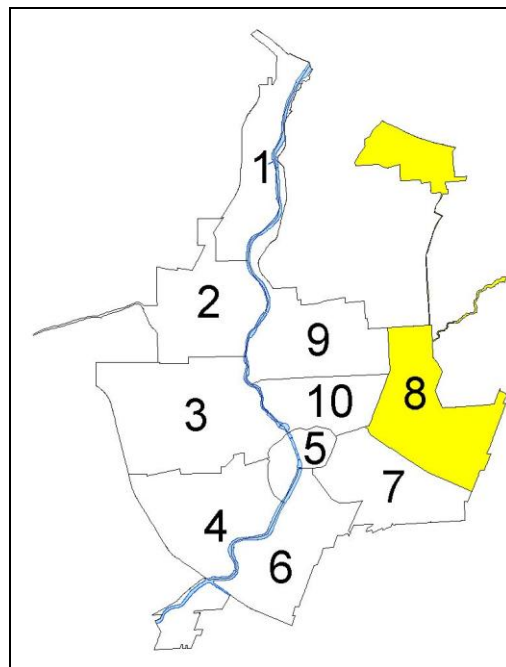


City of Rochester
Neighbors Building Neighborhoods

SECTOR EIGHT

Sector Action Plan



Department of Community Development
Bureau of Planning

Spring 2009

Sector 8



Sector Eight Neighborhoods:

Beechwood
Bensonhurst (Homestead Heights)
Browncroft
Culver-Winton
North Winton Village
North Edge Neighborhood Association (Northland-Lyceum)

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Planning Process Introduction

The Neighbors Building Neighborhoods (NBN) planning process, a nationally recognized model, is a collaboration between the City of Rochester, the NBN Sector Groups, citizens and many community partners. Since the inception of the NBN Process in 1993, the efforts of our citizens, community stakeholders and City Administration have helped to achieve the sector action plan goals and vision for our community.

In 2009 sector committees throughout the City will complete the fourth set of action plans since the inception of NBN. Since concluding implementation of the NBN3 plans in 2005, the City's Bureau of Planning worked with community stakeholders to complete a ten-year evaluation of the NBN planning process, 10NBN – A Participatory Evaluation Process; the evaluation findings can be found in the PEP Evaluation Report. This report laid the foundation for a revitalized citizen planning process which led to the action plan included in this document.

A reconstituted and restructured NBN Process has been put in place intended to serve as the vehicle for a comprehensive citizen planning process supported by a unified Bureau of Planning and Neighborhood Initiatives. The objective of a restructured planning effort is to develop a simplified process to update the Comprehensive Plan and the ten NBN Sector action plans.

Components of the renewed NBN process include revising the NBN sector committee membership structure to improve representation among neighborhoods, populations, civic groups and commercial interests within each sector. Revisions include the recruitment of new sector leadership in all sectors and the participation of youth on sector committees. As we move forward with these plans it will be important not only to ensure that these plans are implemented but to also measure the impact these action plans have on the community.

Each sector action plan includes: a current vision statement for their area; an updated committee members list; an inventory of the sector area community assets; an action plan chart that details the activities the city, sector and other partners will be engaged in over the 18 month implementation phase; and some potential indicators that will be used to assess the impact the action plan has on the community.

Measuring for Impact – Sector Eight

Since the inception of the NBN planning process, plan implementation has been tracked to assist the community in staying on task and to create a record of the assets used in completing the action plans. The Bureau of Planning developed an information management system – a plan tracking database – that provided valuable information in evaluating the effectiveness of NBN regarding the completion of tasks and use of community and City resources; a measure of the community effort around NBN. In order to evaluate the true effectiveness of the action plan however, sector planning committees have been asked to provide potential indicators that will show whether plan implementation is having the desired impact on the community. In developing these indicators sectors have been asked to consider four components: is there a link between the goal and the indicator; is the indicator measurable; does the indicator measure results, not efforts; and is the indicator understandable and accepted by the community?

