

PLEX Redevelopment and Community Health Toolkit



December 2014

Produced by the University of Rochester Environmental Health Sciences Center
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City of Rochester Projects Near PLEX that Support Healthy Living



Community groups often advocate for new services, resources or businesses that improve the neighborhood and support community health. Although neighborhood groups often focus on projects within their boundaries, it is important to remember that projects in nearby neighborhoods can also affect the health of the community. For example, a grocery store in one neighborhood can serve residents in nearby neighborhoods. To help PLEX keep track of projects in other neighborhoods that may impact the health of PLEX residents, we identified and mapped planned, developing or recent projects. Most are located within 1 mile of the center of the PLEX neighborhood, within walking/biking distance for many residents.

Many of these projects are in the planning stage; there is no guarantee they will be implemented. This information was current as of December 2014; check in with the contacts/organizations noted for updates. Also, only projects in which the City of Rochester plays a major role are included. There are also many planned private projects in the area; the City Bureau of Planning and Zoning and Bureau of Business and Housing Development may have information about these.

The City Planning Process

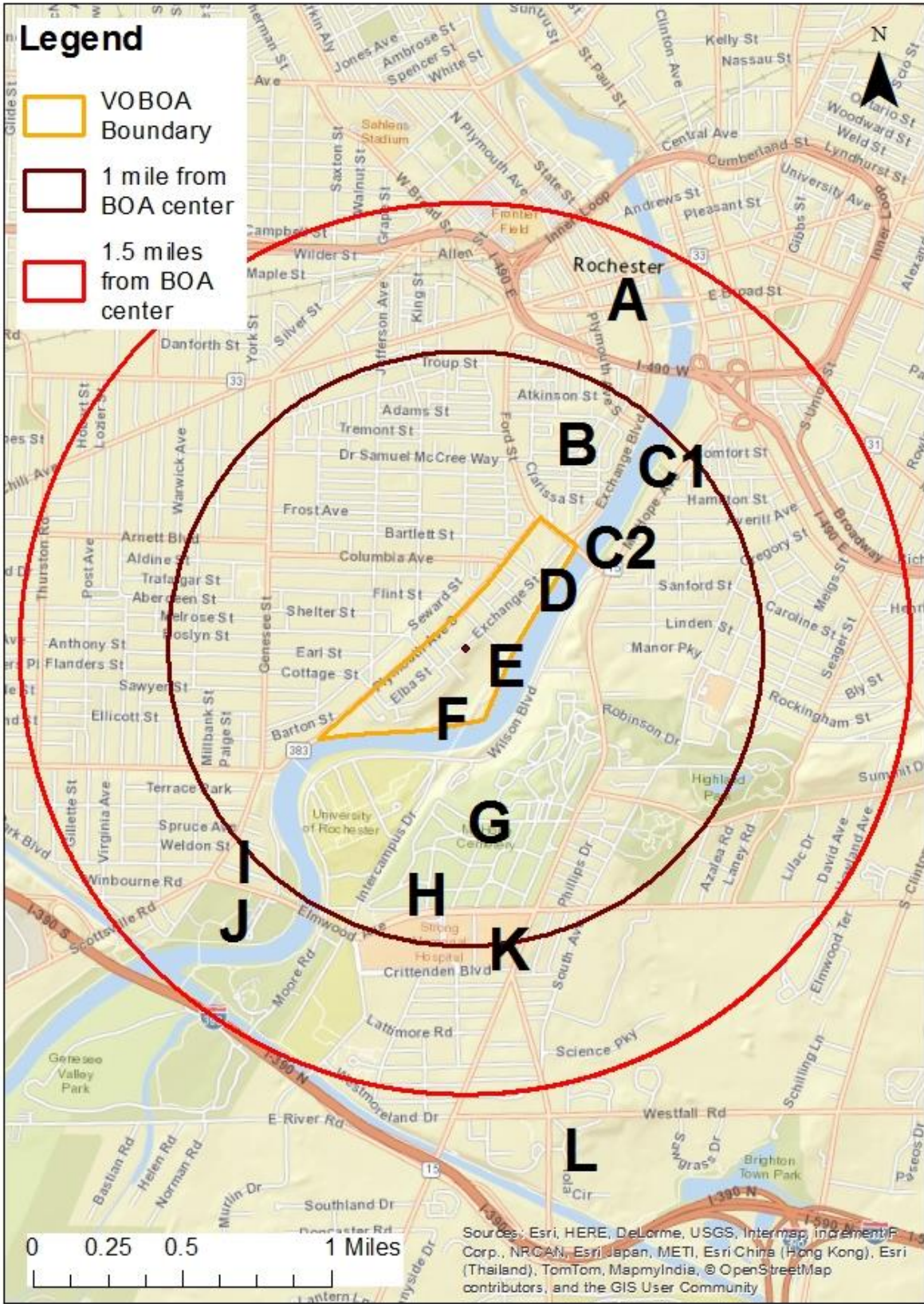
Building, redevelopment and other plans are generated in departments within the City of Rochester. The Department of Neighborhood and Business Development coordinates and manages ongoing strategic policy and development plans.

Moving a project from planning to implementation requires funding. All funding for public projects is accounted for in the City of Rochester's Operating Budget and the Capital Improvements Program. Residents interested in learning more about the funding status of a City redevelopment project can refer to the Capital Improvements Program (CIP). Money for City projects comes from local taxes and fees, federal and state grants, investments, and bond sales.

The City "Capital Improvements Program" Process

The City of Rochester's 5-year Capital Improvements Program is updated every year and approved as part of the budget planning process. To see the budget and other city links related to the budget, go to <http://www.cityofrochester.gov/budget>. The Capital Improvement Program (CIP) is Section 15 of the currently approved budget (<http://www.cityofrochester.gov/article.aspx?id=8589937542>); projects are described under different categories like Municipal Facilities. Below, letter codes are given referring to sections of the CIP, where available, to make it easier to find each project in the CIP. For each project, the CIP lists the expected funding amount and source for the next five years. Note that while most projects the City sponsors appear in the CIP, sometimes new projects are added when unexpected grant opportunities arise.

Figure 1: Map of planned and proposed projects within 1 to 1.5 miles of the Vacuum Oil Brownfield Opportunity Area (VO BOA)



Projects in Process

The letters below refer to *Figure 1: Map of planned and proposed projects within 1 to 1.5 miles of the Vacuum Oil Brownfield Opportunity Area (BOA)*, indicating the approximate location of each project. The codes in parenthesis after project titles refer to their location in the City's CIP document. These projects are in various stages of planning; some are underway, others may not happen for a long time, if ever. For most, there is a public input process; call the relevant City department to ask how to participate. Projects associated with the Vacuum Oil BOA are not individually described.

A. Center City Master Plan: The draft 2014 revision of the Center City's Master Plan is currently available on the city's web site:

<http://www.cityofrochester.gov/CenterCity/>. Once approved (expected by the end of 2014), this plan will guide developments throughout downtown Rochester, which is within walking or biking distance for many PLEX residents.

Contact: Department of Neighborhood Business and Development – Bureau of Planning and Zoning
(585) 428-6883

B. Adams Street Recreation Center (M-4): In 2015, \$1.2 million is allocated for improvement of this facility.

Contact: Department of Recreation and Youth Services – Bureau of Recreation
(585) 428-6755

C1 and C2. Erie Harbor Enhancements, Phase II (O-3): Prior to development of Erie Harbor apartments, the surrounding open space was remediated but has not yet been developed with park facilities for recreational use. Improvement of two small parks on either side of the apartments is included in the CIP for 2016.

Contact: Department of Environmental Services – Bureau of Architecture and Engineering
(585) 428-6828

D. West River Wall: The condition of the flood control wall on the west bank of the Genesee River is undergoing a study. Potential future improvements may allow for improved public access.

Contact: Department of Environmental Services – Bureau of Architecture and Engineering
(585) 428-6828

E. Genesee River Trail Rehabilitation program (S-1): This is a citywide program that funds trail maintenance and repair, signage, etc. While BOA plans include improvements to the trail and new neighborhood connections, additional funding would need to be obtained to widen and improve the trail throughout southwest Rochester.

Contact: Department of Environmental Services – Bureau of Architecture and Engineering
(585) 428-6828

F. Vacuum Oil Brownfield Opportunity Area Planning and Cleanup (E-6): The City received a grant to undertake predevelopment studies for the Vision Plan finalized in 2013. The Vision Plan includes parkland additions and improvements. In addition, the City is moving forward with underground contaminant investigation and cleanup planning.

Contact: Department of Environmental Services – Division of Environmental Quality
(585) 428-6698

G. Mt. Hope Cemetery Master Plan (S-6): A process is currently underway to create a plan for improvement of the cemetery. In addition to being a cultural and historical resource, many people use the cemetery grounds for exercise and passive recreation.

Contact: Department of Environmental Services – Bureau of Architecture and Engineering
(585) 428-6828

H. Bike Enhancement – Elmwood Avenue Cycle Track (S-7): This \$1.5 million project will create a bike lane along Elmwood Avenue east of the Genesee River. This may make it easier for PLEX residents to access shops and businesses along Mt. Hope Avenue.

Contact: Department of Environmental Services – Bureau of Architecture and Engineering
(585) 428-6828

I. Genesee Valley Park West Master Plan: In 2012, the City of Rochester Department of Environmental Services and Department of Recreation and Youth Services, in conjunction with the Genesee Waterways Center, Inc., received a NYSDEC Environmental Protection fund grant to develop a master plan for the portion of Genesee Valley Park west of the Genesee River. The draft plan is nearing completion and is expected to go out for public review in early 2015. Once the plan is finalized (expected in 2015), improvements will start to be made, likely starting with the tennis courts and ball fields as funding becomes available.

<http://www.cityofrochester.gov/GVPWMP/>

Contact: Department of Environmental services – Bureau of Architecture and Engineering
(585) 428-6828

J. Genesee Valley Park Pool Deck (M-6). This is planned for improvements in 2017-2018; however, these plans may change as a result of the Genesee Valley Park West Master Plan.

Contact: Department of Environmental Services – Bureau of Architecture and Engineering
(585) 428-6845

K. College Town: The development around Mt. Hope and Elmwood is underway; additional businesses and facilities will continue to be added over time. Some of these, including Constantino’s Grocery, may provide new healthy food resources within walking or biking distance for PLEX residents. Although these are private businesses, the city office that has been involved in this development may have updated information on planned services and businesses in this area.

Contact: Department of Neighborhood and Business Development – Bureau of Business and Housing Development
(585) 428-6895

L. CityGate: Located at the corner of E. Henrietta and Westfall roads, the CityGate mixed-use project will include a Costco, apartments, shops and restaurants, and access to the Erie Canalway Trail.

<http://www.cityofrochester.gov/property.aspx?id=8589944898>

Contact: Department of Neighborhood and Business Development – Bureau of Business and Housing Development
(585) 428-6895

Community Actions to Support Enforcement



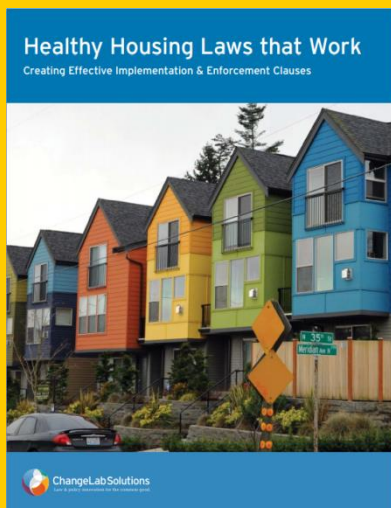
Community leaders frequently hear concerns from residents about problems in the neighborhood. Some of these problems, like excessive noise, illegal parking, crime, and trash, can have negative effects on health. In many cases, there are existing laws or processes in place to address these concerns. Below, we briefly summarize their connections to health and the tools that individuals and community groups can use to help address them.

How Do Local Governments Enforce Housing Laws?

www.bit.ly/HousingLaws

ChangeLab Solutions, a California-based law and policy non-profit, offers free resources to help community groups take action. These resources help agencies identify funding strategies, encourage healthy neighborhood planning, support tobacco control, and promote obesity prevention and healthy housing initiatives.

“Healthy Housing Laws that Work” outlines the tools that local governments can use to implement and enforce housing code violations.



Knowing about tools the City of Rochester and other local governments use to enforce local codes could help community groups work with the City of Rochester to improve neighborhoods.



Rochester's PAC-TAC teams

City of Rochester residents who wish to be actively involved in their community should consider participating in their local Police and Citizens Together Against Crime (PAC-TAC) group. Trained volunteers patrol their neighborhoods with an on-duty police officer, and interact with local businesses and residents to help prevent crime. Contact the City's PAC-TAC Volunteer Coordinator to learn more about how to sign up: (585) 428-7496.

Some communities also have “Dogs on Patrol” or similar programs. Volunteers include dog walkers or others who are regularly out walking in the community. Residents who regularly walk their neighborhoods are the most likely to notice when something seems wrong, and can report the situation in detail to law enforcement.

What Community Groups Can Do

- ❖ Help city enforcement grants and programs to target the biggest problems.

Work with your Neighborhood Service Center to identify problems and work together on ways to approach them. For example, in 2014 the Southwest Quadrant NSC partnered with a University of Rochester student to survey the condition of roofs in the neighborhood. This information may help identify needs for roof repair grants.

- ❖ Track complaints/concerns and their resolution over time.
Keep track of the complaint, the number of times called, and the result.

Some community groups have developed forms to help residents report concerns to the Neighborhood Service Center. This lets them keep a copy and makes it easier to track and follow up over time on problem areas.

- ❖ Advocate for additional inspection, enforcement, and police resources.

The ability of city staff to respond quickly and effectively to community concerns is often limited by a shortage of staff time or resources. Community groups can take part in the budget planning process to support additional funding or to focus these resources on needs they have identified in the community. Information about the city's budget process is online at: <http://www.cityofrochester.gov/budget/>

- ❖ Identify needs for new laws, regulations or programs.

Sometimes community groups identify problems that require changes in regulations or laws. For example, community groups were very important in adoption of the city's lead law and the inspection requirement for single-family rentals. A good starting point is to contact your city council members (council@cityofrochester.gov).

- ❖ Help monitor the impact of existing laws

When new programs and laws are put in place, it is important to track how they are affecting different areas over time. For example, in 2013, the City passed a new program for categorizing retail outlets in an effort to reduce the concentration of stores selling unhealthy products like lottery tickets, alcohol, and tobacco.

Community groups could survey the corner stores in their area and how they change over time, reporting their results to City Council.

What Individuals Can Do

Crime/Safety

Crime and safety are often of great concern to neighbors. The direct connection to health may seem obvious – victims may be physically or mentally harmed. However, research has documented indirect effects, such as contributing to stress, reducing community cohesion, and preventing residents from exercising outside.

Who to call?

If you are the victim of a crime or are experiencing an emergency, call 911.

If there is an emergency and you are not able to make a voice call, the City of Rochester and Monroe County now also receive 911 texts from Verizon, T-Mobile, AT&T and Sprint customers. **Only text if voice calling is not an option.** Include the address and nature of the situation in your first text.

Crime Prevention:

Residents can be part of the effort to prevent crime in their communities. The City organizes many crime prevention programs, including:

- ❖ Do the Right Thing: Recognizes children setting positive examples
- ❖ Police and Citizens Together Against Crime (PAC-TAC): Residents help police patrol neighborhoods
- ❖ Clergy on Patrol: Clergy help build relationships between neighborhood residents and police

Community Policing and Reporting

The U.S. Department of Justice Office of Community-Oriented Policing Services (COPS) offers grants and other support for communities that wish to initiate or expand citizen policing and enforcement programs. Visit <http://www.cops.usdoj.gov/> for more information.

Neighborhood Watch is perhaps the most common example of community monitoring. Operated by the NYS Department of Justice, this program encourages members to report suspicious activities in their neighborhood, carefully recording details. Contact the City of Rochester Police Department to initiate a Neighborhood Watch program in your community.

COPS recently funded a pilot university-police-community partnership model at three Historically Black Colleges. The programs aimed to reduce violent crime and gang related activity on the campuses through community-university partnerships. Program goals were identified through focus groups of community residents. Work groups who designed programs to address these concerns included law enforcement officers and community stakeholders representing faith-based organizations, local schools, nonprofits, civic leaders, local citizen groups, and local industry. Academic partners and student interns collected and analyzed data to support their efforts and monitor success. For more information see: www.bit.ly/COPSprogram

For more about City crime prevention programs, visit <http://www.cityofrochester.gov/category.aspx?id=8589935109> or contact your Neighborhood Service Center.

Noise

Ongoing exposure to excessive noise can contribute to stress and cause health problems. “Acute” noises (for example from neighbors making noise late at night) and “Chronic” noises (for example a constantly barking dog or loud car regularly visiting the neighborhood) can disrupt sleep, cause stress and create tension among neighbors.

What’s the Law?

Chapter 75 of the City of Rochester noise ordinance limits “excessive noise,” which is defined differently based on location and time of day:

Location	Time of Day	Law
Private Property	8am – 10pm	Noise should not be heard more than 50 feet past property line
Private Property	10pm – 8am	Noise should not be heard past the property line
Public Spaces (streets, parks, etc)	All times	Noise should not be heard more than 50 feet from the source

Who to call?

To report chronic (ongoing) or acute (one-time, immediate) noise problems during business hours, contact your Neighborhood Service Center.

For noise complaints after business hours (such as a late night party), call 911 (police).

Traffic/parking

Most concerns about traffic and parking in urban neighborhoods are related to the nuisance and inconvenience for other residents. For example, an idling truck outside a neighbor’s window, or cars parked over a sidewalk, may contribute to stress and reduce community cohesiveness.

What's the Law?

Cars are parked illegally if they are on the sidewalk, within 15 feet of a fire hydrant, in a no parking zone, or otherwise in violation of posted parking signs.

Parking on private property must also follow guidelines for municipal codes. Section 120-173 (subsection F) of the municipal zoning code states that all single- and two-family homes may have a maximum of 3 cars per unit. Cars may not be parked on the front lawn or in a side yard, unless they are on a legal driveway that provides access to the rear yard, or to a detached or attached garage.

Who to call?

To report illegally parked cars, contact the Parking and Municipal Code Violations Bureau:

(585) 428-7484 or pvb@cityofrochester.gov

If you are having trouble with legally parked cars in your neighborhood (such as regular difficulties finding space to park), contact your Neighborhood Service Center, which may be able to help you reach an agreement with your neighbors.

Remaining in contact with city planning staff can help them address such problems in new development projects. For example, they may require additional parking to be built for new business or housing developments.

Poor property maintenance

Poorly maintained properties (contributing to “blight”) can impact health in direct and indirect ways. An example of a direct impact on health is a vacant property where children can get hurt. Another is trash or overgrown vegetation that serves as a breeding ground for pests. Less directly, poorly maintained homes can reduce property values, increase crime rates, and contribute to stress.

What's the Law?

Property owners are required to pick up trash, mow grass and maintain weeds below 10 inches, and to secure vacant properties to prevent people from entering. There are additional aesthetic requirements, such as taking care of peeling paint.

Who to call?

Code violation complaints may be submitted online at www.bit.ly/code_complaints. To report a complaint over the phone, call 3-1-1 (585-428-5990) or your Neighborhood Service Center.

