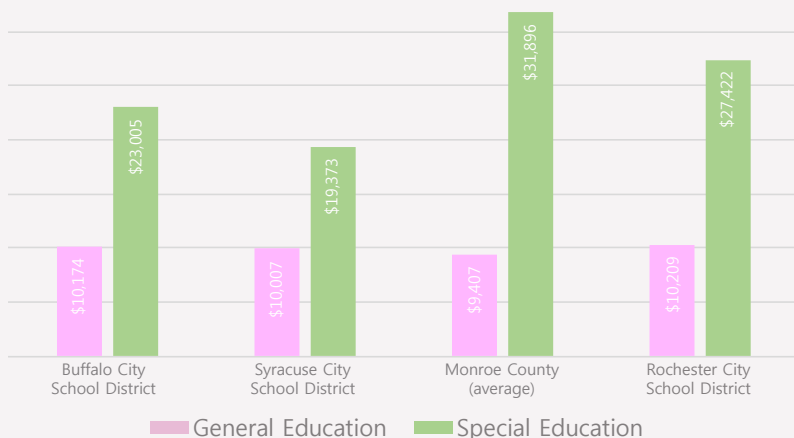
### HIGHLIGHTS

- The Rochester City School District has more than 120 schools and serves approximately 28,000 students from pre-kindergarten through 12th grade.
- Graduation rates in the City of Rochester are lower than Monroe County, but comparable to the cities of Buffalo and Syracuse.
- The proportion of people who have obtained a college degree is higher in Monroe County (48.9%) than the City of Rochester (35.9%).
- The proportion of residents without a high school diploma is higher in the City of Rochester (19%) than Monroe County (9.7%).
- The Rochester City School District spends slightly more per pupil than its counterparts in Buffalo and Syracuse.

### HIGHEST LEVEL OF EDUCATION (2015)

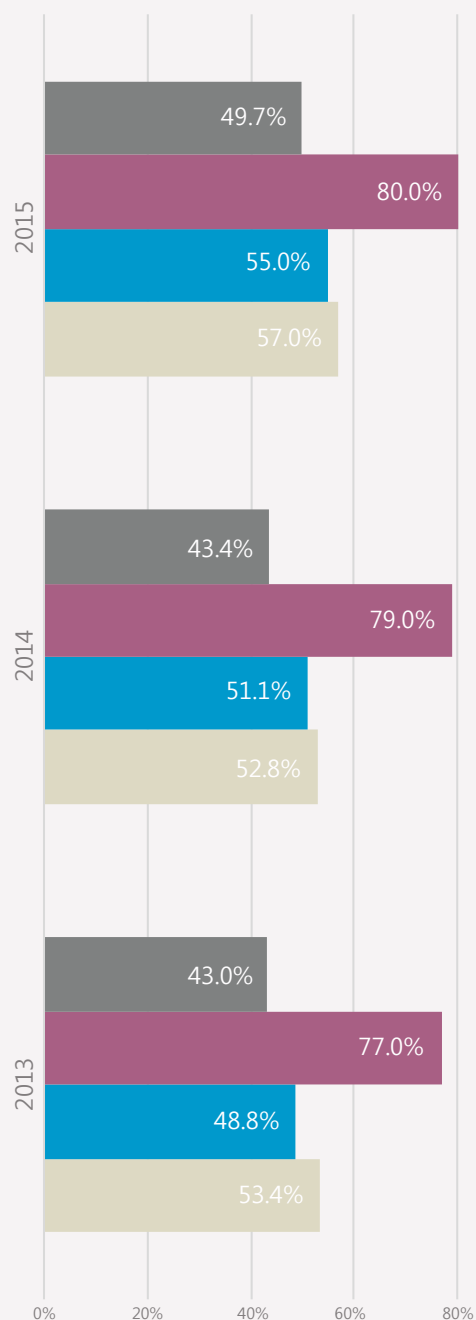


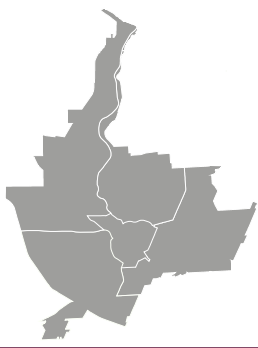
### SPENDING PER PUPIL (2013)



### GRADUATION RATES

■ Rochester CSD 
 ■ Monroe County 
 ■ Syracuse CSD 
 ■ Buffalo CSD





# EMPLOYMENT

## CITY OF ROCHESTER

### HIGHLIGHTS

- The largest industry sector in the City of Rochester is services (60%). This includes the hospitality, education, health care, professional, and social services.
- Retail trade is the second largest industry sector in the City of Rochester (11.7%); which includes employment in restaurants, automotive dealerships, and general stores.
- 59% of the City of Rochester's population is in the labor force, which is comparable to the nation as a whole (63%).
- The City of Rochester has a higher unemployment rate (9.3%) than other upstate cities like Buffalo (8.8%) and Syracuse (7.8%).

### LABOR FORCE PARTICIPATION (2015)



59.2%

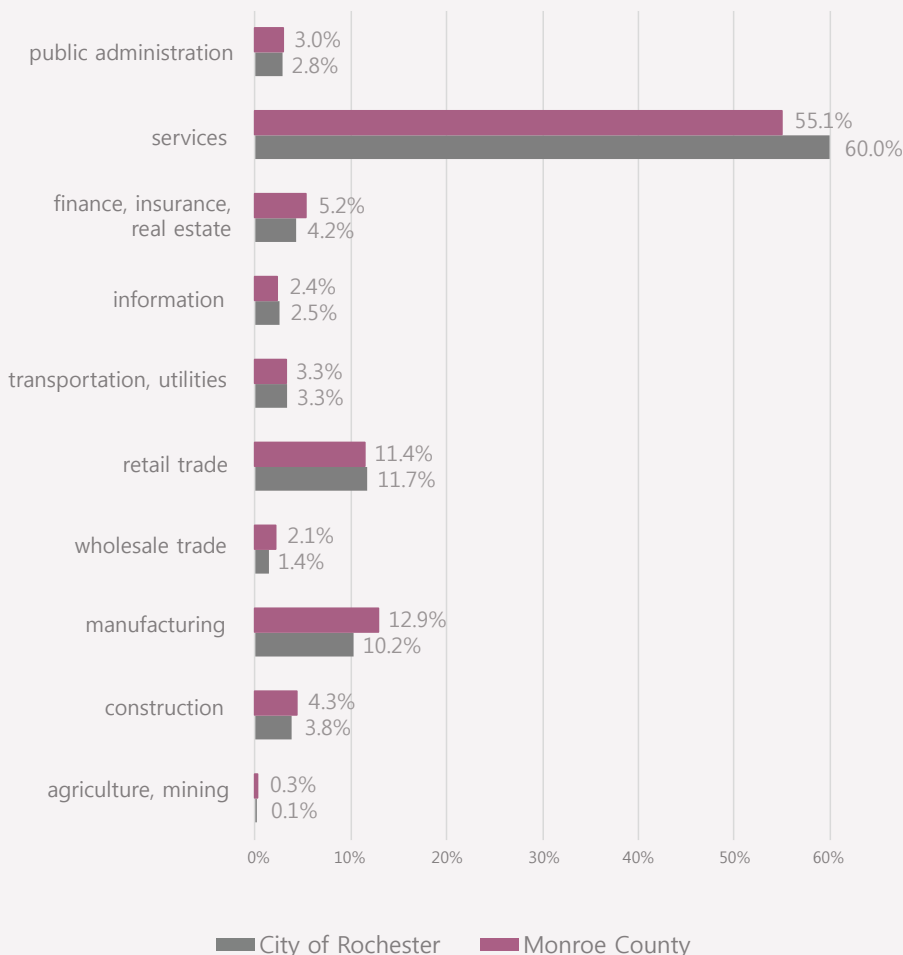
of the population over the age of 16 is part of the labor force in the City of Rochester.



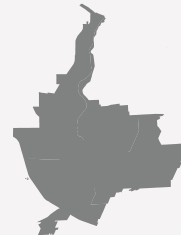
62.6%

of the population over the age of 16 is part of the labor force in the United States.

### EMPLOYMENT BY INDUSTRY (2015)



### UNEMPLOYMENT RATE (2015)



9.3 %

unemployment rate for the City of Rochester.



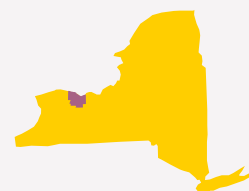
8.8 %

unemployment rate for the City of Buffalo.



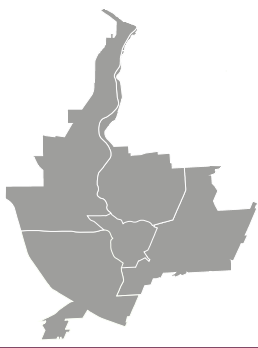
7.8 %

unemployment rate for the City of Syracuse.



5.4 %

unemployment rate for both Monroe County and New York State.



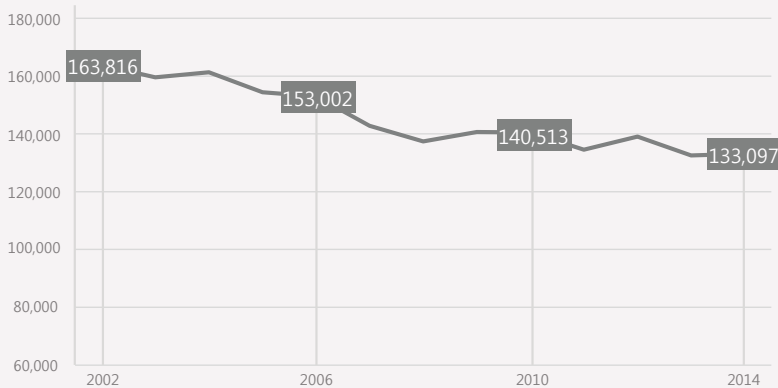
# EMPLOYMENT continued

## CITY OF ROCHESTER

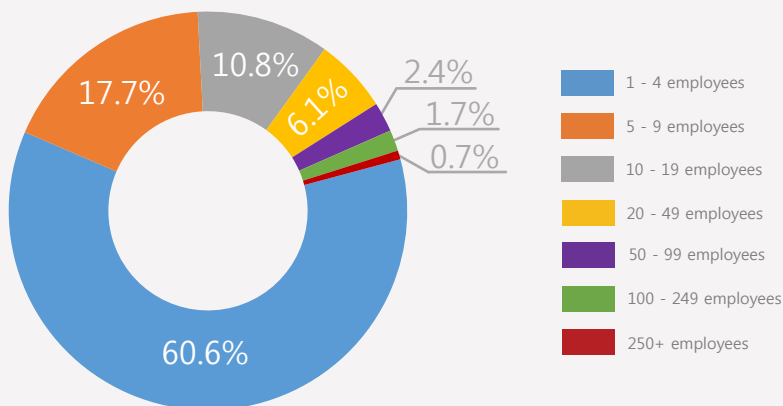
### HIGHLIGHTS

- The largest employers in the Rochester region are the University of Rochester, Rochester Regional Health, and Wegmans Food Markets, which collectively employ over 55,000 people.
- The number of jobs in the City of Rochester has declined by almost 20%, with 30,000 fewer jobs in 2014 than 2002.
- A majority (60.6%) of establishments in Rochester employ 1 to 4 people, while fewer than 1% of establishments employ over 250 people.


















### CHANGE IN TOTAL JOBS



### ESTABLISHMENTS BY SIZE (2016)



### TOP EMPLOYERS IN THE REGION\* (2016)

	University of Rochester	27,590 employees
	Rochester Regional Health	15,753 employees
	Wegmans Food Markets	13,606 employees
	Xerox	6,396 employees
	Paychex	4,123 employees
	Rochester Institute of Technology	3,993 employees
	Lifetime Healthcare	3,569 employees
	Harris Corporation	3,450 employees
	YMCA of Greater Rochester	2,745 employees
	Tops Markets	2,588 employees
	Sutherland Global Services	2,438 employees
	Finger Lakes Health	1,851 employees
	Frontier Communications	1,800 employees
	Eastman Kodak	1,750 employees
	Finger Lakes Racing Association	1,744 employees
	Heritage Christian Services	1,637 employees
	Center for Disability Rights	1,569 employees

\*The Rochester region includes Monroe, Genesee, Livingston, Ontario, Orleans, and Wayne counties.



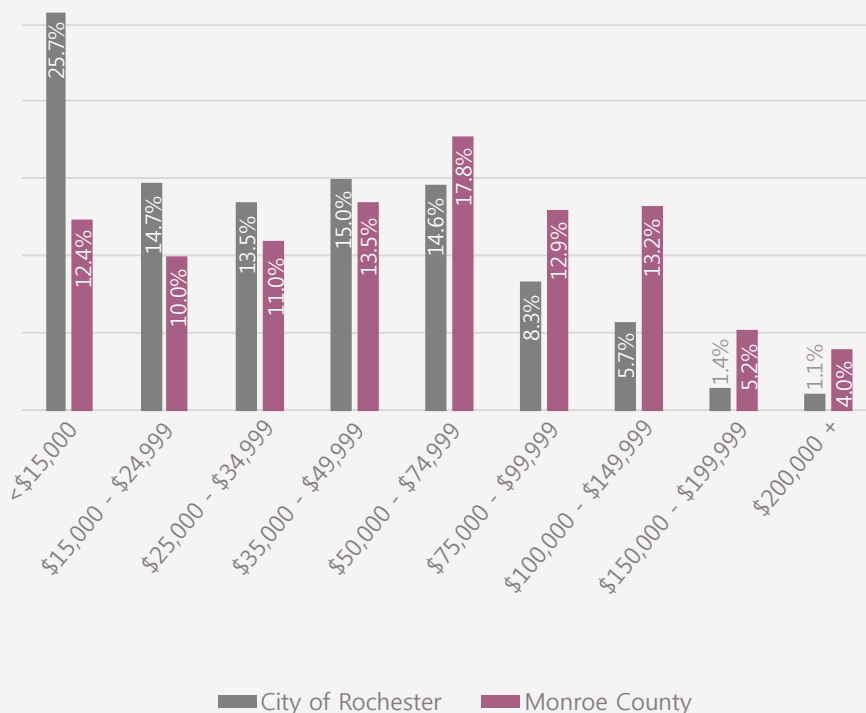
# INCOME

## CITY OF ROCHESTER

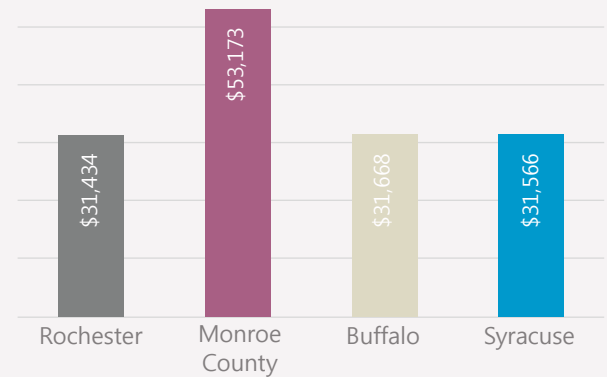
### HIGHLIGHTS

- More than a quarter of households in the City of Rochester have an income less than \$15,000.
- The median household income in the City of Rochester (\$31,434) is comparable to Buffalo (\$31,668) and Syracuse (\$31,566), but significantly lower than Monroe County (\$53,173).
- Only 8% of households in the City of Rochester have incomes over \$100,000, compared to 22% in Monroe County.
- The poverty rate for the City of Rochester (32.9%) is comparable to the upstate cities of Syracuse and Buffalo. The poverty rate for Monroe County is significantly lower.
- Since 1999, Rochester's poverty rate has increased by 27% from 25.9% to 32.9%.

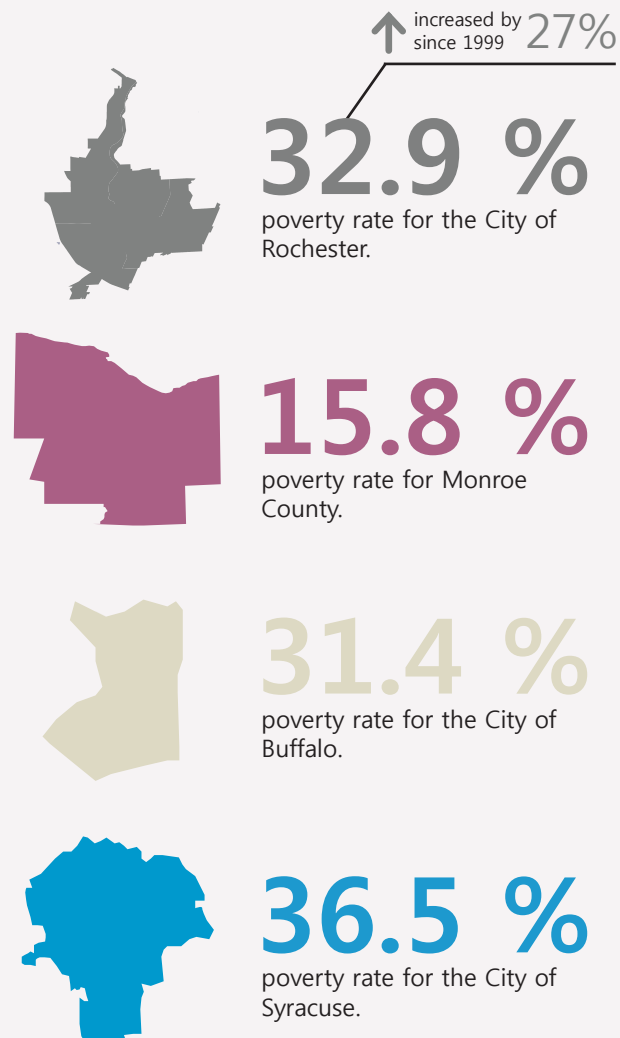
### HOUSEHOLD INCOME (2015)

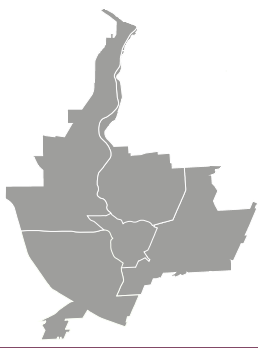


### MEDIAN HOUSEHOLD INCOME (2015)



### POVERTY RATE (2013)





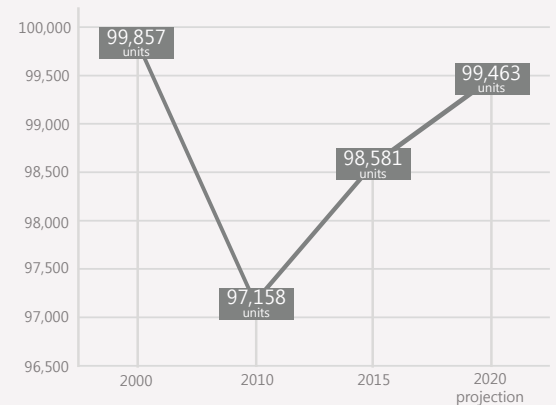
# HOUSING

## CITY OF ROCHESTER

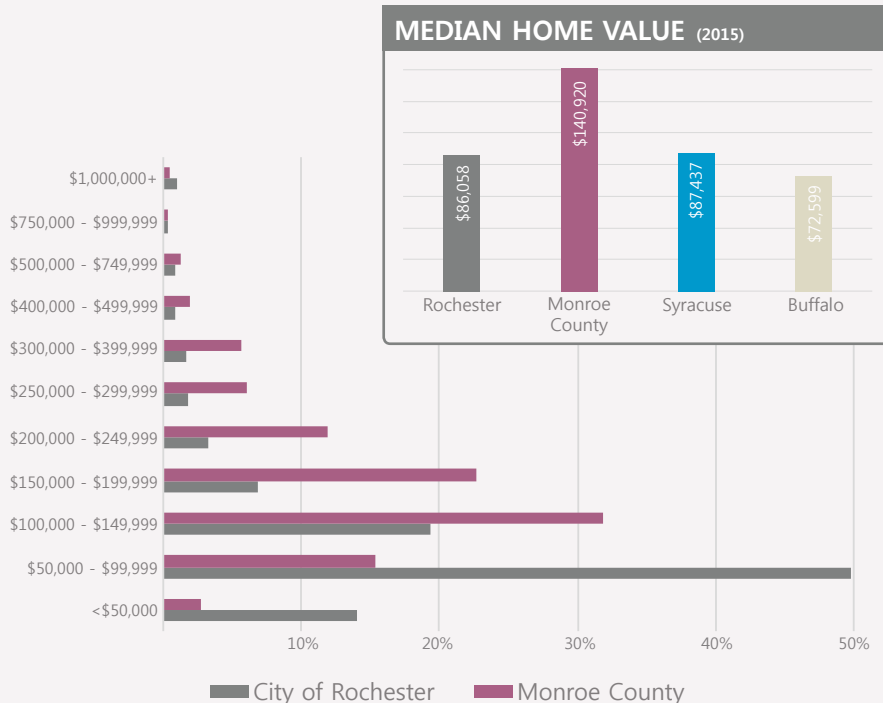
### HIGHLIGHTS

- Since 2010, the number of housing units in the City of Rochester has increased by 1.5% and is projected to continue increasing through 2020.
- Almost 65% of housing units in the City are valued below \$100,000, compared to 20% of units in Monroe County.
- The median home value in the City of Rochester (\$86,058) is comparable to Syracuse (\$87,437) but significantly lower than Monroe County (\$140,920).
- About 32% of the City's housing units are owner occupied, which is significantly lower than Monroe County as a whole, where 59% of housing units are owner occupied.

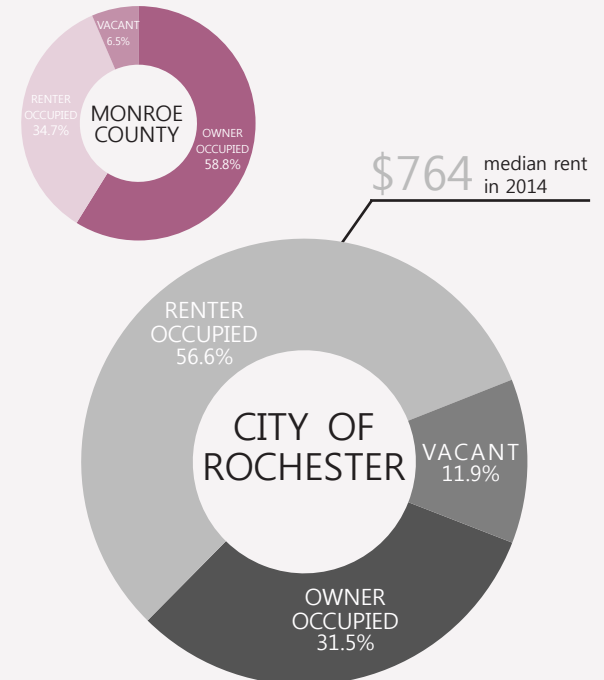
### TOTAL HOUSING SUPPLY



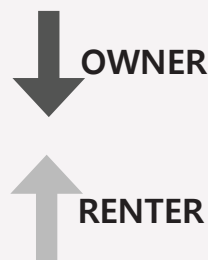
### HOUSING VALUE (2015)



### HOUSING TENURE (2015)



### AGE OF HOUSING STOCK



The percentage of owner occupied housing units is projected to decrease from 31.5% (2015) to 30.6% (2020).

The percentage of renter occupied housing units is projected to increase from 56.6% (2015) to 56.8% (2020).



# LAND USE

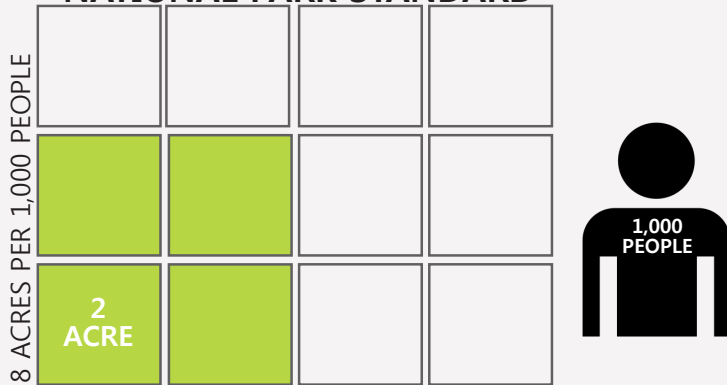
## CITY OF ROCHESTER

### HIGHLIGHTS

- Approximately 52% of land within the City of Rochester is used for residential purposes.
- Almost 27% of land within the City is zoned as "Special Districts," such as Center City, College Town, the Public Market Village and others. This allows standards and regulations to be tailored to specific areas.
- The National Parks and Recreation Association recommends 8 acres of parkland for every 1,000 people. The City of Rochester provides 10 acres per 1,000 people for a total of approximately 2070 acres.

### PARKLAND (2016)

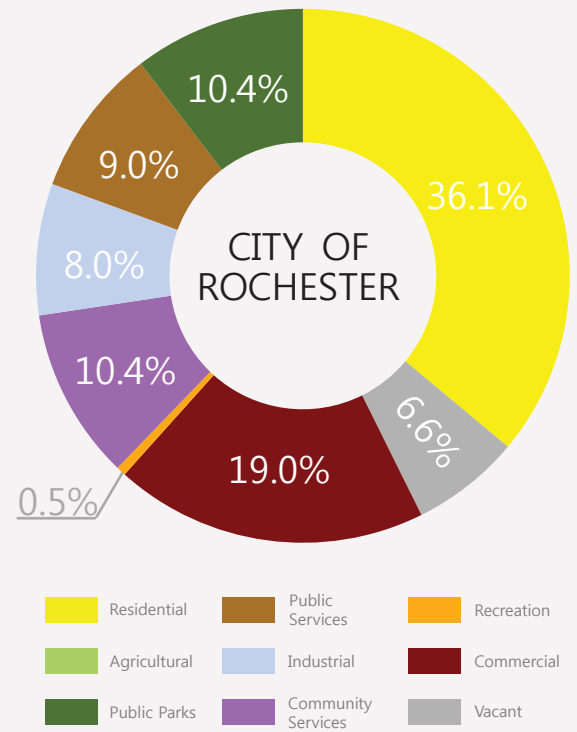
#### NATIONAL PARK STANDARD



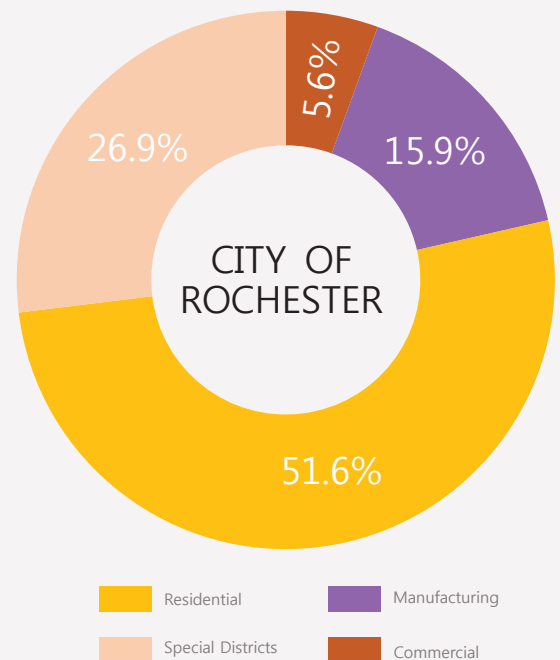
#### CITY OF ROCHESTER

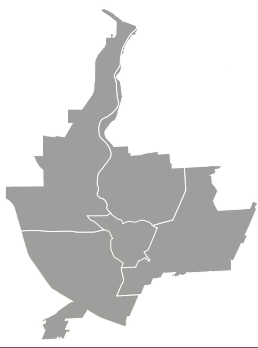


### LAND USE (2016)



### ZONING (2016)





# PUBLIC SAFETY

## CITY OF ROCHESTER

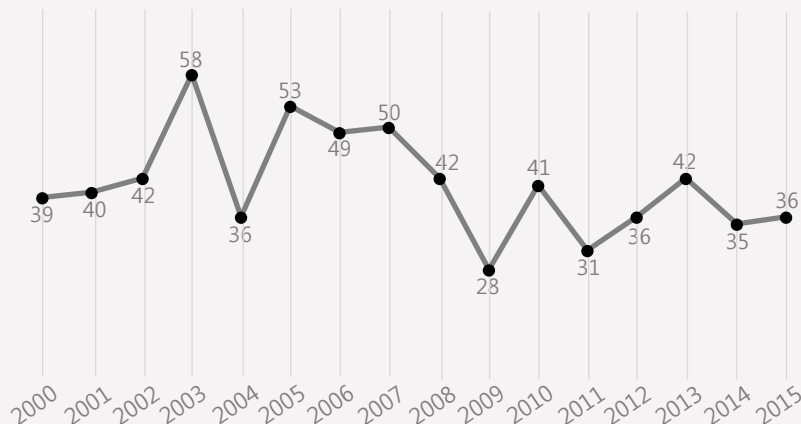
### HIGHLIGHTS

- In 2015, the City of Rochester experienced the second lowest levels of violent crimes in 10 years.
- Violent crimes, such as rapes and robberies, have decreased since 2014.
- Robberies, burglaries, and larceny are all at 25-year lows for the City.
- Shooting incidents increased by 20% from 2014 to 2015.
- In 2015, the City of Rochester closed 80% of its open homicide cases with arrests.

