

MEETING MINUTES

Steering Committee #1
 West Main Street Transportation and Placemaking Study
 20 November 2020

Attendees	Organization	Role
Lydia Hausle (LH)	Toole Design	Project Manager
Andre Primus (AP)	Highland Planning	Public Engagement Lead
Stephen Gray (SG)	Grayscale Collaborative	Urban Design Lead
Pete Robie (PR)	Toole Design	Transportation Lead
Jay Arzu (JA)	NA	Ward 19 Resident
Dawn Noto (DN)	Susan B. Anthony Neighborhood Association	Resident
Demetrius Washington Ellison (DWE)	540-554 West Main St	Property Owner
Darin Ramsay (DR)	City of Rochester	Project Manager
Kevin Kelley (KK)	City of Rochester	Planner
Rick Rynski (RR)	City of Rochester	Planner
Tati Spencer (TS)	RCSD	Student
Stephen (S)		
Bob Williams (BW)	Genessee Transportation Planning Council	Active Transportation Program Manager
Erik Frisch (EF)	City of Rochester, Engineering	Manager, Special Projects
John Demott (JD)	19 th Ward Community Association	Street Liaison, Resident
Julie Boasi (JB)	Rochester Transportation Authority	Director of Service Planning
Mike Bulger (MB)	Commonground Health	Healthy Communities Project Coordinator

Attendees	Organization	Role
Abby McHugh-Grifa (AMG)	Climate Solutions Accelerator	Executive Director
Bleu Cease (BC)	Rochester Contemporary Art Center	Executive Director
Lin Stango (LS)	Rochester Housing Authority	Architect
Dan Kenyon (DK)	Rochester Transportation Authority	Planner

Introductions

Andre Primus – Please state your name, who you are representing, and how are you connected to West Main Street personally

Jay Arzu – Representing the ward 19 community, raised in Ward 19 moved back 1 month ago. My church used to be on W Main. Would like the street to become more pedestrian friendly.

Dawn Noto – Representing Susan B Anthony Neighborhood Association, live off W Main St – been there for 17 years. Have heard accidents around the corner. Represent travelers along W Main as well.

Demetrius Washington Ellison – Representing Susan B Anthony neighborhood and the community served by it. Ownership of 540-554 West Main Street

Darin Ramsay – City Project Manager, uses W Main St in car, would love to use on bike, but currently rides on safer parallel routes

Kevin Kelley – often visits West Main to go to Nick Tahou's

Rick Rynski – works on neighborhood business development and is project manager for Bull's Head URP

Tati Spencer – representing students of RCSD

Bob Williams – Genesee Transportation Planning Council, Active Transportation Program Manager, representing peds, bicyclists, and transit riders, bikes on the corridor a fair amount

Erik Frisch - Manager of Special Projects, City of Rochester Engineering Bureau

John Demott - Street liason – working with residents and businesses of West Main St, first came to Rochester as RIT student, bicyclist, wants main st to serve all modes of transportation, help businesses thrive

Julie Boasi – Director of Service planning at RTS, Representing current bus customers/needs, operational needs of organization. Professional connection – make sure corridor is safe and operational for bus service

Mike Bulger - Employee at commonground health, reps all things public health, whole child health is focus, wife grew up in 19th ward, in laws live there, spend lots of time there. Looking forward to helping revitalize the corridor, make it a more welcoming corridor

Abby McHugh-Grifa - Executive Director, Climate Solutions Accelerator (formerly Rochester Peoples' Climate Coalition). Works closely with Calvin Eaton. Interest in multimodal less vehicle-centric corridor.

Bleu Cease - Representing tenants of building on West Main, Trillium Health Center. Bicyclists, traffic speed is a real impediment to increasing ped traffic on West Main St, Involved with a few art initiatives in the neighborhood

Lin Stango - Work at Rochester Housing Authority. Representing employees and businesses on West Main St as well as residents and participants at Anthony Square. Ward 19 resident for 20 years – West Main has been part of her life for 30 years commuting or living on it. Excited to calm traffic on West Main St, reduce # lanes.

Dan Kenyon - Transportation planner with RTS. Grew up in Rochester, no personal connection to West Main St. Have collaborated with the City on many projects. Represents the perspective of the customers. Every bus trip begins and ends with someone walking.

Presentation/Discussion

Lydia Hausle

1. Consultant Team Introduction
 - a. Toole Design – Multimodal transportation firm. Engineering, Planning, Landscape Architecture
 - b. Highland Planning – Public engagement, economic analysis component
 - c. Grayscale Collaborative – Urban design - ensure unified vision of physical, social, economic strategies
2. Project Area – West Main Street, from Chili Ave to 495 boundaries are fuzzy, we'll talk about some things on neighborhood streets, land use etc, how it informs the street
3. Topics
 - a. Physical
 - b. Social
 - c. Economic
 - i. How are we going to code the types of development that we want to see into the project structure?
4. What Will the Project Deliver?
 - a. Process – community outreach, led by Andre and Highland Planning, desire to cocreate a plan with the community
 - b. Products
 - i. Public engagement plan
 - ii. Existing conditions/need assessment
 - iii. Design alternatives and recommended strategies
 - iv. Final vision and implementation plan
5. Role of Steering Committee
 - a. Guide the process of co-creation – inform the process by which the community will create a cohesive vision for west main street
 - b. Connect the project and team to the community – share project info through networks, provide the team with relevant info to guide strategy for outreach
 - c. Share expertise on the area and relevant subject matter – inform the direction of recommendations based on subject expertise and lived experience