Resources

Southwest Neighborhood Service Center

David Hawkes, Administrator
 923 Genesee St
 Rochester, NY 14611
 (585) 428-7630
david.hawkes@cityofrochester.gov
www.cityofrochester.gov/swnsc

Raising Awareness

Community groups can play a role in raising awareness of code violations in their neighborhood. Frequent reporting and documentation can help the city identify code violations and enforce these laws. For example, community groups can develop a form for residents to fill out with complaints. These can be sent to the Neighborhood Service Center, and a copy can be kept by the community group. The forms help residents know what kind of information to include in a complaint, and keeping records allows community groups to monitor complaints and responses. If a property is sold, communities may also wish to reach out to the new owner to discuss neighborhood expectations.

Targeted Enforcement



The U.S. Department of Justice Office of Community-Oriented Policing Services (COPS) offers grants and other support for communities that wish to initiate or expand citizen policing and enforcement programs. Visit <http://www.cops.usdoj.gov> for more information.

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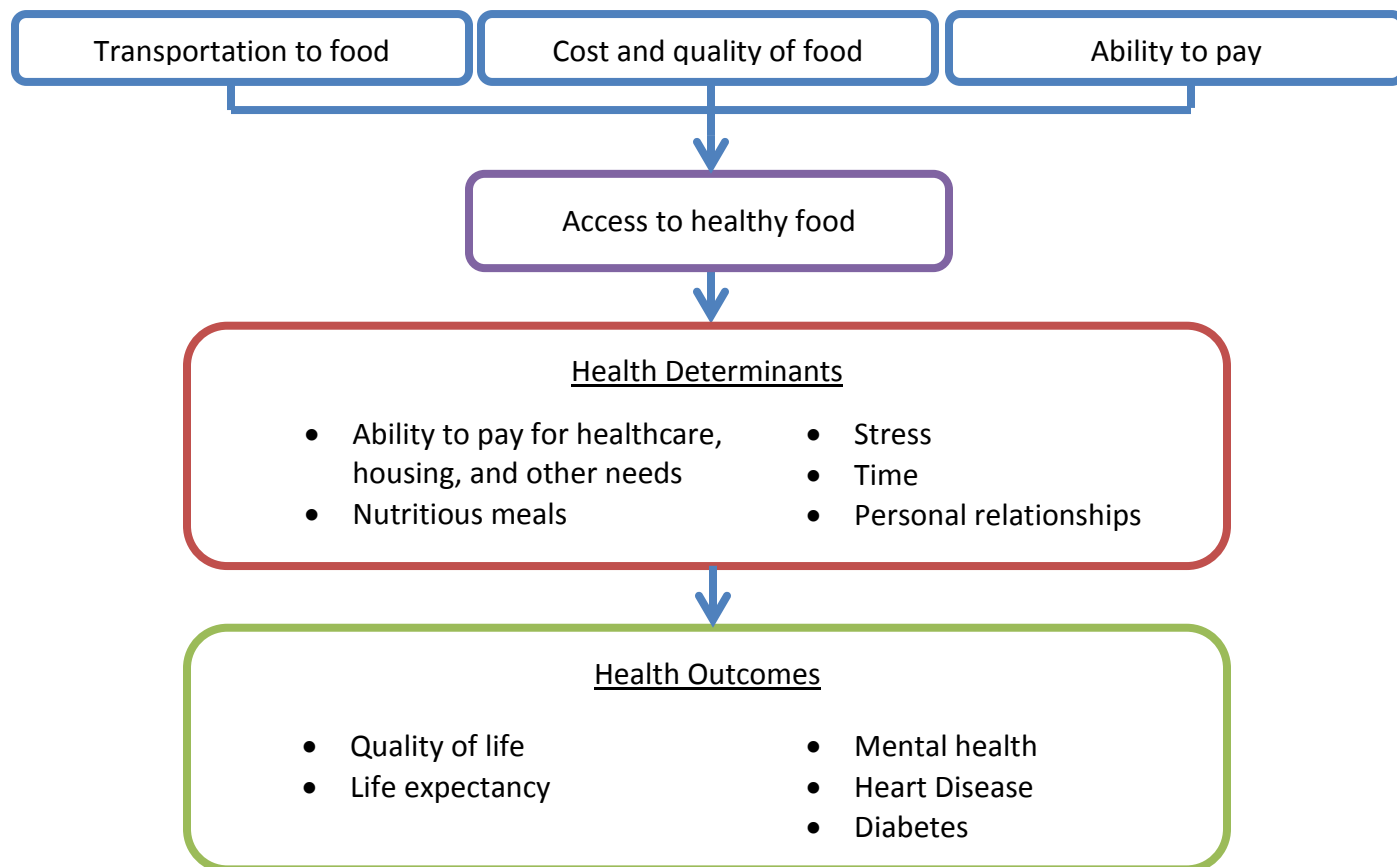
Healthy Food Access Initiatives in Rochester



Good nutrition is an important foundation for good health. Research and experience has shown that not having access to healthy, affordable food can contribute to poor nutrition. This may result in hunger, obesity, and other health problems. Although being able to buy healthy food easily does not necessarily mean people will eat better, many studies have shown that lack of access to healthy food can be a significant barrier to good nutrition. In addition, if residents have to spend more of their income on high-priced food, they will have less money for other health-promoting resources, like health care. If people have to spend more time driving or taking a bus to buy food, this may also reduce the time they have for health-promoting activities such as exercise. The pathway diagram below shows how increasing food access could improve residents' health.

The USDA defines food access based on residents' average income and distance from the nearest supermarket. According to the USDA, the PLEX (Plymouth-Exchange) neighborhood is a low food access neighborhood.¹ Residents of PLEX have identified food access as a challenge in this neighborhood and community leaders have expressed a strong desire to increase access to healthy food.

Figure 1 - Linking Food Access and Health



In other cities, many different approaches have been used to increase residents' food access. These initiatives work at many levels of the "food system" – how food is produced, sold, purchased, and consumed. These include:

- ❖ Advocating for and supporting new full-service grocery stores
- ❖ Encouraging "corner stores" to add more healthy foods
- ❖ Starting farm markets, trucks or stands
- ❖ Supporting community gardens and urban farms
- ❖ Improving transportation to increase access to food options

There are several good summaries available online at ChangeLab Solutions that provide more information about these options, including "Health on the Shelf" and "Getting to Grocery."² Similar initiatives have been implemented or are underway in Rochester. A brief summary is provided below, along with contacts for more information.

1. USDA USDa. Food Access Research Atlas. Available at: <http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx>.
 2. ChangeLab Solutions. Food Retail. Available at: <http://changelabsolutions.org/childhood-obesity/healthy-food-retail>.



Full Service Grocery Stores

One of the most commonly suggested ways to increase food access is to open a new full-service grocery store in the neighborhood. A full-service grocery store sells a wide range of food types, including fresh fruits and vegetables, at competitive prices. However, it is often difficult to get new grocery stores to locate in low-income neighborhoods because they need a large amount of business to be profitable and survive over time. Also, the nearest store(s) are not necessarily the stores used most by residents, due to transportation, price, or preference (see Transportation, below).

What Community Groups Can Do

- ❖ Work with other neighborhoods to identify regional needs for new stores
- ❖ Conduct a study on where residents currently shop and their food access needs
- ❖ Explore models for cooperative or community-run stores from other cities

Resources

City of Rochester Department of Neighborhood and Business Development: NBD supports efforts to bring new businesses into the City, including food stores. Contact them for resources or to connect with others who are working on this issue.

Contact: (585) 428-6883

www.cityofrochester.gov/nbd

Sector 4 CDC: Sector 4 CDC has been involved in a number of efforts to try to bring new groceries stores into neighborhoods. Contact them to connect with other neighborhoods and find out the current status of these efforts.

Contact: (585) 328-5750

www.sector4cdc.org

Improving Food Options in Corner Stores

Many neighborhoods like PLEX have numerous corner stores that sell packaged foods, but few fresh fruits, vegetables, dairy products, etc. In Rochester, as in other cities, there have been recent efforts to encourage these stores to sell healthier products. Challenges include things like needing additional coolers or refrigerators, lack of demand, and difficulty obtaining products over time.

What Community Groups Can Do

- ❖ Identify corner store owners interested in expanding their healthy food offerings.
- ❖ Encourage residents to buy healthier foods from neighborhood stores that stock them.
- ❖ Monitor the stores' success, challenges, and needs over time.

Resources

Foodlink: Foodlink's Community Store Program has worked with a number of corner stores.

Contact: Mitch Gruber

mgruber@foodlinkny.org

www.foodlinkny.org

City of Rochester Neighborhood Service Center: Check to see if there are convenience stores in your area that have converted to or propose to convert to a full-line food store.

Southwest Contact: (585) 428-7630

923 Genesee St

Rochester, NY 14611

Check Out Healthy Retail

http://changelabsolutions.org/healthy_retail

Check Out Healthy Retail is an infographic designed to help community residents and store owners visualize what a corner store selling healthy food might look like. Healthy food is front and center, and ads promoting alcohol and tobacco are absent.



Farmers Markets, Stands, and Other Direct Sale Outlets

Farmers markets are a popular way to get locally grown produce into neighborhoods, sometimes at lower costs than stores.

There are many other ways to sell directly to consumers that can increase access to healthy foods. For example:

- ❖ Temporary farm stands or trucks may provide access to produce in areas without farmers markets.
- ❖ Community Supported Agriculture (CSA) connects farmers directly with consumers, which may increase access healthy food at lower costs. In CSAs, consumers agree to pay farmers a set amount for a “share” of what they grow. There are many variations in how CSAs are organized, including cost, type of produce, delivery arrangements, etc.

Did You Know?

Many farmers markets in the City of Rochester allow shoppers to use Supplemental Nutrition Assistance Program (SNAP) benefits. Several markets, including the Westside Farmers Market, offer bonus tokens to SNAP customers. Contact your local market to learn more.



<https://foodnutritioncoalition.wordpress.com>

What Community Groups Can Do

- ❖ Support “direct sale” efforts by identifying needs, advertising programs, and getting resident and vendor feedback on their success.
- ❖ Maintain a list of CSAs, markets, and other sources of affordable healthy food and promote these to residents.
- ❖ Encourage residents to support and sustain these efforts by buying from them regularly
- ❖ Provide support for direct sale efforts (CSA, farm markets, etc.) such as space, staff time, promotional events, or free advertising.

Resources

Local Farmers Markets:

The nearest farmers market to PLEX is the Westside Market at St. Monica's Church (open around June-September, Tuesdays 4-7PM)

Contact: (585) 436-8999

westsidemarketrochester@gmail.com

www.westsidemarketrochester.com

The New York State Department of Agriculture maintains a list of local farmers markets:

[www.agriculture.ny.gov/ap/communityfarmersmarkets.asp#Monroe County](http://www.agriculture.ny.gov/ap/communityfarmersmarkets.asp#Monroe%20County)

Farm Stands and Farm Trucks:

Foodlink currently has a program to bring low-cost fruits and vegetables to a number of sites in Rochester. For example, Foodlink organizes "pop up" farm markets at community organizations/sites and "curbside markets" that bring produce to a central location (health center, housing development, etc) for an hour once a week.

Contact: Mitch Gruber

mgruber@foodlinkny.org

www.foodlinkny.org

Consumer Supported Agriculture/Buying Collectives:

The Good Food Collective drops off shares at Jefferson Family Medicine, 924 Jefferson Avenue 14611. Contact them for more information about shares and pricing. Note: this option requires up-front payment for a full season's worth of fresh produce. All of their food is grown organically, and costs less than organic produce found in grocery stores.

Contact: (315) 524-3570

membership@thegoodfoodcollective.com

www.thegoodfoodcollective.com

Community Gardens and Urban Farms

Helping residents grow more of their own food is another solution to increase food access – residents get more healthy food at low cost, with their own labor and start-up costs. Community gardening can be complicated, however, by the need to test soil for contamination or to bring in clean soil, obtain needed resources (like tools, water, fencing, seeds, etc.), and the time required to organize the gardeners. The short growing season in Rochester also limits productivity. Nonetheless, there is an increasing range of successful models for growing food in the city. Over 100 community garden permits were issued by the City of Rochester in 2014 for city-owned lots; there are many more on privately owned land.

What Community Groups Can Do

- ❖ Keep an up-to-date inventory of community gardens in the neighborhood to refer interested residents.
- ❖ Identify residents interested in community gardens and connect them to existing gardens or resources for starting new ones.
- ❖ Share information on safe and successful gardening.
- ❖ Host classes on gardening, preserving produce, and healthy cooking.
- ❖ Start a community garden and oversee its operations.

Resources

Communities interested in starting a community garden in the City of Rochester should contact Sara Scott, Coordinator of Horticultural and Environmental Programming, to learn more about the resources available to community gardeners.

Contact: Sara Scott
 (585) 428-8820
scotts@cityofrochester.gov

Cornell Cooperative Extension offers education/resources to help support community gardens.

Contact: (585) 753-2550
www.monroe.cce.cornell.edu

Foodlink currently supports over 20 community gardens.

Contact: Mitch Gruber
(585) 328-3380
www.foodlinkny.org

Improving Transportation to Healthy Food Sources

As noted above, the nearest store may not be the most accessible, particularly for people who take public transportation. The “bus routes to food” analysis below shows approximate times to get from PLEX to full service grocery stores by bus. Improving public transportation to food stores is one option. Another may be shuttles or organizing private transportation. Some grocery stores currently provide shuttles to senior housing, for example. Or, there are on-line systems to organize private ride-shares that could be used for food shopping.

What Community Groups Can Do

- ❖ Identify where residents currently shop and how they get there.
- ❖ Share results with private groceries and encourage shuttle service, if needed.
- ❖ Explore a community-based private ride share system.

Resources

Regional Transit Service

Contact: (585) 288-1700
www.myrts.com

Bus Routes to Food*

Store Name	Address	Time to destination from S Plymouth Ave (in minutes)			
		Car	Bus (# transfers)	Walking	Bicycle
Tops	450 West Ave Rochester, NY 14611	9	31 (1)	44	12
Walmart	2150 Chili Ave Rochester, NY 14624	10	37 (0)	75	23
Aldi	8 Spencerport Rd Gates, NY 14606	13	57 (1)	104	32
Price Rite	1230 University Ave Rochester, NY 14607	13	37 (1)	69	20
Constantino's (coming soon)	College Town	6	22 (0)	39	12
BJs	400 Jay Scutti Blvd Henrietta, NY 14623	15	44 (0)	97	30
Sam's Club	1600 Marketplace Dr Henrietta, NY 14623	14	47 (0)	109	37
Costco (coming soon)	15A and Westfall	9	24 (0)	52	19

*Travel times were recorded at 5:20 pm on Thursday, December 18, 2014. Times and transfers were determined using Google Maps. Times are likely to change based on day and time because of differences in traffic and bus route scheduling.

Updates and Coordination

This information was current as of December 2014. However, this is a very active area of community activity; it is important to check frequently for updates, changes, or new programs. Because the “food system” is so complex, changes in one activity can affect others. Therefore, it is essential to be aware of ongoing initiatives throughout the city and region. For example, starting a farmers’ market a few blocks away from a planned grocery store may be less useful than locating it where there are no stores. Good coordination among initiatives is essential to effectively improve residents’ access to healthy food. In the past there have been efforts to bring together the many groups working on improving the local food system, but currently no such coordinating group is in place.

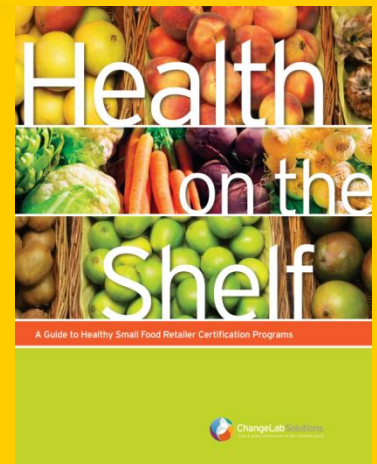
“Health on the Shelf”

http://changelabsolutions.org/sites/default/files/Health_on_the_Shelf_FINAL_20130322-web.pdf

ChangeLab Solutions, a California-based law and policy non-profit, offers free resources to help community groups take action. These resources help agencies identify funding strategies, encourage healthy neighborhood planning, support tobacco control, and promote obesity prevention and healthy housing initiatives.

“Health on the Shelf: A Guide to Healthy Small Food Retailer Certification Programs” is designed to help governments and community agencies support and incentivize corner stores and other small food retailers in selling healthier food options.

In 2012, a partnership of Baldwin Park, CA residents and local advocates worked together to develop and pass the Baldwin Park Healthy Corner Store policy. The voluntary, incentive-based policy incorporates several ideas outlined in “Health on the Shelf.” The policy helps store owners understand and incorporate best practices, and encourages collaboration among store owners and the community. ChangeLab Solutions highlighted this success in their Fall 2014 newsletter. To learn more, visit: http://bit.ly/CL_Newsletter_Fall2014



Student Housing and Neighborhood Health



Southwest Rochester has long been home to students who attend area colleges and universities; these numbers have increased in recent years. Much of the recent growth in numbers of students living in this area is related to an increase in undergraduate students at the University of Rochester from around 4,000 in 2007 to over 5,100 in 2014. The number of undergraduate students is expected to stay about the same for the foreseeable future.

While on-campus housing has expanded to accommodate this growth in the student body, around 600 students are expected to live in University-operated housing on the west side of the Genesee River (Riverview and Brooks Landing) by 2016. In addition, around 500 students live in privately owned rental units, primarily in southwest Rochester.

Many residents have noted the changes this growing student population has brought to their neighborhoods. Some of these changes are positive, like an increased number of people to support new businesses and restaurants, additional public safety officer presence, and economic growth leading to increased property values. Others, like late-night noise and parking, are of concern. These “nuisance” issues are common concerns in neighborhoods with an increasing number of student rental units, but there are ways to mitigate their impact.

The University of Rochester Office for Off Campus Living has a number of programs that work with students, residents, and property owners to maximize the benefits and minimize the problems associated with off campus student housing. These are briefly described below, as well as other ideas for community groups, and experiences from other cities with students living in residential neighborhoods.



Off Campus Student Housing Programs at the University of Rochester

The University of Rochester's Office for Off Campus Living is the main point of contact for questions related to students living off campus, and can provide information on the other programs listed below. The office produces a "University of Rochester Off Campus Living Guide," a booklet that covers topics ranging from personal safety to being a good neighbor, and reminds students that University rules on behavior apply to students who live off campus.¹ This office offers many additional resources, including an "Off Campus Resource Guide for University of Rochester Neighbors" that details how neighbors can report complaints about off campus student residences.²

Contact: Office for Off Campus Housing
(585) 275-1081

Hours: Mon – Fri, 8:30 a.m. to 4:30 p.m.
offcampus@reslife.rochester.edu

Off campus housing coordinator:

The University employs a full time Off Campus Housing Coordinator, who works with students living off campus, landlords, community groups, and city government.

Neighborhood Ambassadors:

In 2013, the University of Rochester started a Neighborhood Ambassadors program. Neighborhood Ambassadors are students who live off campus and are trained to reach out to other students and educate them about the responsibilities of living in a residential neighborhood. They are also available as a point of contact for neighbors.

Interns, Volunteers, and Research Partners

Students may be helpful in gathering information or starting programs of interest to the community. For example:

- ❖ A 2014 University of Rochester Urban Fellow (a program that hires students to work for community groups) partnered with the Southwest Neighborhood Service Center to conduct a survey of residents who needed assistance repairing their roofs.
- ❖ An Urban Fellow assisted Sector 4 CDC to develop the pilot program, "SW Open for Business," which matched potential business owners with available space in SW neighborhoods.
- ❖ Students may also be interested in volunteering during the school year or conducting independent research.