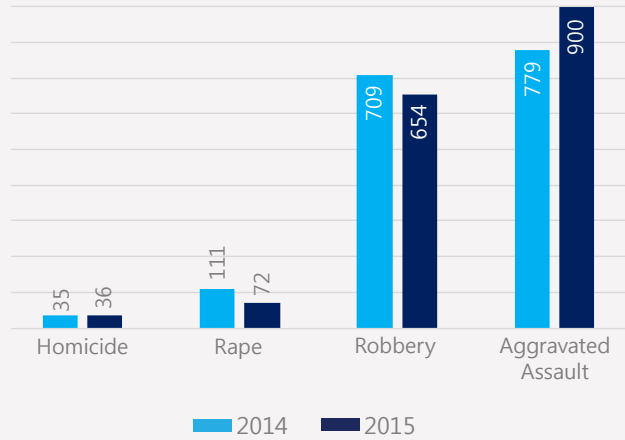
### SHOOTING INCIDENTS



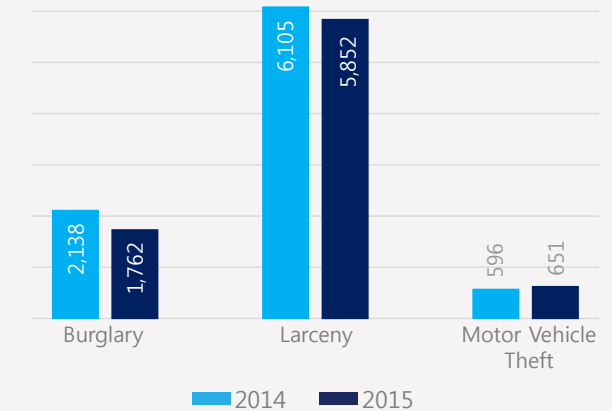
### HOMICIDES



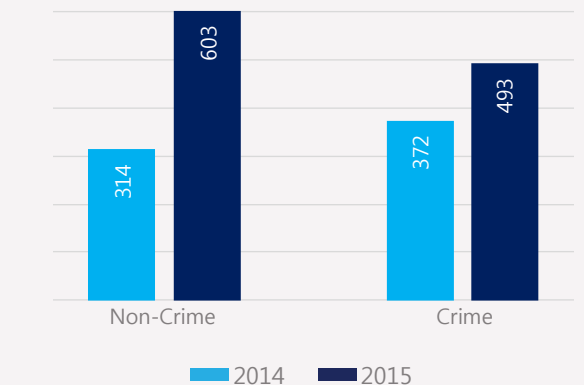
### TOTAL VIOLENT CRIMES



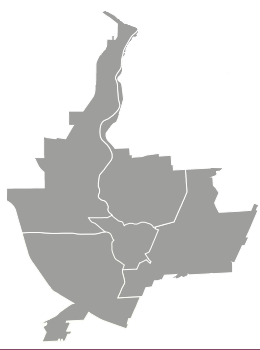
### TOTAL PROPERTY CRIMES



### TOTAL GUN RECOVERIES



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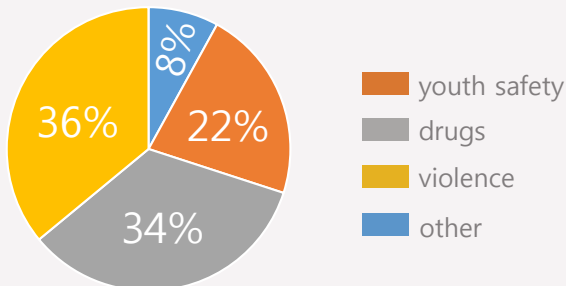
# PUBLIC HEALTH

## CITY OF ROCHESTER

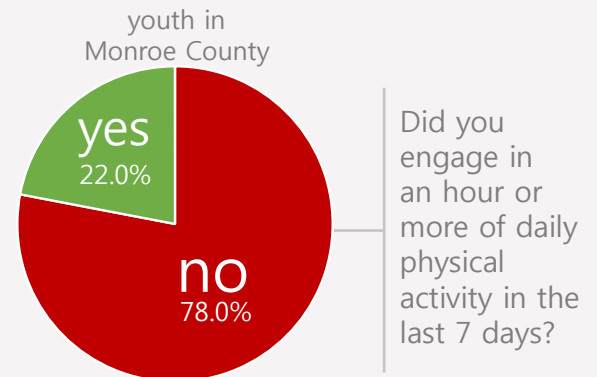
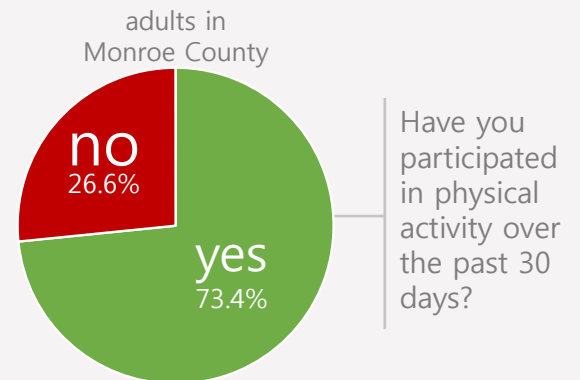
### HIGHLIGHTS

- Obesity rates disproportionately affect Rochester children, especially those who are African-American or Hispanic.
- African-American and Latino families in the City of Rochester experience worse health outcomes than Caucasian and non-Latino families in Monroe County.
- In the City of Rochester, one in three children is overweight or obese, putting them at increased risk for diabetes, heart disease, and cancer in adulthood.
- Almost 80% of children in Monroe County do not meet the national guidelines of 60 minutes of physical activity per day.

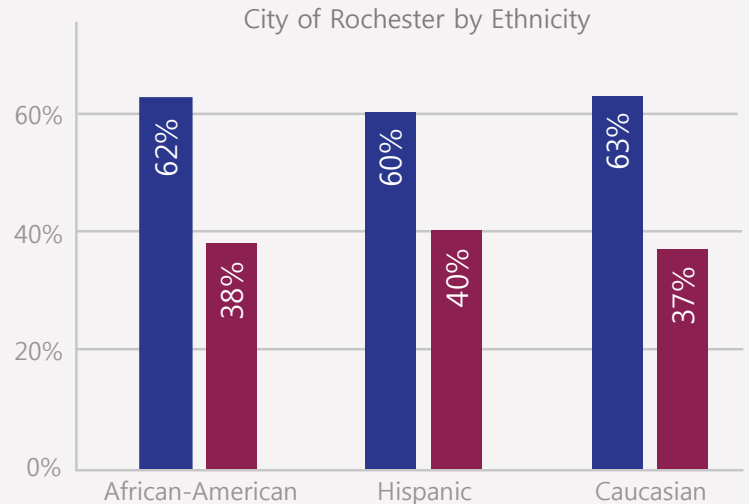
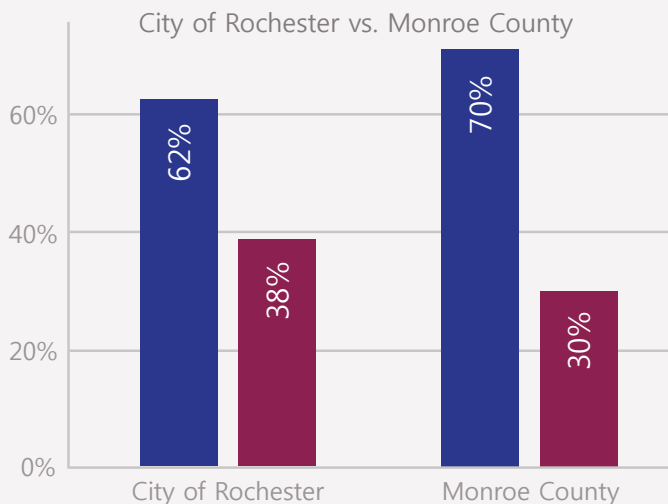
### COMMUNITY FEARS IN ROCHESTER (2008)



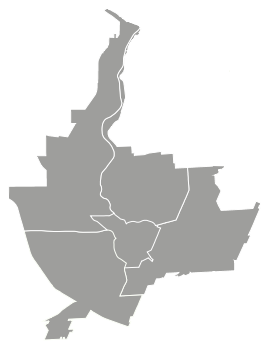
### PHYSICAL ACTIVITY LEVELS (2014)



### CHILDHOOD OBESITY RATES (2012)



■ Normal/Underweight ■ Obese/Overweight



# PUBLIC HEALTH continued

## CITY OF ROCHESTER

### HIGHLIGHTS

- About 60% of families in the City of Rochester are concerned about the lack of safe places for children to play in their neighborhood.
- Most Rochester children do not play at parks or playgrounds (17%) but rather in unsafe locations like vacant lots (23%) or streets (21%).
- Crime and perceptions of safety often prevent residents from exercising and playing in their neighborhoods. However, parents have suggested that measures like reducing speed limits and securing vacant housing would improve walkability and alleviate concerns.

### PARENTAL CONCERNS 2015

In a walkability assessment conducted by Healthi Kids, parents in the Southwest Quadrant indicated that they were concerned primarily about the following issues:



### RECOMMENDATIONS FOR IMPROVED WALKABILITY

When asked how walkability could be improved at schools in the Southwest Quadrant, parents suggested the options at right:



### PLAY SPACES (2013)



**23 %**

of children play in vacant or parking lots



**21 %**

of children play in the street



**19 %**

of children play at school



**17 %**

of children play at parks or playgrounds



**15 %**

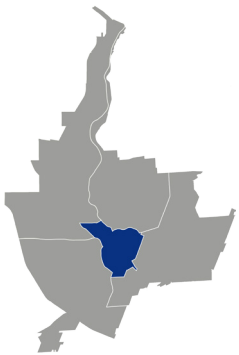
of children play at neighborhood or community organizations



**4 %**

of children play at private playgrounds

\*data collected from the following Rochester neighborhoods: Beechwood, Bridges to Wellness, Dewey-Driving Park, Jefferson Ave., and Project HOPE

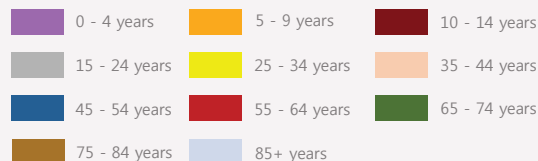
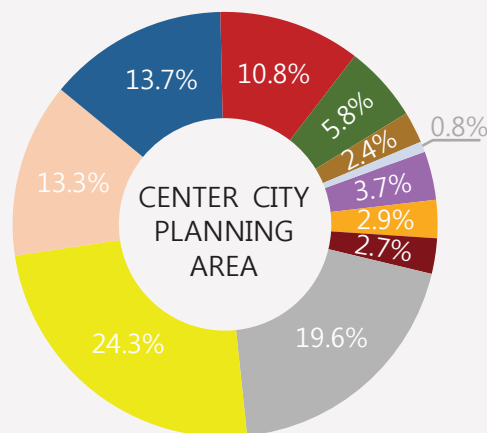


# PEOPLE CENTER CITY

## HIGHLIGHTS

- In 2015, there were approximately 12,216 people living in the Center City Planning Area, accounting for 6% of the City's total population.
- Unlike the other Planning Areas, the population of the Center City Planning Area is projected to increase by 2% in the coming years.
- The Center City Planning Area has a smaller percentage of children than the other Planning Areas. Approximately 9% of Center City residents are aged between 0 and 14, while the percentage of children in the other Planning Areas averages around 20%.
- Almost a quarter of residents in the Planning Area are between the ages of 25 and 34 years old.

## POPULATION BY AGE (2015)



## TOTAL POPULATION (2015)

**12,216**

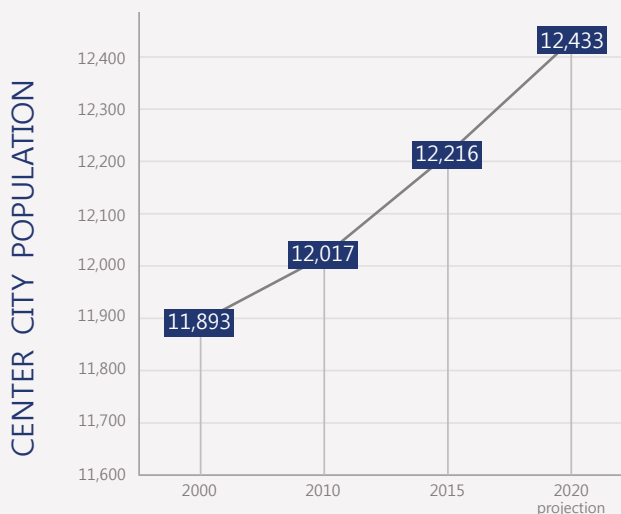
residents are in the  
Center City Planning Area

**6%**

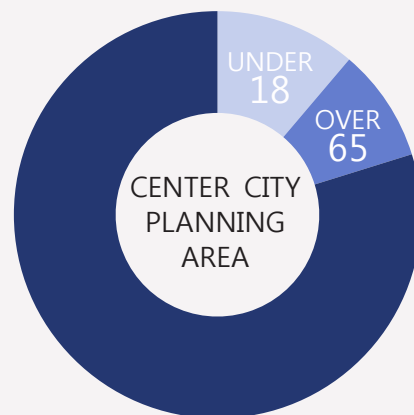
of the City's total  
population

**208,271**

residents are in the  
City of Rochester



## POPULATION TRENDS BY AGE (2015)

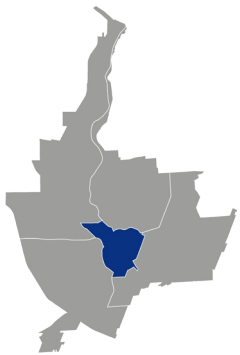


↓ **18**  
UNDER

The population of residents 18 and under is projected to decrease from 11.2% in 2015 to 11.0% in 2020.

↑ **65**  
OVER

The population of residents over the age of 65 is projected to increase from 9.0% in 2015 to 10.1% in 2020.

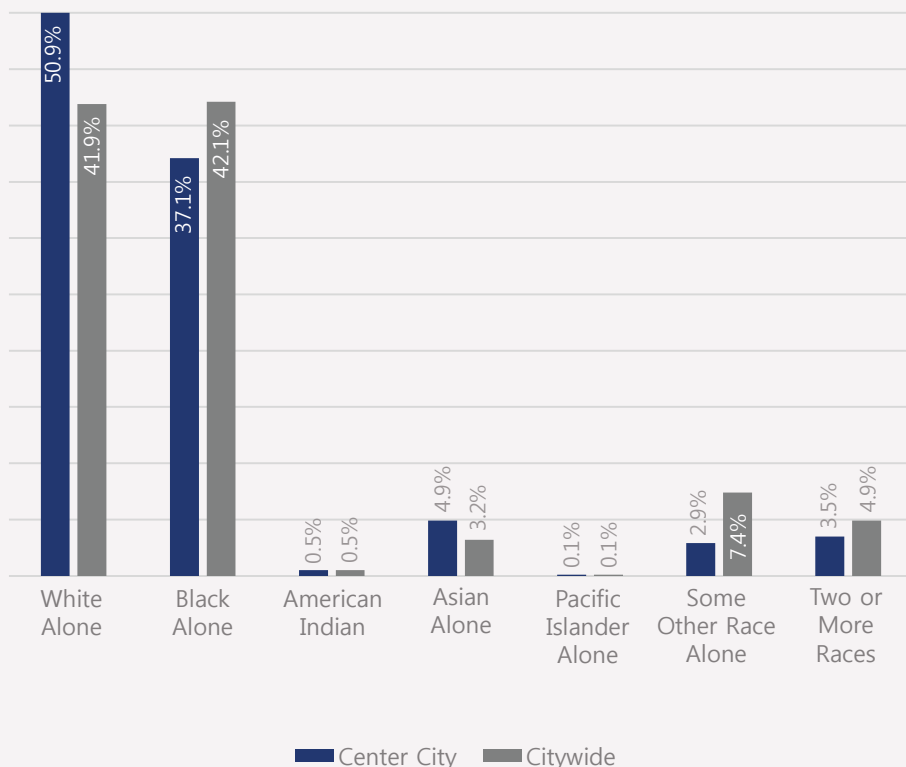


# RACE AND ETHNICITY CENTER CITY

## HIGHLIGHTS

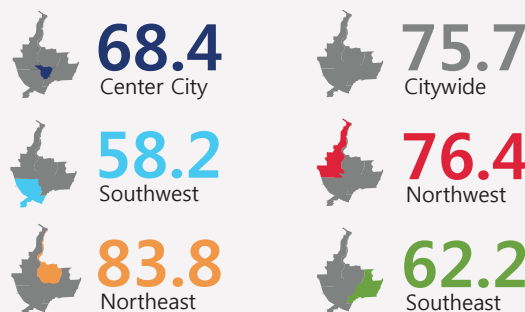
- In 2015, the Center City Planning Area had a higher percentage of residents who self-identified as White Alone (50.9%) compared to the City as a whole (41.9%), as well as a lower percentage of residents who self-identified as Black Alone (37.1%) compared to the City as a whole (42.1%).
- Approximately 12% of residents self-identify with Hispanic origin, compared to 18.4% in the City as a whole.
- The diversity index for the Center City Planning Area is 68.4, thus indicating that the population is relatively diverse.

## RACIAL COMPOSITION (2015)

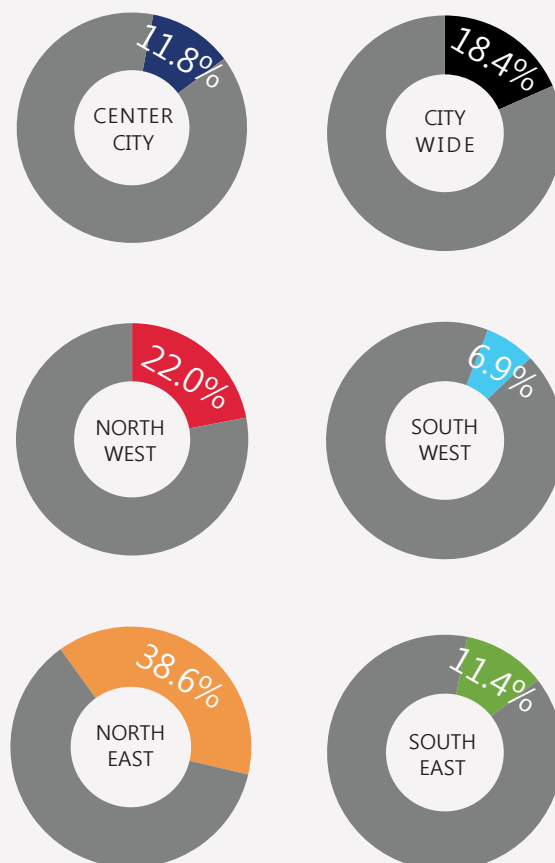


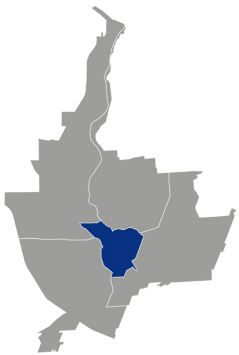
## DIVERSITY INDEX (2015)

The Diversity Index shows the likelihood that two persons, chosen at random from the same area, belong to different race and ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



## HISPANIC ETHNICITY (2015)





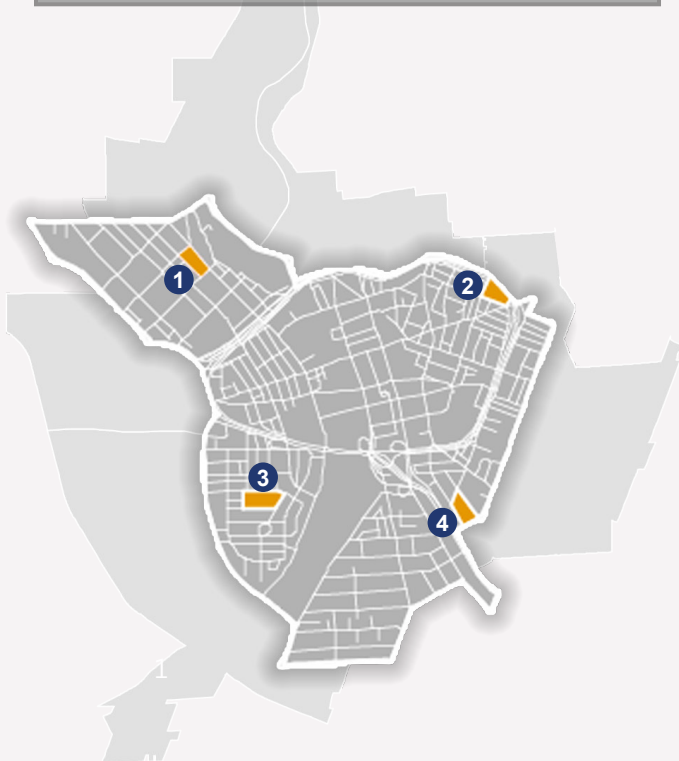
# EDUCATION CENTER CITY

## HIGHLIGHTS

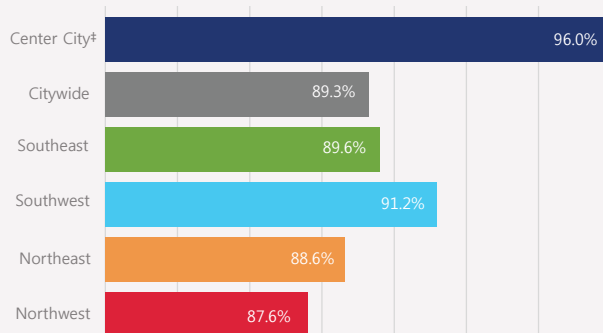
- There are 4 RCSD schools located in the Center City Planning Area, one of which is School Without Walls - the top-performing school in the district.
- Schools in the Center City Planning Area have the highest attendance rates in the City.
- More than 40% of residents in the Center City Planning Area have obtained a college, associate, bachelor, or graduate degree.

## MAP OF SCHOOLS<sup>†</sup>

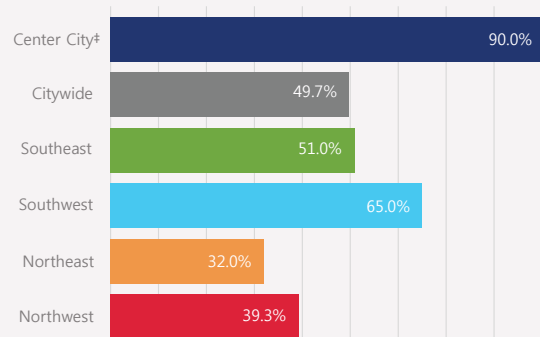
- 1 School 5 John Williams (K-8)\*
- 2 School 58 World of Inquiry (K-12)
- 3 School 3 Nathaniel Rochester Community School (K-8)\*
- 4 School Without Walls (9-12)\*



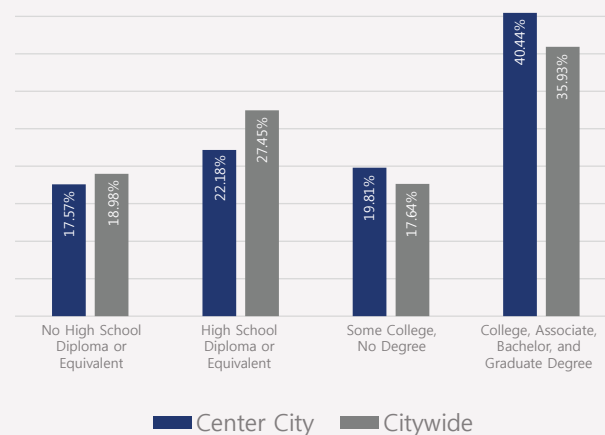
## ATTENDANCE RATES (2013-2014)



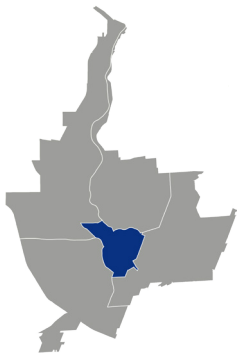
## GRADUATION RATES (2015)



## HIGHEST EDUCATION LEVEL (2015)



<sup>†</sup> Due to the limited availability of data, neither private schools nor schools denoted with an asterisk (\*) were included in the graduation or attendance rate calculations.  
<sup>‡</sup> Data was only available for one school (School 58 World of Inquiry) in the Center City Planning Area.



# EMPLOYMENT CENTER CITY

## HIGHLIGHTS

- Services is the largest industry sector in the Center City Planning Area (68.8%). The service industry includes hospitality, education, health care, professional, and social services.
- The unemployment rate for the Center City Planning Area (8.2%) is higher than the state rate (5.4%). Because employment is typically the primary source of income for most residents, a high unemployment rate is an indicator of limited economic opportunity.
- The Planning Area has a lower labor force participation rate (55.2%) than both the City (59.2%) and the national average (62.6%).

## LABOR FORCE PARTICIPATION (2015)



**55.2%**

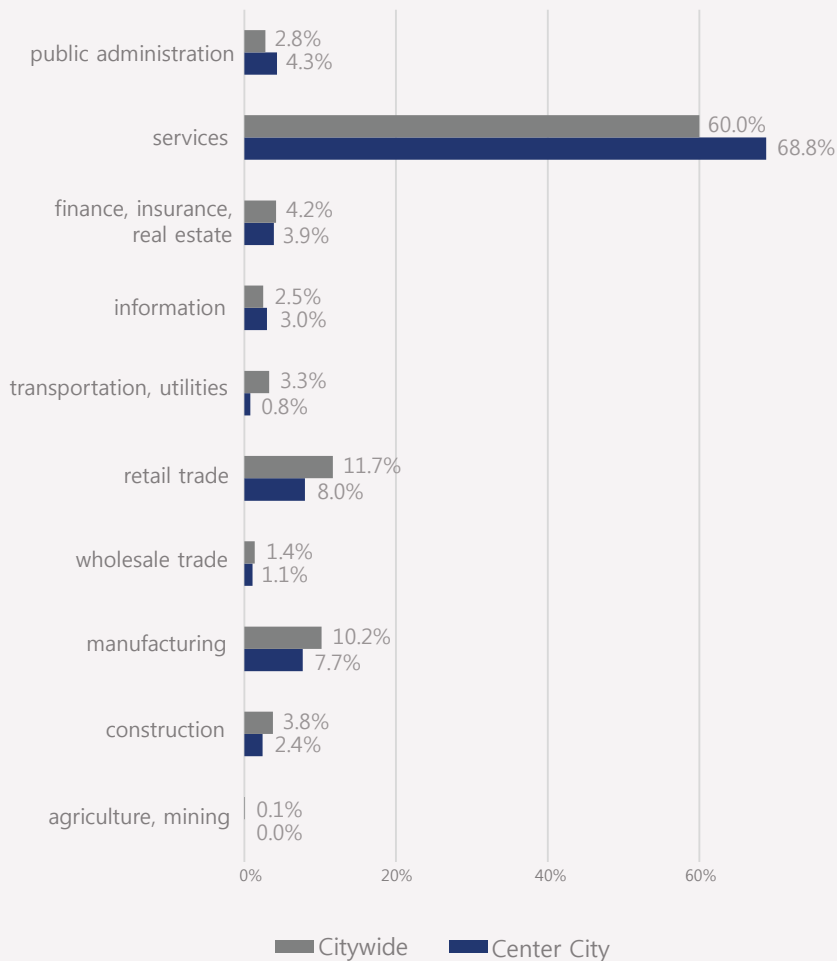
of the working-age population is part of the labor force in the Center City Planning Area.



**59.2%**

of the working-age population is part of the labor force in the City of Rochester.

## EMPLOYMENT BY INDUSTRY (2015)



## UNEMPLOYMENT RATE (2015)



**8.2%**  
Center City



**9.3%**  
Citywide



**15.9%**  
Northeast



**4.9%**  
Southeast

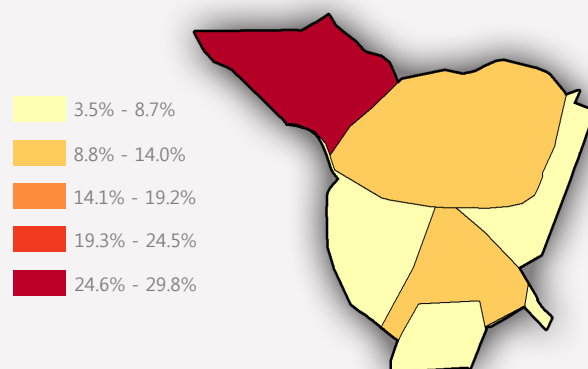


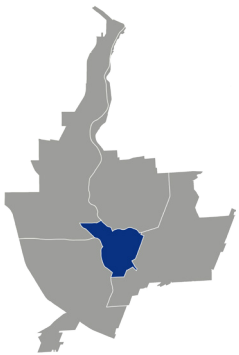
**10.2%**  
Northwest



**10.5%**  
Southwest

## UNEMPLOYMENT RATE BY CENSUS TRACT (2016)



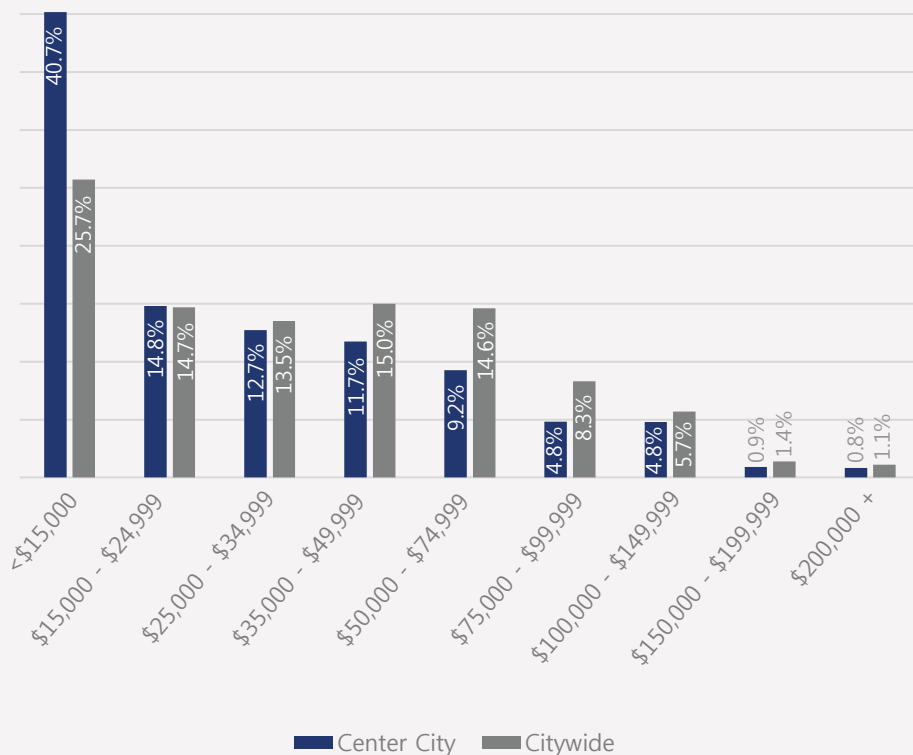


# INCOME CENTER CITY

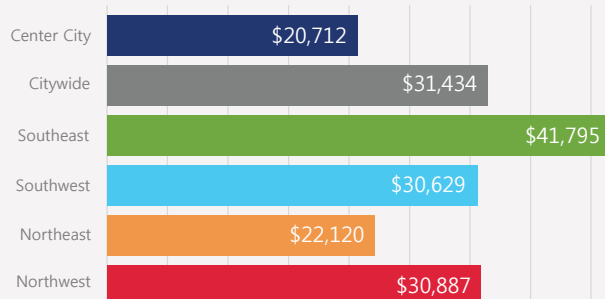
## HIGHLIGHTS

- In the Center City Planning Area, 40.7% of all households have incomes less than \$15,000 which is below the federal poverty line for a family of two (\$16,020).
- The median household income in the Planning Area (\$20,712) could only marginally support a family of three, which requires an annual income of \$20,160.
- The poverty rate for the Center City Planning Area (38.8%) is greater than the City rate (32.9%) and more than double the national rate (14.9%).

## HOUSEHOLD INCOME (2015)



## MEDIAN HOUSEHOLD INCOME (2015)



## POVERTY RATE (2013)



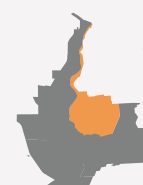
**38.8 %**

poverty rate for the Center City Planning Area.



**32.9 %**

poverty rate for the City of Rochester.



**39.8 %**

poverty rate for the Northeast Planning Area.



**28.8 %**

poverty rate for the Northwest Planning Area.



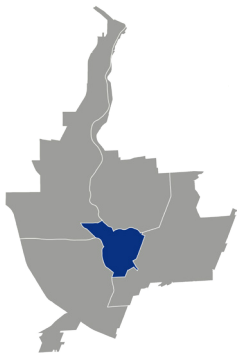
**18.1 %**

poverty rate for the Southeast Planning Area.



**32.2 %**

poverty rate for the Southwest Planning Area.

