

## There's More Than Just Produce at the City of Rochester Public Market



Our City of Rochester Public Market provides a source for fresh, local food as well as an abundance of free, family-friendly events year-round. Here's a preview of some of our spring and summer Market special events:

**Community Garage Sales**, a bargain-hunters' paradise, feature well over 100 vendors selling a huge array of items.

**Food Truck Rodeos**, an iconic, "go-to" Rochester experience feature up to 30 food trucks, trailers and carts and live music.



**Skip the Public Market Parking!**  
Saturdays: Park at East End Garage at E. Main & Scio Street. Service begins at 8 a.m. and ends at 1 p.m.

**Flower City Days at the Market** features garden goodies and dozens of horticultural vendors.

**Bands on the Bricks** is the Market's signature live-music series, bringing both established and up-and-coming national talent to Rochester.

The full 2018 Rochester Public Market Special Events schedule is posted at [www.cityofrochester.gov/marketevents](http://www.cityofrochester.gov/marketevents). For more information call the Market Office at (585) 428-6907.

## Flower City Days at the Market

**FREE! 8 am - 2 pm**  
Sundays, May 6, 13, 20, June 3  
Memorial Day Weekend:  
May 25, 27, 28

## FOOD TRUCK RODEO

**local food. local brew. local bands.**

**FREE! 5 - 9 pm,**  
Last Wednesday of the Month:  
Apr. 25, May 30, June 27, July 25,  
Aug. 29, Sept. 26

## The Greatest Community GARAGE SALES and Super Fleas

**FREE! 8 am - 2 pm**  
Most Sundays, June - September



### Rochester City Council

Left to right standing:  
Michael A. Patterson, Northeast District  
Elaine M. Spaul, Esq., East District  
Molly Clifford, Northwest District  
Adam C. McFadden, Vice President & South District

Left to right seated:  
Malik D. Evans, At-Large  
Jacklyn Ortiz, At-Large  
Loretta C. Scott, Council President At-Large  
Mitchell D. Gruber, At-Large  
Willie J. Lightfoot, At-Large



## ROC the Riverway to Revitalize Rochester's Waterfront

Over the years, City planners have turned their backs to the river, often going to great lengths to hide it and create barriers to it. As a result, Rochester evolved almost as if it were two separate cities on either side of the Genesee. ROC the Riverway is going to change that. This exciting new project will provide people with the opportunity to get closer to the river and witness the awesome glory of its natural wonder as it flows through the heart of the city.

In February, I joined Governor Andrew Cuomo as he announced that N.Y. State would contribute \$50 million to ROC the Riverway.

ROC the Riverway encompasses 30 exciting projects that will change the way we interact with the river, including connecting the Genesee Riverway Trail through Center City; revitalizing the Vacuum Oil site, renovating the Pont de Rennes pedestrian bridge at High Falls, redesigning Charles Carroll Plaza and Genesee Crossroads Park. The plan also includes significant upgrades to major riverfront facilities, including the Blue Cross Arena at the War Memorial; the Joseph A. Floreano Rochester Riverside Convention Center and the Rundel Memorial Library.

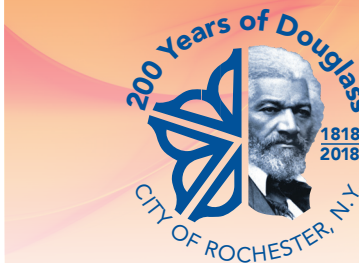
Visit [www.cityofrochester.gov/ROCRiverway](http://www.cityofrochester.gov/ROCRiverway) to learn more.



City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council

**ROC THE RIVERWAY**  
Believe in the power of the Genesee

**FLX**  
FINGER LAKES FORWARD



Hello Friends,

*The entire city is celebrating! Why? Because 2018 marks the 200th anniversary of the birth of one of the greatest historical figures of all time; famed abolitionist and Rochester's favorite son, Frederick Douglass.*

*This bicentennial anniversary is a unique opportunity to celebrate our city as the home of freedom fighters, past and present. We've even created a commemorative City logo to use throughout the year! For more information, visit [www.cityofrochester.gov/FrederickDouglass200](http://www.cityofrochester.gov/FrederickDouglass200).*

*Lovely A. Warren*

Mayor Lovely A. Warren

## Share Your News With Us

Welcome! Joining the Mayor's Office of Constituent Services team is Liliana Ruiz, a longtime Rochesterian who will be invaluable in providing the Mayor's customers with the best possible service.

Don't forget that if you belong to a block club, neighborhood group or business association, we want to hear about all the great things going on in your neck of the woods. **Northeast and Southwest Quadrant residents** can contact Liliana at 428-6588, or at [liliana.ruiz@cityofrochester.gov](mailto:liliana.ruiz@cityofrochester.gov). **Northwest and Southeast Quadrant residents** should contact Andreas M. Rau at 428-6745, or at [andreas.rau@cityofrochester.gov](mailto:andreas.rau@cityofrochester.gov).