If you have ideas for a project, the Rochester Center for Community Leadership (585-275-2195) or the Office for Off Campus Living may help you connect with an interested student.

1. <http://www.rochester.edu/reslife/assets/pdf/non/Off-Campus-Living-Guide.pdf>
2. <http://www.rochester.edu/reslife/assets/pdf/non/UR-Neighbor-Brochure.pdf>

Other programs:

The Office for Off Campus Living periodically hosts neighborhood events like barbeques or picnics. Contact the Office for information about future planned events or with suggestions.

Non-University of Rochester Students:

The resources listed above focus on undergraduate and graduate students at the University of Rochester. Students from other universities also live in southwest neighborhoods. Other colleges may not have off campus student programs, in which case the Neighborhood Service Center is the best starting point for problems or concerns.

What Laws Restrict Off Campus Student Housing?

Around 500 students rent privately owned houses in southwest Rochester. City ordinances currently restrict the number of unrelated adults living together to four per apartment. Some cities limit the number of unrelated adults to 3.

A common concern about student housing relates to parking. The City's municipal zoning code allows up to 3 vehicles per unit parked off-street at a property; these must be parked on a legal driveway. City code also states that no more than half of the yard area of a property may be paved, because too much pavement causes stormwater problems.

What Community Groups Can Do

As noted above, the University of Rochester has developed programs to help students be good neighbors. There are many ways community residents and groups can support these efforts.

- ❖ Many students are interested in volunteering and doing projects that give them real-world experience and helps their community. If you have ideas for projects, suggest them to the Office for Off Campus Living.
- ❖ If you hear of problems involving individual students, groups, or areas, contact the Office for Off Campus Living. The staff can work directly with students to address the problem. Keep records when calls are made to help track ongoing issues.
- ❖ If a property owner renting to students does not maintain the property, contact the Southwest Neighborhood Service Center (585-428-7630) and keep record of your communication and the response.
- ❖ If you have new ideas for programs, events, or approaches to managing off campus student housing impacts, contact the University Office for Off Campus Living or your Neighborhood Service Center.
- ❖ Community groups may meet with the Office for Off Campus Living to discuss experiences, programs, or future plans.

Other Resources

For non-student housing related questions/concerns involving the University, contact:

Colleen McCarthy
 Director, Local Government and
 Community Relations
colleen_mccarthy@urmc.rochester.edu

The Office of Government and Community Relations is a liaison between the University and neighborhood associations, and the community-at-large. They field a variety of questions and requests, and connect community leaders and agencies with various University Departments and programs as appropriate. Call this office if you have a question and don't know where to address it.

Georgetown Community Partnership Data and Metrics Working Group

communityengagement.georgetown.edu/gcp

The Georgetown Community Partnership (GCP) is a results-driven partnership and data is an important tool for measuring progress. The GCP Data and Metrics Working Group is a community-university group that tracks data related to Georgetown University's campus plan, including the number and nature of incidents in the neighborhood reported to the university. The group compiles this information in a simple graphical format to help communicate how these complaints are resolved each year and can track changes over time.

Washington University, St. Louis, MO

The Office of Government and Community Relations at Washington University directs the Neighborhood Initiative to improve relations between students in off campus housing and the neighborhoods they live in. The Initiative consists of:

- ❖ A student education campaign using posters and mailings encouraging students to think beyond the bubble of university life, especially in terms of public disturbance
- ❖ A neighborhood liaison position, held long-term by a faculty member who is compensated by the University with free housing. The liaison regularly engages with neighbors, organizes events, and reports disruptive off campus student behavior to the university.
- ❖ Increased presence of campus police in surrounding neighborhoods.
- ❖ Increased communication with neighbors
- ❖ Neighborhood councils and events, facilitated by the Office of Government and Community Relations and the Neighborhood Liaison program. The council includes members of neighborhood associations, local businesses, government, and the University.

Health Analysis for Brownfield Redevelopment in Southwest Rochester

Interim Report

June 6, 2014

Draft for comment only

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Introduction

There is growing recognition that the built environment has important impacts on health. Abandoned or unused industrial/commercial sites negatively impact communities by depressing property values, attracting crime, and causing stress to neighbors – all of which have negative consequences for health. Efforts to assess and remediate such areas – sometimes called “brownfields” – can encourage private development and result in neighborhood improvements.

This “health analysis for brownfield redevelopment” project will identify potential strategies to maximize the health-promoting potential of redevelopment of the Vacuum Oil site in southwest Rochester. This Interim Report describes relevant efforts in other cities that may serve as models for further exploration.

New York State Department of State (DOS) provides financial and technical assistance to municipalities and community-based organizations through the Brownfield Opportunity Areas (BOA) Program. Funding can be used to complete revitalization plans and predevelopment implementation strategies for areas affected by the presence of brownfield sites, as well as site assessments for strategic areas (DEC, 2014). The City of Rochester received a BOA grant from NYSDOS in 2010 to develop a master plan for the former Vacuum Oil refinery site and surrounding areas in the Plymouth-Exchange (PLEX) neighborhood of southwest Rochester.

The City of Rochester’s Vacuum Oil BOA planning process engaged the community in creating a vision and developing a revitalization strategy for the BOA. The 148-acre study area is located on the west bank of the Genesee River within the PLEX residential neighborhood. This area contains a 40-acre brownfield (the former SOCONY Vacuum Oil Facility). The City of

Rochester owns 28 acres of land in the BOA planning area, including about half of the SOCONY Vacuum Oil Facility site itself. The BOA program highlights the importance of neighborhood revitalization in addition to brownfield cleanup.

In 2012-2013, the University of Rochester Environmental Health Sciences Center conducted a Health Impact Assessment of the City of Rochester's Local Waterfront Revitalization Program ("Healthy Waterways") (Korfmacher & Garrison, 2013). Health Impact Assessment (HIA) is a policy and planning tool used to provide decision makers in non-health related sectors with information and recommendations on how their proposed plans and policies will likely impact the health of the communities they serve. HIA is a voluntary tool to help inform the decision making process by introducing potential health implications. Specific design, code, and project recommendations were beyond the scope of Healthy Waterways because the project focused broadly across the entire Rochester waterfront. However, particular attention was paid to Brownfield Opportunity Area (BOA) redevelopment activities in the Plymouth-Exchange (PLEX) neighborhood of southwest Rochester. This health analysis for brownfield redevelopment projects will further develop the Healthy Waterways recommendations for the BOA area. Although this project focuses on redevelopment related to the Vacuum Oil BOA in the PLEX neighborhood, we expect that the findings will be relevant to brownfields throughout the city.

This "Interim Report" summarizes experiences in other cities and projects to provide a basis for discussion with city staff, community members, and other stakeholders and identify approaches that may be useful in southwest Rochester. The outcome of this discussion will help guide further research into health-promoting redevelopment recommendations and to develop a set of tools that may inform future redevelopment decisions. This additional research will be summarized in a final report (expected to be completed in December 2014) to help inform the City's and community's future efforts related to brownfield redevelopment.

Table 1 – Material Reviewed

Title	Location(s)
Assessing the Effect of Publically Assisted Brownfield Redevelopment on Surrounding Property Values	Milwaukee, WI Minneapolis, MN
Greening the Rust Belt: A Green Infrastructure Model for Right Sizing America's Shrinking Cities	References examples from many cities across the US
Healthy Land? An examination of the area-level association between brownfield land and morbidity and mortality in England	England
More Than Just An Eyesore: Local Insights And Solutions on Vacant Land And Urban Health	
The Moving to Opportunity Demonstration's Impact on Health and Well-being Among High Dosage Participants	Baltimore, MD Boston, MA Chicago, IL Los Angeles, CA
Philadelphia2035: Planning And Zoning for a Healthier City	Philadelphia, PA
Healthy Corner Stores: The State of the Movement	
Green for Greens: Finding Public Funding for Healthy Food Retail	ChangeLab Solutions, Oakland, CA
Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods	ChangeLab Solutions, Oakland, CA
Vacants to Value	Baltimore, MD
Highway 99 Sub-Area Plan Health Impact Assessment	Vancouver, WA
Douglas County Comprehensive Plan Update HIA	Douglas County, MN

Methods

Scoping framework

The first objective of this project is to analyze published reports to identify specific codes, plans, or other tools relevant to implementing health-supportive redevelopment in Rochester. In order to focus our review of these materials, we identified a series of guiding questions based on the “health determinant pathways” developed by the Healthy Waterways project. We selected those pathways which relate most closely to brownfield redevelopment (Appendix 1 health determinant pathways). These “pathways” and additional input from city staff and community stakeholders were used to develop 10 questions to guide our review of relevant HIAs and other published reports as described below (Appendix 2 – Guiding Questions).

Identifying and prioritizing literature to review

We used several strategies to identify and prioritize existing publications for review. Many of the reviewed cases are Health Impact Assessments (HIA) completed in other cities; other documents reviewed include reports, toolkits and guides offering models from other communities, and case studies (Table 1).

We employed several search methods to identify relevant HIAs. First, we conducted a search of an online database of HIAs hosted by the Health Impact Project (Health Impact Project, 2011). Within this database, we searched for completed HIAs in the Built Environment Sector.

Next, we conducted a similar search of the Health Impact Assessment Clearinghouse hosted by UCLA (UCLA, No Date). We searched for completed HIAs containing the keywords “built environment,” “brownfield,” and “redevelopment,” as well as health determinants including “economics, community,” “mental health,” and “neighborhood safety, violence prevention.”

In addition to the HIAs identified as described above, we collected project reports, toolkits, guides, case studies, and journal articles identified by HIA professionals. We also searched ChangeLab Solutions by “policy areas” related to the pathways including:

- - complete streets (streets designed to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities)
- comprehensive/general plans
- healthy retail
- neighborhoods
- housing
- active communities
- redevelopment
- parks & outdoor spaces
- urban agriculture
- zoning

We reviewed the abstracts of reports resulting from this search and identified additional materials such as project reports, books, journal articles and toolkits related to our pathway components.

We compiled the results of these searches and shared the full list with experts in the field to help identify potential sources that may be missing from this list. These were added to a master list, and separated into five categories (number):

- HIAs (16)
- Other project reports (19)
- Toolkits and Guides (17)
- Books and Peer-reviewed Journal Articles (22)
- Case studies (4)

We then prioritized these resources for review by relevance to ongoing brownfield redevelopment work in Rochester (e.g. similar demographics, economics, decision making context, etc.) based on input from City staff and community leaders. This process yielded 6 HIAs, 4 journal articles, 5 reports, and 4 guides for full review; additional reports, toolkits, articles, and case studies were entered into a database as resources for future review as needed.

Literature Review and Next Steps:

We reviewed each of the selected HIAs and created a short summary of the project (see Case Summaries, below) to provide context for their recommendations. We then analyzed each to identify projects, ideas, and recommendations related to the 10 guiding questions. There was some overlap in responses to the 10 initial guiding questions. To simplify reporting, we grouped our findings into five categories:

- Integrating community into the redevelopment process
- Health-promoting housing redevelopment
- Supporting healthy retail
- Developing a health-promoting built environment
- Protecting against exposure to environmental chemicals

This report summarizes our findings according to these five categories. Over the next several months, we will seek feedback from the City, community stakeholders, and professionals on which of these approaches are most likely to inform and support future efforts to implement healthy redevelopment of southwest Rochester. Based on this feedback, we will conduct additional research into identified projects, recommendations, tools, and case studies to provide specific recommendations for the Vacuum Oil BOA project and related efforts. The results of this additional investigation will be presented in a final report in December 2014.

Overview of Literature Reviewed

As context for the summary of findings presented in the next section, of the following short summaries describe each of the reports reviewed. These summaries are adapted from the abstracts and given context for Rochester. Most of these reports are based on single place-based projects, like an HIA of a city's proposed comprehensive plan. Others report a body of experience, evaluation, or research. For each report, we briefly describe the project, purpose, and topic. We also summarize each report's relevance to (and differences from) brownfields redevelopment in Rochester.

Above the Falls Health Impact Assessment (ATF)

Minneapolis, MN (2013)

<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcms1p-101790.pdf>

ATF investigated the potential health impacts of key land use alternatives that are outlined in an updated version of the City of Minneapolis' Above the Falls Master Plan, which focused on riverfront redevelopment in a historically industrial area in a low-income section of the city.

Minneapolis, MN and Rochester, NY are similar in demographics, with Minneapolis having slightly higher mean income (though lower median) and denser population than Rochester. The similar climate

also means that recommendations about seasonal trail use, for example, are locally relevant. The ATF HIA was conducted concurrently to the Healthy Waterways HIA, and the authors collaborated throughout the two projects. Although the recommendations made in ATF are generic, they highlight themes that could be explored in more detail through future review of toolkits and model policies. This HIA highlights recommendations for community redevelopment that support the Healthy Waterways recommendations, and adds new ideas to explore.

Atlanta BeltLine HIA (Atlanta)

Atlanta, GA (2007)

<http://www.healthimpactproject.org/resources/document/Atlanta-Beltline.pdf>

The Atlanta BeltLine project will dramatically reshape the City of Atlanta with parks and trails, new transit infrastructure, and significant redevelopment. This HIA describes how a well-executed BeltLine can set the stage for healthy living by providing people with the infrastructure and urban design to make walking, biking, and transit more viable transportation options; by providing parks and trails for physical activity and social interaction; by locating health promoting jobs and services, like grocery stores and health care centers, closer to where people live.

This HIA identifies how changes in land use patterns, transportation systems and urban design are likely to impact health. Although Atlanta is a much larger city in a different climate, lessons learned in the development of the BeltLine can inform redevelopment in the City of Rochester. Recommendations related to housing, health-promoting jobs and services, food access, safety, and physical activity are particularly relevant.

Douglas County Comprehensive Plan Update HIA (Douglas)

Douglas County, MN (2011)

<http://www.healthimpactproject.org/resources/document/Douglas-County-Comprehensive-Plan.pdf>

In 2010, the Minnesota Department of Health (MDH) collaborated with Douglas County Public Health to evaluate the County's draft Comprehensive Plan from a public health perspective. Douglas County Public Health and MDH developed 12 health indicators based on community concerns identified by their HIA Work Group. This HIA includes both recommendations specifically for Douglas County as well

as general guidelines that are applicable across differing communities relating to senior services, connectivity, recreational amenities (community facilities, gardens, parks and trails), economic opportunities, mixed-use development, traffic accidents, and complete streets/traffic calming. For example, this HIA focuses on aging in place and supporting multi-modal access to community assets. Douglas and Monroe counties are similar economically, and face many of the same challenges for aging populations.

Eastern Neighborhoods Community Health Impact Assessment (ENCHIA)

San Francisco, CA (2007)

http://hiaguide.org/sites/default/files/2007_09_05_ENCHIA_Final_Report.pdf

Note: the Healthy Development Measurement Tool's domain name (website), www.theHDMT.org, expired recently and has been replaced with a "junk" website.

The products of this HIA are tailored for densely populated cities with strong economic and population growth. However, ENCHIA offers useful examples for developing and reviewing policy recommendations and evaluating the effects of local policy/recommendations. This report also details their process for developing policy recommendations (p54). Lastly, ENCHIA focused on identifying a Healthy City Vision that articulates the importance of social cohesion and diversity as overarching goals. While San Francisco and Rochester differ greatly, the overall goals for achieving health are similar (p37). Policy Briefs outlining proposed policies/strategies are also included in the HIA report, and are referenced throughout the summary of this project below.

Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods (G2G)

ChangeLab Solutions (2009)

<http://changelabsolutions.org/publications/getting-grocery>

Getting to Grocery is a report designed to help advocates and public health agencies coordinate and leverage the tools available through local government and other organizations to bring grocery stores into low-income communities. While this guide focuses on grocery stores, it references many tips and resources applicable to alternative fresh food options. This guide also discusses overcoming barriers to getting healthy food outlets in low-income neighborhoods.

These include the cost of land and development, negative perceptions of the neighborhood, and a perceived lack of spending power – all common barriers in Rochester.

Green for greens: Finding public funding for healthy food retail (G4G)

NPlan and ChangeLab Solutions (2012)

<http://changelabsolutions.org/publications/green-for-greens>

One barrier commonly cited for bringing healthy food retail into some neighborhoods of Rochester is the lack of an economic base to develop and sustain such efforts. This guide provides a general overview of economic development and ideas for how to approach funding agencies with healthy food retail proposals. It also provides a comprehensive overview of local, state, and federal economic development programs that have been or could be used for healthy food retail projects. The information included in this guide is particularly targeted for community advocates (rather than public agencies).

Healthy Corner Stores: The State of the Movement (HCS)

Public Health Law and Policy (2009)

<http://www.healthycornerstores.org/wp-content/uploads/resources/HealthyCornerStores-StateoftheMovement.pdf>

Over the past decade, more and more communities have worked to improve the availability of healthy, affordable foods. This report assesses the success of projects that aim to shape the retail landscape, exploring the successes and challenges of early corner store interventions. The authors also outline steps for developing sustainable models for future projects that engage community residents and business owners in creating meaningful change.

Highway 99 Sub-Area Plan HIA (Highway 99)

Vancouver, WA (2008)

<http://www.healthimpactproject.org/resources/document/clark-county-highway-99-sub-area-plan.pdf>

This HIA addresses three primary health determinants, among others – poor nutrition, lack of physical activity, and reliance on motor vehicles. These are major contributors to the five leading causes of death in Washington: cancer, heart disease, stroke, respiratory disease, and unintentional injury. Topics of interest to southwest Rochester are addressed in this HIA, including housing availability,

access to services and amenities for low-income communities, and increasing opportunities for physical activity. Many of the recommendations outlined in this HIA are similar to ongoing efforts in Rochester, such as reducing traffic speed and volumes and incorporating CPTED principles to create a safer environment, and reducing the density of unhealthy retail food outlets through zoning. This HIA also serves as an excellent resource for linking a reduction in health disparities to these types of recommendations.

Northeast Area Plan HIA (NEAP)

Columbus, OH (2007)

http://www.healthimpactproject.org/resources/document/Columbus-Northeast_HIA_w2011eval.pdf

This HIA looked at six key recommendations from a proposed area plan for northeast Columbus. It explored the impacts these recommendations might have on physical activity, air pollution, mental health, social capital (the relationships between people living in the neighborhood) and, ultimately, on the reduction in health issues such as chronic disease, obesity and pedestrian injury rates. The HIA recommended specific implementation strategies for each of the six key area plan policies, including mixed-use planning and complete street tactics that capitalize on existing community centers, job centers, parks and bike trails.

Health statistics outlined for northeast Columbus are similar to Rochester. Physical activity, diabetes and obesity rates are similar to those of Monroe County.

Philadelphia2035: Planning and zoning for a healthier city (Philly2035)

Philadelphia City Planning Commission (2010)

http://phila2035.org/wp-content/uploads/2011/02/Phila2035_Healthier_City_Report.pdf

This report explains the steps Philadelphia is taking to become a healthier, active, and more livable city through its new Comprehensive Plan, *Philadelphia2035*, and the subsequent zoning map revisions that the plan will guide. A new integrated planning and zoning process presents an opportunity to educate residents on the health impacts of different land use policies, and promotes the integration of health in planning, zoning, and development decision-making.