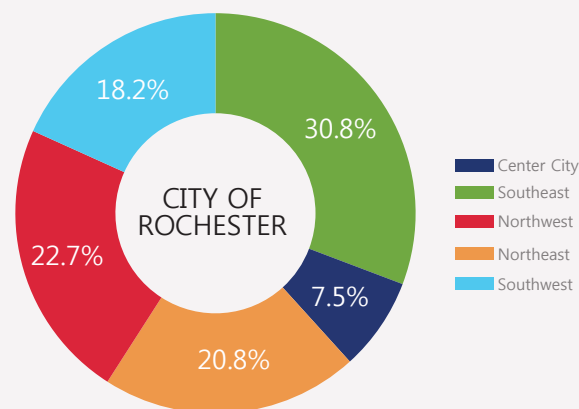


# HOUSING CENTER CITY

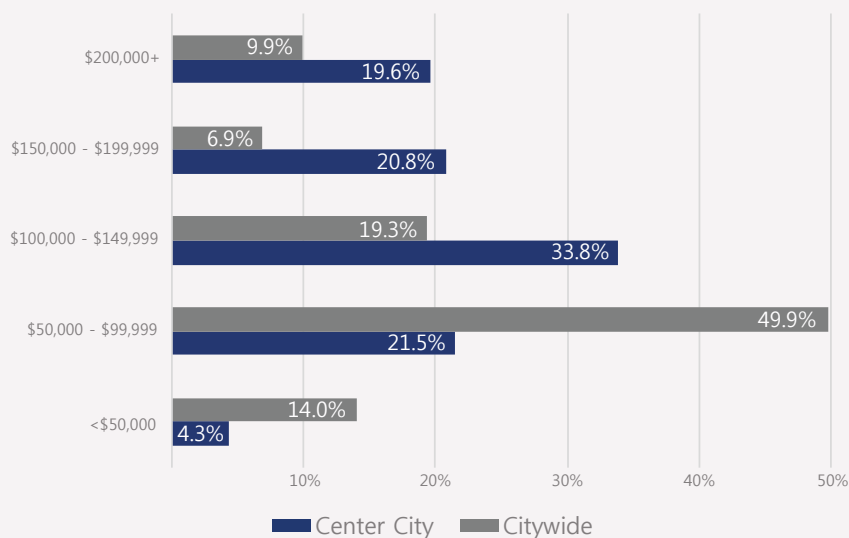
## HIGHLIGHTS

- Approximately 19.6% of housing units in the Center City Planning Area are valued above \$200,000, compared to only 10% in the City as a whole.
- The vast majority (74.6%) of housing units in the Center City Planning Area are renter occupied, with this percentage projected to increase in coming years.
- The Center City Planning Area has significantly fewer owner occupied housing units (11.7%) than the City as a whole (31.5%).
- Multiple housing projects are planned for the Center City, including the redevelopment of the Alliance Building into rental units and the redevelopment of Midtown Tower into owner occupied condominiums.

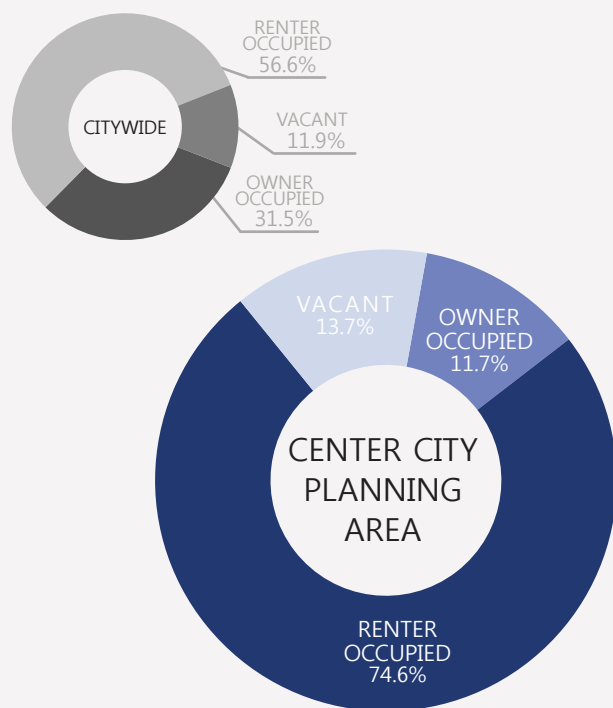
## PERCENT OF TOTAL HOUSING SUPPLY (2015)



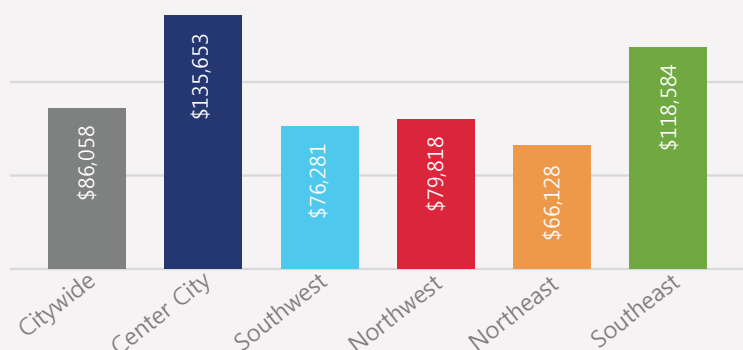
## HOUSING VALUE (2015)



## HOUSING TENURE (2015)



## MEDIAN HOME VALUE (2015)



The percentage of owner occupied housing units is projected to decrease from 11.7% (2015) to 10.8% (2020).



The percentage of renter occupied housing units is projected to increase from 74.6% (2015) to 76.5% (2020).



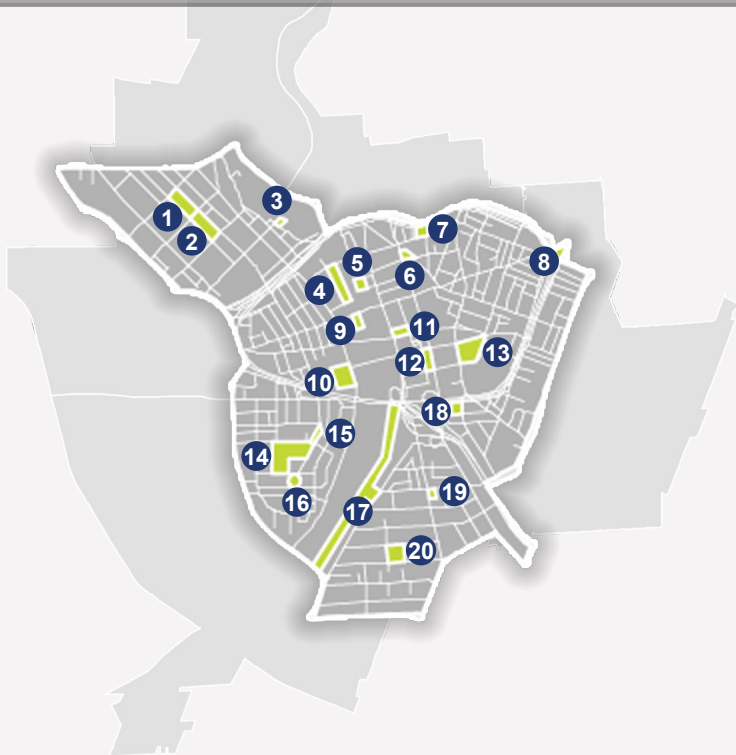
# LAND USE CENTER CITY

## HIGHLIGHTS

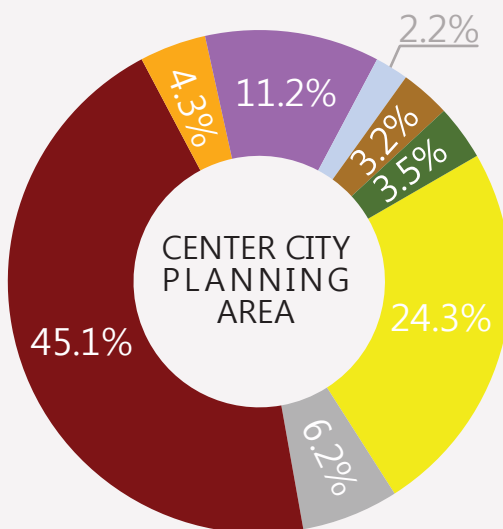
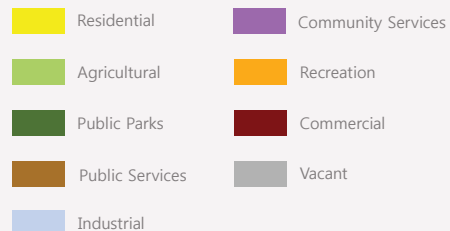
- The National Parks and Recreation Association recommends 8 acres of parkland for every 1,000 people. The Center City Planning Area provides 2.5 acres per 1,000 people for a total of approximately 32 acres, with notable parks including the Genesee Gateway Park and the Martin Luther King Jr. Park.
- To meet the standard, an additional 67 acres of parkland would need to be added, possibly through the redevelopment of vacant land.
- Unlike the other Planning Areas, commercial land uses account for the majority of land uses in the Center City Planning Area.

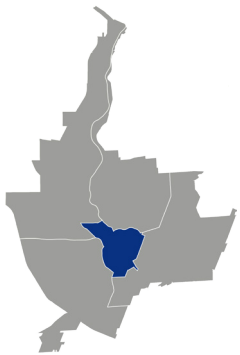
## MAP OF PARKS

- |                                  |                              |                                 |
|----------------------------------|------------------------------|---------------------------------|
| <b>1</b> Verona Street Park      | <b>8</b> Anderson Park       | <b>15</b> Ralph Avery Park      |
| <b>2</b> Brown's Square          | <b>9</b> Aqueduct Park       | <b>16</b> Lunsford Circle       |
| <b>3</b> Granite Mills Commons   | <b>10</b> Civic Center Plaza | <b>17</b> Genesee Gateway Park  |
| <b>4</b> Charles Carroll Park    | <b>11</b> Cornerstone Park   | <b>18</b> Wadsworth Square Park |
| <b>5</b> Genesee Crossroads Park | <b>12</b> Washington Square  | <b>19</b> Nathaniel Square      |
| <b>6</b> St. Joseph's Park       | <b>13</b> MLKJ Park          | <b>20</b> Marie Daley Park      |
| <b>7</b> Schiller Park           | <b>14</b> Adams St. R-Center |                                 |



## LAND USE (2016)



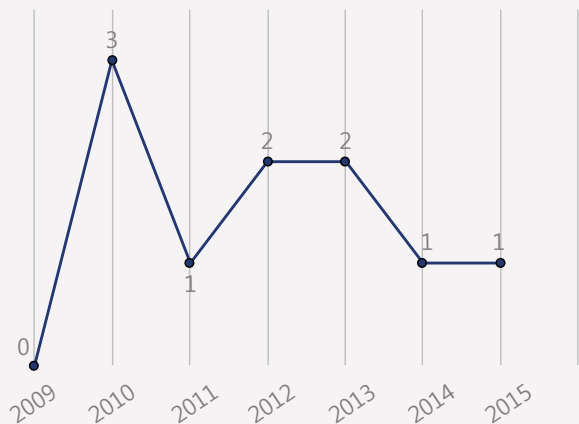


# PUBLIC SAFETY CENTER CITY

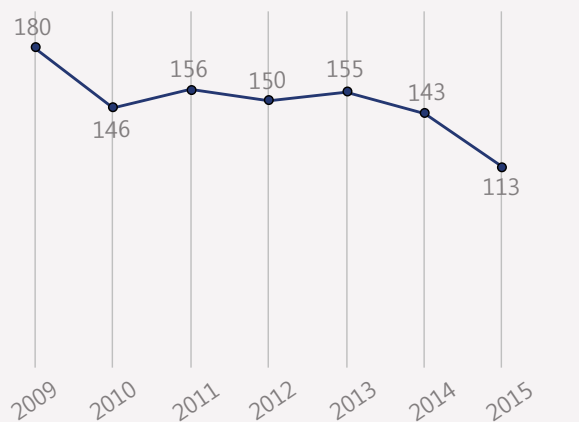
## HIGHLIGHTS

- Since a peak in 2009, the number of burglaries in the Center City Planning Area has fallen by 37%.
- Additionally, the number of homicides in the Planning Area has remained fairly low.
- About 8.3 crimes occur for every 100 residents in the Center City Planning Area, while the other Planning Areas average a rate of 4 crimes per 100 residents.

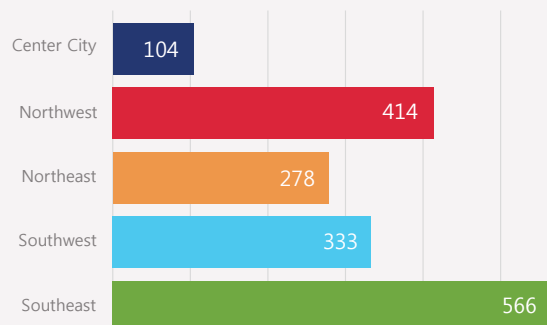
## HOMICIDES (2015)



## BURGLARIES (2015)

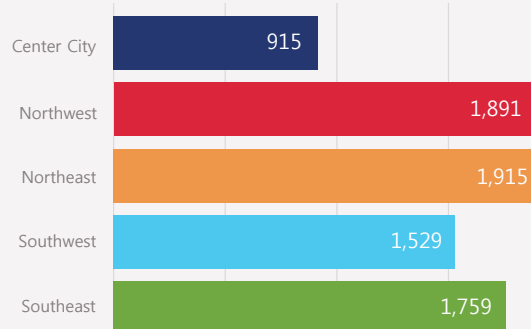


## VIOLENT CRIMES\* (2015)



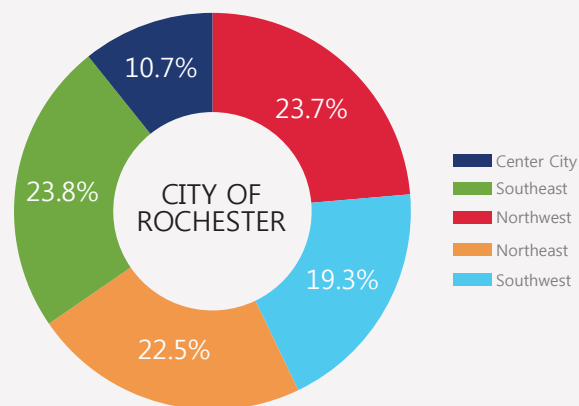
\*includes homicide, rape, robbery, and aggravated assault

## PROPERTY CRIMES\* (2015)



\*includes burglary, larceny, and motor vehicle theft

## PERCENT OF TOTAL CITY CRIME (2015)



This data was provided by and belongs to the Rochester Police Department. Any further use of this data is restricted and must be approved by the Rochester Police Department.



# HEALTHY LIVING ANALYSIS CENTER CITY

## WHAT IS A HEALTHY LIVING ANALYSIS?

Studies have found that people who live close to parks engage in higher levels of physical activity than those who do not. In a study published by the Centers for Disease Control and Prevention, creation of or enhanced access to places for physical activity led to a 25.6% increase in the percentage of people exercising on three or more days per week. The proximity to parks in the Center City Planning Area is shown below. The threshold used to determine "close proximity" is  $\frac{1}{2}$  mile, as this is generally accepted as the longest distance most people will walk to use a park facility.

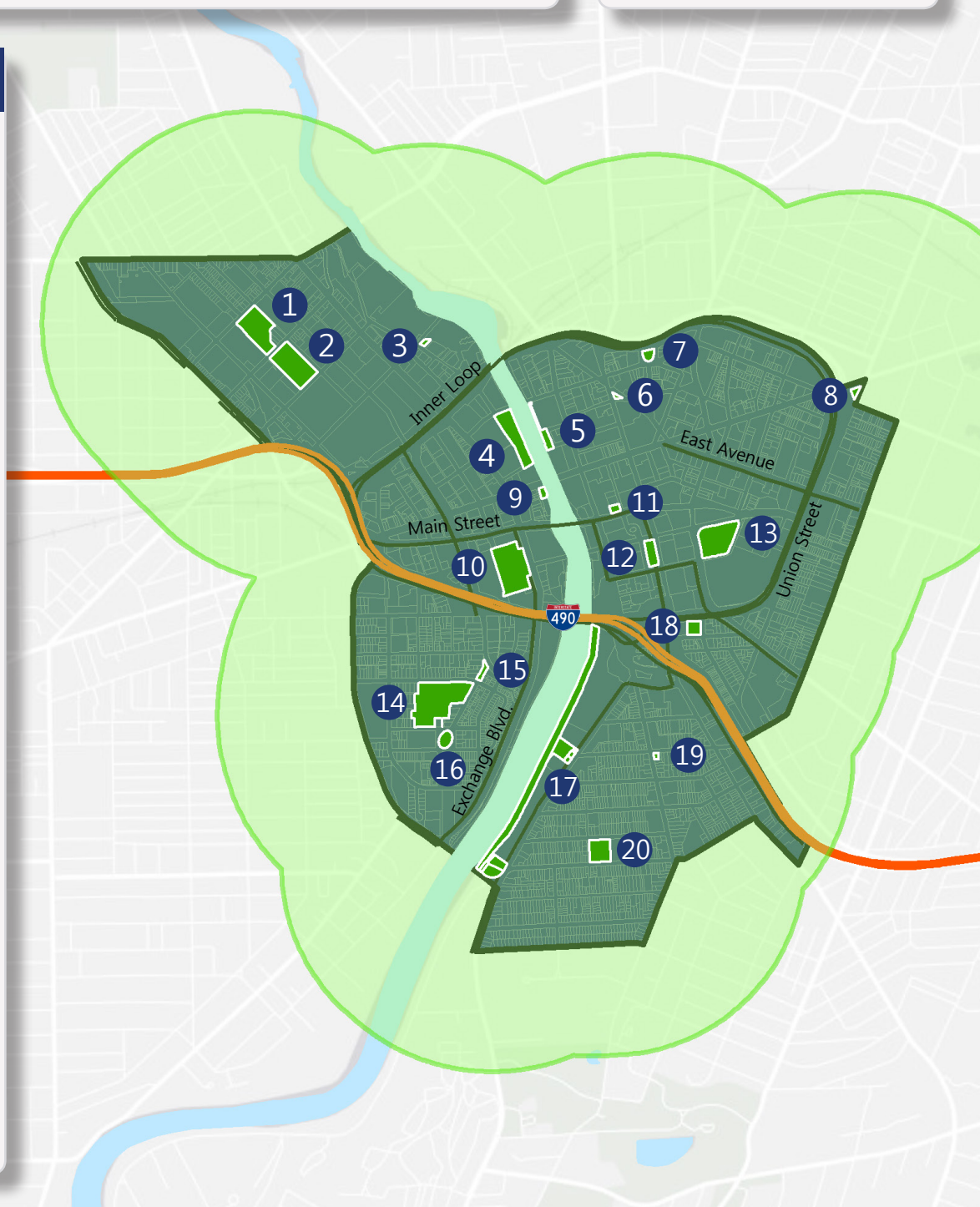
## HIGHLIGHTS

- There are 20 parks located in the Center City Planning Area.
- Park accessibility extends across the entire Planning Area.

## LEGEND

- Parks
- Areas within  $\frac{1}{2}$  mile of a park

- 1 Verona Street Park
- 2 Brown's Square
- 3 Granite Mills Commons
- 4 Charles Carroll Park
- 5 Genesee Crossroads Park
- 6 St. Joseph's Park
- 7 Schiller Park
- 8 Anderson Park
- 9 Aqueduct Park
- 10 Civic Center Plaza
- 11 Cornerstone Park
- 12 Washington Square
- 13 MLKJ Park
- 14 Adams St. R-Center
- 15 Ralph Avery Park
- 16 Lunsford Circle
- 17 Genesee Gateway Park
- 18 Wadsworth Square Park
- 19 Nathaniel Square
- 20 Marie Daley Park



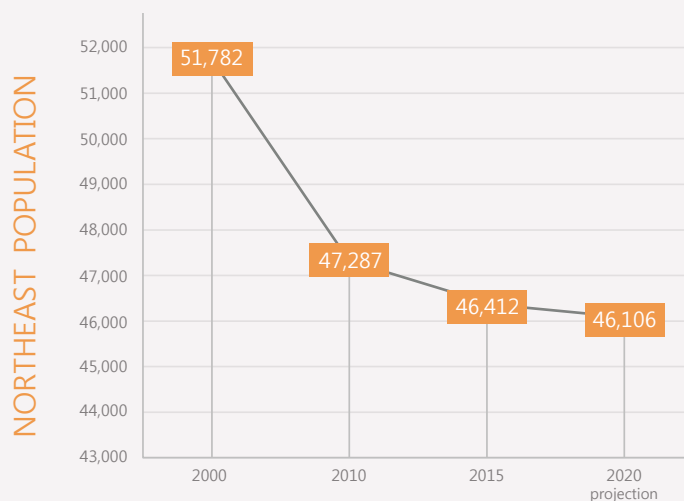
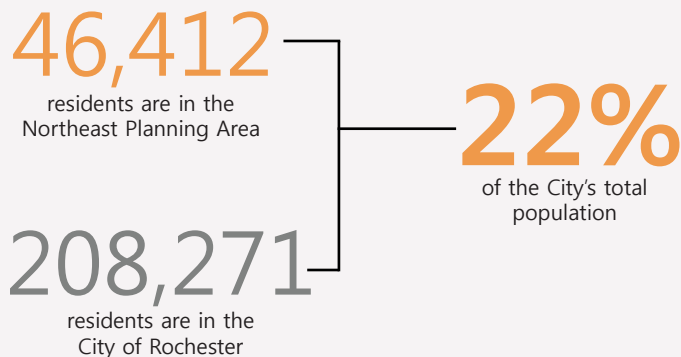


# PEOPLE NORTHEAST

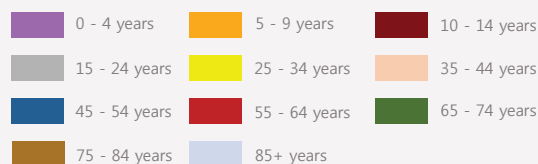
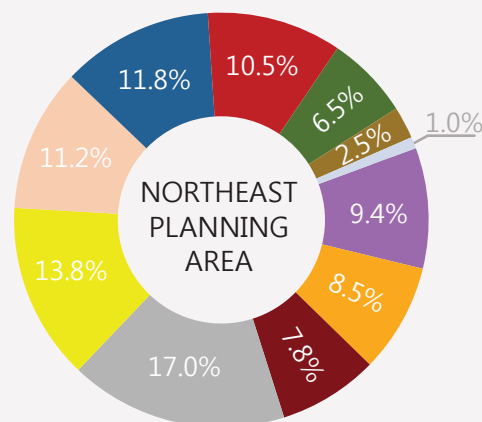
## HIGHLIGHTS

- In 2015, there were approximately 46,412 people living in the Northeast Planning Area, accounting for 22% of the City's total population.
- The population of the Northeast Planning Area is projected to decline at a rate of about 0.7%, which is faster than the City's rate of 0.2%.
- Over 25% of residents in the Northeast Planning Area are under 14 years old.
- By 2020, the population of residents aged 65 and over is projected to increase by 1.1% while the population under 18 is projected to decrease by 0.5%.

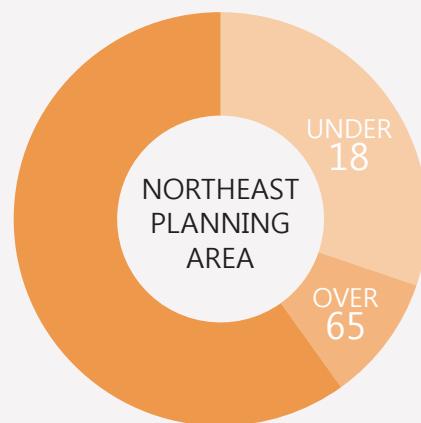
## TOTAL POPULATION (2015)



## POPULATION BY AGE (2015)



## POPULATION TRENDS BY AGE (2015)



**↓ 18 UNDER** The population of residents 18 and under is projected to decrease from 30.2% in 2015 to 29.7% in 2020.

**↑ 65 OVER** The population of residents over the age of 65 is projected to increase from 9.9% in 2015 to 11.0% in 2020.



# RACE AND ETHNICITY

## NORTHEAST

### HIGHLIGHTS

- In 2015, the Northeast Planning Area had a significantly lower percentage of residents who self-identified as White Alone (24.4%) compared to the City as a whole (41.9%), as well as a higher percentage of residents who self-identified as Black Alone (49.9%) compared to the City as a whole (42.1%).
- Approximately 39% of residents self-identify as Hispanic, compared to 18.4% in the City as a whole.
- The diversity index for the Northeast Planning Area is 83.8, thus indicating that the population is relatively more diverse than other Planning Areas and the City as a whole.

### DIVERSITY INDEX (2015)

The Diversity Index shows the likelihood that two persons, chosen at random from the same area, belong to different race and ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



**83.8**  
Northeast



**75.7**  
Citywide



**68.4**  
Center City



**62.2**  
Southeast

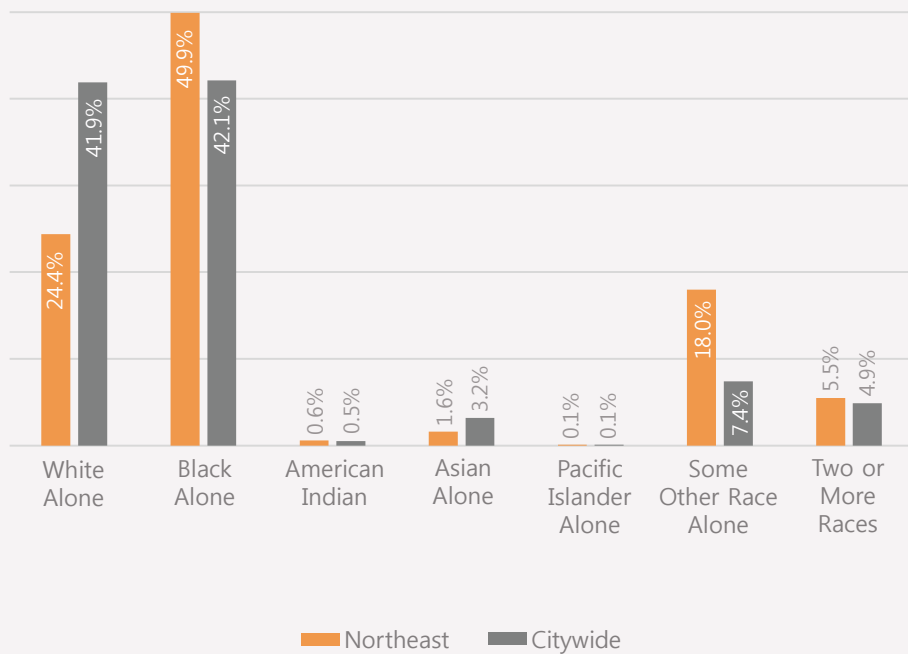


**76.4**  
Northwest

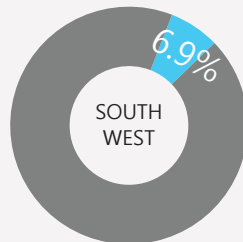
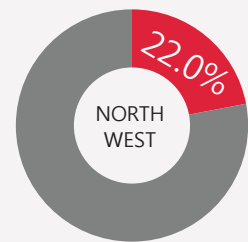
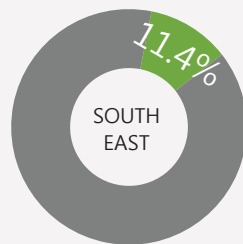
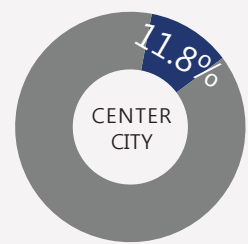
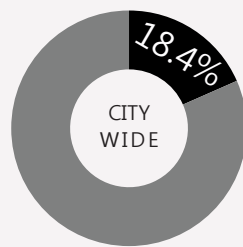
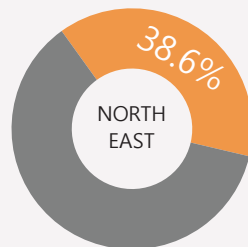


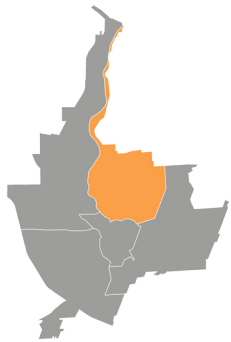
**58.2**  
Southwest

### RACIAL COMPOSITION (2015)



### HISPANIC ETHNICITY (2015)





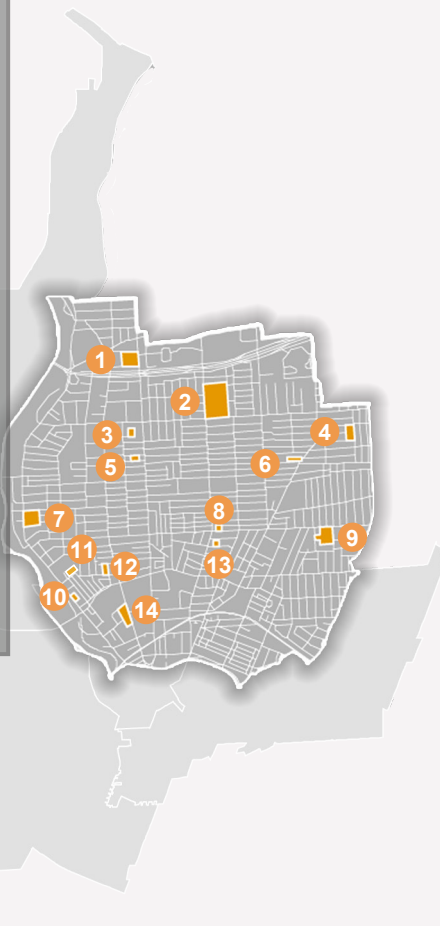
# EDUCATION NORTHEAST

## HIGHLIGHTS

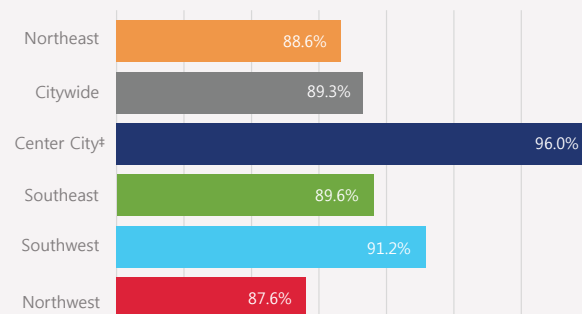
- There are 8 RCSD schools and 6 charter schools located in the Northeast Planning Area.
- Around 6,500 students are enrolled, accounting for more than one-quarter of the City's student population.
- Schools in the Northeast Planning Area have a graduation rate of approximately 32%, the lowest in the City.
- Almost one-third of residents in the Northeast Planning Area have not obtained a high school diploma or equivalent.