[f](#) [in](#) [t](#) [i](#) [g](#) [+](#) [/cityofrochesterny](#)



## #ReachHigher Celebrates Rochester's College Bound High School Seniors



We'll be celebrating our college-bound high school seniors by participating in the #ReachHigher College Signing Day campaign on May 1. Join in the fun by sharing photos of your students wearing their college gear on social media. Be sure to tag @CityRochesterNY, @ReachHigher so that everyone can follow along in the celebration. Students bound for the military and vocational training will also

be recognized. Be sure to follow the City of Rochester on Facebook (CityofRochesterNY) and Twitter (CityRochesterNY), and like, comment and share our posts too!

Our young people are the future of our city, and their accomplishments should not only be recognized but celebrated. We need to show those coming behind them that college is within their reach, and that they can reach

higher, achieve their dreams and give back to our community.

Speaking of college enrollment, 250 students took advantage of the City's annual FAFSA Fest this year with Rochester College Access Network! FAFSA Fest provides free assistance to students in filling out the Free Application for Federal Student Aid. Thank you to all who came out!



## REJob Training Program Leads to Jobs in Environmental Construction Field

Congratulations to the 25 participants who successfully completed the Rochester Environmental Job Training Program, also known as "REJob." This rigorous jobs training course provides unemployed or underemployed city residents with the skills and training to be certified in the environmental construction fields.

Graduates were honored in front of their friends and family in March at the Hochstein School of Music School after completing an intensive, eight-week, unpaid training course.

REJob Training is administered through the City's Department of Environmental Services, and is funded through a grant from the U.S. Environmental Protection Agency and supported by numerous community partners.

All 25 REJob graduates already have good-paying jobs in hazardous waste remediation and environmental cleanup!

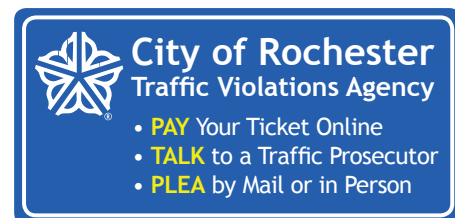
Through REJob, we're investing in our citizens and making sure that everyone has access to jobs that are being created in our community. Visit [www.cityofrochester.gov/REJob](http://www.cityofrochester.gov/REJob) to learn more.

## City's New Traffic Violations Agency Brings Fairness and Equity

After two years and a lot of hard work, we cut the ribbon to open the City's new Traffic Violations Agency, located at 200 E. Main St.

This new traffic court gives people with traffic tickets in Rochester the same rights as those in the suburbs to negotiate a payment plan or seek a plea deal. The old way of handling tickets provided no flexibility and meant that people who couldn't immediately come up with \$200 could lose their licenses - and sometimes their jobs.

Thanks to our partners in government at the state level and the support of City Council, we are bringing fairness and equity to the way we handle traffic tickets in our city - and that's what good government is all about. Visit [www.cityofrochester.gov/RTVA](http://www.cityofrochester.gov/RTVA) to learn more.



## City Increases Transparency, Access to Information

### FOIL Reading Room

The City's commitment to greater transparency is reflected in several new improvements made to our Freedom of Information process, making it easier for people to access public records.

We created a new online records access request process and added a fully-searchable "Reading Room" that allows website visitors to access documents others have already requested. This improves efficiency by reducing the need to fulfill multiple requests for the same item. Rochester is one of only a few cities providing this kind of access to FOIL records requests made by others.

The City will continue to take advantage of technology to bring more transparency to our citizens and we will continue to make upgrades and enhance this process.

Visit [www.cityofrochester.gov/FOIL](http://www.cityofrochester.gov/FOIL) to learn more.

## Spring Ahead and Start Planning for Summer Fun!

Spring is the perfect time to start planning for summer and with Rochester's beautiful parks, popular R-Centers and an amazing lineup of summer events, there is something for everyone to enjoy. The City's Summer Recreation program offers many opportunities to get out and take advantage of the warmer months while learning something new and exploring our city. Pick up a free guide at any City R-Center, or download a copy at [www.cityofrochester.gov/summerrec](http://www.cityofrochester.gov/summerrec).



## PUBLIC SAFETY: Stay in the Know

Did you know that 9-1-1 can notify you on your cell phone in case of emergency? Your home phone is automatically registered with 9-1-1, but now you may register your cell phone as well. If police or fire officials need to alert you in case of an emergency in your

area we will call your home phone and if you have registered your cell phone we can either call or text you with information about the incident as well. Sign up to receive alerts at [www.cityofrochester.gov/KnowNow](http://www.cityofrochester.gov/KnowNow). Call (585) 528-2200 for more information.

## Increasing Community Wealth and Closing Wage Gaps



Rochester is aiming high when it comes to women and minority-owned businesses. We've set new goals to attract bids from qualified business owners who have been historically overlooked. New MWBE (Minority and Women Business Enterprise) participation goals go into effect this summer and we're also setting new workforce participation goals for women and minorities to improve local employment opportunities, reduce wage gaps and better reflect our demographics.

That means City-funded public works projects, professional services consulting

contracts and commodity contracts will seek out qualified businesses that are at least 51 percent majority-owned or controlled by women and/or minority business owners AND are based in the city or the Finger Lakes region.

The City has successfully set minority workforce participation goals on public works projects including the Port Project, the Midtown Redevelopment Project and the Inner Loop. These new goals will build upon those successes. Visit [www.cityofrochester.gov/MWBE](http://www.cityofrochester.gov/MWBE) to learn more.