This report addresses health-supportive land use policies and infrastructure to make healthy foods more accessible for residents and to promote physical activity in daily living, two important goals

expressed by community groups in southwest Rochester. Although demographics differ from Rochester in this larger city, Philadelphians are working against similar health threats and disparities (high rates of chronic disease and obesity, concentrated in low-income and minority communities).

Vacants to Value: Baltimore's Market-Based Approach to Vacant Property (V2V)

Ellen Janes and Sandra Davis, *Federal Reserve Bank of Richmond* (last updated 2012)

<http://federalreserve.gov/publications/putting-data-to-work-vacants-to-value.htm#pagetop> <http://www.vacantstoalue.org/About.aspx>

"The City of Baltimore, MD has 16,000 vacant and abandoned buildings. These properties are a highly visible and potent symbol of disinvestment, and they represent one of the worst drags on Baltimore's social and economic vitality. Redeveloping these properties in a way that targets scarce resources and investment to build on local market strengths has become a critical aspect of Baltimore's efforts to stabilize and revitalize its neighborhoods." This market-based approach targets privately-owned vacant properties in areas with a transitional economy. Citations and fines for code violations are used to encourage vacant property owners to maintain properties, or sell to potential buyers that will improve properties. Concentration of these efforts in areas with an existing, though limited, market base helps improve the local economy with limited input from public funding.

Similar to Rochester, the City of Baltimore faces a depressed home ownership market, declining public subsidies, and limited capital availability. The market-based approach of Vacants to Value (V2V) is one example of how a city can focus its resources to revitalize vacant properties and boost the local economy.

Literature Review Findings

The literature review was based on a set of ten guiding questions (Appendix 2). These questions were derived from health determinant pathways related to brownfields redevelopment in southwest Rochester (Appendix 1). We used these ten questions to extract relevant recommendations, tools, and approaches from the literature review. Many of the recommendations we identified related to more than one guiding question. To simplify the results, we grouped them into five primary categories:

- Integrating community into the redevelopment process
- Health-promoting housing redevelopment
- Supporting healthy retail
- Developing a health-promoting built environment
- Protecting against exposure to environmental chemicals

This section briefly defines the issues addressed under each category, lists the guiding questions associated with the topic, and summarizes examples from the literature for how to promote health in these contexts.

Civic Engagement

Two of our guiding questions focused on different aspects of community involvement. One addressed the health benefits of ensuring that the future developments fit with the existing community's character, interests, and needs. The other addressed *how* communities have promoted design options that meet community needs, particularly through involvement in redevelopment processes. One of the key lessons learned from urban neighborhood redevelopment is that incorporating current community members' interests, culture, history, and expectations in redevelopment is essential to sustaining community health. Civic engagement in planning and redevelopment is a core principle of the BOA process and can help identify these desires and needs. We aimed to build on these general insights by identifying specific experiences, approaches, and tools for implementing these ideas.

Guiding Questions Related to Integrating Community into the Redevelopment Process

- How can developers integrate community culture, history, and tradition into redevelopment plans in ways that promote community cohesiveness?
- How have other communities ensured that potential design options fit community needs?

A. Summary of Literature Related to Civic Engagement in the Redevelopment Process

	Strategy	Source, page
A1	Capitalize on existing recreation centers to create mixed use centers that include neighborhood retail, civic spaces, office space, and residential units. Mixed use centers provide neighborhood retail and help create a sense of place.	NEAP, 2
A2	Neighborhood services should be within ¼ to ½ mile of residents	NEAP, 2
A3	Include community input across the entire development span (e.g., BL recommendations included establish a 25-year engagement plan to ensure input throughout whole time span)	Atlanta, 130
A4	Integrate the social culture into complete streets/connectivity plans. For example, parks can be used by “large and diverse groups to come together for a common purpose.” Trails can also bring together neighborhoods and communities that have been separated by physical barriers such as railways.	Atlanta, 130
A5	Develop programs that help current residents remain in homes to protect cultural diversity and neighborhood identity	Atlanta, 130
A6	Citizens Planning Institute (CPI), the official education and outreach arm of the Philadelphia City Planning Commission, provides a forum for educating the public about planning issues and increases the capacity for civic participation.	Philly2035, 11
A7	Get Healthy Philly, a program of the Philadelphia Department of Public Health, is a “public health initiative bringing together government, community-based organizations, academia, and the private sector...that works to ensure that Philadelphians can enjoy long, productive lives free from disease, disability, and premature death.” Supported in part by the CDC, Get Healthy Philly funds a Healthy Communities Coordinator (HCC) to work with the city and health departments. The HCC uses community input to identify priority issues, and leads an HIA taskforce with representatives from 6+ agencies. Trains city staff in HIA.	Philly2035, 12

	Strategy	Source, page
A8	Develop neighborhood centers that serve as areas of focus for new development. Centers are based around services that residents need access to on a routine basis (libraries, schools, community centers, etc)	Philly2035, 16
A9	The <i>Healthy City Vision</i> articulates social cohesion and diversity as overarching goals across all components, which include environmental stewardship, sustainable transportation, public safety, public infrastructure/access to goods and services, healthy housing, a healthy economy, and community participation. Social cohesion and diversity are viewed as essential components to success in all of the above, and are therefore included as overarching goals rather than separate “attributes of a healthy city.”	ENCHIA, 10
A10	The ENCHIA Community Council established <i>Community Health Objectives</i> that could be applied to the neighborhood planning process to accomplish community vision goals and lead to equitable health assets and resources (distinct, actionable goals). These are designed as objectives that “the City should seek to accomplish collectively over time and bring to light the trade-offs.” The objectives are listed on pp42-43 of the report.	ENCHIA, 10
A11	Provide land use planners, public agencies, and community stakeholders with a set of metrics to assess the extent to which urban development projects, plans, and policies affect health (community health indicators, healthy development measurement tool)	ENCHIA, 10
A12	Community Benefits Districts and Community Benefits Policy. A CBD is “a quasi-governmental city subdistrict organization that assesses an additional property tax to both residential and commercial property owners within its boundaries.” In exchange, taxpayers receive improved/additional community services such as maintenance, public safety, marketing and business development. A CBP “defines how the government is to carry-out compliance of baseline community development requirements.”	ENCHIA, 52-53 Definitions from Policy Briefs, 9-11

	Strategy	Source, page
A13	Explore options for encouraging local hiring practices	ATF, 50
	Recruit businesses that fit the skills and income levels of the labor force	Douglas, 22
	First source hiring program	ENCHIA, 53
	Offer or support training programs to support residents in seeking jobs	ATF, 50
	Local living wage job ordinance	Highway 99, 6
	Create an economic development and opportunity plan to anticipate the employment needs of residents	Highway 99, 6
A14	Use mapping to understand community’s recreational amenities and their connections to residential areas and other services. Overlay recreational facilities, trails, community gardens, schools, residential, businesses, services, and parks.	Douglas, 24
A15	Map demographic data and services to evaluate community needs	Douglas, 36
A16	Implement local, regional, and state-wide collaborations to identify barriers, gaps in service, and community assets, particularly for vulnerable populations.	Douglas, 36
A17	Include health care providers in efforts to address gaps in services and other needs.	Douglas, 11
A18	Encourage youth, minorities, and non-English speaking residents to become more engaged with redevelopment activities (design, development and maintenance).	ATF, 50
A19	Work with existing businesses and industries that are likely to remain in the area after redevelopment. For example, businesses may be able to assist with achieving longer-term goals such as use of green practices, improving connectivity among neighborhoods and community assets, and improving local job density.	ATF, 50

	Strategy	Source, page
A20	Ensure development planning aligns with neighborhood objectives outlined in the comprehensive plan (e.g., promoting environmentally safe/"green" practices, ensuring safe connections between the neighborhood and the river, and increasing job density)	ATF, 50
A21	Ensure that low-income residents have sufficient income to contribute to success of local economy	Highway 99, 6

Health-Promoting Housing Redevelopment

Neighborhood redevelopment raises many questions regarding how housing options, costs, and availability may change in the future. Most of the published research that addresses housing (re)development and health was done in the context of larger cities with growing populations. The City of Rochester is faced with a shrinking population and lower housing values than in many other cities. Certain parts of Southwest Rochester have particularly low average incomes and high rates of renters, although there are a significant number of long term owner-occupants. Additional research may need to extend beyond published literature and use other approaches (case studies, interviews, etc.) to collect the experiences of cities more similar to Rochester in the next phase of this health analysis.

Despite the differences between cities, there are some clear connections between communities’ housing options and health. One theme is that having diverse housing options for different levels of income, accessibility needs, and family size may be beneficial. A more diverse housing stock also supports “aging in place,” allowing aging residents to remain in their community as housing needs change, resulting in a positive impact on mental and physical health (DCPH & MDH, 2011). This section highlights strategies from other communities that support diverse and healthy housing options.

Guiding Questions Related to Health-Promoting Housing Redevelopment

- What tools exist to maintain/promote housing diversity in redevelopment project?
- Are there housing diversity models in communities similar to southwest Rochester?

B. Summary of Literature Related to Health-Promoting Housing Redevelopment

	Strategy	Source, page
B1	Baltimore's Vacants to Value (V2V) program uses a neighborhood typology, which classifies neighborhoods by type (competitive, emerging, stable, transitional, and depressed), to assess capacity of a vacant property to attract private investment (develop a "blueprint" for redevelopment in areas that are viable real estate markets). Refer to V2V guiding questions sheet for details about data tools used to operate the V2V program effectively.	V2V, 2
B2	V2V emphasizes use of private market forces instead of public funding to redevelop and uses targeted code enforcement in identified marketable areas to push property owners to achieve housing code compliance or sell the property to an owner who will.	V2V, 3
B3	Promote non-housing uses (e.g., parks, community gardens) in areas unlikely to be redeveloped in the near future	V2V, 4
B4	Establish a housing development equity fund	ENCHIA (Policy Briefs, p52-53)
B5	Master strategy for funding affordable housing development	ENCHIA (Policy Briefs, p52-53)
B6	Offer support services needed to make housing transitions successful	Highway 99, 6
B7	Require diversity of housing types and prices Inclusionary housing ordinance and/or zoning incentives for inclusionary housing Require developers to set aside 10% for affordable housing units to avoid displacement	Atlanta, 93 ENCHIA (Policy Briefs, p52-53) Highway 99, 7
B8	Monitor population stability and housing tenure as a development project evolves	Highway 99, 7

	Strategy	Source, page
B9	Tax assistance <p style="padding-left: 40px;">Property tax freezes</p> <p style="padding-left: 40px;">Deferred tax payment plans</p>	Atlanta, 18 Atlanta, 93
B10	Housing improvement assistance and other programs in areas of rapid development to help current residents “keep up” with neighborhood change	Atlanta, 93
B11	Encourage developers to partner with the local housing authority/neighborhood development and housing organizations <p style="padding-left: 40px;">Partner with housing agencies to promote development of affordable housing within close proximity to employment and services</p> <p style="padding-left: 40px;">Food retail advocates should work with affordable housing advocates to ensure sufficient affordable housing stock is maintained in neighborhoods slated for healthy food retail development.</p>	Atlanta, 18 Douglas, 14 G4G, 8
B12	Base housing decisions on projected demographics	Douglas, 13
	Focus on lifecycle housing (that meets changing lifestyles and abilities across the lifespan) and/or workforce housing options <p style="padding-left: 40px;">Philly zoning code requires certain number of units in certain residential zones be “visitable” (i.e., designed so that it can be lived in or visited by people with mobility limitations).</p> <p style="padding-left: 40px;">Accessory dwelling units. Note: see http://www.huduser.org/portal/publications/adu.pdf for more about ADUs; City would be interested in learning how other communities monitor these for appropriate use (e.g., for extended family rather than rental unit)</p> <p style="padding-left: 40px;">Integrate different types of housing throughout the community to enhance relationships across different age groups, lifestyles and income levels (avoid</p>	Douglas, 13 Philly2035, 28 ENCHIA (Policy Briefs, p52-53) Douglas, 13

	segregation by housing type) Link existing and future housing developments to employment and services to project and address potential needs	Douglas, 13
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Supporting Healthy Retail

Certain kinds of commercial and retail services support healthy lifestyles. “Healthy retail” refers to a commercial environment which offers access to healthy food (Cummins, Findlay, Petticrew, & Sparks, 2005). In addition to health improvements from an increase in access to nutritional foods, grocery stores and farmers’ markets help improve economic health by attracting other stores and services. These outlets also help support commercial retail by attracting customers (NPLAN & Change Lab Solutions, 2012).

Conversely, corner stores that sell tobacco products, alcohol outlets, and pawn shops are included among “unhealthy retail” outlets. In some cases, unhealthy retail outlets offer healthy food as well, but often at inflated prices (Kaufman, MacDonald, Lutz, & Smallwood, 1997). Such outlets have many social, cultural, physical and environmental impacts on health (Johns Hopkins University Center for & Community Health, 2010; PHLP, 2009).

Corner stores comprise a significant proportion of businesses in many neighborhoods of Rochester, including PLEX, while options for fresh food are severely limited. In October, 2012, concerns about the cumulative effect of these establishments in many Rochester neighborhoods led City Council to amend the zoning code to redefine categories for retail sales and services, and add density and design requirements. They also changed the business permit process to encourage more face to face interaction between city staff and corner store operators. The new zoning code will be most successful if used in concert with additional private and public efforts. An evaluation of the effects of the new zoning code has not yet been implemented.

Programs that have successfully helped to convert corner stores to healthier retail outlets have demonstrated mixed success, and limited evaluation data is available (PHLP, 2009). Below we describe strategies other communities have used to attract and sustain healthy retail – outlets offering fresh food in particular – in communities. We also include

evaluation strategies as outlined by Public Health Law and Policy (PHLP, 2009).

Guiding Questions Related to Supporting Retail of Healthy Food

- What models are there for supporting health-promoting retail establishments?
 - How do other communities incentivize/shape healthier retail options?
 - How do other communities implement/enforce tools that influence the retail environment?
 - Rochester has a strong zoning structure to support health-promoting retail, but no evaluation component. How do other communities monitor and evaluate efforts to improve the retail environment?
 - What evidence is there about retail codes and other tools' impact over time?

C. Summary of Literature Related to Supporting Retail of Healthy Food

	Strategy	Source, page
C1	Monitoring to see how key recommendations have been implemented <ul style="list-style-type: none"> - E.g., Analyze new construction permits based on type and location to review whether recommendations/plans/codes are being implemented (or resulting in the desired effect?) 	NEAP, 4
C2	Special permitting for street vendors that offer fresh fruits and vegetables <ul style="list-style-type: none"> Locate near transit stops Permit on-street produce displays at corner stores 	Atlanta, 18 Philly2035, 23

	Strategy	Source, page
C3	Land assembly and other incentives to create desirable food store sites	Atlanta, 18
C4	Review current codes to ensure they don't prevent grocery stores/other healthy food options	Atlanta, 93
C5	Appoint a health official to the development board, if applicable	Atlanta, 17
C6	Establish shared measures of success between multiple city departments (recommended in different context, but applicable across many types of projects)	Atlanta, 57
C7	Collect health data before and after redevelopment (in context of changes to trail amenities; applicable across many projects)	Atlanta, 110
C8	Partnerships	
	Develop partnerships with local jurisdictions and businesses to create a stronger business climate for attracting new businesses and industries (Note: this HIA seems to imply the area of focus for the HIA is already economically strong)	Douglas, 22
	Coordinate a partnership of community organizations, local elected officials, and government agency staff	G2G, 2
	Work with community to identify desired retailers and learn more specifically what these stores require	G2G, 2
	Residents/leaders should maintain a long-term collaboration with the retailer to help ensure its survival in the neighborhood	G2G, 3
	Work with the food policy council to increase the percent of fresh, locally-produced, organic produce available through stores, restaurants, and farmer's markets. Ensure all such outlets are reachable by walking or transit.	Highway 99, 8
	Share investment with corner store owners.	HC, 8

	<ul style="list-style-type: none"> - Require store owners to match grants. - Require owners to provide produce sale data in order to qualify for subsidized loans <p>Help owners apply for small business loans HC, 8</p> <ul style="list-style-type: none"> - E.g., Partner with youth/communities to design and run stores (residents have stake in store/become ambassadors in community) <p>Tie neighborhood redevelopment projects with healthy food programs HC, 8-9</p> <ul style="list-style-type: none"> - E.g., support store improvements inside with improvements to exterior environment (lighting, façade, etc)
C9	<p>Focus commercial and light industrial development in areas with existing development and at key intersections (nodes) within the community that do not impact nearby properties and do not require new infrastructure Douglas, 29</p>
C10	<p>Identify obstacles deterring retailers from locating in target areas and develop strategies to overcome them G2G, 2</p> <ul style="list-style-type: none"> - E.g., if security a concern, research public safety programs and encourage use of CPTED principles in store design - E.g., find workforce development partners if qualified employees are a concern
C11	<p>Marketing G2G, 3</p> <p>Market the neighborhood and available sites (amenities, local culture(s), demographic trends, local incentives available for businesses, etc). Most businesses rely on census and other public data to make location decisions and may not have the local perspective.</p> <p>Use sophisticated marketing tools to promote fruits and vegetables (combat ATL advertising) HC, 9</p> <p>Use ethnographic approaches to identify culturally appropriate ways to promote healthy eating. HC, 9</p>

	Strategy	Source, page
C12	Negotiate a community benefits agreement that outlines benefits to the community from a development (this may be that the store itself is a community benefit)	G2G, 3
C13	Develop community consensus on desired retail type and format BEFORE reaching out to developers	G2G, 5
C14	Connect with local work readiness and job training agencies to ensure a strong, reliable, local work force; workforce programs can also help retailers recruit, hire, train, support, and retain workers	G2G, 5
C15	<p>Roles for local government/community agencies to help locate, acquire, and finance parcels for development; build infrastructure/amenities necessary for businesses; and offer incentives for other efforts such as environmentally sustainable, cost-efficient design and operation. Assistance strategies include:</p> <p style="padding-left: 40px;">Tax credits (federal empowerment zones and state enterprise zones)</p> <p style="padding-left: 40px;">Predevelopment assistance:</p> <ul style="list-style-type: none"> - Improve infrastructure to attract new businesses - Guide developers and investors in the “right business mix” for an area - Help market neighborhood assets and assist in improving buildings (e.g., façade construction) to make the community more attractive to retailers - Support microenterprises that offer entrepreneurship loans for those who have difficulty securing business loans - Some cities appoint a staff person to work with healthy food retailers to expedite the legal 	<p>G2G, 6-11</p> <p style="text-align: right;">G2G, 7, G4G, 14-16</p> <p style="text-align: right;">G4G, 7</p> <p style="text-align: right;">G4G, 7</p> <p style="text-align: right;">G4G,7, 14</p> <p style="text-align: right;">G4G, 7</p> <p style="text-align: right;">G4G, 13</p>

(permitting) process.