## MAP OF SCHOOLS†

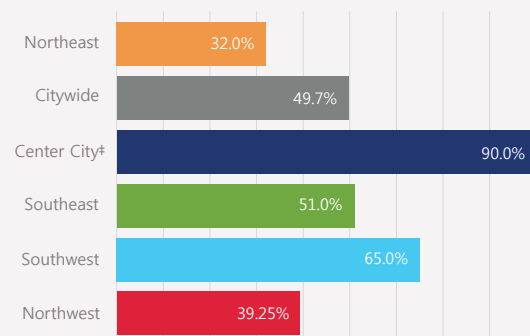
- 1 School 50 Helen Barrett Montgomery (K-8)
- 2 Franklin High School (9-12)\*
- 3 Eugenio Maria de Hostos Charter School - Joseph Avenue Campus (K-3)\*
- 4 School 39 Andrew J. Townson (K-6)
- 5 School 22 Abraham Lincoln (K-6)
- 6 Rochester Academy Charter School (7-12)\*
- 7 School 8 Roberto Clemente (K-8)
- 8 Eugenio Maria de Hostos Charter School - Clifford Avenue Campus (4-8)\*
- 9 School 45 Mary McLeod Bethune (K-8)
- 10 Rochester Prep High School (9-12)\*
- 11 Rochester Career Mentoring Charter School (9-12)\*
- 12 School 20 Henry Lomb (K-6)
- 13 PUC Achieve Charter School (5-8)\*
- 14 School 9 Dr. Martin Luther King Jr. (K-6)



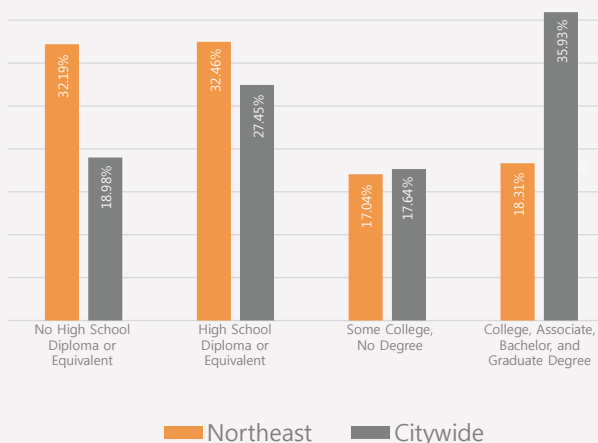
## ATTENDANCE RATES (2013-2014)



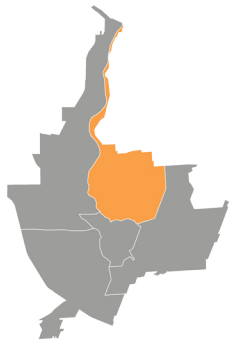
## GRADUATION RATES (2015)



## HIGHEST EDUCATION LEVEL (2015)



† Due to the limited availability of data, neither private schools nor schools denoted with an asterisk (\*) were included in the graduation or attendance rate calculations.  
‡ Data was only available for one school (School 58 World of Inquiry) in the Center City Planning Area.

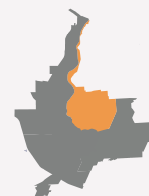


# EMPLOYMENT NORTHEAST

## HIGHLIGHTS

- Services is the largest industry sector in the Northeast Planning Area (57.1%), comparable to the City (60.0%). The service industry includes hospitality, education, health care, professional, and social services.
- The unemployment rate for the Northeast Planning Area (15.9%) is higher than the City (9.3%) and almost triple the state (5.4%). Because employment is typically the primary source of income for most residents, a high unemployment rate is an indicator of limited economic opportunity.
- The Planning Area has a labor force participation rate (56.4%) that is lower than both the City (59.2%) and the national average (62.6%).

## LABOR FORCE PARTICIPATION (2015)



**56.4%**

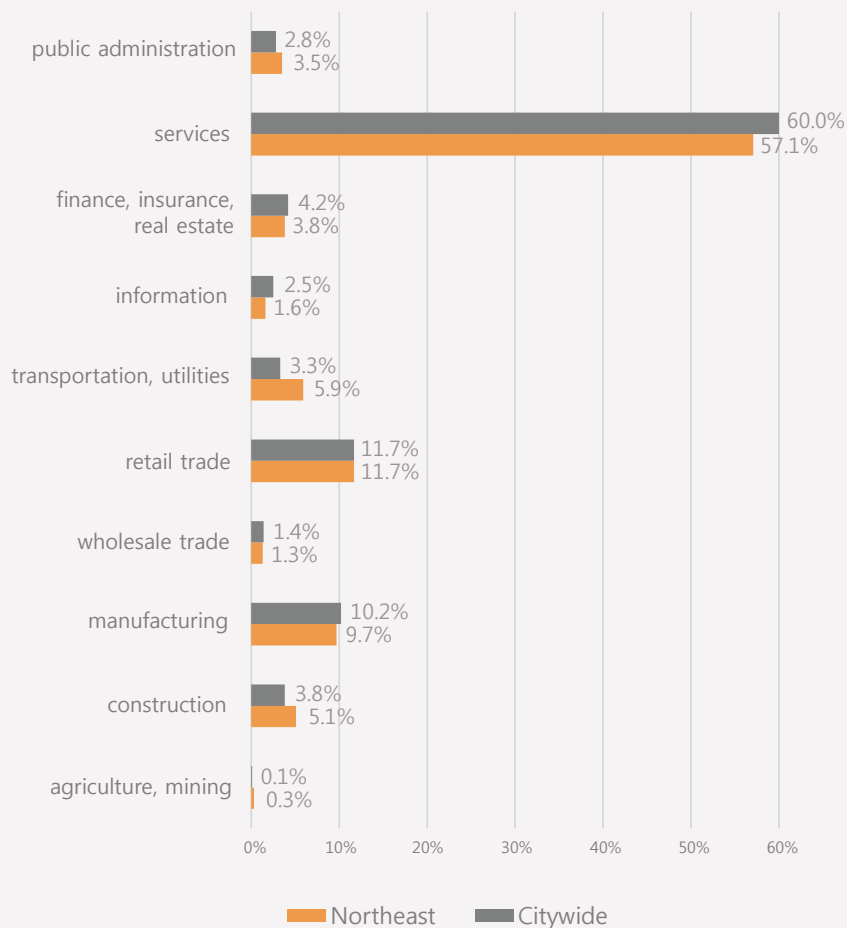
of the working-age population is part of the labor force in the Northeast Planning Area.



**59.2%**

of the working-age population is part of the labor force in the City of Rochester.

## EMPLOYMENT BY INDUSTRY (2015)



## UNEMPLOYMENT RATE (2015)



**15.9%**  
Northeast



**9.3%**  
Citywide



**8.2%**  
Center City



**4.9%**  
Southeast

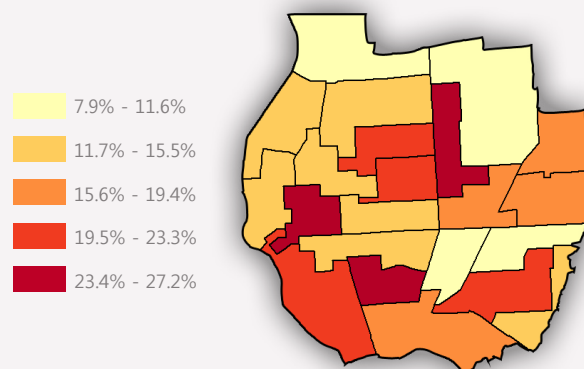


**10.2%**  
Northwest



**10.5%**  
Southwest

## UNEMPLOYMENT RATE BY CENSUS TRACT (2016)



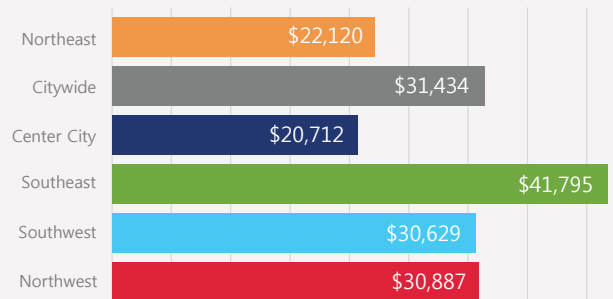


# INCOME NORTHEAST

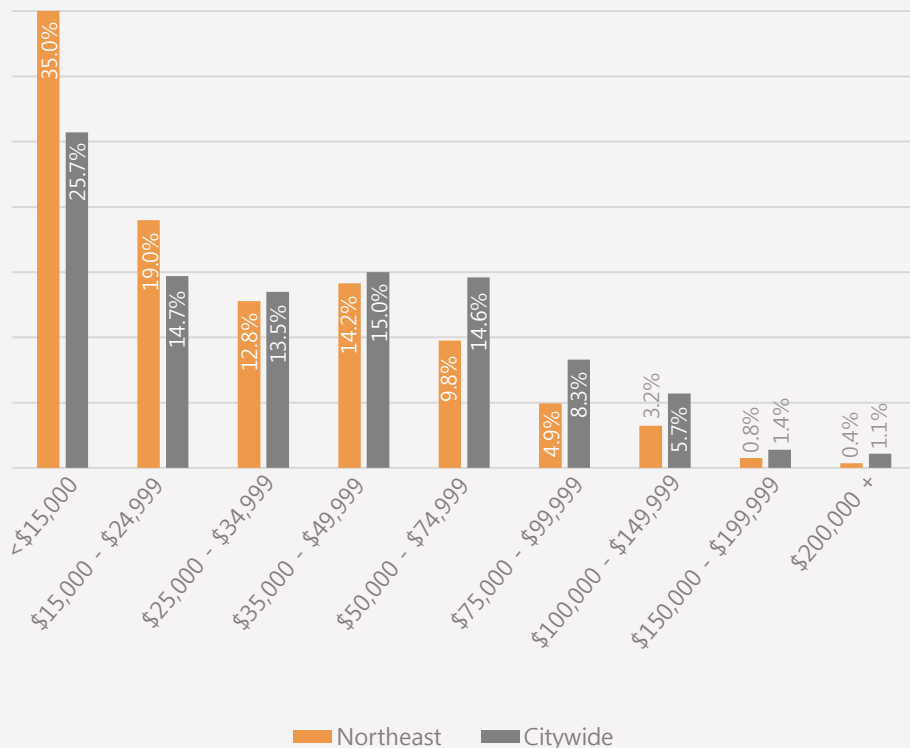
## HIGHLIGHTS

- About 35% of Northeast Planning Area households have a household income less than \$15,000, which is below the federal poverty line for a family of two (\$16,020).
- The poverty rate (39.8%) in the Northeast Planning Area is higher than the City rate (32.9%) and more than double the national rate (14.9%).

## MEDIAN HOUSEHOLD INCOME (2015)



## HOUSEHOLD INCOME (2015)



## POVERTY RATE (2013)



**39.8 %**

poverty rate for the  
Northeast Planning Area.



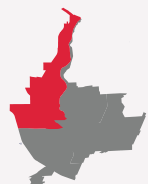
**32.9 %**

poverty rate for the City of  
Rochester.



**38.8 %**

poverty rate for the Center  
City Planning Area.



**28.8 %**

poverty rate for the  
Northwest Planning Area.



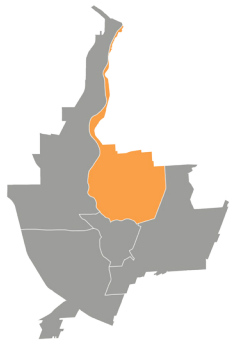
**18.1 %**

poverty rate for the  
Southeast Planning Area.



**32.2 %**

poverty rate for the  
Southwest Planning Area.

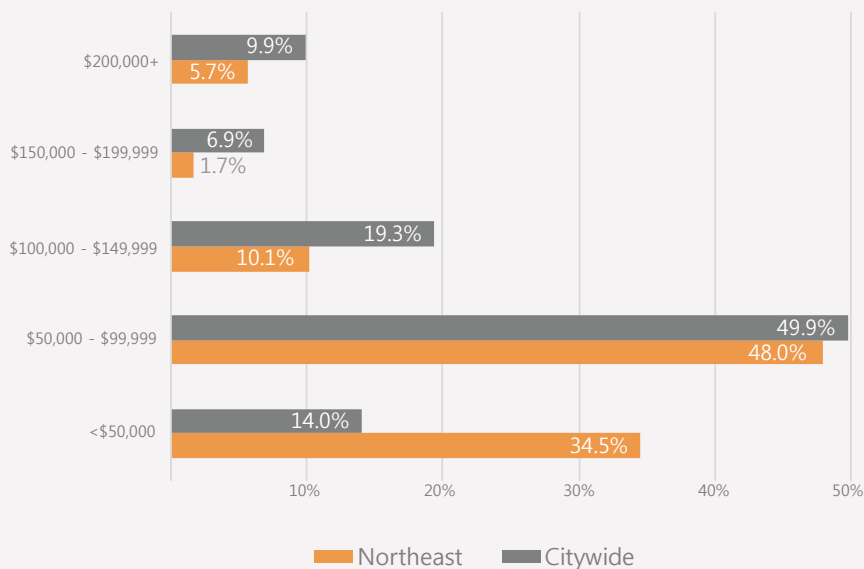


# HOUSING NORTHEAST

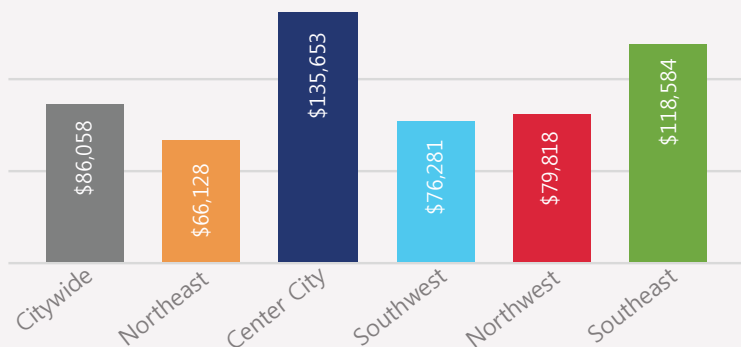
## HIGHLIGHTS

- Approximately 34.5% of housing units in the Northeast Planning Area are valued below \$50,000, compared to only 14% of units in the City.
- Only 25.5% of the Northeast Planning Area's housing units are owner-occupied, compared to 31.5% Citywide.
- 15.4% of housing units in the Planning Area are vacant, compared to 11.9% of units Citywide. This percentage is projected to increase in coming years.

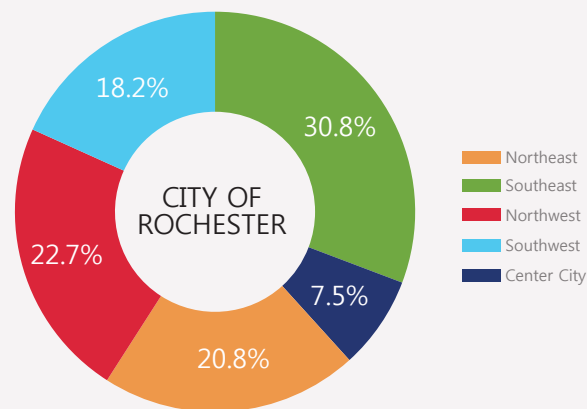
## HOUSING VALUE (2015)



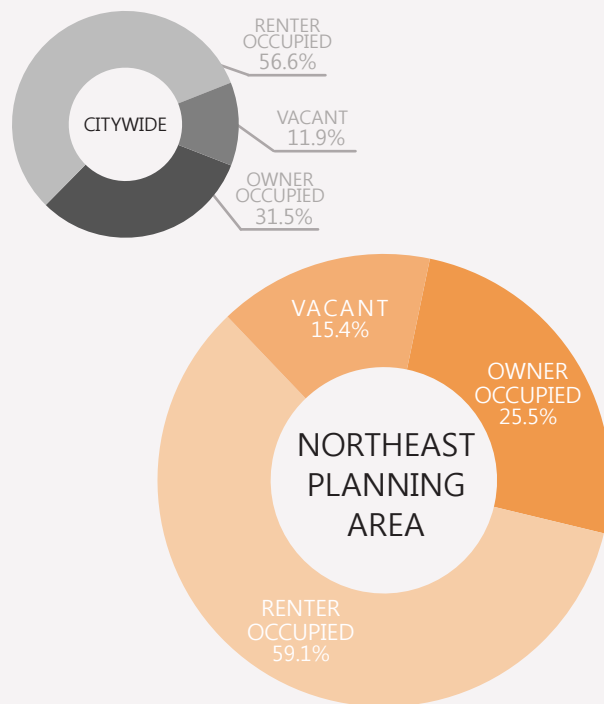
## MEDIAN HOME VALUE (2015)



## PERCENT OF TOTAL HOUSING SUPPLY (2015)



## HOUSING TENURE (2015)



### OWNER

The percentage of owner occupied housing units is projected to decrease from 25.5% (2015) to 24.4% (2020).



### RENTER

The percentage of renter occupied housing units is projected to decrease from 59.1% (2015) to 59.0% (2020).



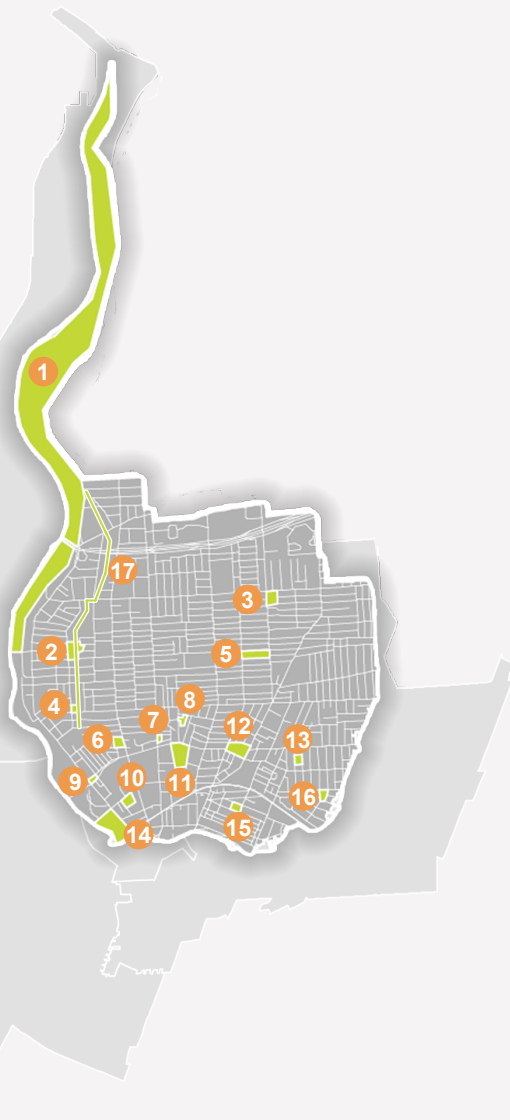
# LAND USE NORTHEAST

## HIGHLIGHTS

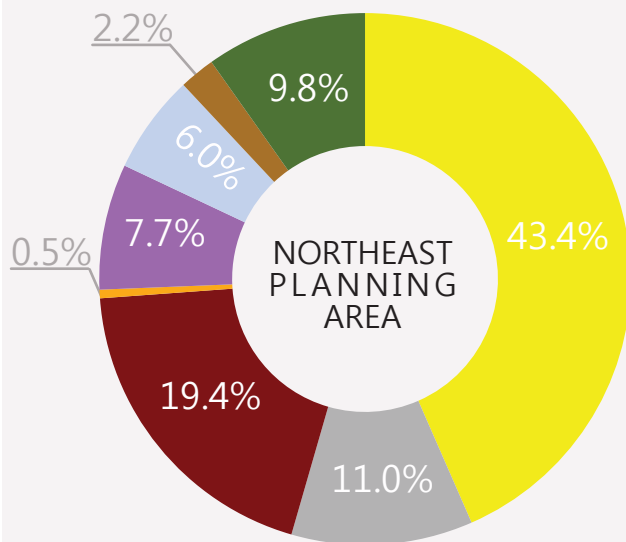
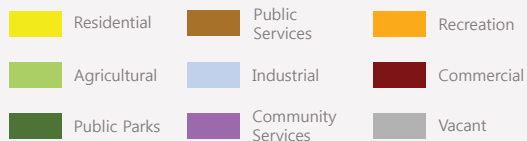
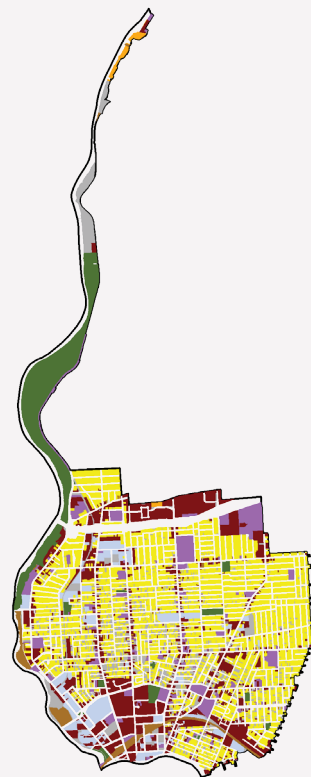
- The National Parks and Recreation Association recommends 8 acres of parkland for every 1,000 people. The Northeast Planning Area provides 6 acres per 1,000 people for a total of approximately 280 acres, with Seneca Park accounting for a majority of this acreage.
- To meet the standard, an additional 93 acres of parkland would need to be added. Some of the vacant or underutilized properties (which account for 11.0% of the Planning Area's land use) should be considered for future parkland development.

## MAP OF PARKS

- 1 Seneca Park
- 2 Avenue D R-Center
- 3 Carter Street R-Center
- 4 Conkey Corner Park
- 5 Pulaski Park
- 6 Don Samuel Torres Playground
- 7 Quamina Park
- 8 Washington Playground
- 9 Lomb Memorial Park
- 10 Clinton-Baden Community Center
- 11 Baden Park
- 12 North Street R-Center
- 13 Field Street Playground
- 14 High Falls Terrace Park
- 15 Lewis & Scio Playground
- 16 Fourth & Peck Playground
- 17 El Camino Trail



## LAND USE (2016)





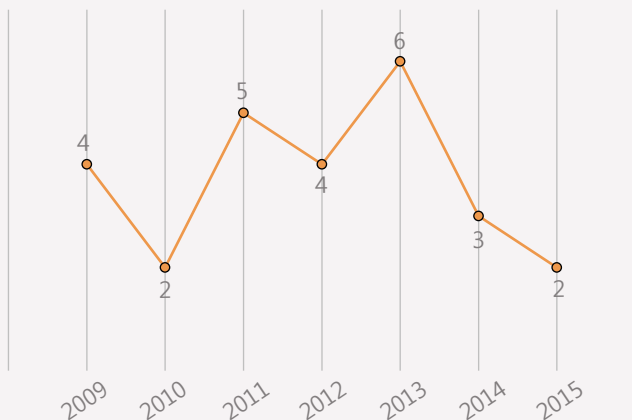
# PUBLIC SAFETY

## NORTHEAST

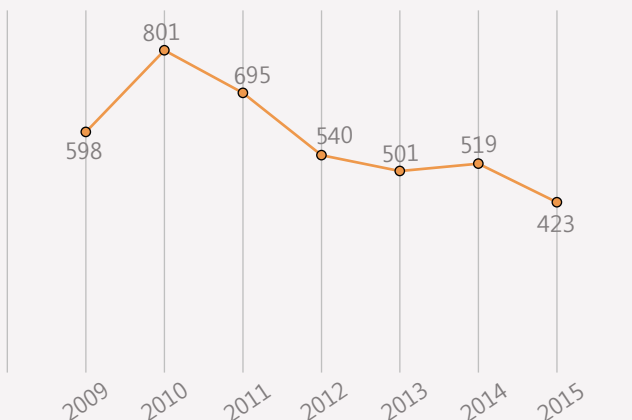
### HIGHLIGHTS

- Since a peak in 2010, the number of burglaries in the Northeast Planning Area has fallen by 47%, from 801 to 423.
- Additionally, the number of homicides in the Planning Area has decreased from 6 in 2013 to 2 in 2015.
- About 4.7 crimes occur for every 100 residents in the Northeast Planning Area.

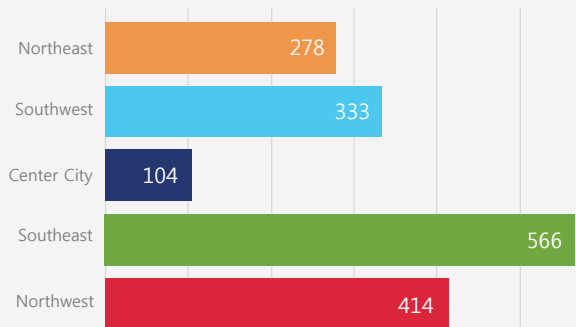
### HOMICIDES (2015)



### BURGLARIES (2015)

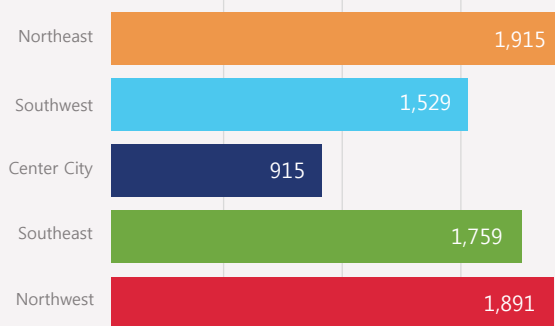


### VIOLENT CRIMES\* (2015)



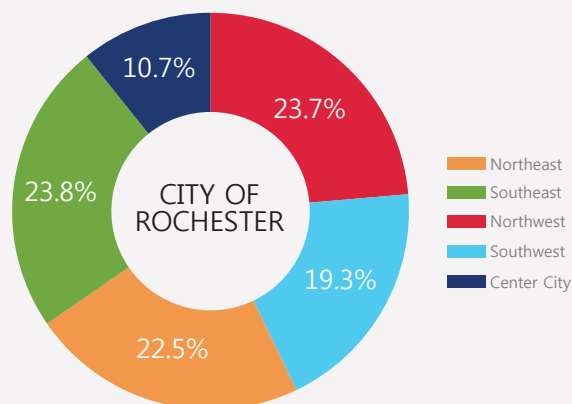
\*includes homicide, rape, robbery, and aggravated assault

### PROPERTY CRIMES\* (2015)



\*includes burglary, larceny, and motor vehicle theft

### PERCENT OF TOTAL CITY CRIME (2015)



This data was provided by and belongs to the Rochester Police Department. Any further use of this data is restricted and must be approved by the Rochester Police Department.



# HEALTHY LIVING ANALYSIS NORTHEAST

## WHAT IS A HEALTHY LIVING ANALYSIS?

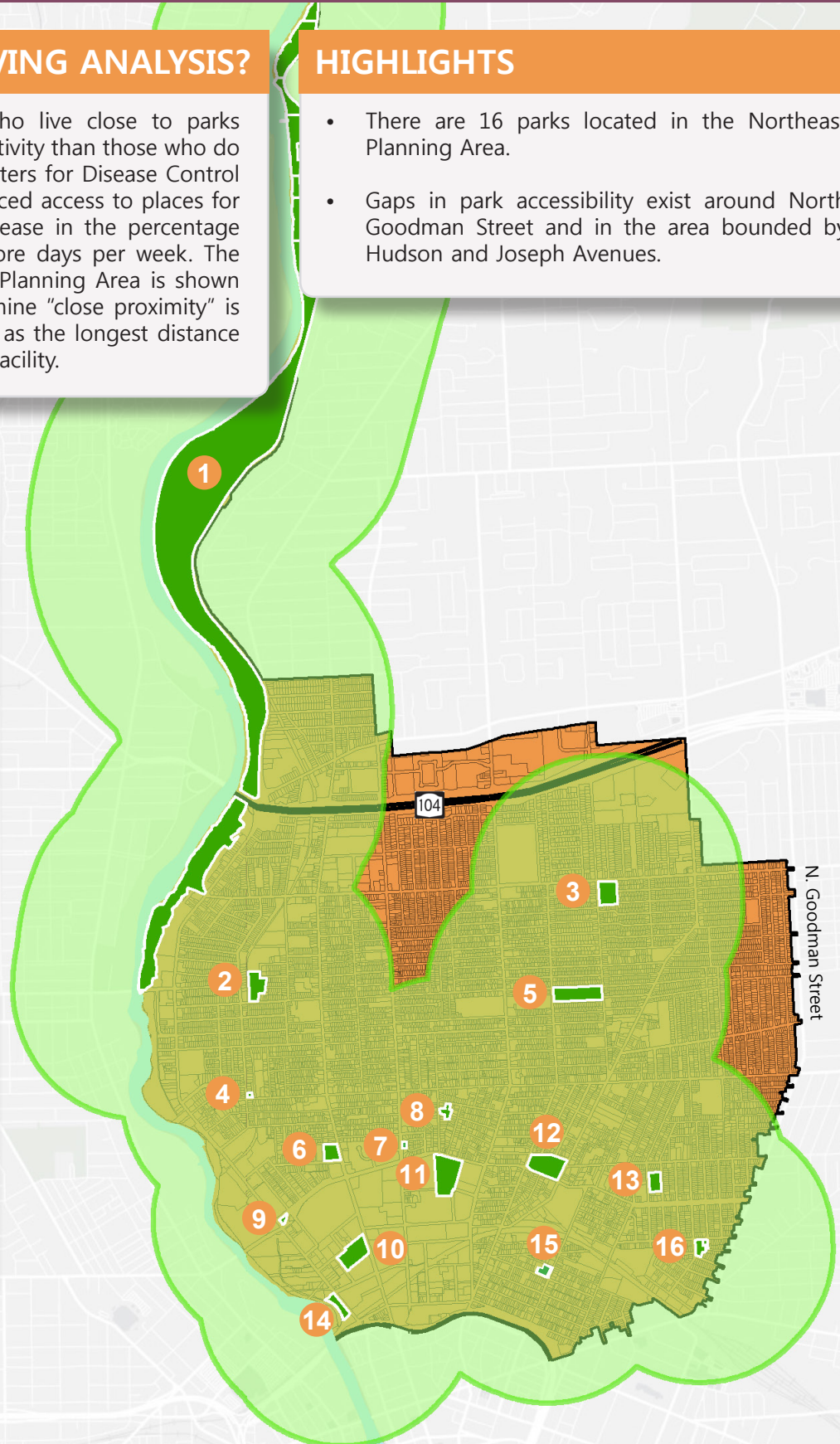
Studies have found that people who live close to parks engage in higher levels of physical activity than those who do not. In a study published by the Centers for Disease Control and Prevention, creation of or enhanced access to places for physical activity led to a 25.6% increase in the percentage of people exercising on three or more days per week. The proximity to parks in the Northeast Planning Area is shown below. The threshold used to determine "close proximity" is  $\frac{1}{2}$  mile, as this is generally accepted as the longest distance most people will walk to use a park facility.

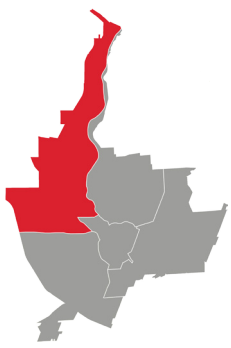
## HIGHLIGHTS

- There are 16 parks located in the Northeast Planning Area.
- Gaps in park accessibility exist around North Goodman Street and in the area bounded by Hudson and Joseph Avenues.