Topics for Sector Eight goals were derived from a community visioning session held at East High School on October 29th, 2008. Some of these topics, when viewed in concert with the administration's strategic priorities, are complimentary such as the priorities of Public Safety (Goal #1), Green Team initiative (Goal #2), and Education (Goal #3). Other topics include Community Image (Goal #4) and Community Health (Goal #5). Additional priorities were identified during the visioning process that can provide a foundation for future planning (see next page). Sector priorities were reviewed or developed in consultation with City staff as part of the planning process to ensure coordination on activities, where appropriate.

In order to gauge impact, the indicators listed by goal below, are being considered by Sector Eight:

Goal #1: Public Safety Participation

- Increased participation at PAC TAC, PCIC and at the Police Academy
- Increased participation at National Night Out events
- More Neighborhood Watch groups organized

Goal #2: Increase Green Activities

- New bike use infrastructure
- Participation in a green activity (walks, community gardening)

Goal #3: Increased Youth and Parental Participation

- Number of youth participating in community organizations
- Number of you enrolled in programs promoted in the new brochure

Goal #4: Improved Community Image

- Positive stories about each sector neighborhood

Goal #5: Community Health

- Increased local referrals at area health care providers
- Participation in neighborhood walks

Additional Topics Prioritized During the Community Visioning Process

✓ Building Community

- Educate people on what makes a good neighbor
- Communicate with housing providers about valuing our community