- E.g., LA interagency working group to reduce number of application steps from 12 to 2 for grocers (G2G, 5)

Regulatory incentives:	G4G, 7
- Special exceptions for projects that include a healthy food component (e.g., waiver of regulatory limits if development includes healthy food retail	G2G, 5, 8
- Discounted land for priority projects	G4G, 13
- Philadelphia zoning code lowers financial and regulatory hurdles to building new supermarkets	Philly2035, 29
- Permit urban agriculture and community gardens as “as-of right” (no zoning variance required) in residential and commercial districts	Philly2035, 29
- Exclude square footage of a fresh food market from maximum buildable area requirements in development projects	Philly2035, 22
Operations assistance:	G2G, 8
- Offer financial or in-kind assistance with business marketing/accounting	G4G, 7
- Assist entrepreneurs in navigating the economic system	G4G, 7
▪ E.g., help write business plans or obtain startup funding	
- Technical assistance for corner store advocates (written materials and peer-to-peer) and business development assistance for	G2G, 6, 10

	<p>merchants (may be from gov't or NGO)</p> <p>Community benefits districts and business improvement districts (property owners assess themselves in addition to taxes required by city and use these funds for marketing and improvements to the commercial district)</p> <p>Community and economic development grants from local banks</p> <p>CDBG funds for economic development or healthy food work</p> <p>Devote portion of property tax revenue for further community investment</p> <p>Invest in businesses that create new jobs and offer job training programs to residents</p>	<p>G2G, 10</p> <p>G2G, 11</p> <p>G2G, 11</p> <p>G4G, 7</p> <p>HC, 16-17</p>
C16	<p>The Pennsylvania Fresh Food Financing Initiative was a state-wide public-private partnership that served the financing needs of operators in communities where infrastructure costs and credit needs were not met by conventional financial institutions. The initiative used market analysis, leveraged capital, and public policy to stimulate supermarket development and increase the availability of fresh food in low-income neighborhoods.</p> <p>http://www.trfund.com/pennsylvania-fresh-food-financing-initiative/#sthash.UWu4No0q.dpuf</p>	Philly2035, 11

	Strategy	Source, page
C17	<p>Get Healthy Philly</p> <ul style="list-style-type: none"> - 2-year, \$25 million project funded by the CDC and managed through the City of Philadelphia Department of Health and Human Services - Included opening of 10 new farmers markets in low-income neighborhoods and expansion of Philly’s Healthy Corner Store Initiative - Planning and zoning initiatives are “upstream” interventions that create a framework for healthier land use practices - Supported a healthy communities coordinator (see integrating community into the redevelopment process, above) 	Philly2035, 12
C18	<p>Community neighborhood centers:</p> <p>Discourage relocation of public facilities and advocate for infill of commercial development around central community location</p> <p>Save money by allowing the city to consolidate multiple small facilities in one location and replace outdated facilities in concentrated areas</p> <p>Align investment in commercial corridors with other programs</p> <p>Create hubs of clustered retail, grocery, and other amenities within easy walking distance (1/4 mile) of housing</p>	<p>Philly2035, 17</p> <p>Philly2035, 17</p> <p>Philly2035, 17</p> <p>Highway 99, 7</p>
C19	<p>Philly’s retail Planning Toolbox includes:</p> <ul style="list-style-type: none"> - Planning & Health Indicator List & Assessment Tool (PHILATool) to assess baseline health conditions and identify priority issues and opportunity areas - Bicycling Environmental Audit Tool (BEAT) - Walkability Audit Tool (WAT) 	<p>Philly2035, 33</p> <p>Refer to p45 for details about the “toolbox”</p>

	Strategy	Source, page
C20	City and Health Department use HIA to raise awareness of the measured impacts and encourage decision-makers to adopt plans and zoning map revisions that improve health.	Philly2035, 31
C21	<p>Combine private dollars with grants and loans from government agencies. Identify funding agency priorities and economic strategy; tailor application to meet agency’s goals. Refer to table in guide for details about these and other options:</p> <ul style="list-style-type: none"> - Community development finance institutions - State economic development agencies (e.g., Pennsylvania Fresh Food Financing Initiative) - Financial and technical assistance grants from agriculture departments - Specialty crop block grants - State DOH healthy retailer programs - State universities (to assist with research and data to promote and/or evaluate healthy food retail projects) - Business improvement district funding - Tax increment financing - Tax credits tied to desirable business practices <ul style="list-style-type: none"> o E.g., Wisconsin offers an economic development income tax credit to businesses for job creation, investment in property or equipment, employee training, or locating a corporate headquarters in the state. - Public employee pension funds have been used in other communities to support grocery store development projects - Bond financing using repayment proceeds generated from the project - Enterprise Zones and Renewal Community tax incentives (may be expired, need to look into this more) - Energy efficiency incentives 	G4G, 4

	Diversified financing plans can be used to help secure funding for retail from outside the community (demonstrates viability and reduces risk for funding agencies)	
C22	Increase community knowledge about how economic development and other funding agencies operate (e.g., understand goals and operational theories) and where they fit into the local structure (government, economic, social, etc)	G4G, 5-6
C23	Work with public and private universities to collect and analyze data to evaluate healthy retail programs	G4G, 12
C24	Monitor the retail food index (# fast food and convenience stores divided by number of grocery and produce vendors) to track progress over time	Highway 99, 8
C25	Business Improvement Districts – These are similar to Community Benefits Districts, outlined above, but typically have a shorter time span	ENCHIA (Policy Briefs, p9)
C26	Develop a Healthy Economy element for General Plans – To institutionalize the consideration of health in economic development and planning, incorporate the health impacts of these changes to relevant sections of the general plan/code. Alternatively, add an element that addresses health in economic development.	ENCHIA (Policy Briefs, p19)
C27	Develop Food Enterprise Zones – FEZs are targeted areas in which municipalities support small businesses and community-owned investments that sell fresh, affordable food. Municipalities can use these zones to support and incentivize culturally appropriate health food retail. Provisions for local hiring and other policies can also be used to support the local community.	ENCHIA (Policy Briefs, p23)
C28	Community Impact Reports - a “clear protocol [that] assesses the existing community and its needs” and “identifies anticipated demands that any new development will place on the community.” A CIR helps identify community impacts before a project plan is developed and helps identify community services that can help offset any negative impacts.	ENCHIA (Policy Briefs, p11)

	Strategy	Source, page
C29	<p>The Healthy Development Measurement Tool may help overcome barriers to evaluation by reducing public agency fragmentation. In addition to evaluating plans, HDMT also designed to track progress of growth/development against the Healthy City Vision</p> <p>Note: refer to p59-60 for HDMT development methodology</p>	ENCHIA, 12, 58
C30	<p>Potential Policy Interventions:</p> <ul style="list-style-type: none"> - Require developers to assess food retail in the approval process. For example, may require a developer to include food retail in a development, or pay into a food retail development fund, if there is a low food retail index - Link low-income housing development subsidies to healthy food retail - Require a minimum stocking level of fresh produce in stores in low-income neighborhoods - Create a healthy food rating program that adds “nutrition” to health inspectors’ checklist. Requires scores to be displayed. - Limit the number of advertisements in a given area (zoning) - Exhaust incentive-based programs before turning to restrictive policies. Link restrictive (food) policies to voluntary incentives <ul style="list-style-type: none"> o E.g., couple a requirement to offer x% of fresh produce at store with free technical assistance or a grant/loan program. 	HC, 20
C31	<p>Three-stage strategic action plan for healthy corner store advocates/programs:</p> <ul style="list-style-type: none"> - Technical assistance - Collaborative research - Policy development <p>(refer to report for summary of each)</p>	HC, 24-25

Developing a Health-Promoting Built Environment

A health-promoting built environment ensures visual and physical access to health-promoting resources in a community. A growing body of experience has defined characteristics of development that provide a health-promoting environment. A common example is community design that promotes physical activity (e. g. walkability). In addition, development patterns can determine residents' access to a wide range of health-supportive resources, including jobs (economics), healthy retail, safe and affordable housing, and public gathering spaces. Access to these resources can have a significantly positive impact on residents' mental and physical health. For someone to have access, resources must be nearby, the existing infrastructure must support use of the resource, and appropriate services for using the resource need to be available. These needs must be met with reasonable cost, time, and ease (Ross, 2007). It is also important to factor real or perceived safety threats such as crime and pedestrian-vehicle conflicts when considering access.

Guiding Questions Related to Developing a Health-Promoting Built Environment

- What design and programmatic guidelines exist to:
 - Ensure visual and physical public access to community assets?
 - Promote public gathering spaces for healthy community interactions (i.e. welcoming and accessible to all, safe,...)?
 - How have other communities incorporated CPTED principles or other ways of promoting safety in in brownfield redevelopment plans?
- What are some example end use design options that have been used in brownfield redevelopment in other communities?

D. Summary of Literature Related to Developing a Health-Promoting Built Environment

	Strategy	Source, page
D1	Construct or upgrade recreational facilities that will meet or exceed ADA requirements for accessibility	Douglas, 10
D2	Develop a community-wide comprehensive parks, trails, recreation and open space master plan to help envision and enforce physical activity goals (develop specific language to guide policymakers)	Douglas, 15
	Ensure connectivity between trails and bordering neighborhoods	Highway 99, 9
	Provide off-street access (trail or other) to community assets (e.g., waterfront) for residents with disabilities, pedestrians, and cyclists	ATF, 50
	Include schools, services, residential areas, commercial areas, and recreational facilities/community gathering centers on existing park/trail maps	Douglas, 25
D3	Encourage active transportation with development and street design (refer to list in report)	Douglas, 16
	Target pedestrian access to jobs	NEAP, 3
	Improve the environment and livability of streets to reduce stress and promote active transportation (front porches, rear parking, good lighting, safe crossings, paths, etc.)	Douglas, 34, NEAP, 3, 6, Highway 99, 11
	Use on-street parking or locate parking lots behind developments.	NEAP, 3
	Design commercial sites with outdoor plazas/pedestrian spaces	NEAP, 3
	Street lighting, safe street crossings, sidewalk continuity, traffic calming	NEAP, 6
	Implement zoning requirements that include walking and biking paths	NEAP, 6

	Strategy	Source, page
D4	Funding source: Douglas County received funding from Blue Cross Blue Shield of Minnesota to promote active living principles	Douglas, 18
D5	Adopt a county (or city) park acreage standard.	Douglas, 18
D6	Encourage tree planting/reforestation consistent with site ecology and planned use	Douglas, 20
D7	Increase public access to green space: <p style="padding-left: 40px;">Connect green spaces through the trail system</p> <p style="padding-left: 40px;">Require “contiguous open spaces” for large developments and connection to other open spaces</p> <p style="padding-left: 40px;">Add street-based (or other) trail spurs to increase trail access for underserved neighborhoods</p> <p style="padding-left: 40px;">Use clear signage and markings on bike and pedestrian routes (directional, informational, and safety signs)</p> <p style="padding-left: 40px;">Provide park and trail amenities that make walking more comfortable (e.g., tree cover for shade)</p>	Philly2035, 25 Philly2035, 29 Atlanta, 93 Highway 99, 9, Douglas, 24-25 NEAP, 3
D8	Require all developments to have views of greenery (refer to report for evidence of mental health benefits associated with views of greenery)	Douglas, 20
D9	Monitor crash data as it becomes available to assess potential areas of concern	Douglas, 33
D10	Require tree preservation and mitigation standards for development projects and other land disturbances	Douglas, 20

	Strategy	Source, page
D11	Support neighborhood centers: <ul style="list-style-type: none"> - Increase opportunity for social interactions - Build walking into people’s daily routines - Increase community surveillance of public spaces 	Philly2035, 16
D12	Locate new healthy food sources near transit stations (e.g., bus stops) to increase access for those without cars; improve transportation infrastructure to improve access to healthy food sources	Philly2035, 23
D13	Require supermarkets to be pedestrian-friendly	Philly2035, 23
D14	Leverage public land and vacant properties for green space opportunities	Philly2035, 25
D15	Offer funding opportunities that require the design and provision of new publicly accessible parks as components of private development projects	Philly2035, 25
D16	Prioritize infrastructure investment based on national best practices and careful analysis of existing infrastructure	Philly2035, 27
D17	Civic Design Review Committee assesses potential impacts of projects of a certain size on sidewalks and other aspects of the pedestrian environment (similar to HIA).	Philly2035, 29
D18	Educate city staff in Universal Design principles and provide developers with universal design implementation information. Universal Design principles are used to design environments that allow people of all abilities to use them without special equipment or adaptation (refer to UD citations on page 223).	Atlanta, 59
D19	Offer diversity in park types to suit varied needs	Atlanta, 130
D20	Include cycling and pedestrian advocates on project advisory committees	Atlanta, 18

	Strategy	Source, page
D21	<p>Distance considerations:</p> <p>Make frequent trail access points. Where feasible, provide access points every ¼ mile</p> <p>Focus on walkability infrastructure changes within ½ mile of transit stops</p> <p>Locate neighborhood parks within ½ mile of all neighborhoods</p> <p>Increase frequency of transit stops (strive for all residents living within ¼ mile of transit stop), particularly near elderly housing</p> <p>Increase park density and quality; create parks within ¼ mile of population hubs (particularly in lower income areas; ensure they are safe and easy to access for children and the elderly)</p> <p>Ensure that all residents live within a 10 minute walk of a neighborhood park or recreation center. Refer to Green 2015 as example.</p> <p>Philadelphia Planning Commission developed a “green spaces access tool” to identify underserved areas</p>	<p>Atlanta, 93, 160</p> <p>Atlanta, 93, 161</p> <p>NEAP, 4</p> <p>Highway 99</p> <p>Highway 99</p> <p>Philly2035, 25</p>
D22	Make changes to infrastructure that deter driving and promote walking (e.g., widen sidewalks, reduce parking, improve lighting, prohibit drive-throughs, etc)	Atlanta, 58
D23	Contract community organizations to teach residents about personal safety	Atlanta, 125
D24	Include CPTED elements in project design and budgeting	Atlanta, 125
D25	Include routine maintenance such as graffiti and trash removal in budget (see Washington Metro example)	Atlanta, 125 Highway 99, 11
D26	Locate HVAC air intakes away from existing and potential air pollution sources to reduce respiratory illnesses. Refer to CA Air Resources Board for other examples	Atlanta, 141

	Strategy	Source, page
D27	Ensure wheelchair and otherwise accessible sidewalks connected to transit stops	Highway 99, 9
	Create an inviting appearance <ul style="list-style-type: none"> - Form-based zoning - Green space - Clean sidewalks - Eliminate graffiti - Create heritage trails - Add garbage and recycling containers 	Highway 99, 11
D28	Offer direct public transit and sufficient, accessible parking for neighborhood destinations (e.g., waterfront)	ATF, 50
D29	Work with home and property owners in low-income neighborhoods experiencing high foreclosure rates to maintain properties. Improved maintenance can mitigate crime and safety concerns, and promote health	ATF, 50

Protecting Humans and the Environment from Contaminants

Inherent to redevelopment projects that involve contaminated sites are neighborhood notification and engagement, construction practices that minimize contaminant exposure and short and long-term monitoring installations/programs/controls. Related to these, guiding questions attempted to seek out new approaches and tools for use in BOA redevelopment efforts.

Guiding Questions Related to Protecting Humans and the Environment from Contaminants

- What models exist for monitoring ambient environmental contaminants and communicating with residents to assure their health and safety needs (perceived and real) are addressed?
- What models exist for preventing environmental contamination (e.g., from stormwater runoff) after redevelopment?

E. Summary of Literature Related to Protecting Humans and the Environment from Contaminants

	Strategy	Source, page
E1	Locate HVAC air intakes away from existing and potential air pollution sources to reduce respiratory illnesses (refer to CA Air Resources Board for other examples).	Atlanta, 141
E2	Establish an information hub about project vision and implementation plans; include link to hub on all city communication tools (communication)	Atlanta, 18, 60
E3	Develop long-term public involvement plan (across the span of implementation, not just to develop master plan)	Atlanta, 60
E4	Pre-design mitigation measures for when levels pass identified health thresholds (include information about mitigation plans on information hub?)	Atlanta, 141
E5	Development impact fees	ENCHIA (Policy Briefs, p52-53)
E6	Require tree preservation and mitigation standards for development projects and other land disturbances	Douglas, 20
E7	Monitor air quality and noise levels in the work areas	ATF, 50

Summary and Next Steps

The ideas, recommendations, and experiences outlined in this report offer the building blocks for developing a healthy development toolkit for the City of Rochester. Some of these practices may already be implemented in Rochester. Information gleaned from these experiences in other cities may highlight new strategies for accomplishing redevelopment goals, as well as build a “health case” to support existing design and development practices.

Over the next several months, we will seek feedback from the City, community stakeholders, and relevant professionals about which of these approaches – or additional case studies - are most likely to inform and support future efforts to implement healthy redevelopment of southwest Rochester. We will then conduct additional research on this sub-group of strategies and details on experiences implementing them in other cities. The resulting additional investigation will be presented in a final report in December 2014.

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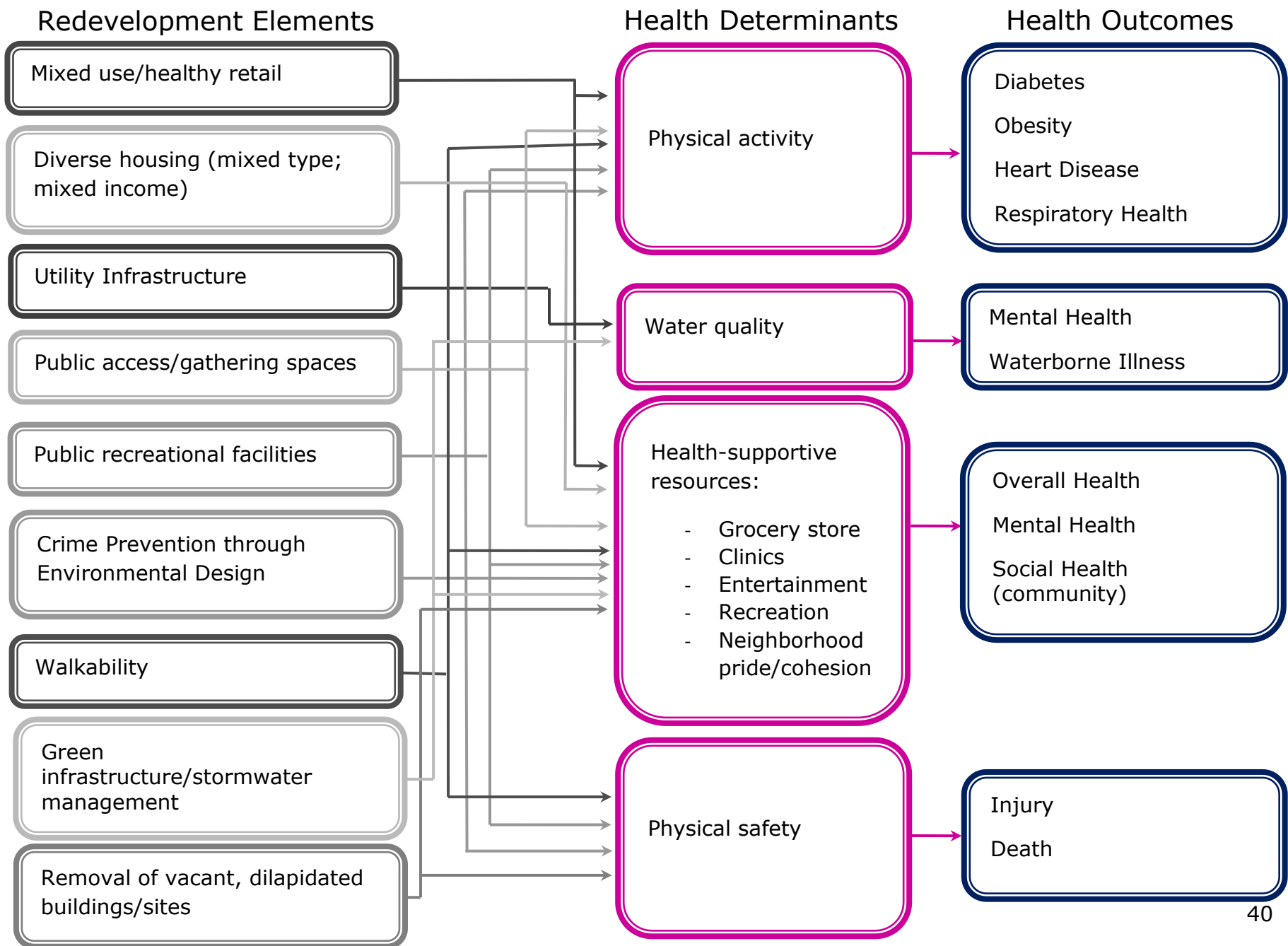
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Appendix 1 – Redevelopment Pathways



Appendix 2 – Guiding Questions

1. How can developers integrate community culture, history, and tradition into redevelopment plans in ways that promote community cohesiveness?
2. How have other communities ensured that potential design options fit community needs?
3. What tools exist to maintain/promote housing diversity in redevelopment projects?
4. Are there housing diversity models in communities similar to SW Rochester?
5. What models are there for supporting health-promoting retail establishments?
 - a. How do other communities incentivize/shape healthier retail options?
 - b. How do other communities implement/enforce tools that influence the retail environment?
 - c. Rochester has a strong zoning structure to support health-promoting retail, but no evaluation component. How do other communities monitor and evaluate efforts to improve the retail environment?
 - d. What evidence is there about retail codes and other tools' impact over time?
6. What design and programmatic guidelines exist to:
 - a. Ensure visual and physical public access to community assets?
 - b. Promote public gathering spaces for healthy community interactions (i.e. welcoming and accessible to all, safe,...)?
7. How have other communities incorporated CPTED principles or other ways of promoting safety in brownfield redevelopment plans?
8. What are some example end use design options that have been used in brownfield redevelopment in other communities?
9. What models exist for monitoring ambient environmental contaminants and communicating with residents to assure their health and safety needs (perceived and real) are addressed?
10. What models exist for preventing environmental contamination (e.g., from stormwater runoff) after redevelopment?