## LEGEND

-  Parks
  -  Areas within  $\frac{1}{2}$  mile of a park
- 1 Seneca Park
  - 2 Avenue D R-Center
  - 3 Carter Street R-Center
  - 4 Conkey Corner Park
  - 5 Pulaski Park
  - 6 Don Samuel Torres Playground
  - 7 Quamina Park
  - 8 Washington Playground
  - 9 Lomb Memorial Park
  - 10 Clinton-Baden Community Center
  - 11 Baden Park
  - 12 North Street R-Center
  - 13 Field Street Playground
  - 14 High Falls Terrace Park
  - 15 Lewis & Scio Playground
  - 16 Fourth & Peck Playground



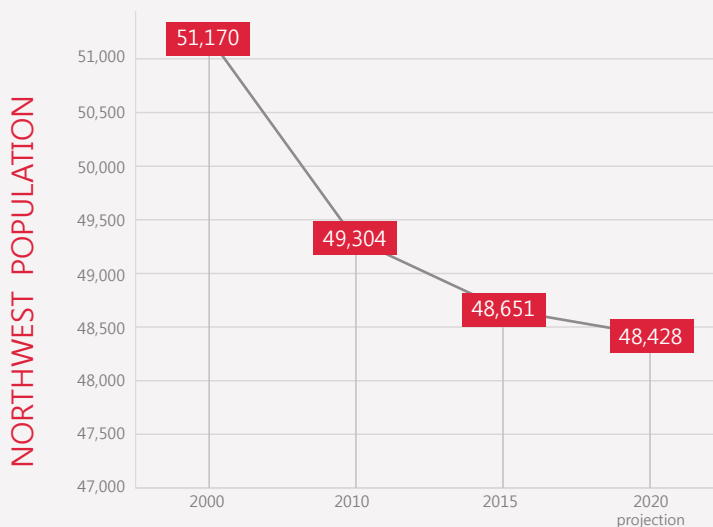
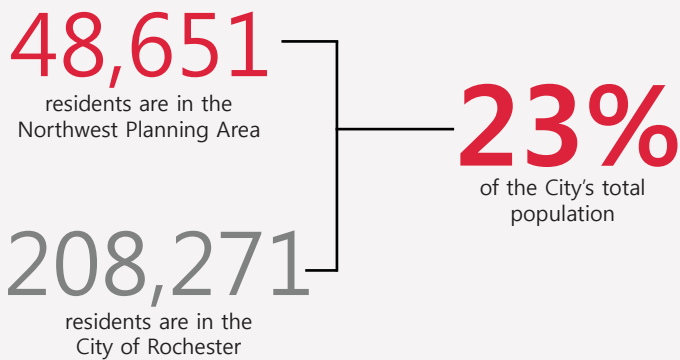


# PEOPLE NORTHWEST

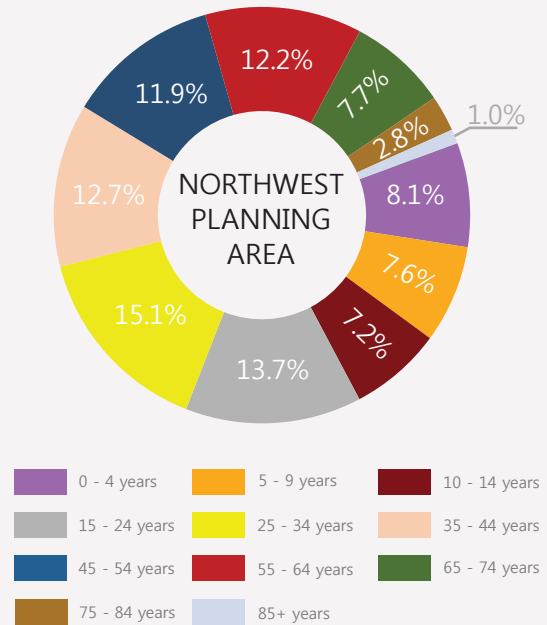
## HIGHLIGHTS

- In 2015, there were approximately 48,651 people living in the Northwest Planning Area, accounting for 23% of the City's total population.
- The population of the Northwest Planning Area is projected to decline at a rate of about 0.5%, which is faster than the City's rate of 0.2%.
- The Northwest Planning Area has a considerable portion of residents aged above 55 years (23.8%).

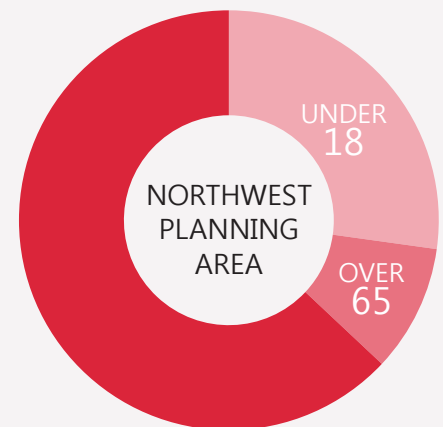
## TOTAL POPULATION (2015)



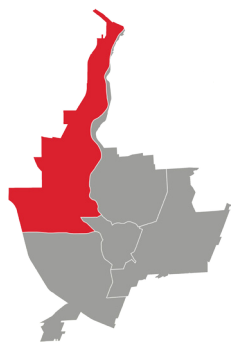
## POPULATION BY AGE (2015)



## POPULATION TRENDS BY AGE (2015)



- ↓ 18 UNDER** The population of residents 18 and under is projected to decrease from 27.2% in 2015 to 26.8% in 2020.
- ↑ 65 OVER** The population of residents over the age of 65 is projected to increase from 9.8% in 2015 to 11.6% in 2020.



# RACE AND ETHNICITY

## NORTHWEST

### HIGHLIGHTS

- In 2015, the Northwest Planning Area had a higher percentage of residents who self-identified as White Alone (43.9%) compared to the City as a whole (41.9%), as well as a lower percentage of residents who self-identified as Black Alone (36.6%) compared to the City as a whole (42.1%).
- Nearly a quarter of residents self-identify with Hispanic origin.
- The diversity index for the Northwest Planning Area is 76.4, thus indicating that the population is very diverse.

### DIVERSITY INDEX (2015)

The Diversity Index shows the likelihood that two persons, chosen at random from the same area, belong to different race and ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



**76.4**  
Northwest



**75.7**  
Citywide



**68.4**  
Center City



**62.2**  
Southeast

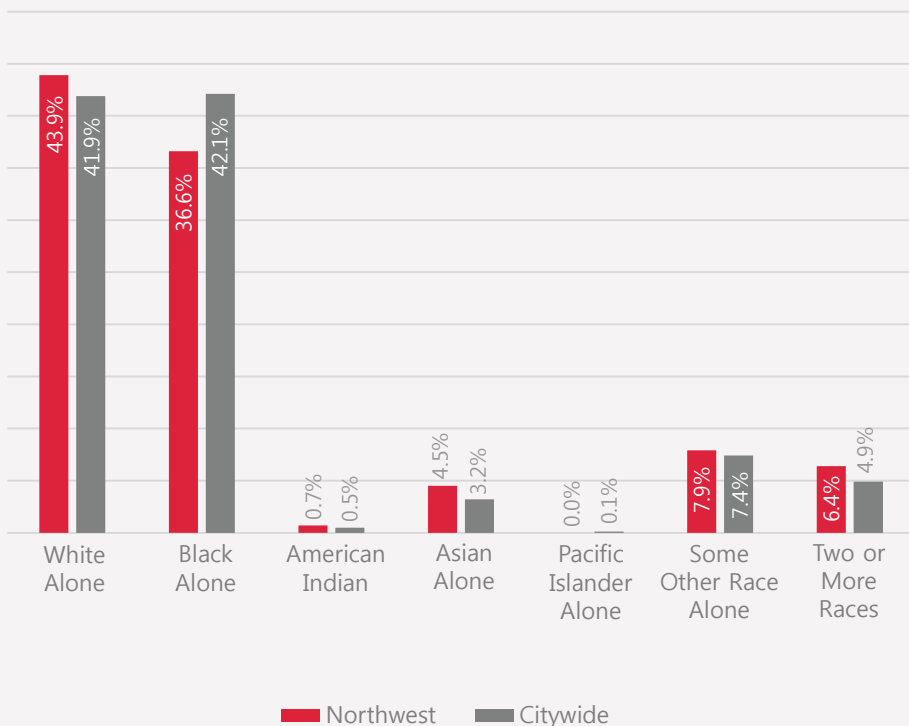


**83.8**  
Northeast

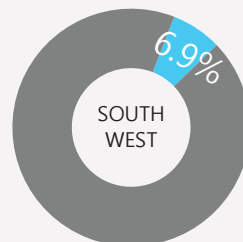
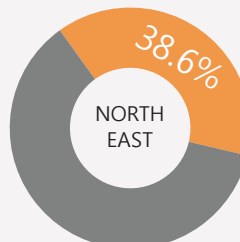
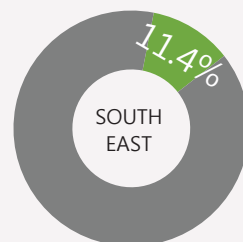
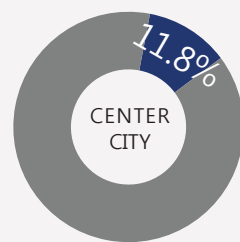
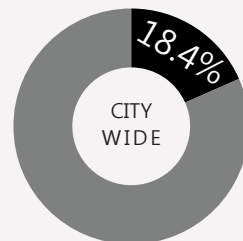
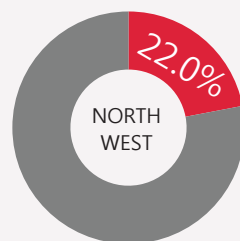


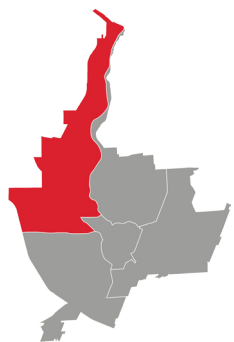
**58.2**  
Southwest

### RACIAL COMPOSITION (2015)



### HISPANIC ETHNICITY (2015)



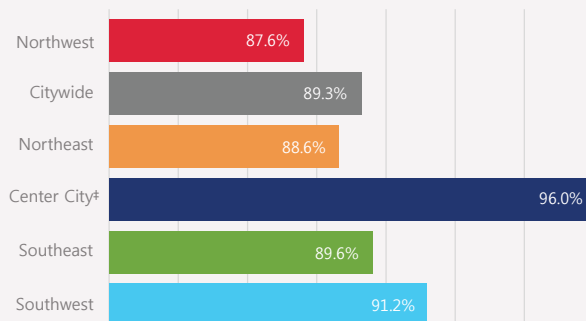


# EDUCATION NORTHWEST

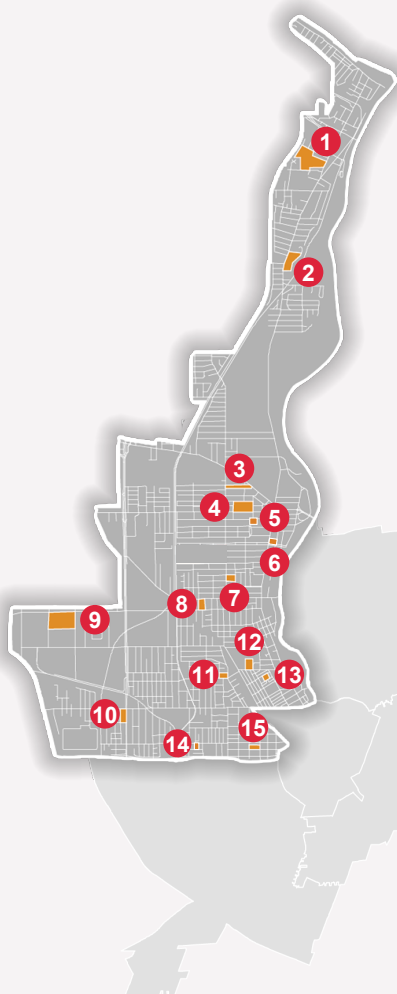
## HIGHLIGHTS

- There are 12 RCSD schools and 3 charter schools located in the Northwest Planning Area.
- Over 6,800 students are enrolled, accounting for more than one-quarter of the City's student population.
- Schools in the Northwest Planning Area have a graduation rate of approximately 39%, which is lower than both the City rate (50%) and the national average (82%).
- More than one-third of residents in the Northwest Planning Area have obtained a high school diploma or equivalent.

## ATTENDANCE RATES (2013-2014)

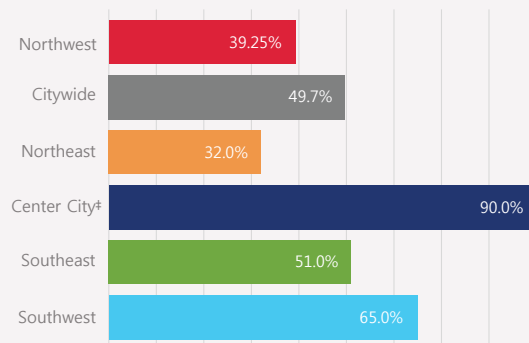


## MAP OF SCHOOLS†

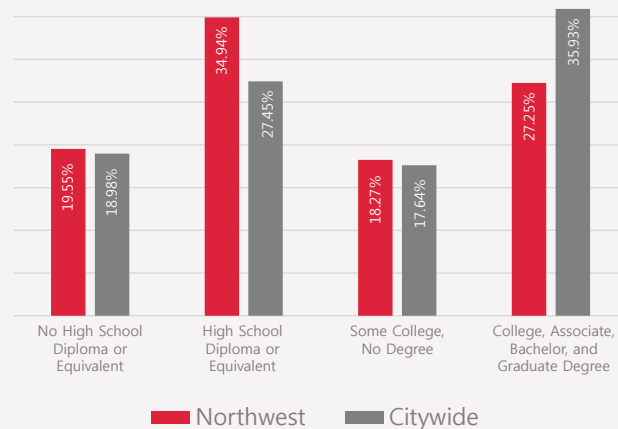


- 1 Charlotte High School (9-12)
- 2 School 42 Abelard Reynolds (K-6)
- 3 School 41 Kodak Park (K-6)
- 4 John Marshall High School (9-12)\*
- 5 Young Women's College Prep Charter School of Rochester (7-12)\*
- 6 University Prep Charter School for Young Men (7-12)\*
- 7 School 7 Virgil I. Grissom (K-6)
- 8 School 34 Dr. Louis A. Cerulli (K-6)
- 9 Edison Career and Technology High School (9-12)
- 10 School 43 Theodore Roosevelt (K-6)
- 11 School 54 Flower City School (K-6)
- 12 School 12 James P.B. Duffy (K-6)
- 13 School 57 Early Childhood School of Rochester (K-2)
- 14 Rochester Prep Elementary School (K-4)\*
- 15 School 17 Enrico Fermi (K-8)

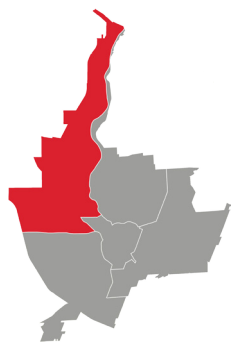
## GRADUATION RATES (2015)



## HIGHEST EDUCATION LEVEL (2015)



† Due to the limited availability of data, neither private schools nor schools denoted with an asterisk (\*) were included in the graduation or attendance rate calculations.  
‡ Data was only available for one school (School 58 World of Inquiry) in the Center City Planning Area.



# EMPLOYMENT NORTHWEST

## HIGHLIGHTS

- Services is the largest industry sector in the Northwest Planning Area (52.7%). The service industry includes hospitality, education, health care, professional, and social services.
- The unemployment rate for the Northwest Planning Area (10.2%) is greater than the City rate (9.3%). Because employment is typically the primary source of income for most residents, a high unemployment rate is an indicator of limited economic opportunity.
- The Planning Area has a labor force participation rate (60.6%) that is comparable to the City (59.2%) but less than the national average (62.6%).

## LABOR FORCE PARTICIPATION (2015)



**60.6%**

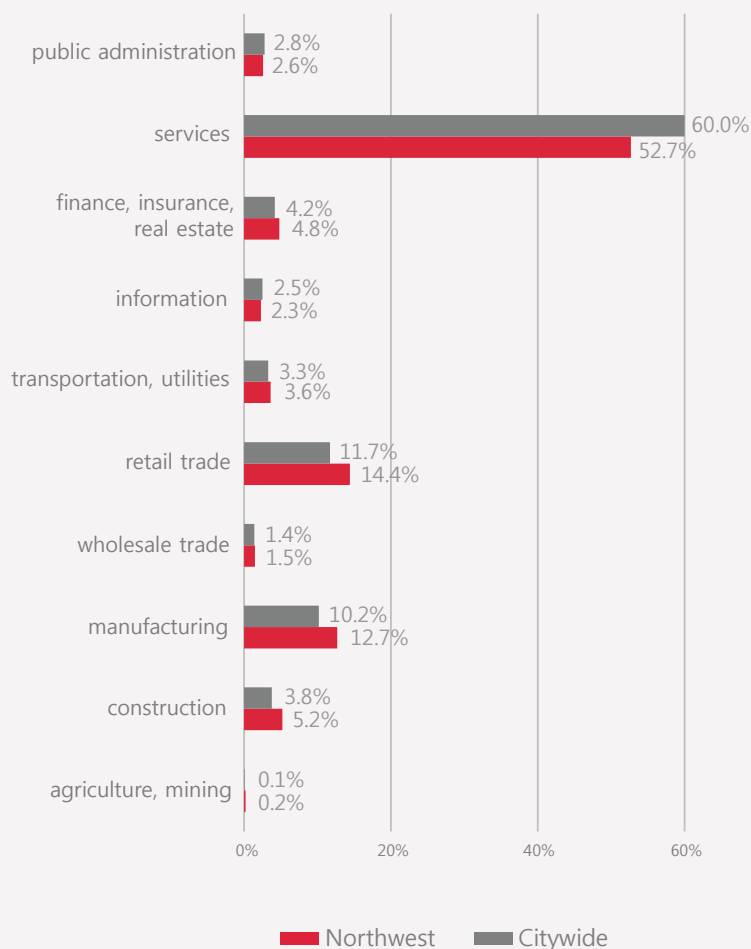
of the working-age population is part of the labor force in the Northwest Planning Area.



**59.2%**

of the working-age population is part of the labor force in the City of Rochester.

## EMPLOYMENT BY INDUSTRY (2015)



## UNEMPLOYMENT RATE (2015)



**10.2%**  
Northwest



**9.3%**  
Citywide



**8.2%**  
Center City



**4.9%**  
Southeast

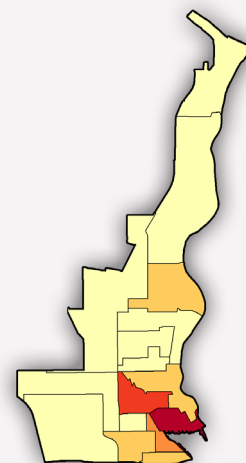
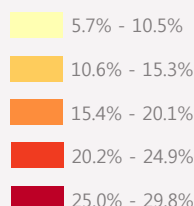


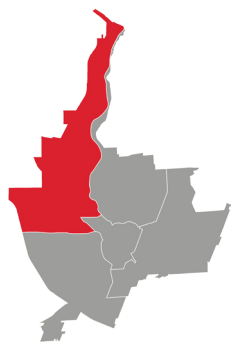
**15.9%**  
Northeast



**10.5%**  
Southwest

## UNEMPLOYMENT RATE BY CENSUS TRACT (2016)



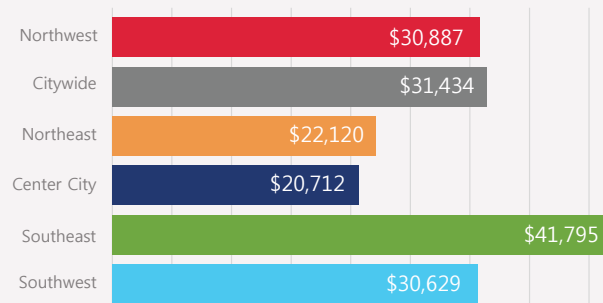


# INCOME NORTHWEST

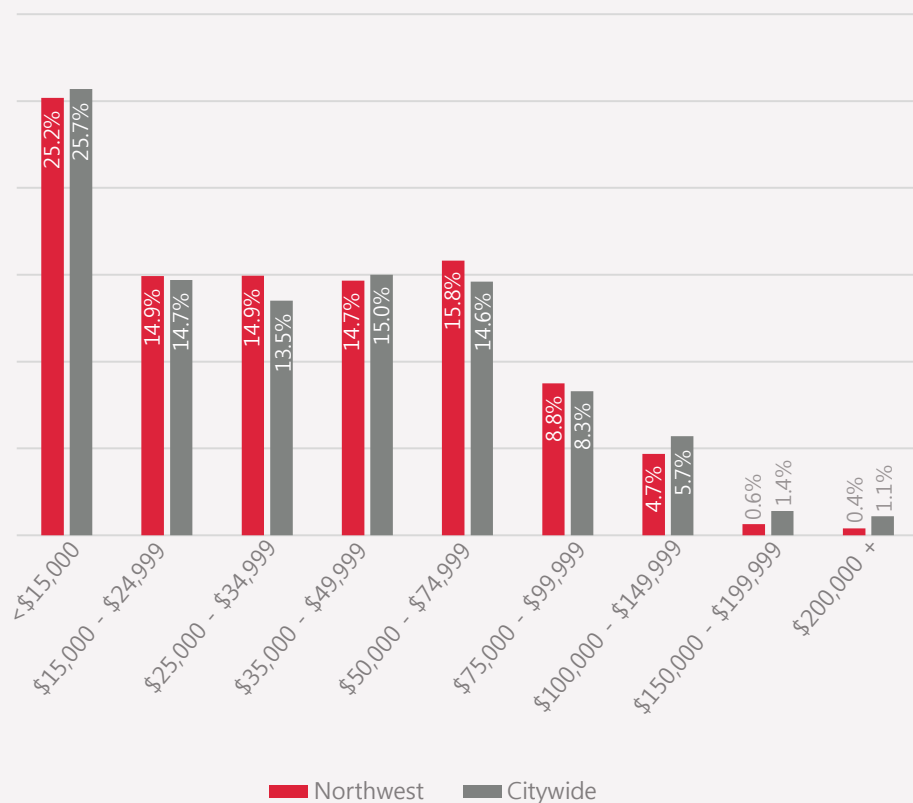
## HIGHLIGHTS

- Approximately 25% of Northwest Planning Area households have a household income less than \$15,000, which is below the federal poverty line for a family of two (\$16,020).
- The poverty rate (28.8%) in the Northwest Planning Area is lower than the City rate (32.9%) but almost double the state rate (15.9%) and the national rate (14.9%).

## MEDIAN HOUSEHOLD INCOME (2015)



## HOUSEHOLD INCOME (2015)



## POVERTY RATE (2013)



**28.8 %**

poverty rate for the Northwest Planning Area.



**32.9 %**

poverty rate for the City of Rochester.



**38.8 %**

poverty rate for the Center City Planning Area.



**39.8 %**

poverty rate for the Northeast Planning Area.



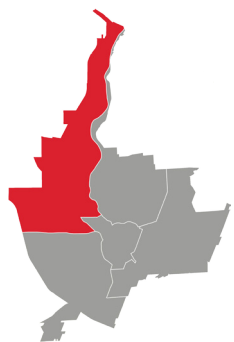
**18.1 %**

poverty rate for the Southeast Planning Area.



**32.2 %**

poverty rate for the Southwest Planning Area.

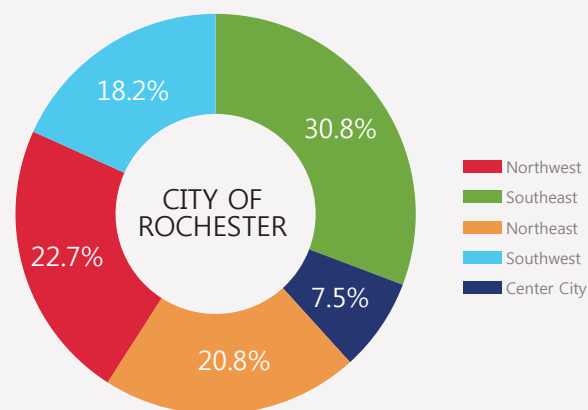


# HOUSING NORTHWEST

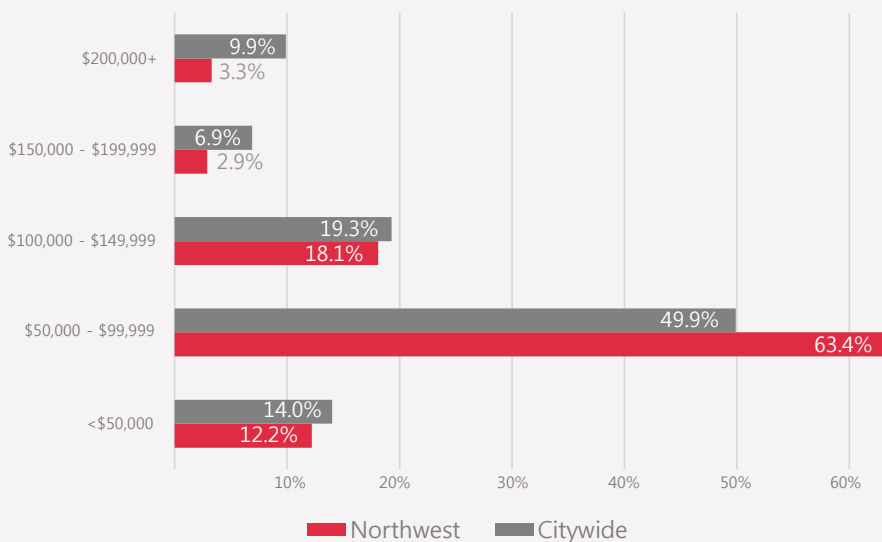
## HIGHLIGHTS

- Approximately 75% of housing units in the Northwest Planning Area are valued below \$100,000, compared to only 64% of units in the City.
- More housing units in the Northwest Planning Area are owner occupied (36.1%) than in the City (31.5%).
- As owner occupied and renter occupied units decrease, the percentage of vacant properties is projected to increase.

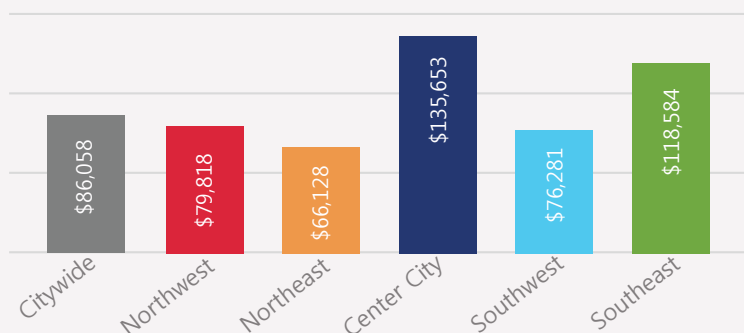
## PERCENT OF TOTAL HOUSING SUPPLY (2015)



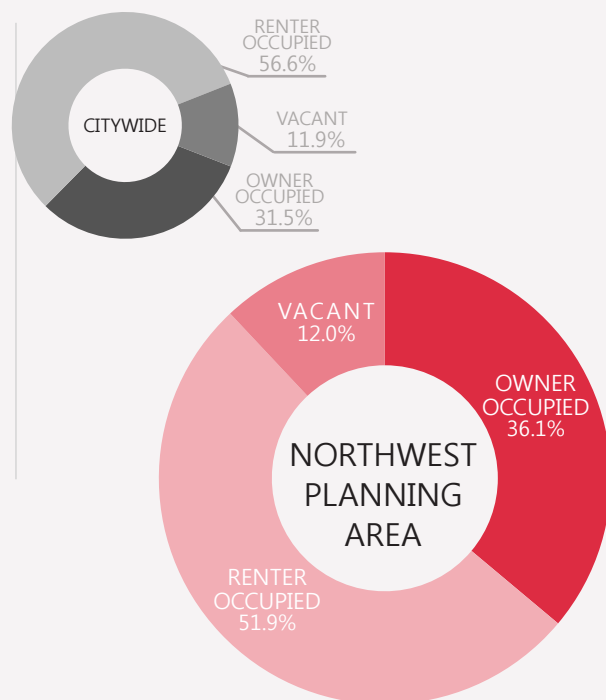
## HOUSING VALUE (2015)



## MEDIAN HOME VALUE (2015)



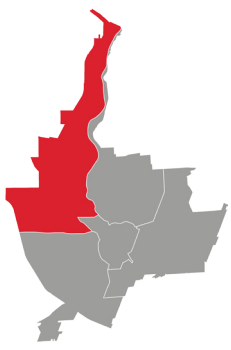
## HOUSING TENURE (2015)



The percentage of owner occupied housing units is projected to decrease from 36.1% (2015) to 35.3% (2020).



The percentage of renter occupied housing units is projected to increase from 51.9% (2015) to 51.8% (2020).



# LAND USE NORTHWEST

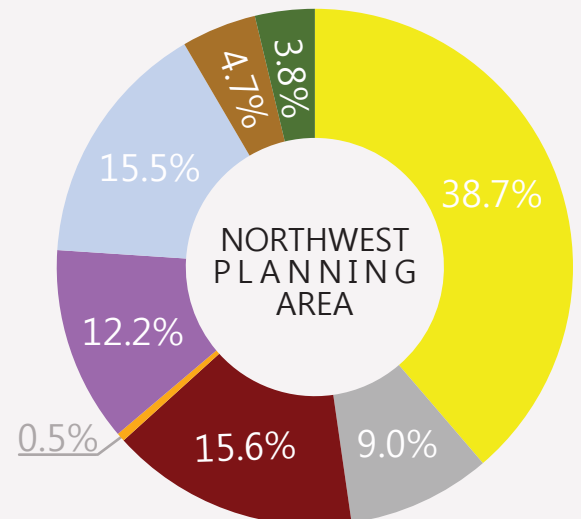
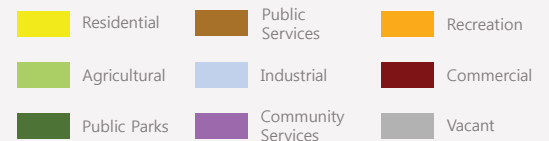
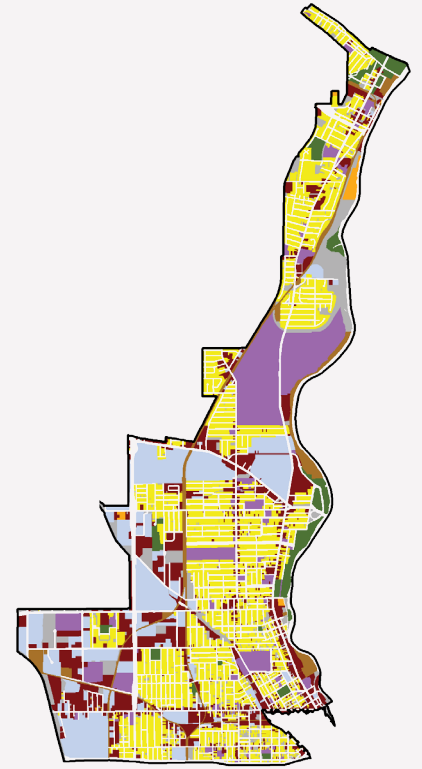
## HIGHLIGHTS

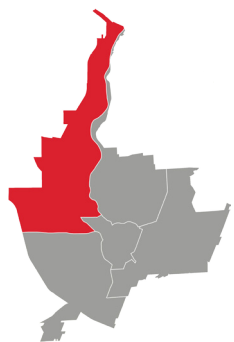
- The National Parks and Recreation Association recommends 8 acres of parkland for every 1,000 people. The Northwest Planning Area provides 4.5 acres per 1,000 people for a total of approximately 219 acres, with notable parks including Ontario Beach Park and Lower Falls Park.
- To meet the standard, an additional 170 acres of parkland would need to be added. Some of the vacant or underutilized properties (which account for 9.0% of the Planning Area's land use) should be considered for future parkland development.