Andre Primus

1. Public Engagement Plan and Discussion
2. Who's not in the room?

- a. Shared membership with Calvin Eaton. His response was, “the committee looks kind of white and corporate”
 - b. From now until January, we need to improve representation on the committee, improve equity
- 3. Stakeholder map
 - a. Who is missing?
 - i. DN
 - 1. Carriage factory – lots of folks in wheelchairs – we should all experience west main in a wheel chair.
 - 2. Center for Disability Rights – would give a lot to this group
 - 3. Homeless – case village, where homeless live behind Nick Tahou’s 40-50 there in the summer months, how to engage them in a positive way (seen some cities employ homeless as historic tour guides
 - ii. JA
 - 1. Citizens Action of New York (equity component)
 - iii. JD
 - 1. John (?)
 - 2. Billy Washington (Neighborhood United)
 - 3. RPD – Captain Michael Jones – shows up at all business meetings, intensely interested in how RPD can evolve (Patrol Division)
 - 4. RPD – Special Ops, Traffic Enforcement Unit – excessive speed, traffic issues
 - 5. Business Association – Lucy’s (?), Demetrius, the leading edge of change
 - 6. Legacy – Dan and Barbara Hoffman own a number of buildings on West Main St
 - iv. BC
 - 1. Arts Community – waiting to be expanded upon and developed
 - 2. Levon Shepard – major figure in the community, but may not want to be involved, reps property ownership and retail, committed to arts as a part of the neighborhood, social justice issues vis-a-vi arts
 - 3. Susan B. Anthony Museum – talking about expanding out onto West Main St
 - v. RR
 - 1. Depaul Communities – community stakeholder different angles
 - vi. AMG
 - 1. Reconnect Rochester
- 4. Compensation for Community Members
 - a. Who to compensate? / How to Compensate?
 - i. We can’t pay due to legal and budget reasons, but we want to pay someone
 - ii. Community Ambassadors could advertise the project and spread the word
 - iii. TS
 - 1. Teen Empowerment – helps get kids service hours
 - iv. JD
 - 1. Teen Empowerment may be looking for another project, this could be a good one for them to sink their teeth into
 - b. What form of compensation?
 - i. BC
 - 1. 1872 Café gift cards
 - ii. DN
 - 1. Rec’d grants in past to do street level engagement with people
 - iii. MB

1. We've been using gift card stipends, flexibility is good for people (activation fee for Visa giftcards)
 2. Like idea of supporting local businesses, should be prioritized – give visa gift cards but have local biz offer discounts if used at their shops
 - iv. AMG
 1. Gift Cards to a range of local businesses
5. Public Engagement Plan & Discussion
 - a. Engagement Avenues – posing questions via three different avenues – ie. We researched and compiled goals from previous plans. Are these the right goals for your community?
 - i. Pop Up – in person one day, up in a location for the rest of the year.
 - ii. Survey/Website
 - iii. Project Ambassadors – people in nhood on email list, share on Instagram, facebook, neighborhood meeting, through their own networks
 - b. Timeline
 - i. Nov-Dec: lay the Framework, door to door visits about project
 - ii. Jan-Mar – set goals
 - iii. Apr – Jul – Solutions
 - iv. Aug – Sept – Making Plans
 - v. Sept – final version of plan
 - c. Good Pop-up Locations?
 - i. 1872 Café – may not provide a good cross section
 - ii. Cut Kings – Cory Minzen – awesome guy, been on the block forever, knows everyone
 - d. Where can we find project ambassadors
 - i. We need people who can be really active and engaged in the community, already known, have connections, or have time and will to do the work
 - ii. DN
 1. Susan B Anthony – has lots of volunteers who do tours, may have interest
 2. Residents at (DePaul?) Cunningham Terrace (ie.) – retired, may have time. Community rooms in developments may be a good place for pop-ups
 - e. Other suggestions?
 - i. RR
 1. Community Fair, similar to what was done for Bull's Head. (Andre – trying to avoid large group gatherings due to Covid)
 - f. Specific Businesses or Side Streets to Focus on?
 - i. Madison Street – Susan B. Anthony House 5 doors down
 - ii. Jefferson – lots of new residents
 - iii. JD
 1. To send West Main St business list with highlighted businesses to focus on
 - iv. BC
 1. What's the role in the process for big developers? Pathstone (Voter's Block) and Home Leasing (Rochester Square Housing) (most important to be able to reach out to tenants)
 - v. Rochester Regional Health
 - vi. St. Peter, St. Paul – Soup Kitchen (Brother Shenouda)
 1. Landlord of St. Peter's Kitchen (Patty Lorenzen) contact info to come from JD
 - vii. Peace Village – homeless encampment
 - viii. Open Door Mission – expanding on west main

- ix. Howard Hannah – Broad and W Main St, helping clean up, active promotion
- x. East House – trying to develop on Monroe Street
- g. JA
 - i. Will there be social media sites with info?
 - ii. There will be links that ambassadors can use and share
 - iii. Committee members can share social media links
 - iv. City Facebook account – full, not planning to make a separate Facebook page for project, because it takes so long to get followers. Better to leverage existing accounts and share through their networks
- 6. Wrap-up and Next Steps
 - a. Anyone else in your org who would be better suited to this committee from an equity standpoint?
 - b. Think about ambassadors, fieldwork, pop-up locations
 - c. Existing conditions data collection will begin before winter