Health Impact Assessment



The field of Health Impact Assessment (HIA) supports using health arguments to influence public decisions, including those related to economic security. HIA can be a powerful tool to help community groups partner with local agencies during the decision making process, and can bring multiple stakeholders together around a common goal: protecting the health of communities.



In 2012, the University of Rochester Environmental Health Sciences Center (EHSC) conducted Healthy Waterways, an HIA of the City of Rochester's Local Waterfront Revitalization Program (LWRP). The LWRP focused on a narrow boundary (about half a mile) along the Genesee River, Erie Canal and Lake Ontario. Healthy Waterways introduced considerations about potential health impacts for local residents and communities surrounding the LWRP that would not have otherwise been included because of the narrow boundary. Healthy Waterways recommendations for the whole LWRP area related to improving access to the Genesee River for neighboring communities, and adding community health to the LWRP vision statement and goals.

As part of Healthy Waterways, the EHSC conducted community surveys in the Southwest quadrant to collect information about residents' health and well-being, including where they buy food, how much they exercise, and how safe they feel. The survey also asked residents about how potential neighborhood changes might impact their health.

A short summary of the survey is included here. The full Healthy Waterways Report and Executive Summary can be found at Phyllis Wheatley Library and the PLEX Neighborhood Association office at Carlson Commons. It can also be found online at www.bit.ly/healthywaterways.

The Health Impact Project – a collaboration between the Robert Wood Johnson Foundation and The Pew Charitable Trusts – hosts an interactive map of HIAs completed in the US. Explore this map to learn more about how communities have used HIA to bring health considerations into economic development decisions: www.bit.ly/HIAintheUS.

COMMUNITY SURVEY RESULTS - AT A GLANCE

Healthy Waterways, a Health Impact Assessment (HIA) of the City of Rochester's Local Waterfront Revitalization Program (LWRP)

Conducted by the University of Rochester's Environmental Health Sciences Center with funding from the Health Impact Project—a collaboration between the Robert Wood Johnson Foundation and The Pew Charitable Trusts. (11/2012)

Survey Purpose and Intent

- Community surveys were conducted in southwest Rochester during July and August 2012 to gather demographic and reported health-related information. The surveys provided insight about the impacts that existing or future changes may have on community members' health.
- The 10-minute survey was taken at public events and meetings throughout the southwest.
- The survey was designed with community and stakeholder input and was reviewed by the University of Rochester's Research Subjects Review Board.
- We conducted limited door to door surveying to obtain responses more representative of the entire neighborhood.

Key Findings

- When asked to rate the impact that possible future changes would have on their health, the addition of a full-service grocery, less crime and more jobs had the most positive ratings.
- A majority of respondents shop at a grocery store at least once per week (84%, 158).
- Fewer low-income respondents accessed the grocery store by their own car, compared to higher income respondents (65% versus 92%)
- Respondents living above the poverty guideline consumed an average of 3.3 servings of fruits and vegetables compared to 2.2 reported average servings for respondents living near or below the poverty guideline.

Takeaways and Considerations

- Some populations and neighborhoods were not adequately represented in the survey sample received.
- Although sample size and methodology limit the statistical validity, the findings are consistent with existing research and literature related to community health.
- For more information, visit: <http://www2.envmed.rochester.edu/envmed/EHSC/outreach/coec/projects/HIA/HealthyWaterways.html>

Survey Response Takeaways

199

Total number of survey responses

100%

Survey locations/events were in city's southwest.

20%

Near or below poverty guideline

90%

Access grocery store by car (81% by own car)

63%

Reported meeting the CDC's recommendation for weekly physical activity (150 minutes)

34%

Reported being affected by crime in the past year

Higher

Percentage of White respondents reported meeting weekly physical activity level than Black respondents

Welcome to the PLEX Redevelopment and Community Health Toolkit!

Redevelopment around the former Vacuum Oil refinery site in southwest Rochester is expected to lead to changes in housing, parks, and businesses. In addition to preparing a redevelopment vision, plan and implementation strategy, the City of Rochester and the PLEX (Plymouth-Exchange) BOA Executive Board Committee have been working together to promote community engagement in the Vacuum Oil Brownfield Opportunity Area (BOA) planning process.

This Toolkit includes materials to help PLEX shape changes in their neighborhood so that they help promote community health. Many of the topics addressed are already part of discussions about the future of this area. The goal of this Toolkit is to connect the community's plans and ideas to health.

The materials in the Toolkit address housing, jobs, food access, economic security and other topics. In these materials, we provide short summaries of research related to each issue, experiences and examples from other cities, contacts to relevant local resources, and suggestions for community action to promote health.

It is important to remember that redevelopment is a complex process. It involves actions by community groups, government agencies, private citizens, developers, and investors. In these brief materials, there is no way to capture the full complexity of these issues. Instead, our goal is to summarize information to help groups be as effective as possible in promoting redevelopment decisions and activities that improve community health. Additional resources and citations for more detailed information are listed in each short summary.

This Community Toolkit was prepared by Katrina Smith Korfmacher and Valerie Garrison of the University of Rochester Medical Center's Environmental Health Sciences Center, with input from staff at the City of Rochester Department of Environmental Services and the PLEX BOA Executive Board Committee. The authors would like to thank these partners and the many other contributors who generously gave extensive feedback on drafts of the toolkit products. This project was supported by a grant from the Greater Rochester Health Foundation. The toolbox content is solely the responsibility of the authors and does not necessarily reflect the views of the Greater Rochester health Foundation or any of the project partners. Please notify the authors of any omissions or errors. The full report is available online at: bit.ly/Community_Redev_Toolkit



Background: About the Redevelopment and Community Health Toolkit

Brownfields and Community Health

“Brownfields” are typically commercial or industrial properties that are more difficult to buy, sell and redevelop because of the costs and liabilities associated with potential environmental contamination. Examples of brownfields include former manufacturing facilities, gas stations, dumps, and businesses such as printers or dry cleaners. Many neighborhoods in the City of Rochester have potential brownfield properties that are abandoned or vacant. Redevelopment of such properties can create healthier neighborhoods by providing affordable housing, recreation, and opportunities for new businesses. Redevelopment can also improve safety and strengthen the sense of community within neighborhoods. The State of New York supports several programs to help cities and private developers reuse these properties in productive ways. For more information on Brownfields programs in the City of Rochester, see: <http://www.cityofrochester.gov/BOA>

Vacuum Oil Brownfield Opportunity Area (BOA)

The City of Rochester received a BOA grant from NYSDOS in 2010 to develop a master plan for the former Vacuum Oil refinery site and surrounding areas in the Plymouth-Exchange (PLEX) neighborhood of southwest Rochester. The City of Rochester’s Vacuum Oil BOA planning process engaged the community in creating a vision and developing a revitalization strategy for the BOA. The 148-acre study area is located on the west bank of the Genesee River within the PLEX neighborhood. This area contains a 40-acre brownfield, the former Vacuum Oil Facility, which is currently undergoing extensive investigation. The City of Rochester owns 28 acres of land in the BOA planning area, including about half of the SOCONY Vacuum Oil Facility site itself. The rest of the area is privately owned.

The New York State BOA program highlights the importance of neighborhood revitalization as



part of the brownfield cleanup and redevelopment process. The BOA program includes assessing contamination on the site, making plans for how to safely address any contamination that is found, and providing tax benefits to help developers address contamination before building on the site. In addition, the BOA program will develop an overall plan to guide redevelopment efforts. There is support for public involvement throughout this process. For more information, contact the City Division of Environmental Quality at (585) 428-6698.

Process: Brownfields Health Analysis

In 2012-2013, the University of Rochester Environmental Health Sciences Center (EHSC) conducted a Health Impact Assessment of the City of Rochester's Local Waterfront Revitalization Program ("Healthy Waterways") (Korfmacher & Garrison, 2013). Health Impact Assessment (HIA) is a planning tool to provide information on how decisions will impact the health of communities. Healthy Waterways provided general recommendations related to redevelopment of the Vacuum Oil site.

In 2014, the Greater Rochester Health Foundation provided support for the EHSC to work with the City of Rochester and the PLEX community group to conduct a "Brownfields Health Analysis." The goal was to build on the general recommendations of Healthy Waterways project and provide specific tools to include health in community planning efforts.

After identifying the key issues and questions to be addressed, EHSC identified relevant initiatives in other cities. These were summarized in an Interim Report in June 2014. PLEX, EHSC, and city staff reviewed these collected experiences to identify the issues most relevant to redevelopment around the Vacuum Oil BOA. EHSC then worked with PLEX and city staff to produce short research summaries, fact sheets, resource lists, and action recommendations related to these key issues. These products are provided in this Toolkit, along with the Interim Report and additional materials from local groups related to each topic.

For More Information

This Toolkit was drafted by EHSC staff Katrina Korfmacher and Valerie Garrison, and reviewed by the PLEX BOA Executive Board Committee and staff in the City of Rochester Department of Environmental Services Division of Environmental Quality. For additional information or questions, please contact:

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The Plymouth-Exchange Neighborhood Association
BOA Executive Board Committee
Carlson Commons
plexneighborhood@gmail.com

Vacuum Oil - South Genesee River Brownfield Opportunity Area



Under the Brownfield Opportunity Areas (BOA) Program, the New York State Department of State (DOS) provides financial and technical assistance to municipalities and community-based organizations to study former industrial sites (brownfields) whose vacancy and blight is negatively impacting a neighborhood. Funding can be used to complete revitalization plans and implementation strategies for areas affected by the presence of brownfield sites. The New York State Department of Environmental Conservation (DEC) provides relevant technical assistance and advice to the Department of State and BOA grantees, particularly regarding site assessments on strategic brownfield sites in BOA study areas.



The City of Rochester applied for funding through the NYS BOA Program for the Vacuum Oil BOA project site, which is a collection of publicly and privately held properties along the west bank of the Genesee River between the Ford St. bridge and the abandoned railroad bridge connecting to the University of Rochester River Campus. The City of Rochester, the BOA Project Advisory Committee, and the PLEX Neighborhood Association balanced the need for community-based visioning and master planning with the realities of brownfield cleanup and redevelopment. These include the critical role of property access, control and ownership, as well as the need for securing both private and public funding for environmental investigation, site preparation and cleanup. These key considerations led to a 3-phase BOA master plan that addresses community objectives. For more information, contact the City Division of Environmental Quality at 428-6698.

Economic Security and Health



What is Economic Security, or Financial Security?

Economic Security is the condition of having stable income, or other resources, to meet basic needs now and in the foreseeable future. Basic needs include food, housing, clothing, health care and other goods and services necessary for participating in family and community life.¹

How is Economic Security Important for Health?

Research shows that economic security is important for good health. People who are economically secure can meet their basic physical health needs such as good nutrition and health care and are less likely to experience excessive stress about personal finances. Both physical and mental factors are common “health outcomes” that may be affected by “health determinants” such as economic security. “Health determinants” are conditions of our home, work and other environments that can influence health. Figure 1 highlights the relationship between economic security and health. Taken together, these connections suggest that promoting

Economic Security: More than Just Income

Economic security cannot be measured simply as income, because it also takes into account a person’s daily living expenses and future expectations. For example, someone working three part-time jobs may have sufficient income to cover food and rent, but may lack health care benefits and may not have enough to save for other basic or emergency costs. They may have no time to exercise. If they have worries about losing these jobs, this may result in unhealthy levels of stress. Thus, a person’s economic insecurity may result in poorer health than if they had one secure full-time job with benefits, but had lower income.



community residents' economic security can improve public health and reduce health care costs by reducing stress, increasing access to safe and healthy housing, and increasing access to health-promoting goods and services.

Below, we summarize research linking economic security to health outcomes. Community groups advocating to increase job opportunities, develop social support services, or reduce residents' cost of living may find this information helpful to support new programs, policies, or grant proposals.

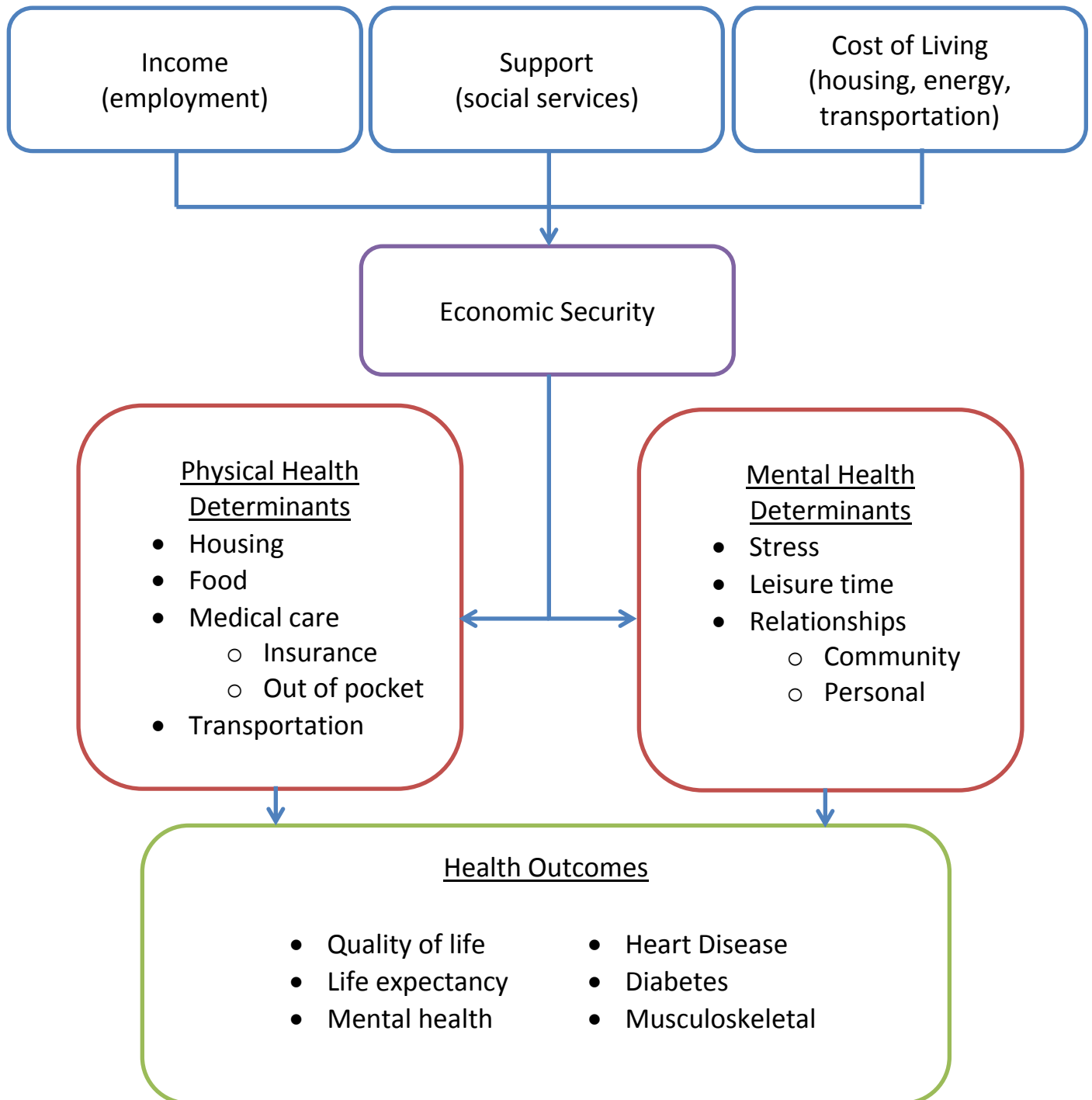
What Contributes to Residents' Economic Security?

Economic security is dependent on many factors. Some of these include:

Employment

Access to consistent (regular, safe, and reliable) income is an important factor in economic security.¹ Employment in a well-paying job is the most reliable way to achieve stable income.³ Jobs offering employee benefits are how most Americans access affordable health insurance, which decreases the economic burden of health care. It is also important for income to increase at or above the rate of inflation and living expenses to maintain security.¹ On the other hand, some employment can negatively affect an individual's health. Employment that offers low wages that do not cover all necessary living expenses – like rent, utilities, food, child care, transportation and health care – may also disqualify an individual from federal and state benefits that might have been able to fill the gaps. The inability to cover expenses on one's own in addition to being disqualified for services that may help can decrease economic security and increase stress. Jobs with limited autonomy, security, difficult schedules, and hard physical labor can also negatively affect health.^{5,7} Finally, it is important to be properly trained and protected at work to avoid on-the-job risks and occupational hazards.⁷

Figure 1: Pathway showing the relationship between economic security, health determinants, and health outcomes²⁻⁷



Social Services

Social Services can reduce some economic stresses by providing income (e.g., Supplemental Nutrition Assistance Program (SNAP), unemployment), reducing costs (e.g., programs provide food or shelter) or covering certain costs (e.g., Medicaid, WIC).

Costs of Living

As mentioned above, individuals and families may lose economic security if income does not keep up with increasing costs related to inflation, taxes, etc. Programs such as property tax exemptions for long-term owner-occupants, energy efficiency changes that lower energy bills, and reduced transportation costs can help lower residents' costs of living.