## MAP OF PARKS



## LAND USE (2016)



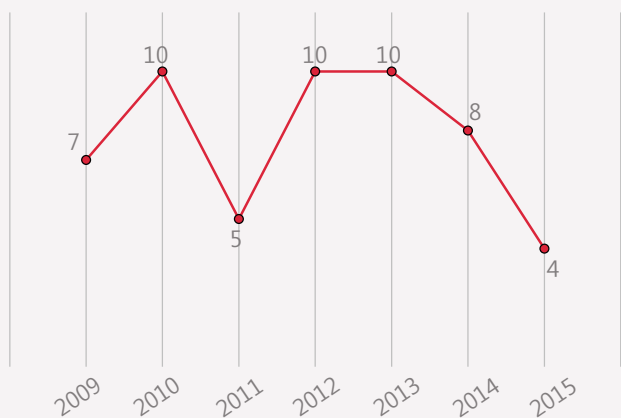


# PUBLIC SAFETY NORTHWEST

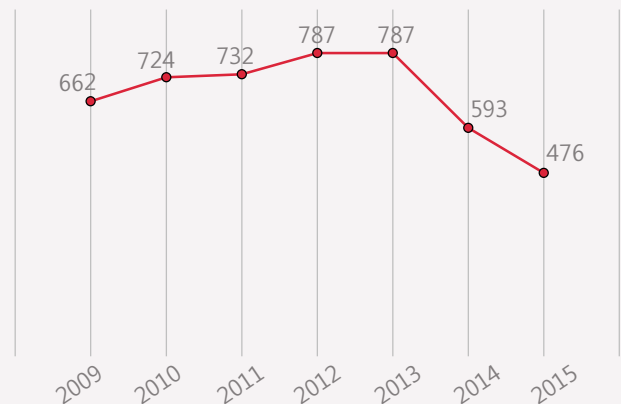
## HIGHLIGHTS

- Since a peak in 2013, the number of burglaries in the Northwest Planning Area has fallen by almost 40%.
- In recent years, the number of homicides in the Planning Area has started to steadily decrease.
- About 4.8 crimes occur for every 100 residents in the Northwest Planning Area.

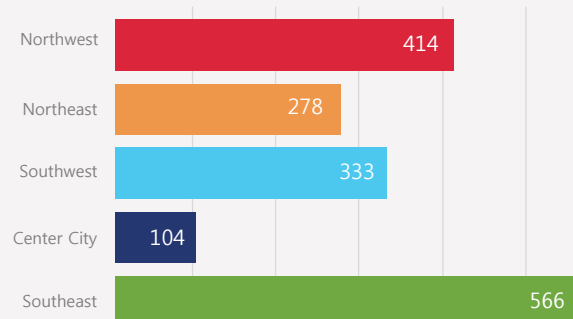
## HOMICIDES (2015)



## BURGLARIES (2015)

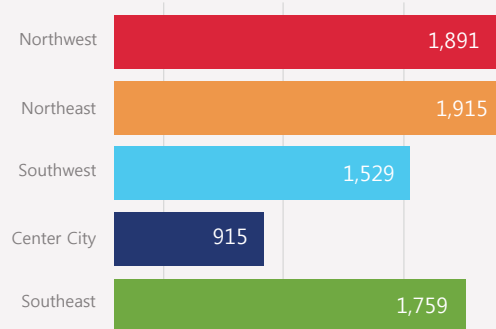


## VIOLENT CRIMES\* (2015)



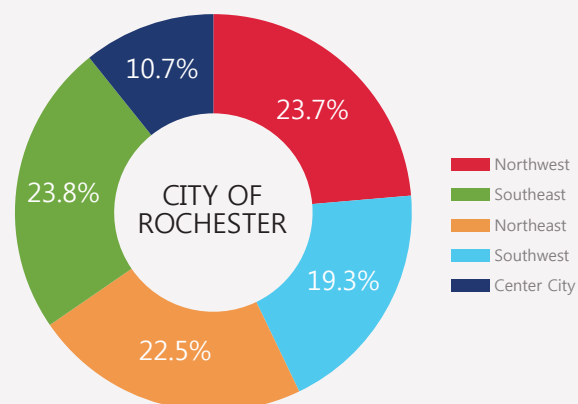
\*includes homicide, rape, robbery, and aggravated assault

## PROPERTY CRIMES\* (2015)

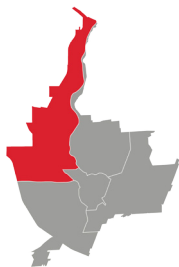


\*includes burglary, larceny, and motor vehicle theft

## PERCENT OF TOTAL CITY CRIME (2015)



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# HEALTHY LIVING ANALYSIS NORTHWEST

## WHAT IS A HEALTHY LIVING ANALYSIS?

Studies have found that people who live close to parks engage in higher levels of physical activity than those who do not. In a study published by the Centers for Disease Control and Prevention, creation of or enhanced access to places for physical activity led to a 25.6% increase in the percentage of people exercising on three or more days per week. The proximity to parks in the Northwest Planning Area is shown below. The threshold used to determine "close proximity" is  $\frac{1}{2}$  mile, as this is generally accepted as the longest distance most people will walk to use a park facility.

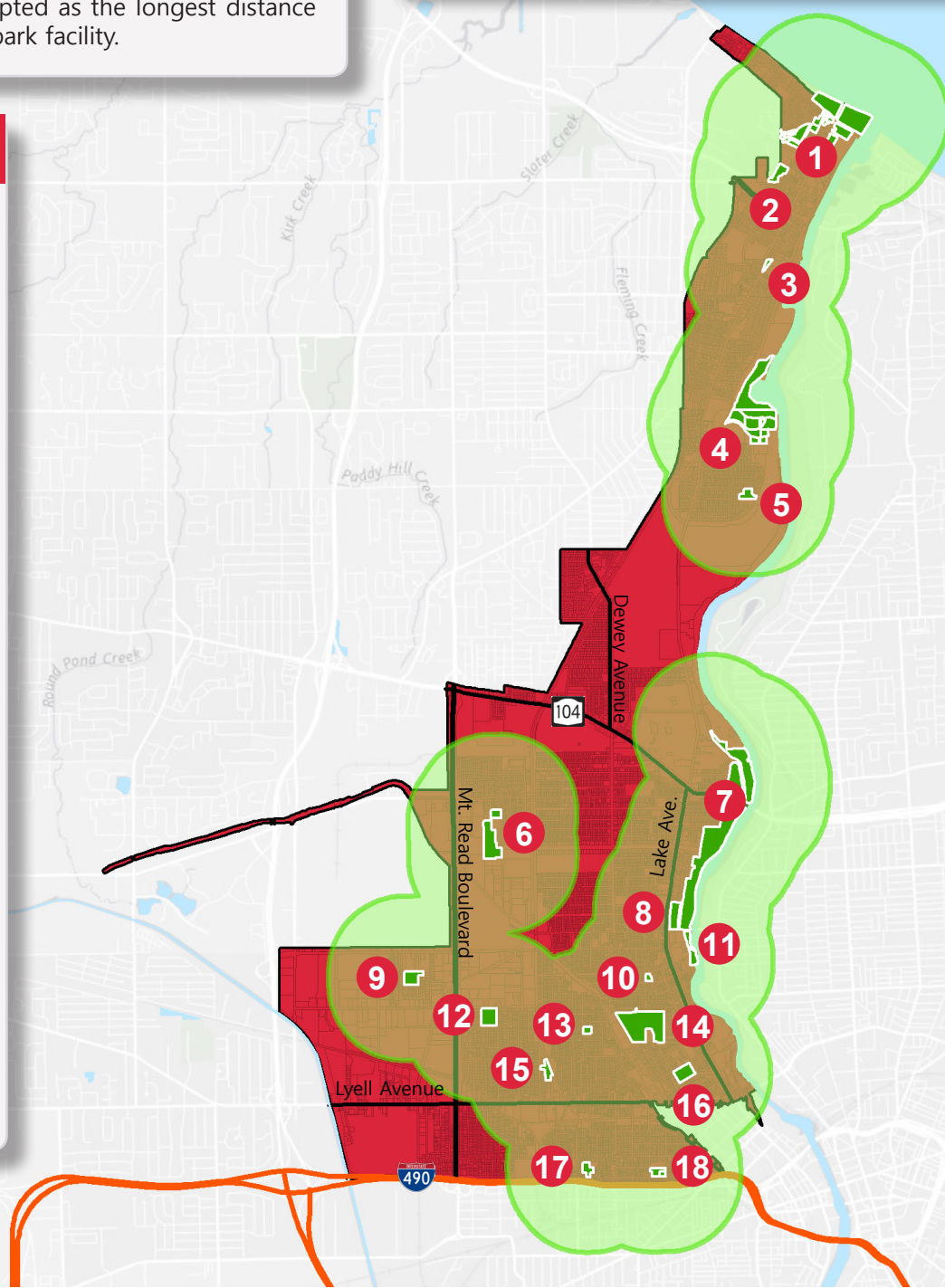
## HIGHLIGHTS

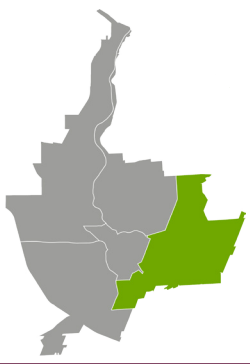
- There are 18 parks located in the Northwest Planning Area.
- Gaps in park accessibility exist around Dewey Avenue, Route 104 west of Dewey Avenue, as well as the area west of the intersection of Lyell Avenue and Mt. Read Boulevard.

## LEGEND

- Parks
- Areas  $\frac{1}{2}$  mile within of a park

- 1 Ontario Beach Park
- 2 Charlotte Village Green
- 3 St. John's Park
- 4 Turning Point Park
- 5 Brewster Playground
- 6 LaGrange R-Center
- 7 Maplewood Park
- 8 Maplewood Rose Garden
- 9 Sebastian Park
- 10 Tacoma Park
- 11 Lower Falls Park
- 12 Paul Bianchi Park
- 13 J.P. Riley Park
- 14 Edgerton Park
- 15 J.R. Wilson Park
- 16 Jones Square
- 17 Campbell Street R-Center
- 18 Orchard Park



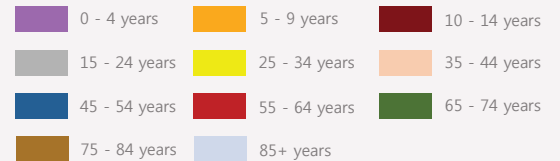
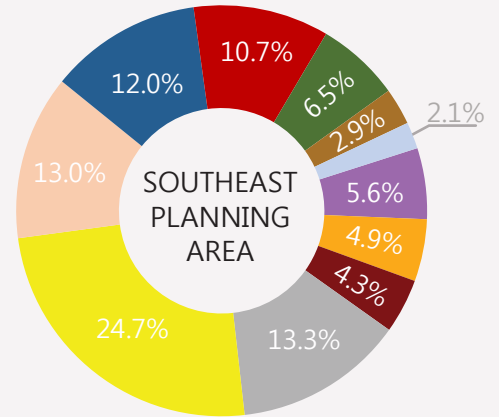


# PEOPLE SOUTHEAST

## HIGHLIGHTS

- In 2015, there were approximately 56,950 people living in the Southeast Planning Area, accounting for 27% of the City's total population.
- The populations of both the Southeast Planning Area and the City are projected to decline by about 0.2% by 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 (25%) of the Southeast Planning Area's population.

## POPULATION BY AGE (2015)

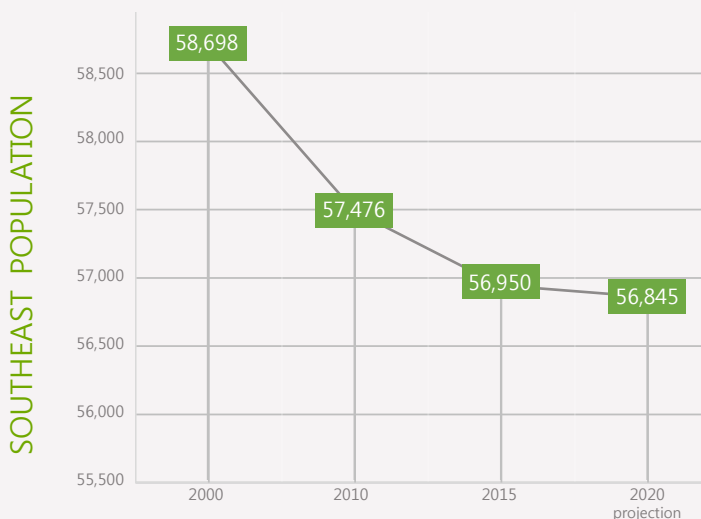


## TOTAL POPULATION (2015)

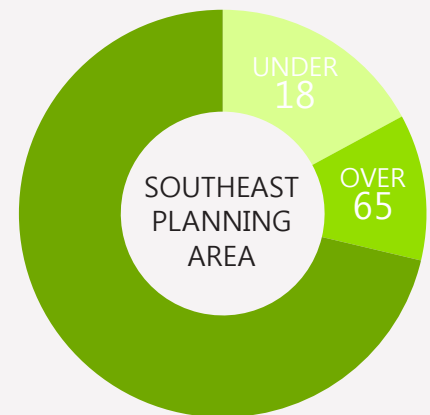
**56,950**  
residents are in the  
Southeast Planning Area

**27%**  
of the City's total  
population

**208,271**  
residents are in the  
City of Rochester

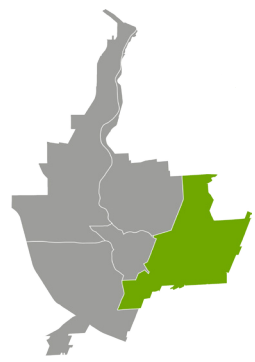


## POPULATION TRENDS BY AGE (2015)



**↓ 18 UNDER** The population of residents 18 and under is projected to decrease from 17.1% in 2015 to 17.0% in 2020.

**↑ 65 OVER** The population of residents over the age of 65 is projected to increase from 11.6% in 2015 to 13% in 2020.



# RACE AND ETHNICITY

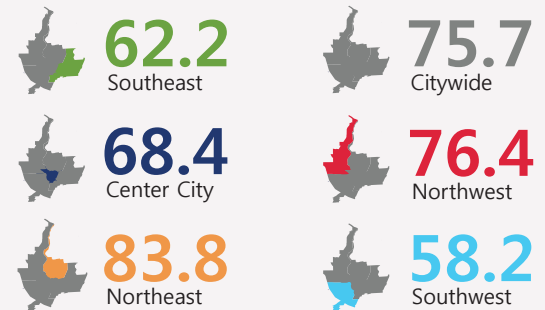
## SOUTHEAST

### HIGHLIGHTS

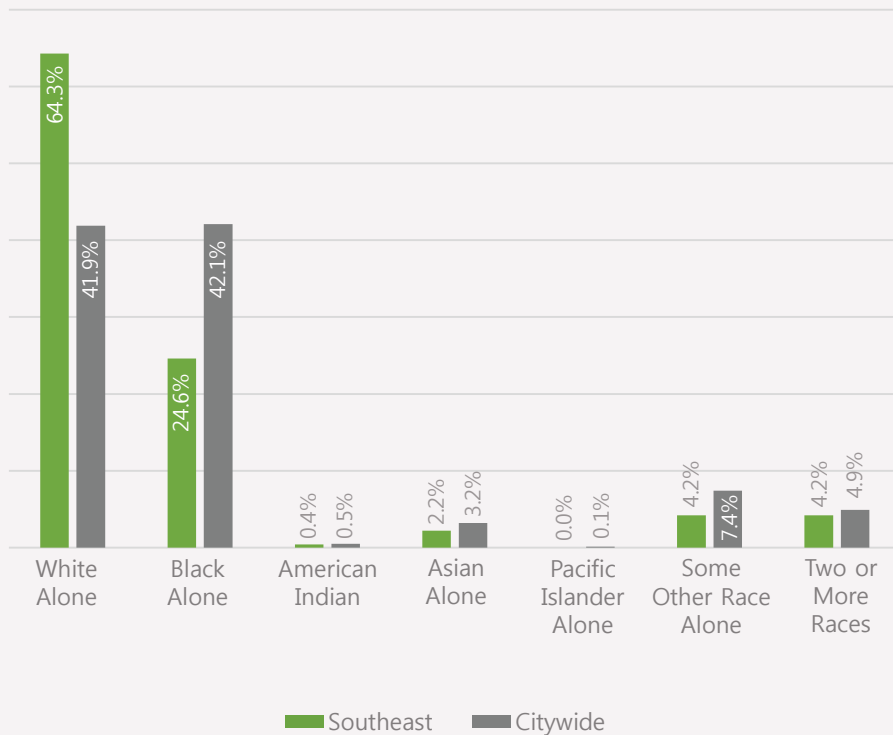
- In 2015, the Southeast Planning Area had a significantly higher percentage of residents who self-identified as White Alone (64.3%) compared to the City as a whole (41.9%), as well as a significantly lower percentage of residents who self-identified as Black Alone (24.6%) compared to the City as a whole (42.1%).
- About 11% of residents in the Southeast Planning area self-identify as Hispanic, compared to 18.4% in the City.
- The diversity index for the Southeast Planning Area is 62.2, thus indicating that the population is relatively diverse.

### DIVERSITY INDEX (2015)

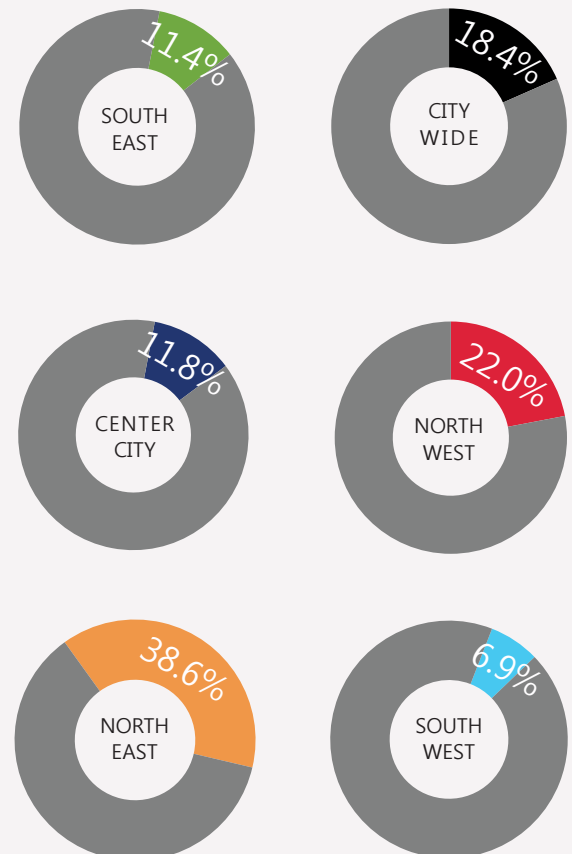
The Diversity Index shows the likelihood that two persons, chosen at random from the same area, belong to different race and ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

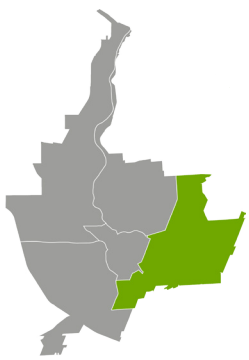


### RACIAL COMPOSITION (2015)



### HISPANIC ETHNICITY (2015)





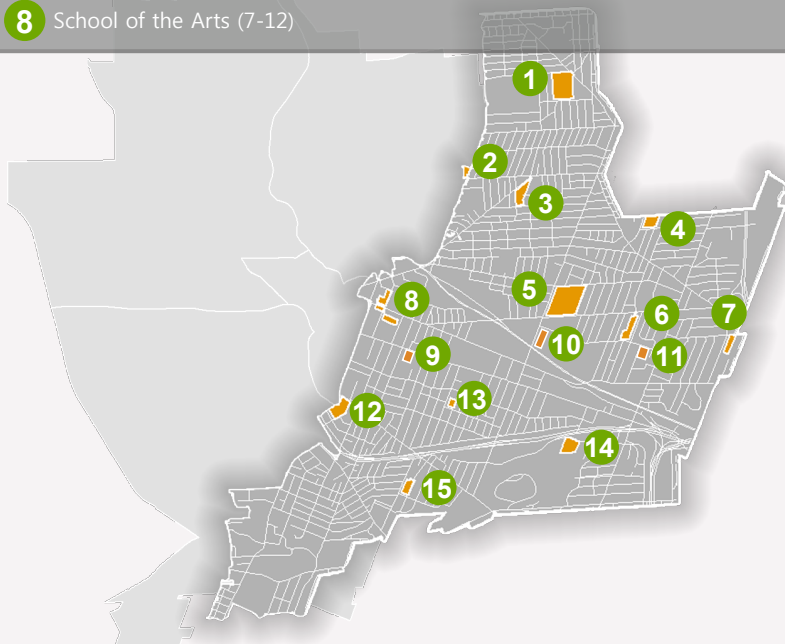
# EDUCATION SOUTHEAST

## HIGHLIGHTS

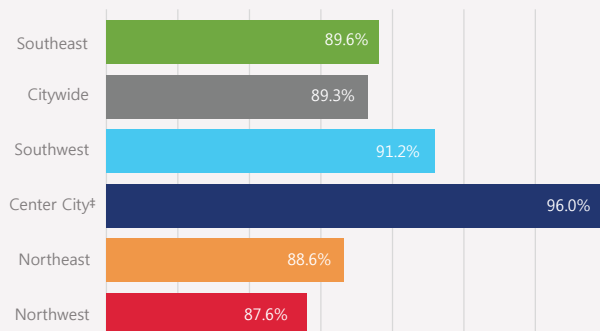
- There are 12 RCSD schools and 3 charter schools located in the Southeast Planning Area.
- More than 7,500 students are enrolled, accounting for over a quarter of the City's student population.
- Schools in the Southeast Planning Area have a graduation rate of approximately 51%, which is comparable to the overall City rate (50%) but lower than the national average (82%).
- More than half of all residents in the Southeast Planning Area have obtained a college, associate, bachelor, or graduate degree.

## MAP OF SCHOOLS<sup>†</sup>

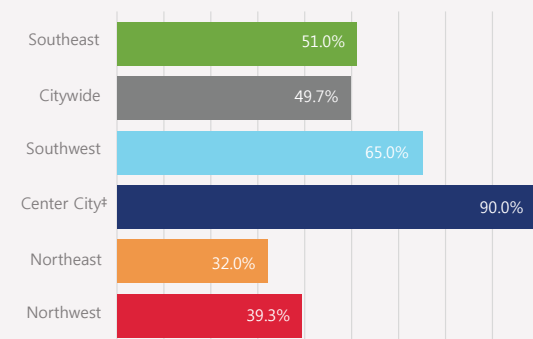
- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| 1 Frederick Douglass Campus (7-12)    | 9 Genesee Community School (K-6)*     |
| 2 School 25 Nathaniel Hawthorne (K-6) | 10 Vertus High School (9-12)*         |
| 3 School 33 John James Audobon (K-6)  | 11 Urban Choice Charter School (K-8)* |
| 4 School 52 Frank Fowler Dow (K-6)    | 12 James Monroe High School (7-12)*   |
| 5 East High School (6-12)             | 13 School 23 Francis Parker (K-6)     |
| 6 School 28 Henry Hudson (K-8)        | 14 School 1 Martin B. Anderson (K-6)  |
| 7 School 46 Charles Carroll (K-6)     | 15 School 35 Pinnacle (K-6)           |
| 8 School of the Arts (7-12)           |                                       |



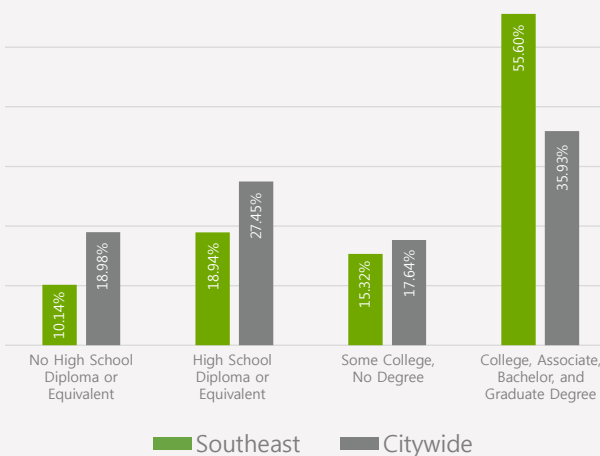
## ATTENDANCE RATES (2013-2014)



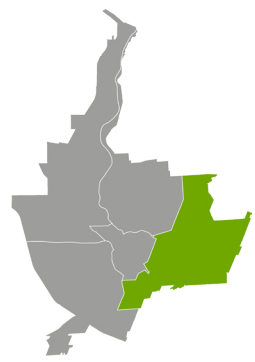
## GRADUATION RATES (2015)



## HIGHEST EDUCATION LEVEL (2015)



<sup>†</sup> Due to the limited availability of data, neither private schools nor schools denoted with an asterisk (\*) were included in the graduation or attendance rate calculations.  
<sup>‡</sup> Data was only available for one school (School 58 World of Inquiry) in the Center City Planning Area.

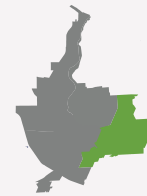


# EMPLOYMENT SOUTHEAST

## HIGHLIGHTS

- Services is the largest industry sector in the Southeast Planning Area (62.5%). The service industry includes hospitality, education, health care, professional, and social services.
- The unemployment rate for the Southeast Planning Area (4.9%) is lower than both the City rate (9.3%) and the state rate (5.4%).
- The Planning Area has a higher labor force participation rate (66.5%) than both the City (59.2%) and the national average (62.6%).

## LABOR FORCE PARTICIPATION (2015)



**66.5%**

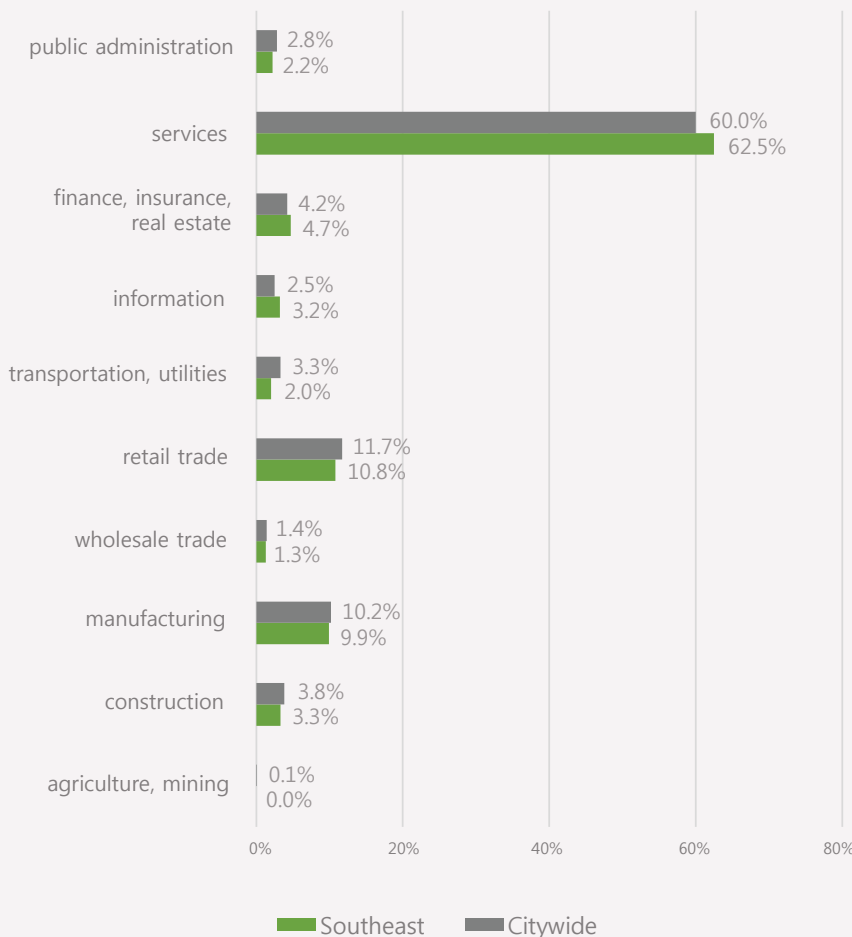
of the working-age population is part of the labor force in the Southeast Planning Area.



**59.2%**

of the working-age population is part of the labor force in the City of Rochester.

## EMPLOYMENT BY INDUSTRY (2015)



## UNEMPLOYMENT RATE (2015)



**4.9%**  
Southeast



**9.3%**  
Citywide



**8.2%**  
Center City



**15.9%**  
Northeast

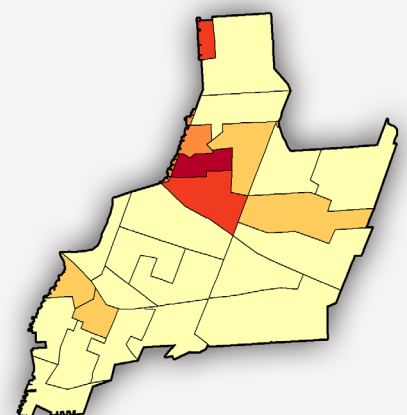
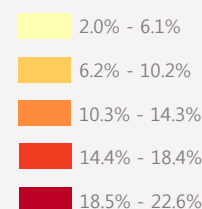


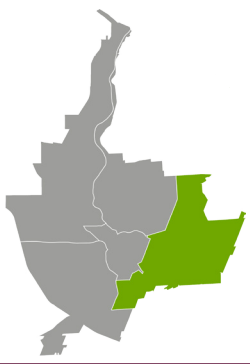
**10.2%**  
Northwest



**10.5%**  
Southwest

## UNEMPLOYMENT RATE BY CENSUS TRACT (2016)



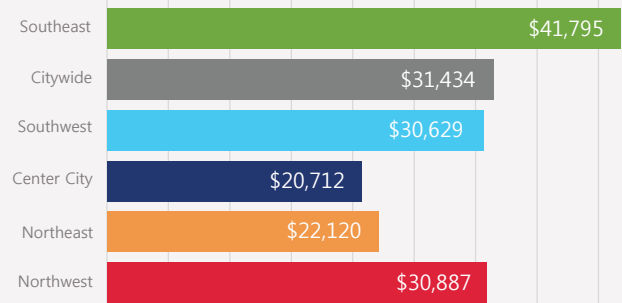


# INCOME SOUTHEAST

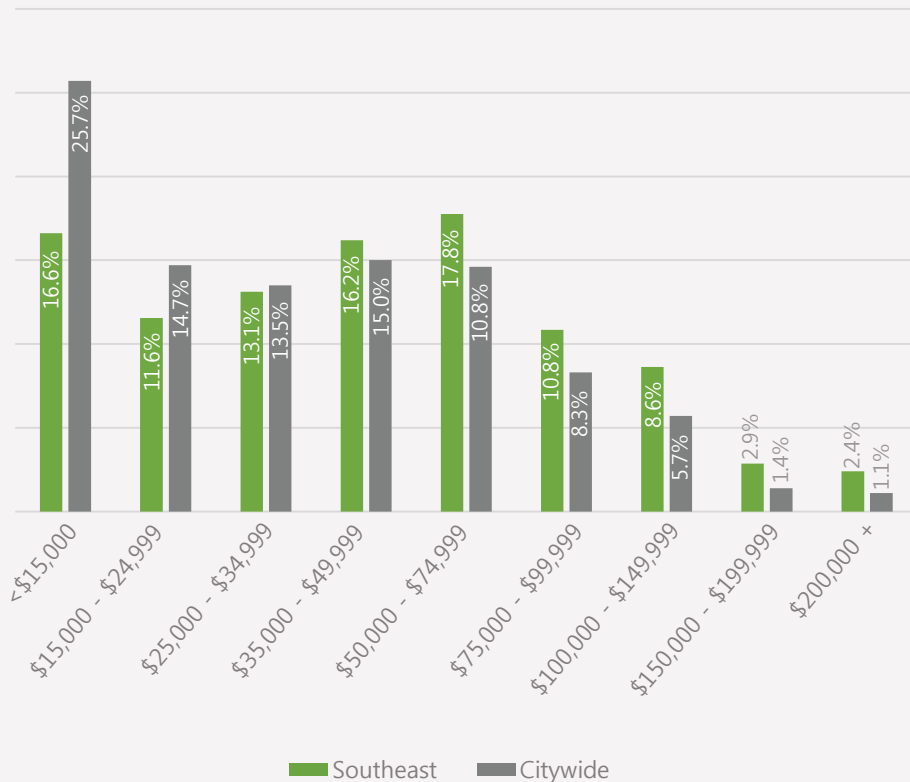
## HIGHLIGHTS

- Only 16.6% of households in the Southeast Planning Area have household incomes less than \$15,000, compared to 25.7% in the City as a whole.
- The poverty rate (18.1%) in the Southeast Planning Area is much lower than the City rate (32.9%) but higher than the national rate (14.9%).

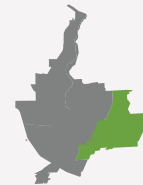
## MEDIAN HOUSEHOLD INCOME (2015)



## HOUSEHOLD INCOME (2015)



## POVERTY RATE (2013)



**18.1 %**

poverty rate for the Southeast Planning Area.



**32.9 %**

poverty rate for the City of Rochester.



**38.8 %**

poverty rate for the Center City Planning Area.



**39.8 %**

poverty rate for the Northeast Planning Area.



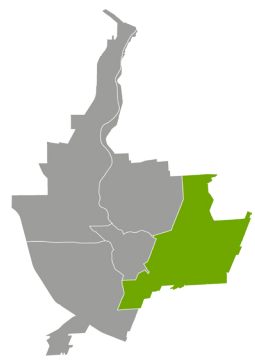
**28.8 %**

poverty rate for the Northwest Planning Area.



**32.2 %**

poverty rate for the Southwest Planning Area.

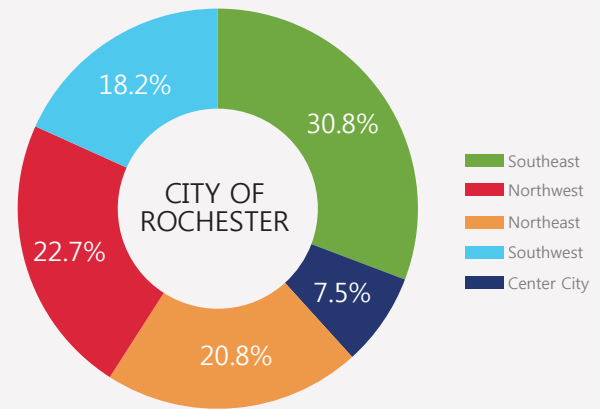


# HOUSING SOUTHEAST

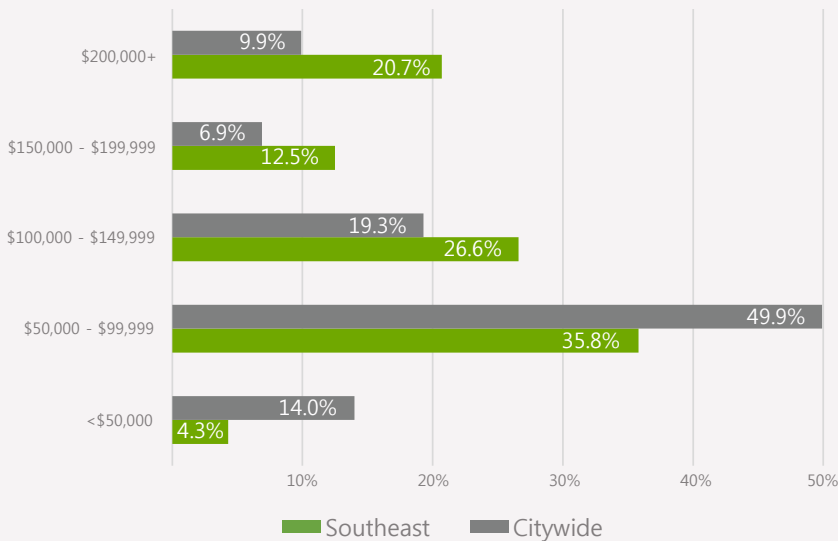
## HIGHLIGHTS

- About 21% of housing units in the Southeast Planning Area are valued above \$200,000, compared to only 10% of units in the City.
- The median home value in the Planning Area is approximately \$120,000 which is higher than the City average of \$86,000.
- More housing units in the Southeast Planning Area are owner occupied (35.5%) compared to the City (31.5%).
- By 2020, the percentage of owner occupied housing units in the Southeast Planning Area is projected to decrease while the percentage of renter occupied units is projected to increase.

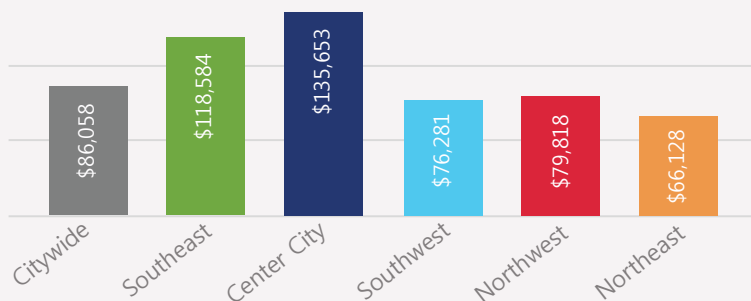
## PERCENT OF TOTAL HOUSING SUPPLY (2015)



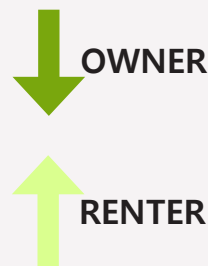
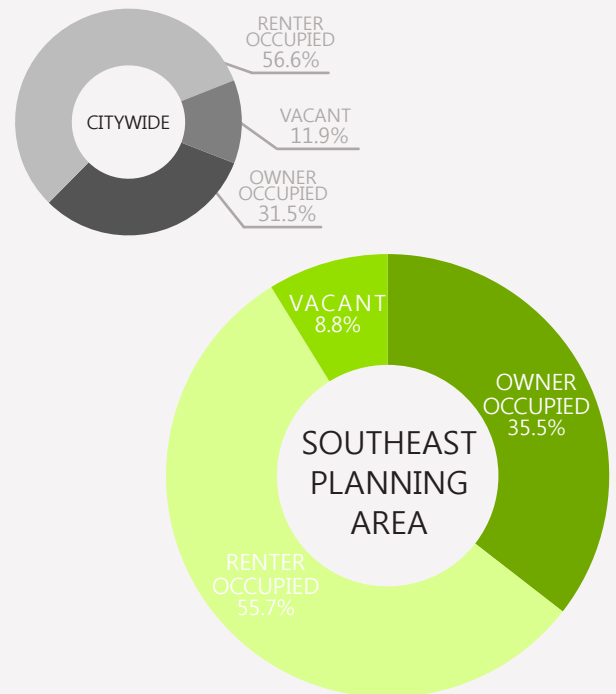
## HOUSING VALUE (2015)



## MEDIAN HOME VALUE (2015)

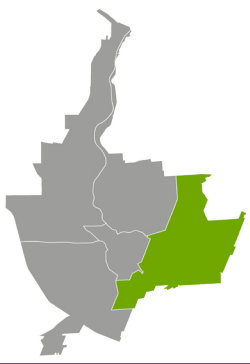


## HOUSING TENURE (2015)



The percentage of owner occupied housing units is projected to decrease from 35.5% (2015) to 34.8% (2020).

The percentage of renter occupied housing units is projected to increase from 55.7% (2015) to 55.8% (2020).



# LAND USE

## SOUTHEAST

### HIGHLIGHTS

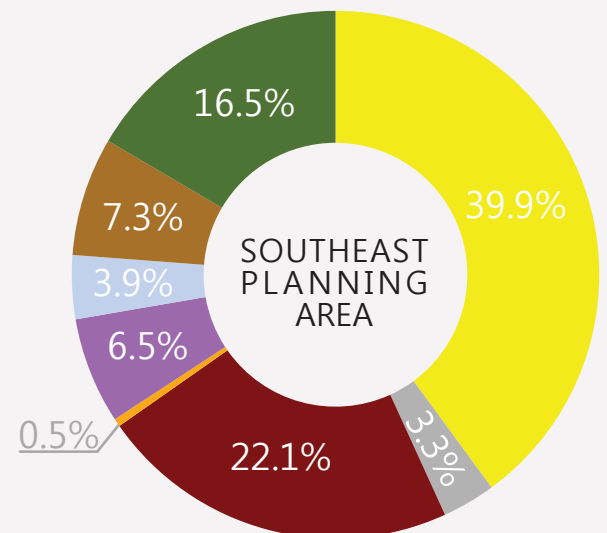
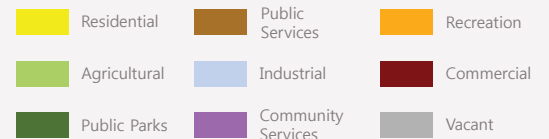
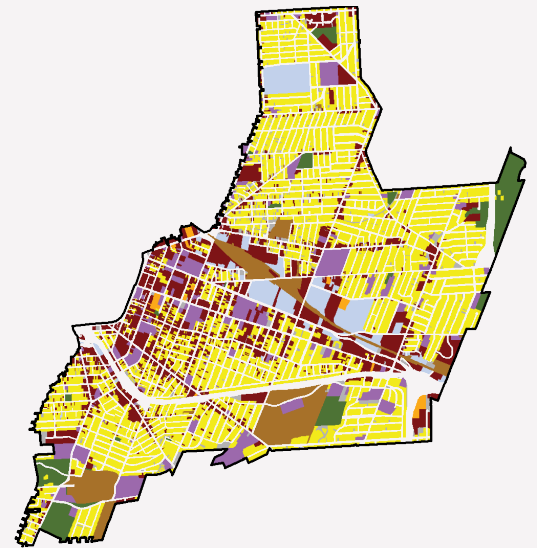
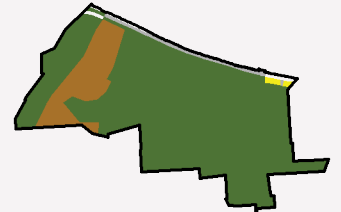
- The National Parks and Recreation Association recommends 8 acres of parkland for every 1,000 people. The Southeast Planning Area provides 16 acres of parkland per 1,000 people for a total of approximately 930 acres, with Durand Eastman Park accounting for the majority of this acreage.
- Aside from residential uses, commercial uses account for the second largest percentage of land (22.1%) in the Southeast Planning Area.

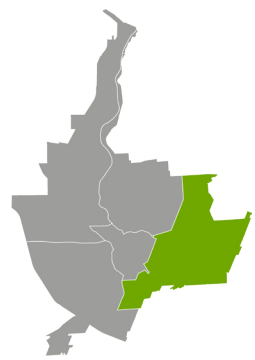
### MAP OF PARKS

- 1 Durand Eastman Park
- 2 Norton Village Park
- 3 Thomas P. Ryan R-Center
- 4 Farmington Park
- 5 Grand Avenue Park
- 6 Tryon Park
- 7 Tryon Park West
- 8 Humboldt R-Center
- 9 University Avenue Playground
- 10 Goodwin Park
- 11 Cobbs Hill Park
- 12 Otto Henderberg Square Park
- 13 Ellwanger and Barry Park
- 14 Highland Park
- 15 Marie Daley Park



### LAND USE (2016)



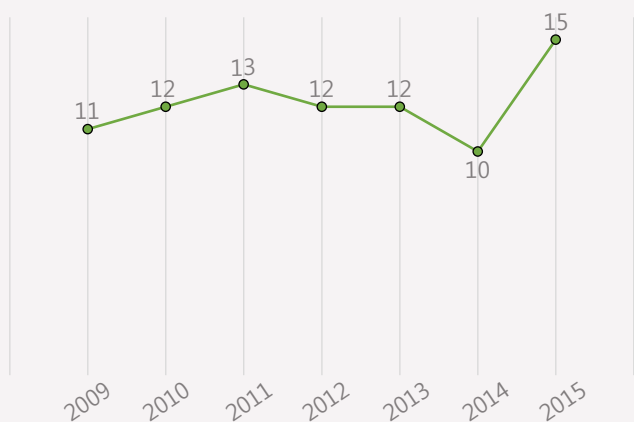


# PUBLIC SAFETY SOUTHEAST

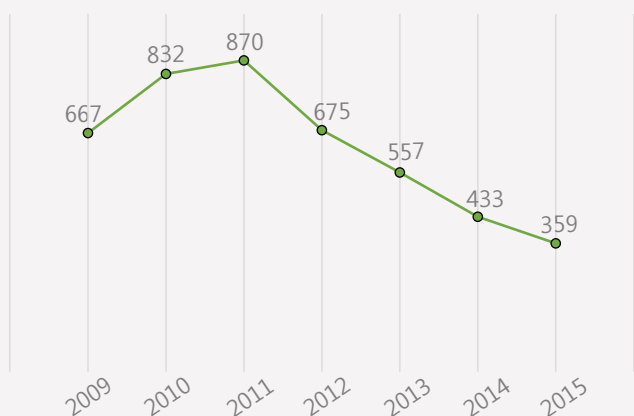
## HIGHLIGHTS

- Almost one-third of all violent crimes in the City of Rochester occur within the Southeast Planning Area.
- Nearly half of all homicides in the City occur within the Southeast Planning Area.
- Since a peak in 2011, the number of burglaries in the Southeast Planning Area has fallen by almost 60%.
- About 4.2 crimes occur for every 100 residents in the Southeast Planning Area.

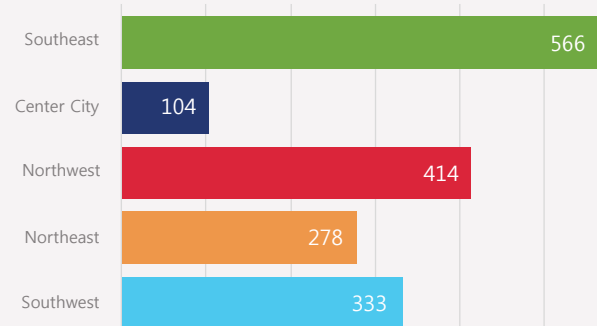
## HOMICIDES (2015)



## BURGLARIES (2015)

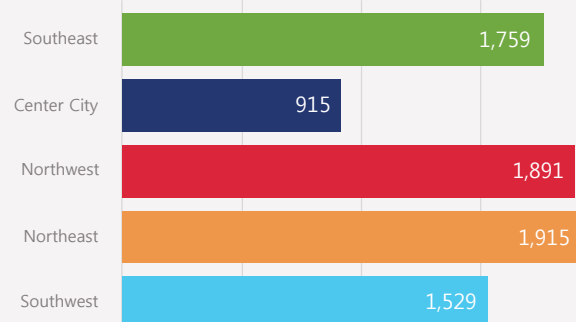


## VIOLENT CRIMES\* (2015)



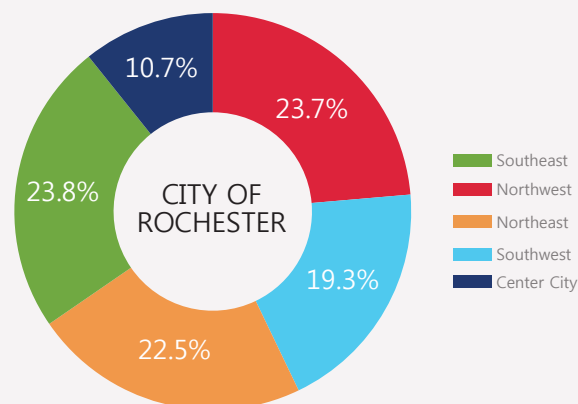
\*includes homicide, rape, robbery, and aggravated assault

## PROPERTY CRIMES\* (2015)

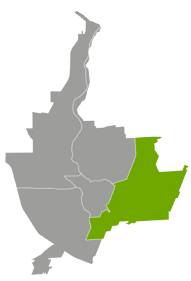


\*includes burglary, larceny, and motor vehicle theft

## PERCENT OF TOTAL CITY CRIME (2015)



This data was provided by and belongs to the Rochester Police Department. Any further use of this data is restricted and must be approved by the Rochester Police Department.



# HEALTHY LIVING ANALYSIS

## SOUTHEAST

### WHAT IS A HEALTHY LIVING ANALYSIS?

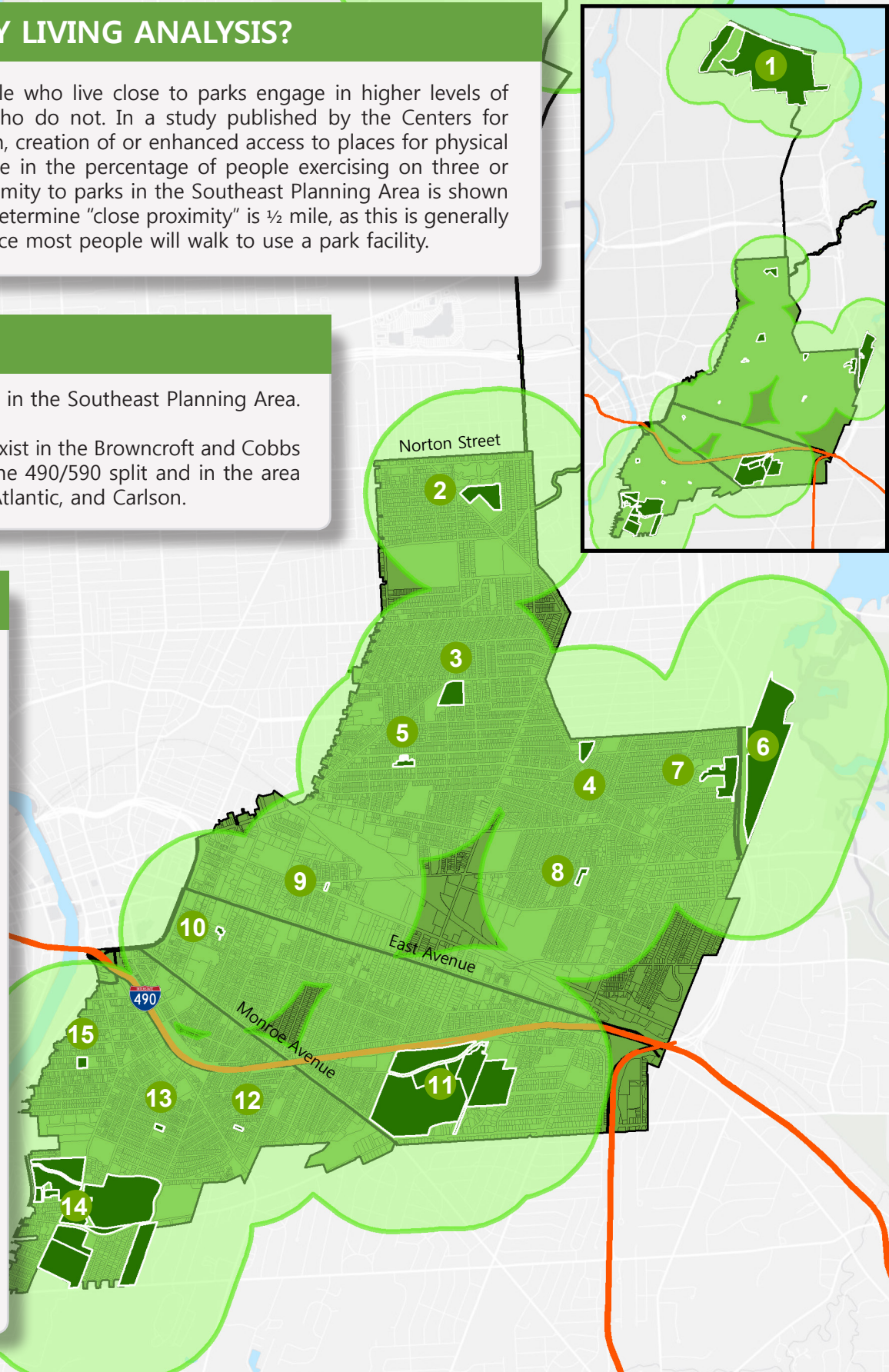
Studies have found that people who live close to parks engage in higher levels of physical activity than those who do not. In a study published by the Centers for Disease Control and Prevention, creation of or enhanced access to places for physical activity led to a 25.6% increase in the percentage of people exercising on three or more days per week. The proximity to parks in the Southeast Planning Area is shown below. The threshold used to determine "close proximity" is  $\frac{1}{2}$  mile, as this is generally accepted as the longest distance most people will walk to use a park facility.

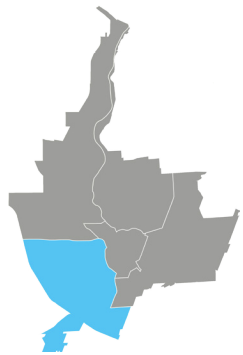
### HIGHLIGHTS

- There are 15 parks located in the Southeast Planning Area.
- Gaps in park accessibility exist in the Browncroft and Cobbs Hill neighborhoods near the 490/590 split and in the area bounded by East, Culver, Atlantic, and Carlson.

### LEGEND

- Parks
  - Areas within  $\frac{1}{2}$  mile of a park
- 1 Durand Eastman Park
  - 2 Norton Village Park
  - 3 Thomas P. Ryan R-Center
  - 4 Farmington Park
  - 5 Grand Avenue Park
  - 6 Tryon Park
  - 7 Tryon Park West
  - 8 Humboldt R-Center
  - 9 University Avenue Playground
  - 10 Goodwin Park
  - 11 Cobbs Hill Park
  - 12 Otto Henderberg Square Park
  - 13 Ellwanger and Barry Park
  - 14 Highland Park
  - 15 Marie Daley Park



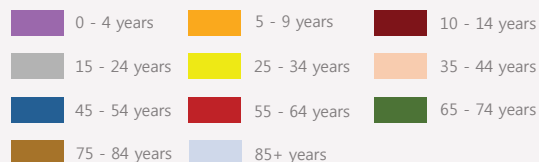
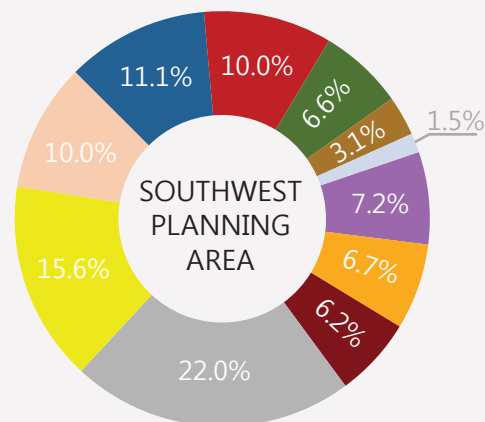


# PEOPLE SOUTHWEST

## HIGHLIGHTS

- In 2015, there were approximately 44,045 people living in the Southwest Planning Area, accounting for 21% of the City's total population.
- The populations of both the Southwest Planning Area and the City are projected to decline by about 0.2% by 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 15 to 24-year-old age group comprises the largest share (22%) of the Southwest Planning Area's population.

## POPULATION BY AGE (2015)

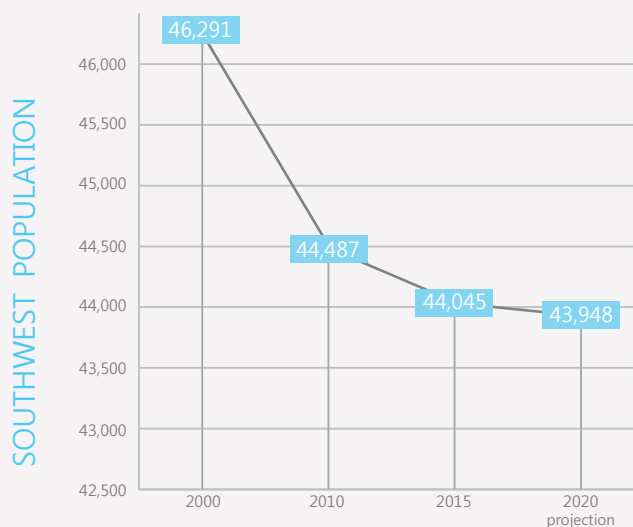


## TOTAL POPULATION (2015)

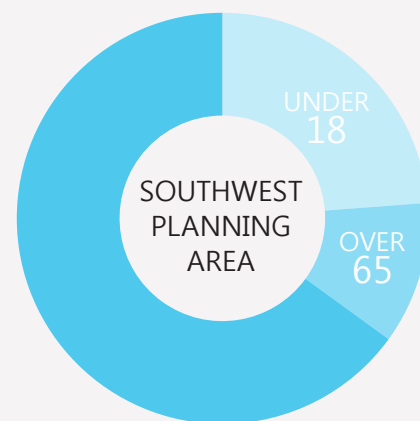
**44,045**  
residents are in the  
Southwest Planning Area

**21%**  
of the City's total  
population

**208,271**  
residents are in the  
City of Rochester

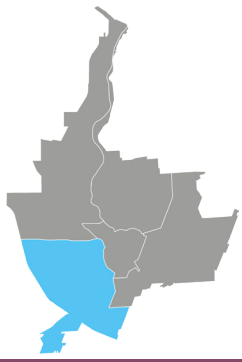


## POPULATION TRENDS BY AGE (2015)



**↓ 18 UNDER** The population of residents 18 and under is projected to decrease from 23.8% in 2015 to 23.3% in 2020.

**↑ 65 OVER** The population of residents over the age of 65 is projected to increase from 11.2% in 2015 to 12.3% in 2020.



# RACE AND ETHNICITY

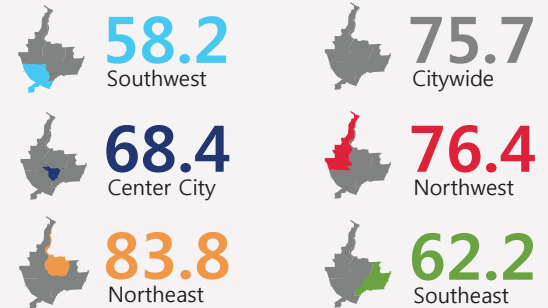
## SOUTHWEST

### HIGHLIGHTS

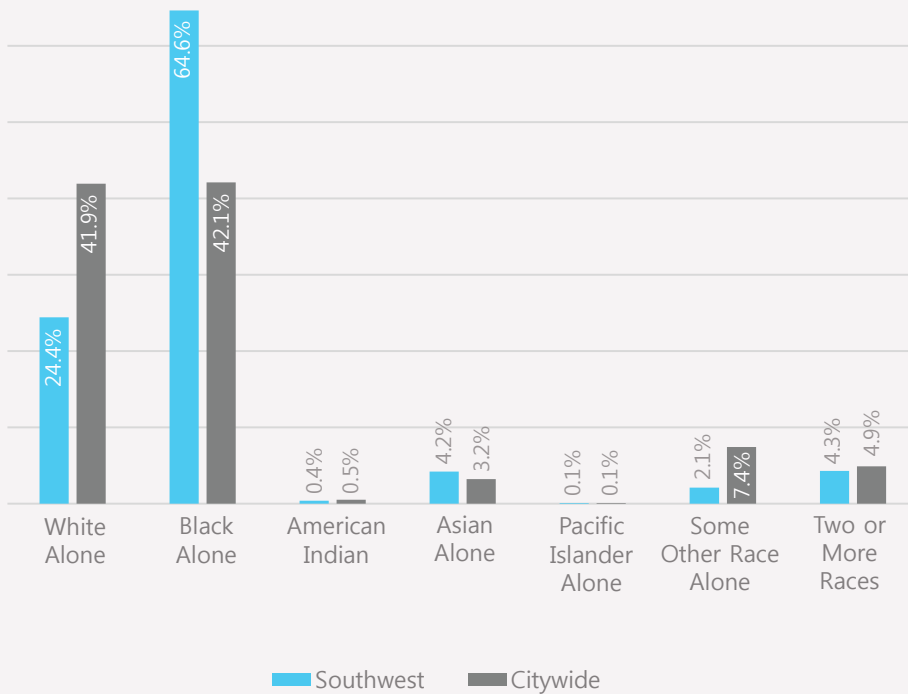
- In 2015, the Southwest Planning Area had a significantly higher percentage of residents who self-identified with the Black Alone race (64.6%) compared to the City as a whole (42.1%), as well as a significantly lower percentage of residents who self-identified with the White Alone race (24.4%) compared to the City as a whole (41.9%).
- The Southwest Planning Area has the lowest percentage of residents that identify with Hispanic origin (6.9%).
- The diversity index for the Southwest Planning Area is 58.2, thus indicating that the population is relatively diverse.

### DIVERSITY INDEX (2015)

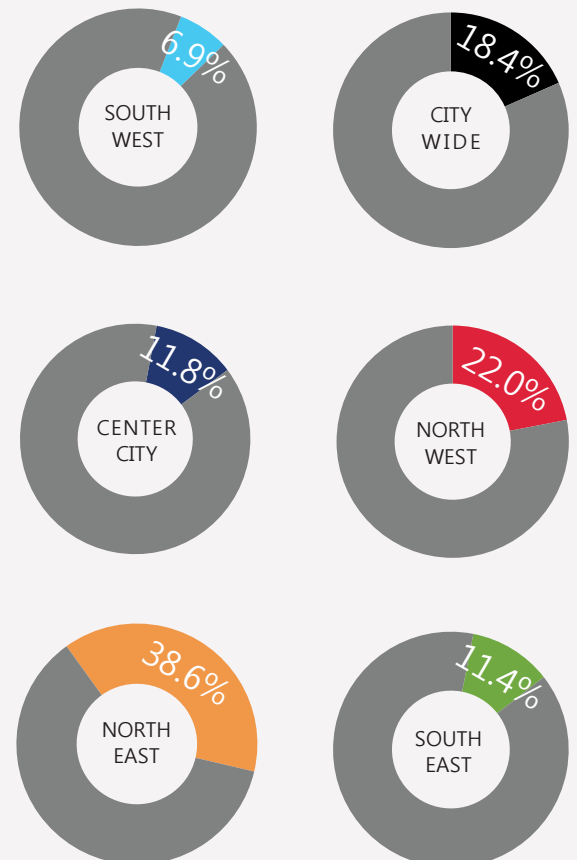
The Diversity Index shows the likelihood that two persons, chosen at random from the same area, belong to different race and ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

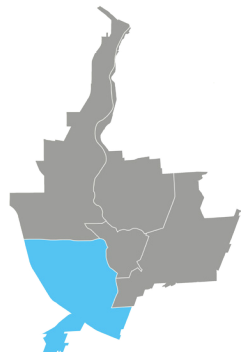


### RACIAL COMPOSITION (2015)



### HISPANIC ETHNICITY (2015)





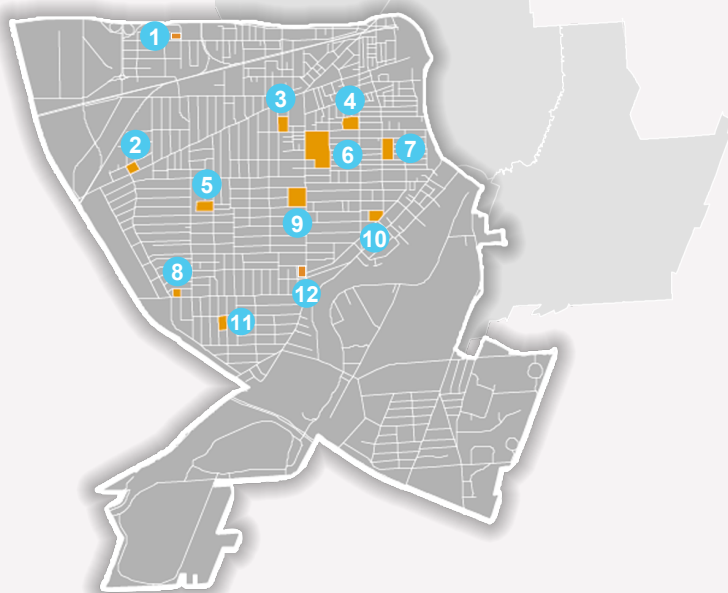
# EDUCATION SOUTHWEST

## HIGHLIGHTS

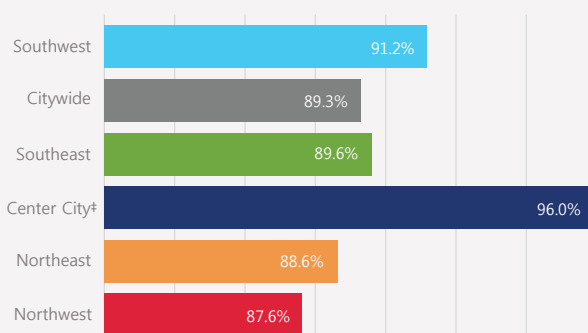
- There are 9 RCSD schools and 3 charter schools located in the Southwest Planning Area.
- Around 5,000 students are enrolled, accounting for more than one-fifth of the City's student population.
- Schools in the Southwest Planning Area have a graduation rate of approximately 65%, which is higher than the overall City rate (50%) but lower than the national average (82%).
- Almost one-third of residents in the Southwest Planning Area have obtained a college, associate, bachelor, or graduate degree.