By increasing employment, supporting social services, and reducing living costs, community groups, agencies, and governments can help improve economic security of neighborhood residents.

Economic Security and Public Health in Rochester, NY

Improved economic security helps individuals access healthy foods, adequate health care, safe and secure housing, and other important health-supportive resources. This can lead to improvements in some of the most common health ailments, including diabetes, obesity, high blood pressure, heart disease and stroke.³ This is particularly important in Monroe County, NY, where there is a difference of 13 years of potential life lost (a measure of premature death) between certain zip codes within the City of Rochester (14605, 14608, 14611, 14613 and 14619) and others just outside its boundaries (14618 and 14625).⁸ Income and employment are two measures that are likely to influence these health disparities – zip codes with higher years of potential life lost typically have lower mean incomes and a high unemployment rate.

Economic Statistics for Monroe County, New York

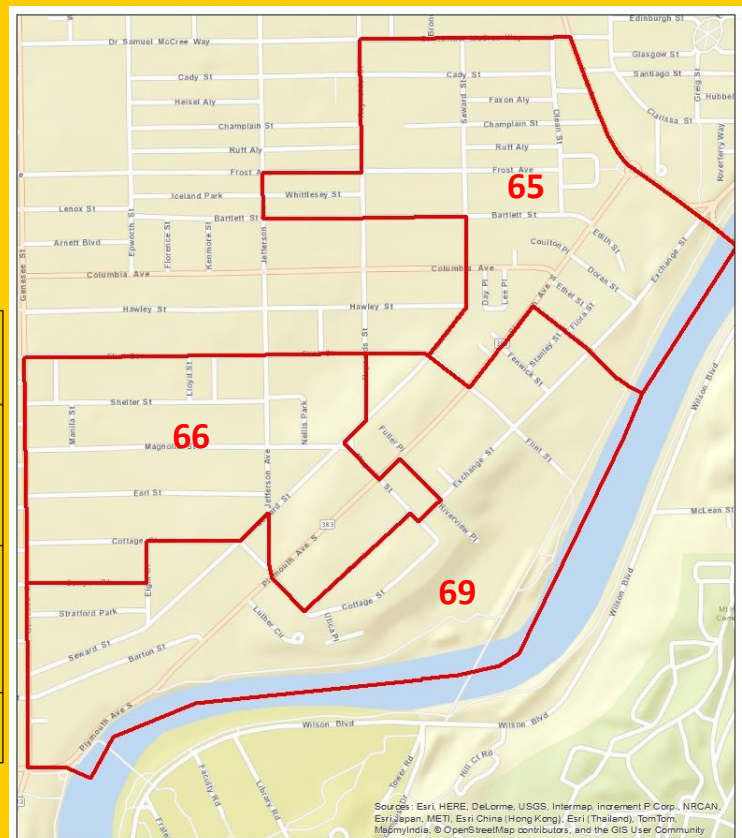
According to 2012 American Community Survey estimates...

- ❖ 21% of Monroe County homeowners with a mortgage spend 35% or more of their income on housing.⁹ A commonly accepted threshold of housing affordability for low-income homeowners is 30%.¹⁰
- ❖ 47% of Monroe County renters spend 35% or more of their income on housing.⁹ A commonly accepted threshold of housing affordability for low-income renters is 30%.¹⁰
- ❖ 13% of Monroe County residents rely on Supplemental Nutrition Assistance Program (SNAP/food stamp) benefits.¹¹
- ❖ 31% of Monroe County residents rely on public health insurance; 7% are uninsured.¹¹

Economic Statistics in PLEX

To get census data at the neighborhood level, community groups can look at census tracts. The 2013 ACS 5-year estimates below are for the three tracts crossed by PLEX.

	Tract 65	Tract 66	Tract 69
mean household income	\$22,989	\$31,030	\$33,490
% with food stamp/SNAP benefits	69.3%	44.2%	39.8%
% in poverty	50.1%	47.4%	43.3%



What Community Groups Can Do

- ❖ Help keep track of economic security in your neighborhood by:
 - ❖ Using census data to show local economic statistics. The US Census Bureau reports household income, employment and other statistics at the tract level. PLEX crosses three census tracts: 65, 66 and 69 (see text box above).
 - ❖ Recording stories from local residents about how their economic status affects their health. Record both positive and negative experiences. These stories can provide powerful support for grant applications, advocacy to city government, and other proposals to help improve economic security in a neighborhood.
- ❖ Work with community members and social service providers to ensure that everyone eligible for different benefits receives those benefits.
- ❖ Work with schools and other youth focused organizations to improve education, which is a key predictor of financial security.
- ❖ Engage in community-building activities to promote resilience to the adverse health and well-being effects of poverty.
- ❖ Work with other communities throughout the City of Rochester to advocate for living wage initiatives. Metro Justice may be a good resource for community groups to connect with around this issue.

Help With Reducing Costs

There are several free programs that help people file their taxes to assure that they receive any refunds or credits to which they are entitled. For example, Action for a Better Community's Volunteer Income Tax Assistance (VITA) provides free state and federal income tax preparation services during tax season to income qualified individuals and families.

Contact: (325) 325-5116 x3440
 49 Stone Street
 Rochester, New York 14604

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Redevelopment and Local Jobs

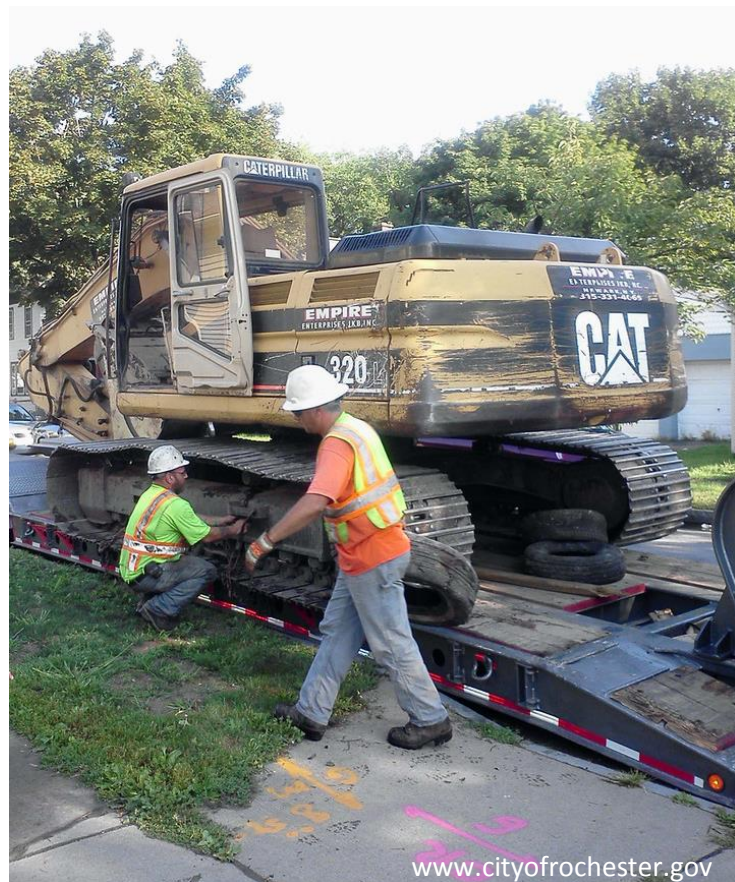


Having regular, safe, and secure employment not only improves residents' economic status, but also has been shown to improve health. Redevelopment of homes, businesses, and public spaces can create new jobs. There are many organizations, programs, and government agencies in Rochester that work to create new jobs, train workers, and increase employment. Community groups can help unemployed local residents connect with these resources.

New jobs may include work associated with redevelopment (construction, etc.) or long-term opportunities in newly created or expanded businesses, services, or developments. Increasing employment for local residents involves at least three steps:

- ❖ Making sure residents are trained for available jobs (**Workforce Development**)
- ❖ Encouraging employers to hire local residents (**Local Hiring Practices**)
- ❖ Helping residents connect with potential employers (**Connecting with Employers**)

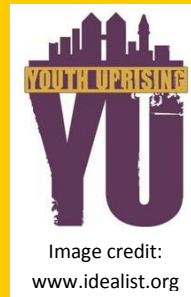
In the bigger picture, it is also important to make sure that local schools are appropriately preparing neighborhood youth for employment. In addition, development plans can encourage businesses and services that provide long-term employment opportunities. Below, we summarize ways community groups in southwest Rochester can increase employment opportunities for local residents.



Workforce Development

The first step in increasing local employment during redevelopment is to train underemployed residents for jobs that may become available in their neighborhoods. There are several organizations in Rochester that promote workforce development (see **Resources**). Some programs focus on specific groups like youth and veterans; others are available to all.

Youth Uprising Oakland, CA, www.youthuprising.org



Youth Uprising is a youth engagement program that offers a multitude of services free of charge to Alameda County youth, including employment and career training. The organization operates toward a vision of community

change through personal transformation, community development and systems change, and is funded by contributions from over 25 institutional donors.

What Community Groups Can Do

- ❖ Survey residents to identify the number of un- and under-employed people in the neighborhood and what education/skills they have.
- ❖ List the skills and number of employees likely to be needed for redevelopment activities (i.e. construction) and future businesses.
- ❖ Invite workforce development programs to provide information on services to prepare local residents for future jobs.
- ❖ Track income and employment over time. The US Census Bureau publishes employment data by census tract. PLEX crosses three census tracts: 65, 66 and 69.

Local Hiring Practices

Developers and new businesses may be encouraged, or in some cases required, to hire local workers. These are sometimes called “first source hiring” or “hiring preference” agreements. Selecting the best tools to encourage businesses to hire local workers depends on whether or not the project has public funding (i.e. grants, tax credits, etc.), because some public funding sources may require businesses to hire local workers.



Publicly funded projects:

When government funding is involved in development projects – including grants, loans, or tax breaks - a hiring preference agreement may be included in the contract. The City of Rochester tracks local hiring resulting from businesses that receive funds through their Community Development Block Grant (CDBG) from the U.S. Department of Housing and Urban Development (HUD).

Privately funded projects:

When new development, existing businesses, or new businesses are entirely privately funded, there are no requirements to hire local workers. However, some communities

have established “good neighbor” programs to encourage, support, and publicize businesses that provide local employment. “Good neighbor” agreements may be arranged with individual stores. Or, community groups may develop a program that offers a set list of agreements, allowing stores and other businesses to opt in. Programs should include benefits to both businesses and the surrounding community.

Community Jobs Pipeline

www.pushbuffalo.org/workforce



PUSH (People United for Sustainable Housing) Buffalo:

“The mission of PUSH Buffalo is to mobilize residents to create strong neighborhoods with quality, affordable housing, expand local hiring opportunities and to advance economic justice in Buffalo.” PUSH supports a “Community Jobs Pipeline” to promote employment of local residents in redevelopment activities. The Community Jobs Pipeline combines conventional workforce development activities - recruitment, referral, job development and placement - with opportunities for community building and leadership development.

What Community Groups Can Do

- ❖ Work with the City to develop a “good neighbor” program.
- ❖ Make sure local residents know about any agreements in place and who to talk to with questions or concerns.
- ❖ Monitor implementation of “good neighbor” agreements. For example, community groups can track whether local residents are considered or hired for jobs, how long local residents stay in their positions, and whether local hiring policies have an effect on income.

Connecting with Employers

Community groups can also play a role in helping to connect employers with local workers. There are several agencies in Rochester that help connect potential employers and employees (see **Resources**). In addition to focusing on matching local residents with local employers, some agencies help residents get jobs outside the neighborhood by advocating for public transportation to areas with jobs, and advertising regional workforce development and job placement programs. Finally, several of the resources listed below may be able to help residents develop new businesses themselves.

What Community Groups Can Do

- ❖ Organize job fairs at a community center and invite developers/new businesses to attend.
- ❖ Maintain a list of residents seeking employment.
- ❖ Talk with employers and workers in your neighborhood to make sure workers are treated fairly, trained properly, and protected from workplace hazards.
- ❖ Support businesses that adhere to “good neighbor” agreements.

Resources

Action for a Better Community

The *Focus on Self-Sufficiency* peer support program helps individuals and families reach a greater level of self-sufficiency. Services include GED preparation, job readiness training, and employment support.

Contact: (325) 325-5116 ext.3440
 49 Stone Street
 Rochester, New York 14604

City of Rochester

There are several departments within city government that can support employment efforts, including:

Employment Skills Training & Youth Services, Operation Transformation Rochester:

www.cityofrochester.gov/otr

Operation Transformation Rochester (OTR) serves city youth and adults by offering five comprehensive programs geared toward education, vocation and employment.

Contact: Department of Recreation and Youth Services
Bureau of Employment Opportunities
(585) 428-6342

www.cityofrochester.gov/otr

Department of Neighborhood and Business Development
Bureau of Business and Housing Development

Contact: (585) 428-6944

www.cityofrochester.gov/development

PathStone

Among other services, PathStone operates an Enterprise Center (www.theenterprisecenterinc.com) that promotes the economic self-sufficiency and quality of life of individuals and communities through entrepreneurial and business skills training, technical assistance and access to financing for new and expanding businesses throughout Upstate New York.

Contact: (585) 442-2030
400 East Avenue
Rochester, NY 14607

RochesterWorks!, Inc.

RochesterWorks! “manages over \$11 million in employment and training resources designed to serve job seekers and businesses” and staffs two career centers. They offer a wide range of job training and placement programs. All services are free.

Contact: (585) 258-3500 (downtown office)
(585) 266-7760 (Waring Rd office)

www.rochesterworks.org

Worker Justice Center of New York (WJCNY)

The WJCNY has an office in Rochester that can help workers who have legal concerns about work, or about workplace health and safety. Although much of their focus is on agricultural workers, they also serve other low-wage workers.

Contact: (585) 325-3050

www.wjcny.org

A partnership to employ local workers in Rochester, NY

<http://on.rocne.ws/1rdQ7zK>

History

In 2014, Constantino's Grocery finalized plans to open a grocery store in College Town, located southeast of the University of Rochester in a federally-recognized "food desert."¹ A grant writer working on behalf of the store owner to apply for a federal development loan through the US Department of Health and Human Services' "Healthy Food Financing Initiative"² connected Constantino's with Action for a Better Community to help meet their goals for hiring local workers. The loan application was successful, and Constantino's market is expected to open in 2015, employing about 30 full time workers, most of whom will be from local neighborhoods.



The Partnership

The federal funding provided low-interest capital for building the grocery store, and the partners agreed that Constantino's would fill at least 75% of their positions with low-income or currently unemployed workers who live in the City of Rochester. Workers will be trained through ABC's self-sufficiency program. This training will be done in partnership with Focus Plus Mobility Mentoring, an informal faith-based collaborative. The training program offers ongoing coaching and support to maintain employment and increase wages over time. Constantino's employee training will be integrated with ABC's existing training curriculum.

Recruitment and Referrals

ABC recruits potential candidates through the media, existing client networks, job fairs and word of mouth. ABC screens potential candidates and refers them to Constantino's with position recommendations.

Monitoring and Reporting

ABC will monitor the program and submit reports to the US Department of Health and Human Services; over time, the agency will also track job retention and changes in household income to ensure the program is successful in employing local residents in living wage jobs. If so, this partnership could serve as a model for ABC to partner with other businesses in Rochester.

For more information on the project's development and status, contact:

Naimah Sierra

Deputy Director for the Division of Youth & Community Services

Action for a Better Community

(585) 325-5116

NSierra@abcinfo.org

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2. To learn more about the Healthy Food Financing Initiative, visit: <http://bit.ly/healthyfoodfinancing>

Property Taxes



Property taxes are based on the assessed value of your home. Every four years in Rochester, NY, the City Tax Assessor compares your property to the “market value,” or the price at which homes in your “market neighborhood” have recently sold. “Market neighborhoods” are areas with similar housing.

After estimating its value based on the “market neighborhood,” an assessor then visits your property to make sure the estimated value is accurate. Improvements made to the house or the overall condition of the property may factor in the final assessment.

This assessment is used to calculate how much property tax you owe the City every year. All one, two, and three family properties pay the same tax rate applied to their assessed value. In a city-wide reassessment, assessed values are adjusted to reflect current fair market value. This results in a shifting of taxes to the properties that have experienced the greater increase in value. If your individual assessed value goes up more than the percentage of overall change in the city’s value, your taxes will go up.

A higher tax assessment is a good sign that the value of your property is increasing, should you choose to sell it. However, higher taxes can be a burden for people living on fixed incomes. There are two ways to try to limit property tax increases:

- ❖ Individual tax assessment reviews, and
- ❖ Tax exemption/relief programs.



Individual Tax Assessment Review

Homeowners who believe their property is over-valued may request a review with the local assessor's office. To address taxes for the coming year, homeowners may request an informal review by February 1st.

The review process¹:

1. Upon request by a homeowner (by February 1st), the property goes through a preliminary review by an assessor, who makes a judgment on the value. In most cases, this step is adequate.
2. Any property owner may appeal their assessed value to the Board of Assessment Review by filing the required complaint form by the 3rd Tuesday in March.
3. The decision of the Board of Assessment Review may be appealed in two ways: an owner occupant of a one, two, or three family home may file a petition for Small Claims Assessment Review. Any property owner may file a legal action in the state Supreme Court under Article 7. These actions must be filed by May 30.

Individuals may reduce their assessments through this review process, but there is a role for community groups in making sure that residents understand this process. It may also be useful to share assessment information among neighbors to better understand patterns of assessment and change within the neighborhood (see "About Tax and Assessment Freezes" text box). This information may be useful to community groups and policy makers as they consider how neighborhoods are changing, at what speed, and how different residents are affected.

About Tax and Assessment Freezes

A few states allow municipalities to enact **Property Tax** or **Property Assessment Freezes**. These programs are only offered in about a third of the states, not including New York.

Tax freezes prevent property tax increases for eligible individuals. New York State does not permit tax freezes.

Assessment Freezes limit the annual increase in assessed value of a property.² New York State does not permit assessment freezes.

1. <http://www.cityofrochester.gov/article.aspx?id=8589936274>

2. National Conference of State Legislatures. State Property Tax Freeze and Assessment Freeze Programs. Available at: <http://www.ncsl.org/research/fiscal-policy/state-property-tax-freezes-and-assessment-freezes.aspx>.

Tax exemption/relief programs

A state government determines which types of property tax relief options can be offered. Municipalities and school districts have some options to adopt or not, or to set eligibility requirements or benefit levels.

There are three common tax relief options to lessen some homeowners' property tax burdens. Only the "tax exemption" approach is permitted in the State of New York and we focus here on tax exemptions available to homeowners in Rochester.