## MAP OF SCHOOLS†

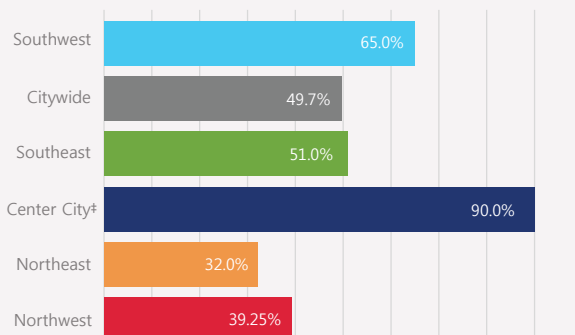
- |                                       |   |
|---------------------------------------|---|
| 1 Rochester Prep West Campus (K-8)*   | 7 School 2 Clara Barton (K-6)               |
| 2 School 44 Lincoln Park (K-6)        | 8 Rochester Prep Brooks Campus (5-8)*       |
| 3 School 29 Adlai E. Stevenson (K-6)  | 9 Wilson Magnet High School (9-12)          |
| 4 School 4 George Mather Forbes (K-8) | 10 School 19 Dr. Charles T. Lunsford (K-8)  |
| 5 School 16 John Walton Spencer (K-8) | 11 School 10 Dr. Walter Cooper (K-6)        |
| 6 Wilson Foundation Academy (K-8)     | 12 Rochester Academy Charter School (7-12)* |



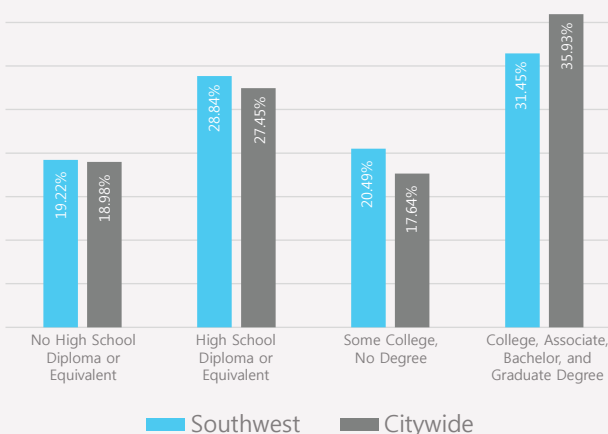
## ATTENDANCE RATES (2013-2014)



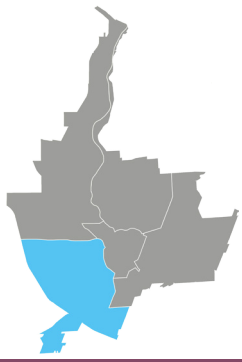
## GRADUATION RATES (2015)



## HIGHEST EDUCATION LEVEL (2015)



† Due to the limited availability of data, neither private schools nor schools denoted with an asterisk (\*) were included in the graduation or attendance rate calculations.  
 ‡ Data was only available for one school (School 58 World of Inquiry) in the Center City Planning Area.



# EMPLOYMENT SOUTHWEST

## HIGHLIGHTS

- Services is the largest industry sector in the Southwest Planning Area (63.9%). The service industry includes hospitality, education, health care, professional, and social services.
- The unemployment rate for the Southwest Planning Area (10.5%) is greater than both the City rate (9.3%) and the state rate (5.4%). This unemployment rate most likely contributes to the Planning Area's high poverty rate. Because employment is typically the primary source of income for most residents, a high unemployment rate is an indicator of limited economic opportunity.
- The Planning Area has a lower labor force participation rate (55.4%) than both the City (59.2%) and the national average (62.6%).

## LABOR FORCE PARTICIPATION (2015)



**55.4%**

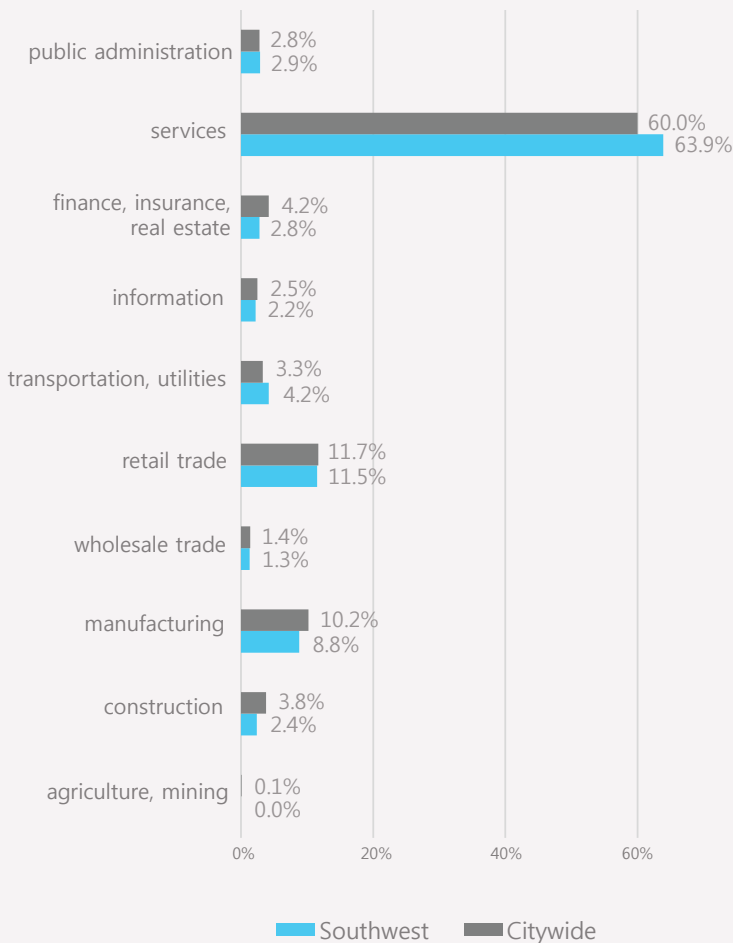
of the working-age population is part of the labor force in the Southwest Planning Area.



**59.2%**

of the working-age population is part of the labor force in the City of Rochester.

## EMPLOYMENT BY INDUSTRY (2015)



## UNEMPLOYMENT RATE (2015)



**10.5%**  
Southwest



**9.3%**  
Citywide



**8.2%**  
Center City



**4.9%**  
Southeast

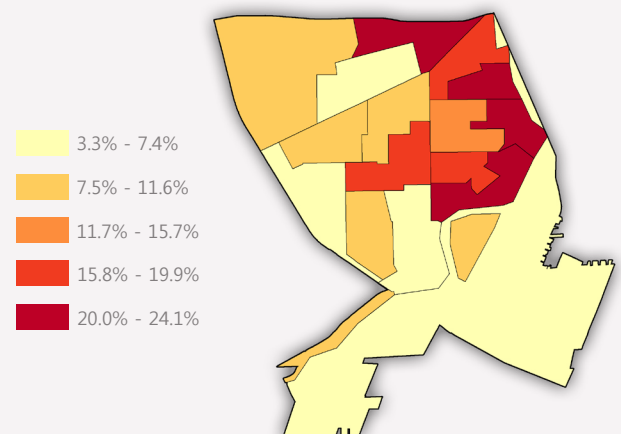


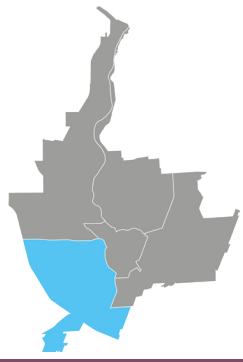
**10.2%**  
Northwest



**15.9%**  
Northeast

## UNEMPLOYMENT RATE BY CENSUS TRACT (2016)



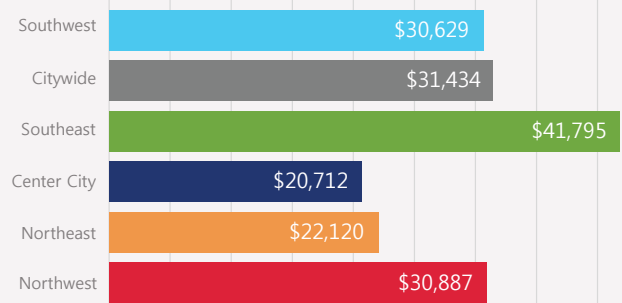


# INCOME SOUTHWEST

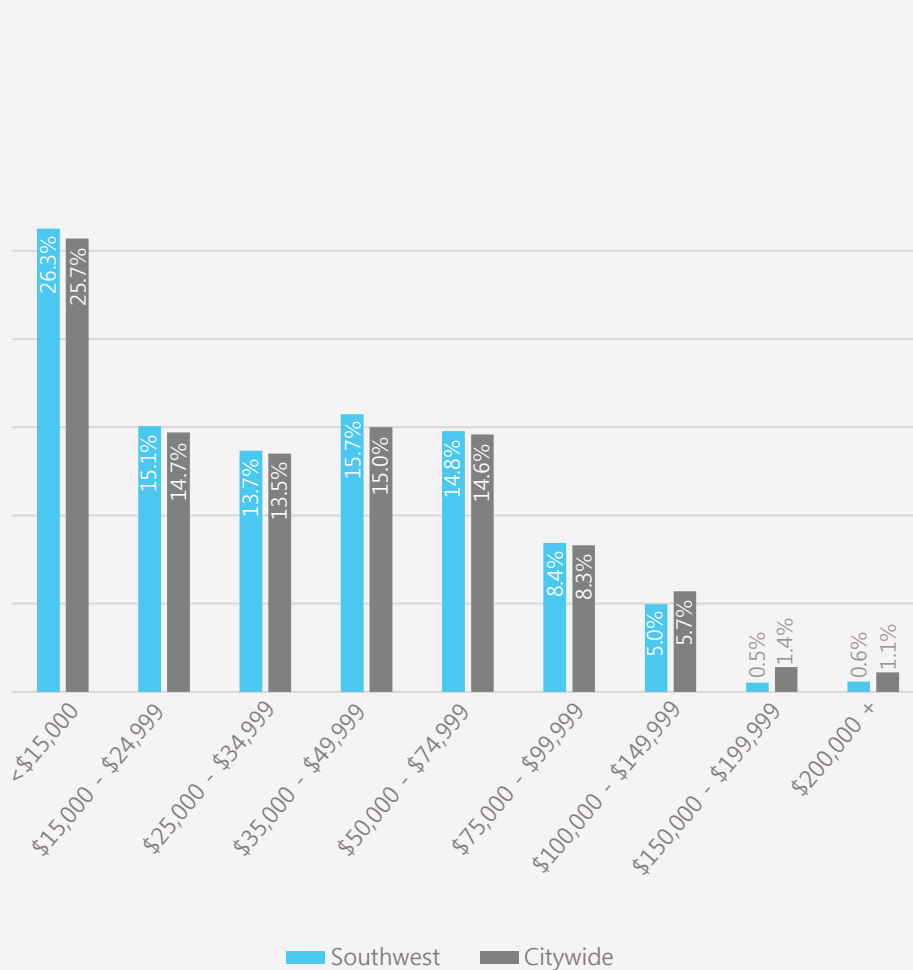
## HIGHLIGHTS

- More than 26% of Southwest Planning Area households have a household income less than \$15,000, which is below the federal poverty line for a family of two (\$16,020).
- The poverty rate (32.2%) in the Southwest Planning Area is less than the City rate (32.9%) but more than double the national rate (14.9%).

## MEDIAN HOUSEHOLD INCOME (2015)



## HOUSEHOLD INCOME (2015)



## POVERTY RATE (2013)



**32.2 %**

poverty rate for the Southwest Planning Area.



**32.9 %**

poverty rate for the City of Rochester.



**38.8 %**

poverty rate for the Center City Planning Area.



**39.8 %**

poverty rate for the Northeast Planning Area.



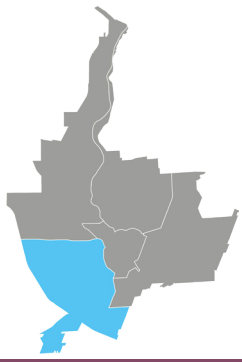
**28.8 %**

poverty rate for the Northwest Planning Area.



**18.1 %**

poverty rate for the Southeast Planning Area.

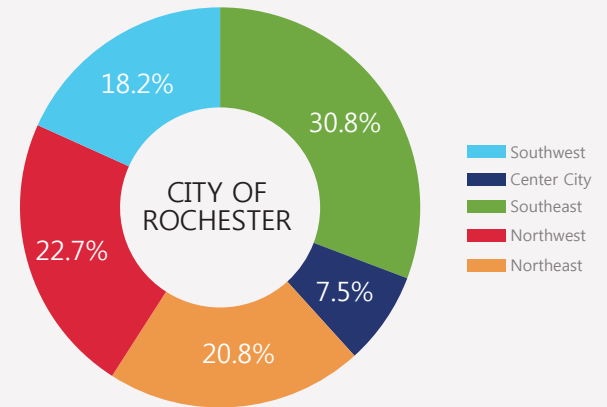


# HOUSING SOUTHWEST

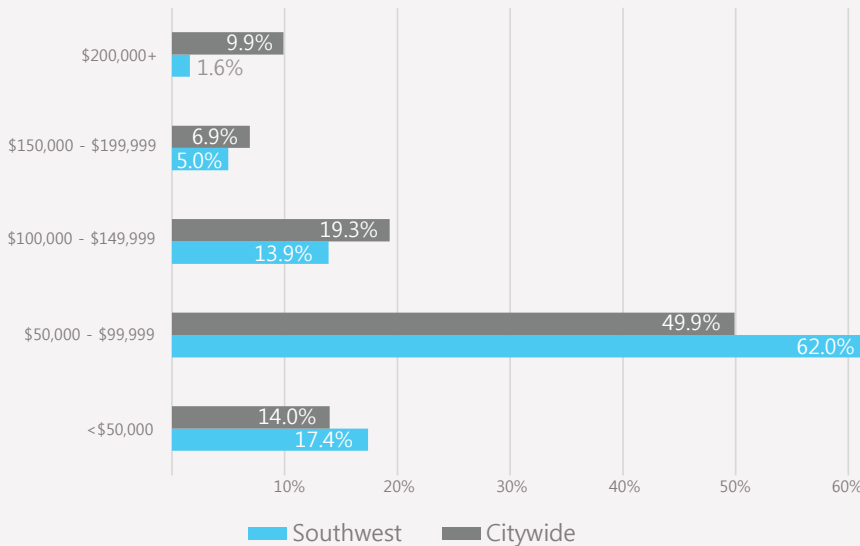
## HIGHLIGHTS

- About 80% of housing units in the Southwest Planning Area are valued below \$100,000, compared to only 64% of units in the City.
- The median home value in the Planning Area is approximately \$76,000 which is lower than the City average of \$86,000.
- More housing units in the Southwest Planning Area are owner occupied (34.1%) compared to the City (31.5%).
- By 2020, the percentage of owner occupied housing units in the Southwest Planning Area is projected to decrease by 1.2% while the percentage of renter occupied units is projected to increase by 0.6%.

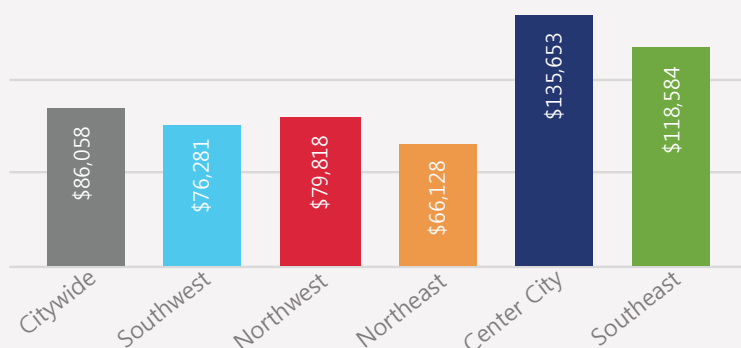
## PERCENT OF TOTAL HOUSING SUPPLY (2015)



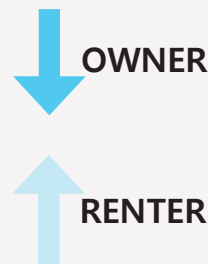
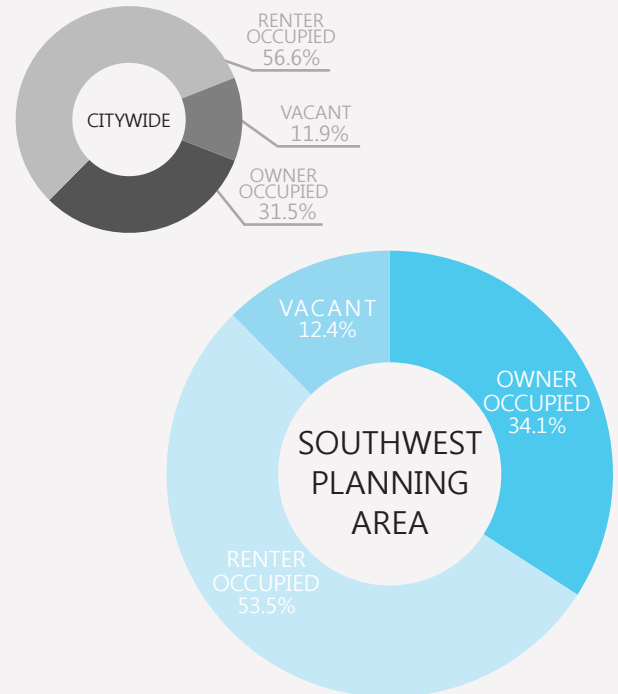
## HOUSING VALUE (2015)



## MEDIAN HOME VALUE (2015)

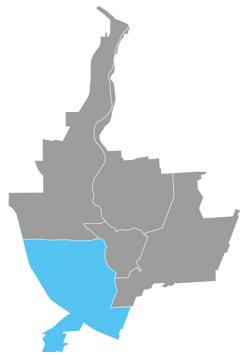


## HOUSING TENURE (2015)



The percentage of owner occupied housing units is projected to decrease from 34.1% (2015) to 32.9% (2020).

The percentage of renter occupied housing units is projected to increase from 53.5% (2015) to 54.1% (2020).



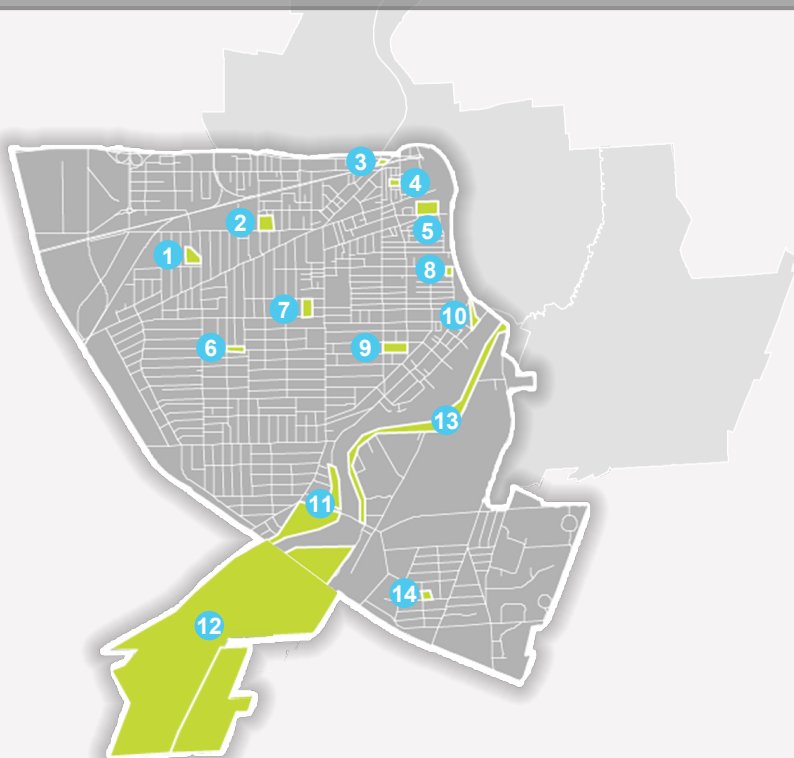
# LAND USE SOUTHWEST

## HIGHLIGHTS

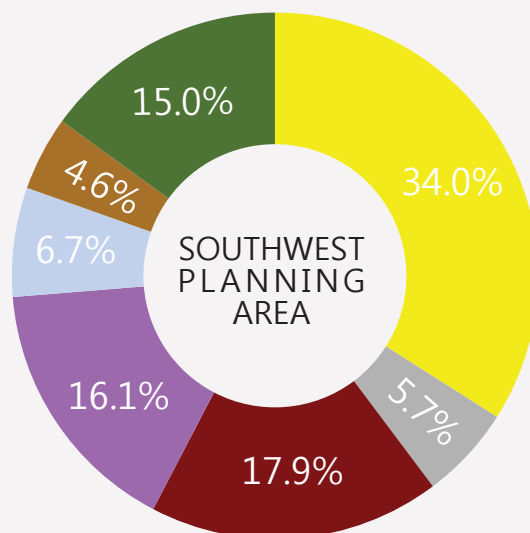
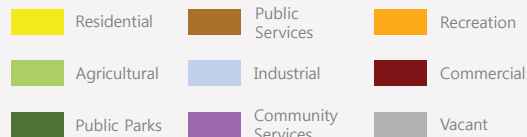
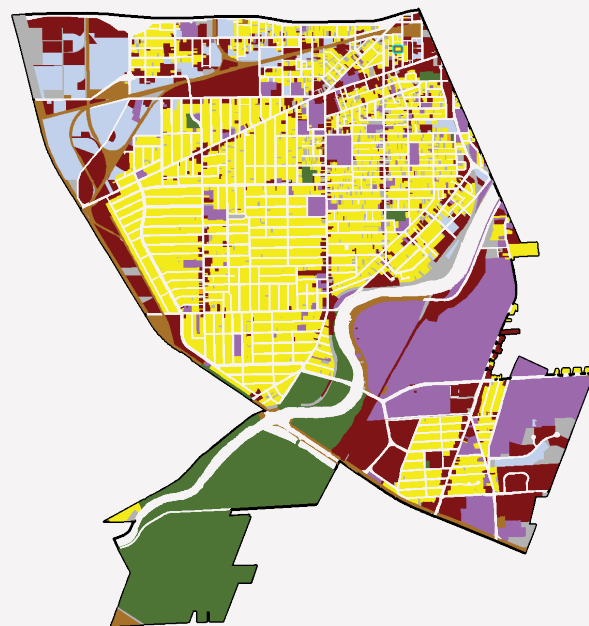
- The National Parks and Recreation Association recommends 8 acres of parkland for every 1,000 people. The Southwest Planning Area provides 13.5 acres of parkland per 1,000 people for a total of approximately 602 acres, with the Genesee Valley Park accounting for the majority of this acreage.
- Aside from residential uses, commercial uses account for the second largest percentage of land (17.9%) in the Southwest Planning Area.

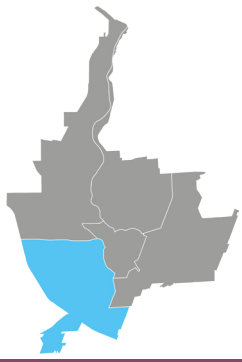
## MAP OF PARKS

- |                              |                                  |
|------------------------------|----------------------------------|
| 1 Roxie Ann Sinkler R-Center | 8 Bronson Avenue Playground      |
| 2 Danforth Community Center  | 9 Flint Street R-Center          |
| 3 Grape/Wilder Park          | 10 Exchange Street Playground    |
| 4 Susan B. Anthony Square    | 11 Genesee Valley Park West      |
| 5 Troup Street Playground    | 12 Genesee Valley Park East      |
| 6 Aberdeen Square            | 13 Bausch & Lomb Riverfront Park |
| 7 West High Park             | 14 Eastmoreland Playground       |



## LAND USE (2016)



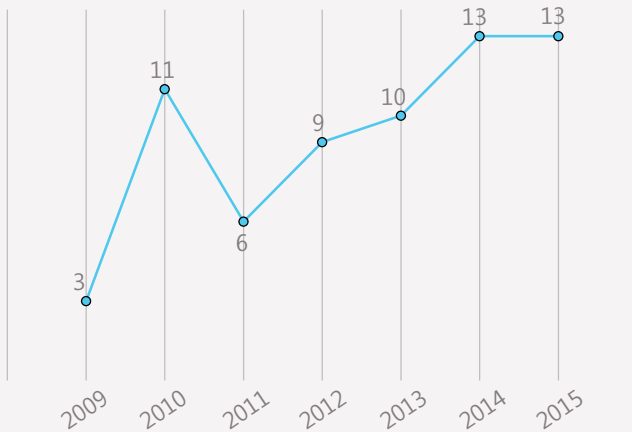


# PUBLIC SAFETY SOUTHWEST

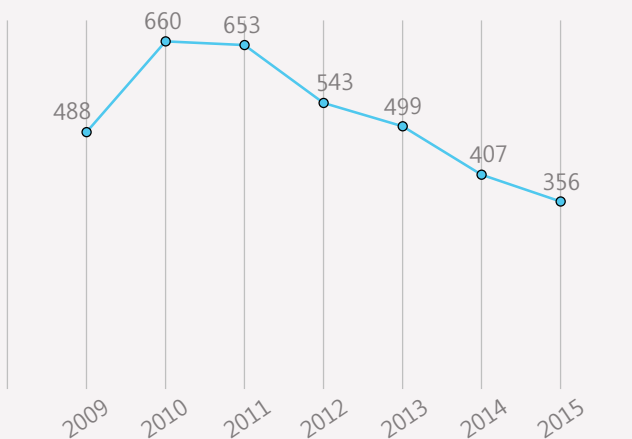
## HIGHLIGHTS

- Almost half of all homicides in the City of Rochester occur within the Southwest Planning Area. Additionally, the number of homicides in the Planning Area has been increasing in recent years.
- Since a peak in 2010, the number of burglaries in the Southwest Planning Area has fallen by 46%.
- About 4.2 crimes occur for every 100 residents in the Southwest Planning Area.

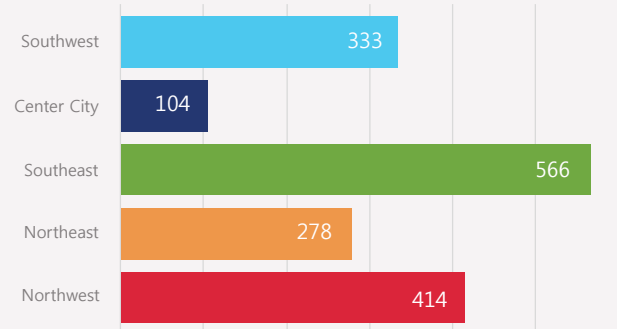
## HOMICIDES (2015)



## BURGLARIES (2015)

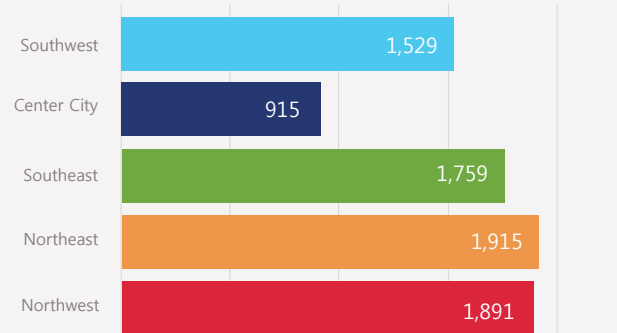


## VIOLENT CRIMES\* (2015)



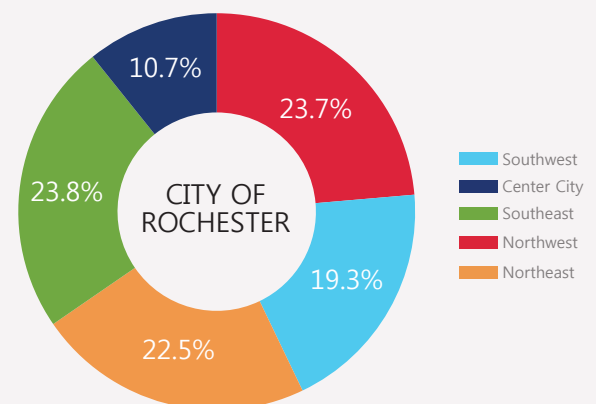
\*includes homicide, rape, robbery, and aggravated assault

## PROPERTY CRIMES\* (2015)



\*includes burglary, larceny, and motor vehicle theft

## PERCENT OF TOTAL CITY CRIME (2015)



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# HEALTHY LIVING ANALYSIS SOUTHWEST

## WHAT IS A HEALTHY LIVING ANALYSIS?

Studies have found that people who live close to parks engage in higher levels of physical activity than those who do not. In a study published by the Centers for Disease Control and Prevention, creation of or enhanced access to places for physical activity led to a 25.6% increase in the percentage of people exercising on three or more days per week. The proximity to parks in the Southwest Planning Area is shown below. The threshold used to determine "close proximity" is  $\frac{1}{2}$  mile, as this is generally accepted as the longest distance most people will walk to use a park facility.

## HIGHLIGHTS

- There are 14 parks located in the Southwest Planning Area.
- Gaps in park accessibility exist east of East Henrietta Road and along the western edge of the Planning Area between I-490 and Brooks Avenue.

## LEGEND

- Parks
  - Areas within  $\frac{1}{2}$  mile of a park
- 1 Roxie Ann Sinkler R-Center
  - 2 Danforth Community Center
  - 3 Grape/Wilder Park
  - 4 Susan B. Anthony Square
  - 5 Troup Street Playground
  - 6 Aberdeen Square
  - 7 West High Park
  - 8 Bronson Avenue Playground
  - 9 Flint Street R-Center
  - 10 Exchange Street Playground
  - 11 Genesee Valley Park West
  - 12 Genesee Valley Park East
  - 13 Bausch & Lomb Riverfront Park
  - 14 Eastmoreland Playground