Table 1 – Property Tax Exemptions in the City of Rochester

Exemption	Benefit	Eligibility	Taxes exemption applies to	Renewal
Basic STAR	Exempts up to \$20,100 of full home value (amount may change annually)	Homeowners who reside on the property as their primary residence and earn less than \$500,000 per year.	City School	Not Required
Enhanced STAR	Exempts up to \$43,010 of full home value (amount may change annually).	Homeowners who reside on the property as their primary residence and: <ul style="list-style-type: none"> ❖ Are aged 65 or older and earn less than \$83,300 per year, OR ❖ Are a surviving spouse aged 62 or older and earn less than \$83,300 per year. 	City School	Annual
Senior Citizens Aged Exemption	Exempts up to 50% of home value.	Homeowners who reside on the property as their primary residence, are earning less than \$37,400 per year and who are aged 65 or older, or are a surviving spouse aged 62 or older.	County City School (if no public school student lives on the property)	Annual
Veterans' Exemption	Exempts a percentage of the home value. Check with the City Assessor's Office (585-428-7221).	Homeowners who reside on the property as their primary residence, and: <ul style="list-style-type: none"> ❖ Veterans who served during defined periods of war/conflict, OR ❖ Veterans who served during the Cold War between September 2, 1945 and December 26, 1991, OR ❖ Unmarried surviving spouses of qualified veterans. 	County City	Not Required
Exemption for Persons with Disabilities	Exempts up to 50% of home value.	Homeowners who reside on the property as their primary residence and earn less than \$37,400 and receives one or more of the following: <ul style="list-style-type: none"> ❖ Social Security disability ❖ Railroad Retirement disability benefits ❖ Veterans Affairs (VA) Disability Pension ❖ A state certificate designating them as legally blind 	Local government School	Annual

Additional exemptions available in the City of Rochester are offered for:

- ❖ Capital improvements to property (not maintenance)
- ❖ Properties with solar, wind, and farm waste energy systems
- ❖ Residences owned by members of the clergy
- ❖ Construction of living quarters for a parent or grandparent
- ❖ Improvements to designated historic properties
- ❖ Property owned by religious, educational, charitable, hospital, and other non-profit organizations

Resources

Contact your local assessment office for more information.

City of Rochester Assessment Bureau
 Assessment Hotline: (585) 428-7221
 Exemption Hotline: (585) 428-6994

For information and links to forms and resources, visit the City of Rochester's "Assessment Adjustment" webpage at: <http://www.cityofrochester.gov/article.aspx?id=8589936274>

Visit the New York State Department of Taxation and Finance for more information, including how properties are assessed, and what to do if you disagree with your assessment.³

What Community Groups Can Do

Community groups may want to track property values in their area as a measure of housing affordability.

- ❖ Visit the City of Rochester's online Neighborhood Data Map to conduct a general analysis of average property values by block group. The change in assessed values can be compared to census statistics like home ownership and household income. This kind of analysis won't answer questions about a specific property, but can be used to answer questions about your neighborhood.
- ❖ To better understand change over time on specific properties, individuals may visit the City's tax assessment office to look up historical assessed values. Current assessed values can be viewed online at <http://www.cityofrochester.gov/propinfo/>

3. New York State Department of Taxation and Finance. Property Taxes and Assessments. Available at: www.tax.ny.gov/pit/property/default.htm.

Redevelopment, Housing Diversity and Health



When communities are redeveloped – either by building new housing or updating existing housing – there may be opportunities to affect the type of housing available in a neighborhood. While neighborhood improvement is almost always beneficial, extensive redevelopment may in some cases increase property values to a point where existing residents can no longer afford healthy, safe housing in their neighborhood. This can contribute to stress and health problems. However, tools like community benefit agreements, zoning laws, and grants can help create diverse housing options that meet a wide range of residents’ needs.

What is Housing Diversity?

A neighborhood with good “housing diversity” has a wide range of housing options for people of different incomes, abilities, ages, and family sizes. Housing diversity promotes community health by ensuring that all residents have the opportunity to live in health-supportive housing. Both the type of housing (owner-occupant, single family rentals, multi-family properties, accessible housing) and cost of housing are important to make sure all community members have safe and stable housing. Housing that is affordable to a wide range of income levels and needs is key to housing diversity. Lastly, aging and handicapped

Residential Development in PLEX

PLEX residents regularly emphasize the importance of access to affordable housing and the benefits of residents’ long-term investment in the neighborhood. The Vacuum Oil BOA Draft Nomination Study highlights “strive to ensure housing options for all incomes and ages” as one of many redevelopment goals. The 8-15 year plan includes both mixed and residential development.

The 8-15 Year Plan

Plan Highlights:

- Mixed use development
- Enhanced public spaces
- Residential redevelopment



Image created by Bergmann Associates.
Source: Draft Nomination Study, 2013

residents benefit from diverse housing options by having physically accessible housing in their own communities.

Here, we define housing diversity as “the availability of many housing options within a community to meet the diverse needs of residents.” We briefly summarize some of the major research findings about how diverse housing options support community health.

How is Housing Diversity Important for Health?

Lack of housing that is safe, affordable and accessible can pose social, psychological, and physical health risks to residents. For example, unaffordable housing is associated with budget trade-offs, reducing resident access to health-supportive services. Housing diversity helps protect low-income residents from these risks by ensuring choices for healthy, affordable housing and neighborhoods.¹⁻³ Housing diversity also prevents income segregation and the concentration of poverty, which is associated with negative health effects.^{4,5} In addition, diverse housing can positively influence mental health outcomes for aging residents by helping them stay in their communities and maintain social contact with family and friends.^{1,5} For example, aging residents may find it difficult to keep up with maintenance and costs associated with owning a house. They may find it beneficial to “downsize” or move into a smaller, more cost-effective unit where maintenance is taken care of. Such an option may be easier to access in a neighborhood with more diverse housing options.

Tools to Promote Housing Diversity during Redevelopment

In housing projects with public funding, the agency funding the development may set a certain number or percentage of required “affordable housing” units. A commonly accepted threshold of housing affordability is housing for which the occupant is paying no more than 30 percent of his or her income for housing costs.⁶ Recommendations vary in terms of how many units to set aside, depending on the needs of the community³; most programs set aside 10-20% of units as affordable (below market rate).^{5,7} Increased housing diversity may make it easier to find affordable housing options for residents with varying needs. Varying unit types may also make it easier for developers to offer housing options at different price points.

Creative tools can also be used to encourage privately funded housing projects to include affordable units. For example, some non-profit organizations have established Housing Development Equity Funds to offer low-interest loans to developers in exchange for a specified number of affordable units. This strategy reduces financial strains on developers, allowing them to reduce the price of some units while reaching their needed profit margin.²

Housing Diversity and Public Health in Southwest Rochester, NY

Many Rochester neighborhoods have a high number of vacant properties. While this is typically considered a negative impact on communities, it offers a unique opportunity for maintaining housing diversity during redevelopment. Building new housing of varying types on vacant lots can help support existing homes while adding to housing diversity. Overall, redevelopment builds equity for homeowners through increased property values, and helps attract new businesses and jobs by increasing the wealth and consumer base in the neighborhood. It can also attract new businesses and jobs. Increased wealth through employment and personal equity is associated with many health benefits, including lower rates of obesity, diabetes, heart disease and mental health issues.⁸⁻¹³

While redevelopment builds wealth and is a benefit to health for many residents, those living on a fixed income may have trouble remaining in their homes due to resulting increases in property taxes. Aging residents may also find themselves needing to leave their homes due to physical challenges or disabilities. If there are other housing choices in their neighborhood that accommodate these difficulties then they are more likely to be able to stay in their neighborhoods. In other parts of this toolkit we outline strategies to help these residents remain in their properties or neighborhoods (see *Resources for Homeowners*; *Resources for Renters*; and *Property Taxes*).

If homeowners are unable to stay in their home for any reason, they are more likely to find housing near their existing social communities if they live in a neighborhood with diverse housing options. Community ties are extremely important for physical and mental health.¹

What Community Groups Can Do

Communities can impact the housing diversity of neighborhoods by being vigilant about tracking changes over time in their neighborhoods, both positive and negative. To do this, communities can use indicators (or metrics). These are measurable things that can be used to show change.

There are many indicators (or metrics) that can be used to measure the housing diversity in a neighborhood. Many indicators focus on social and economic characteristics of neighborhood residents, such as the proportion of minority residents in a neighborhood (racial integration is often connected with economic integration), economic statistics, educational achievement, and housing tenure (renter- or owner-occupied). Housing metrics to track include statistics on housing type (for example, percentage of single and multi-family units, total # of housing units, level of subsidy, tenant type (senior, disabled, family, etc.)). Other metrics could relate to affordability of housing, such as percentage of income spent on housing or percentage of low-rate housing units. Other studies have looked at the rate of housing sales.¹⁴⁻¹⁶

Sample Housing Indicators for PLEX

The following statistics match some of the most common housing affordability indicators for the six block groups crossed by PLEX boundaries. These are taken from the City of Rochester’s online Neighborhood Data Map (see Table 1). To track over time, community groups can revisit the website for updated information. For information about other indicators, or to access this data by census tract, visit <http://factfinder2.census.gov>. PLEX crosses three census tracts: 65, 66 and 69.

Table 1 - 2013 Block Group Statistics from www.cityofrochester.gov/neighborhooddatamap

Metric	Block group 36055006 9002	Block group 36055006 5002	Block group 36055006 5001	Block group 36055006 4003	Block group 36055006 6002	Block group 36055006 9001
2012 median assessed property value	\$30,000	\$29,000	\$27,500	\$27,000	\$36,000	\$36,000
Bachelor’s degree	11.51%	3.19%	3.19%	9.32%	8.50%	11.51%
Poverty rate	47.45%	41.59%	41.59%	43.23%	40.20%	47.45%
Owner-occupied	44.06%	40.68%	41.03%	45.78%	43.44%	42.67%
Renter-occupied	55.94%	59.32%	58.97%	54.22%	56.56%	57.33%

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Resources for Homeowners



Redevelopment of neighborhoods can reduce crime, beautify public spaces, and increase property values. However, rising property values can lead to higher taxes, which can be a financial challenge for owner occupants who are struggling to pay their bills and maintain their property. Even without increased taxes, many owner-occupants on fixed incomes struggle to maintain their properties. If the burden of home ownership becomes too high, long-time residents may be forced to move to less expensive housing. This can be stressful, particularly when a family has lived in the same home for many years, and when affordable housing is not available in the neighborhood where these residents have social, cultural, or family connections. Public health research has shown that such 'involuntary relocation' can lead to negative mental and physical health effects.



Home maintenance assistance can help homeowners on a fixed income. Here, we provide an overview of resources, tools, and approaches available to owner-occupants in Rochester, NY to maintain their properties. Resources for homeowners include grant and loan programs from government, community groups, and banks. This summary focuses on ways community groups can help local residents take advantage of these resources.

Community groups can help residents afford home repair costs in other ways by connecting them with financial planning services, volunteer assistance programs, and other cost-saving programs. Community groups can also advocate to make sure that diverse housing options are available in the neighborhood so longtime residents who must leave their homes but wish to stay in the community are able to do so. For example, community involvement in development plans can encourage – or even require – a certain amount of affordable housing in new development. Here, we focus specifically on how community groups can assist owner-occupants with maintaining their current residential properties.

What Community Groups Can Do

Post notices in community spaces about available programs, updating frequently.

- ❖ **Help residents apply** for these programs. Figuring out which programs residents are eligible for and how to apply can be a challenge for individuals.
- ❖ **Work with the City and others to develop new programs to fill gaps.** If many residents find they have needs that are not filled by existing programs, City staff or the groups listed above may be able to help develop a new program to meet those needs.
- ❖ **Develop or coordinate with voluntary or contracted assistance programs,** for example by connecting youth with seniors who need help with snow shoveling, lawn mowing, etc.

City of Cleveland: Senior Home Maintenance Assistance

www.bit.ly/seniorhomeassist



Image credit:
www.wkyc.com

- ❖ Supported by the City of Cleveland Department of Aging
- ❖ Maintenance assistance, grants and loans for income-qualified seniors for:
 - ❖ General and heavy cleaning
 - ❖ Lawn care, outdoor maintenance
 - ❖ Home weatherization
 - ❖ Repair assistance to avoid citations
 - ❖ Hazardous tree and branch removal

Rebuilding Together



- ❖ A national program with 178 local chapters that support volunteers to work on homes as needed. To explore starting a local chapter, visit www.rebuildingtogether.org
- ❖ Funded by local businesses and corporate partners
- ❖ Work completed by skilled tradespeople and other volunteers
- ❖ Helps homeowners make repairs
- ❖ Build or repair other community resources like playgrounds, community gardens and community centers

Resources: Home Repair Grants and Loans

Action for a Better Community (ABC)

- Emergency Assistance Repair Program:
Owner-occupants based in the City of Rochester with non-working furnaces, water heaters, or broken water mains can apply. Eligible owner-occupants will receive free repairs or replacements to non-working units.
- Energy Conservation Program (ECP) EMPOWER. ECP and EMPOWER provide home weatherization services to reduce the cost of heating expense for families and businesses.

Contact: (585) 325-5116
917 East Main Street
Rochester, NY 14605
www.abcinfo.org

City of Rochester

The City of Rochester has a number of programs that can help homeowners in different situations. These programs change every year, so it is a good idea to check in regularly.

Contact: Bureau of Business and Housing Development
(585) 428-6808
www.cityofrochester.gov

Flower City Work Camp

A volunteer youth group that does painting and minor repairs for homeowners who meet income qualifications.

Contact: Charles Stechna, City of Rochester
Chuck.Stechna@cityofrochester.gov
www.flowercityworkcamp.org

The Housing Council at PathStone: www.thehousingcouncil.org

The Housing Council serves City residents through:

- The Housing Hotline
- Landlord and tenant training and other programs
- First-time homebuyer education and counseling
- Financial education and foreclosure prevention services

Contact: (585) 546-3700
75 College Avenue
Rochester, NY 14607

Lifespan

Lifespan can assist with safety-related home repairs and connect seniors with volunteer help and services to help them stay in their homes.

Contact: (585) 244-8400
<http://www.lifespan-roch.org>

Monroe County

The Monroe County Department of Public Health has a Healthy Homes grant program that can pay for repairing lead hazards and some other small repairs in homes with children under age six. In addition, the Healthy Neighborhoods Program conducts home health assessments in select zip codes, including 14608, and provides supplies to make homes safer.

Contacts:
Childhood Lead Poisoning Prevention Program
(585) 753-5087
<http://www2.monroecounty.gov/eh-leadpoisoning.php>

Healthy Neighborhoods Program
(585) 753-5070 or (585) 753-5073 (en Español)
<http://www2.monroecounty.gov/eh-hnp.php>

NeighborWorks® Rochester

NeighborWorks® Rochester offers a number of programs to assist homeowners, including low interest loans and several energy improvement programs.

Contact: (585) 325-4170

www.nwrochester.org

PathStone: www.pathstoneenergyinfo.org

- Free energy audits
- Income-based free or reduced cost energy improvements, grants and loans, including loans for non-energy improvements
- Monthly workshops to educate landlords and home owners about the various programs available
- Give workshops by request in interested communities
- Tracks programs available from other agencies to help homeowners combine various programs for whole house solutions

Contact: (585) 442-2030

400 East Avenue

Rochester, NY 14607

Sector 4 Community Development Corporation (CDC)

Sector 4 Community Development Corporation administers a targeted housing grant program for the City of Rochester, and provides referral information on additional housing programs serving the SW Quadrant of the City of Rochester. Call their office for updated information.

Sector 4 Community Development Corporation (Sector 4 CDC) also maintains a “Resources for Home Rehabilitation and Repair” list (included in this binder). Contact Sector 4 CDC for the most recent detailed list.

Contact: (585) 328-5750

www.sector4cdc.org

Energy Efficiency Programs:

Reducing energy bills is a good way to free up money home maintenance, and many home improvements like insulation and window replacement also help reduce energy bills.

As noted above, Action for a Better Community, NeighborWorks® Rochester, and PathStone all offer free energy audits” to help homeowners decide whether such improvements will save them money in the near term.

These programs also have grants and loans available to those who qualify.

Private lenders:

For residents who do not qualify for the programs described above, many private banks and credit unions give small loans at low rates (see the Sector 4 CDC Resource list for several examples).

Resources for Renters



Redevelopment of neighborhoods can reduce crime, beautify public spaces, and increase property values. However, rising property values can lead to higher rents, which can be a financial challenge for low-income renters. When rental rates increase too much, long-time residents may be forced to move to less expensive rental housing. This can be stressful, particularly when affordable housing is not available in the neighborhood where these residents have social, cultural, or family connections. Public health research has shown that such 'involuntary relocation' can lead to negative mental and physical health effects.

Here, we provide a summary of resources available to help renters stay in their neighborhood of choice. We focus on ways community groups can help local residents take advantage of these resources.

In the bigger picture, it is also important to make sure that diverse housing is available in the neighborhood to meet a broad range of residential needs. Community involvement in development plans can encourage – or even require – a certain amount of affordable units in new development.



<http://www.rochesterhousing.org>

What Community Groups Can Do

- ❖ Post notices in community spaces about available rental housing, updating frequently.
- ❖ Document instances of renters being faced with steep increases in rent and whether or not they are able to quickly find alternate affordable housing in the neighborhood. Communicate this information regularly to the community and local government.
- ❖ Help connect renters with the resources listed below.

Renter Assistance Resources

Action for a Better Community Energy Conservation Program:

The Energy Conservation Program and EMPOWER provide home weatherization services to reduce the cost of heating expenses for families and businesses.

Contact: (585) 442-4160
 917 East Main Street
 Rochester, NY 14605
<http://www.abcinfo.org>

City of Rochester: www.cityofrochester.gov

The City Division of housing works with developers to ensure City residents have access to safe, affordable housing. This office may be able to connect residents with projects that will be renting units in the future.

Contact: (585) 428-6808

Emergency Housing Services:

Renters who have urgent housing needs may wish to contact:

Monroe County Department of Human Services
 Emergency assistance; child and family services
 (585) 753-6298
www2.monroecounty.gov/hs-index.php

Southwest Area Neighborhood Association

Assistance for renters

(585) 436-8201

Montgomery Neighborhood Center

Settlement house; assistance for renters

(585) 436-3090

Salvation Army

Temporary shelter for the homeless

(585) 987-9500

rochesterny.salvationarmy.org/Empire_RochesterNY/ways-we-helpCatholic Family Center

Emergency housing assistance

(585) 232-2050

www.cfcrochester.org/our-services/emergency-servicesThe Housing Council at PathStone: www.thehousingcouncil.org

The Housing Council at PathStone provides the Housing Hotline to Landlords, Tenants, Homeowners and the Homeless; Rental Registry apartment listings; Landlord Training; Tenant Education; DHS Inspections; Veterans assistance; First Time Homebuyers pre and post-purchase counseling; Foreclosure Prevention and Home Equity Conversion Mortgage counseling.

Contact: (585) 546-3700

75 College Avenue, Rochester, NY 14607

Legal Aid of Western New York:

Provides free legal representation and advice for low-income residents who have housing-related legal issues.

Contact: (585) 325-2520

<http://www.lawny.org/>

Lifespan:

Lifespan can help seniors find affordable rental housing.

<http://www.lifespan-roch.org/lower-income-older-adults.htm>

Monroe County Department of Public Health:

The Healthy Neighborhoods Program can conduct home health assessments in select zip codes and provide some supplies to make homes safer.

Contact: (585) 753-5070 or (585) 753-5073 (en Español)

www2.monroecounty.gov/eh-hnp.php

Neighborhood Service Centers:

Residents can contact their NSC with code violation complaints.

Contact: Southwest Quadrant Neighborhood Service Center

(585) 428-7630

923 Genesee St

Rochester, NY 14611

Rochester Housing Authority (RHA):

RHA's primary mission is to help low income renters find affordable housing. A variety of programs and services are available to qualified renters. RHA has a Family Self-Sufficiency department that assists residents and participants with training, employment, homeownership and many other areas to achieve self-sufficiency. RHA also works with other agencies to provide services and programs for its residents/participants.

Contact: (585) 697-6145

www.rochesterhousing.org/