✓ Alternatives for pre-incarcerated youth

- Establish mentors and support services for youth

✓ Housing and Land Use

- Create a walkable community with a desirable array of services/businesses

✓ Local Business

- Create business district identities and promote local business

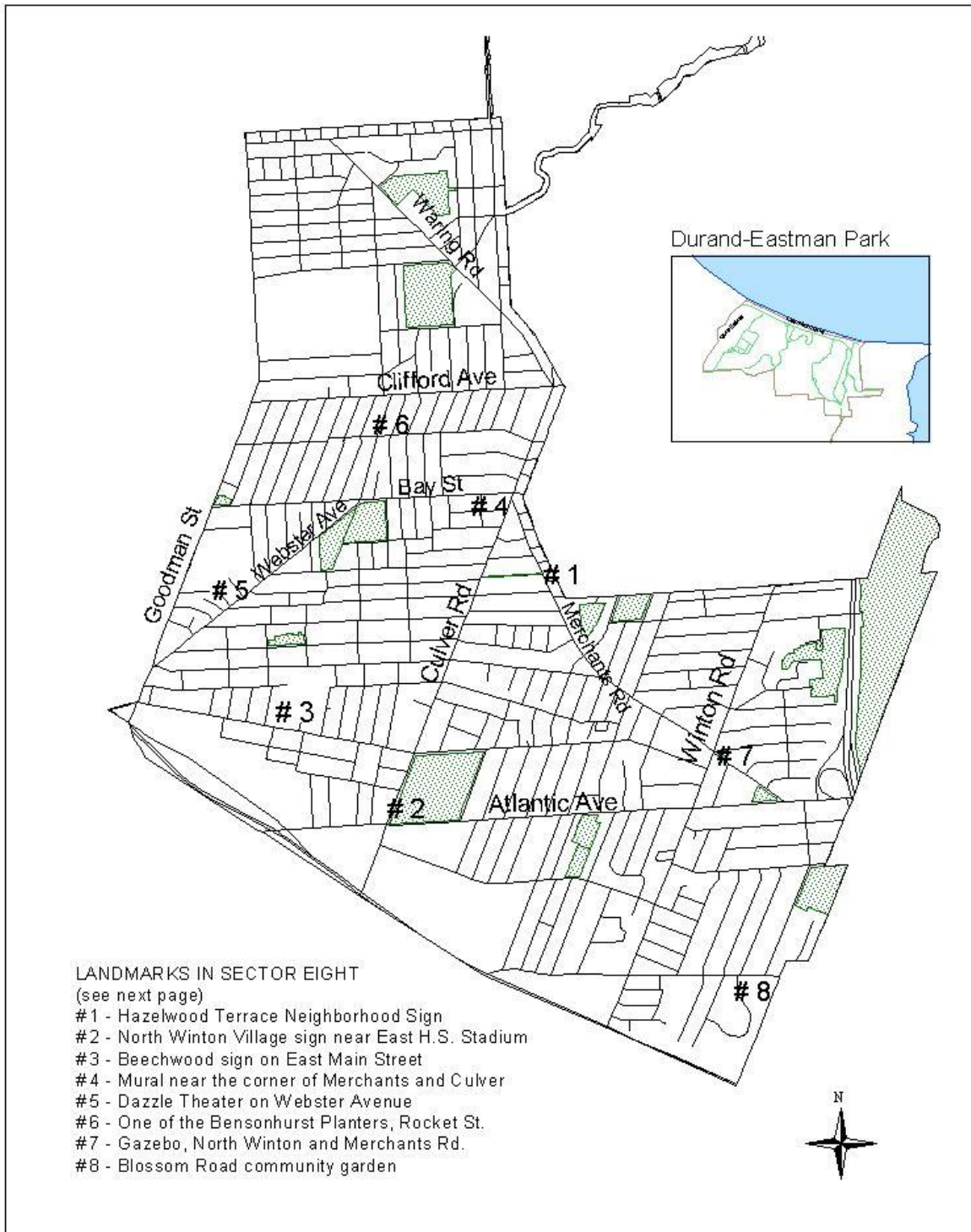
✓ Local Jobs

- Emphasize local hiring for local jobs/look for training opportunity

✓ Transportation

- Improved bus services in the area; cross-town routes

City of Rochester NBN Sector 8 Area



Community Landmarks in Sector 8



Neighborhood signs greet visitors to #1 Hazelwood Terrace; #2 North Winton Village; and #3 Beechwood



#4 Mural detail @ Culver and Merchants



#5 Gate near the Dazzle Theater



#6 Planters in Bensonhurst



#7 Gazebo on N. Winton Rd.



#8 Blossom Rd. community garden

Sector 8 Vision Statement

The vision of Sector Eight is to create a better quality of life by empowering the community. Our neighborhoods will be safe and attractive, full of opportunity and pride, and we will address effectively the social, economic and cultural needs of all people. We will produce an exciting, involved, and better educated community with happy, healthy and secure children and adults.

SECTOR 8 COMMITTEE STRUCTURE

COMMITTEE MEMBER	SECTOR AFFILIATION
Bob Genthner (Sector Leader)	Browncroft Neighborhood
Heather Henry (Sector Co-Leader)	Bensonhurst Neighborhood
Marilyn Parchus (Treasurer)	North Winton Village
Sandra Lake (Membership Secretary)	Laurelton Area Unites Great Homes
Dan Akh	Teen Empowerment
Hector Arguinzoni	City Recreation
Juanita Ball	Bridging Neighborhoods
Alma Balonen-Rosen	Enterprise Foundation/ area resident
Jennifer Bannister	Teen Empowerment
Bruce Brannon	North Winton Village
Ygia Brown	Beechwood Neighborhood
Sam Catanzano	North Edge Neighborhoods
Mary Coffey	North Winton Village
Kyle Crandall	Beechwood Neighborhood
Sarah Culligan	NeighborWorks Rochester
Cindi Coyle	
Jessica Deane	Bensonhurst Neighborhood
Tom Emerson	Newcroft Park/NeighborWorks
Chris Gange	Lyceum-Fernwood B.C.
Clare Myers	Beechwood
Clarence Jones	Beechwood
David Penn	Teen Empowerment
Dawn Taylor	North Edge Neighborhoods

COMMITTEE MEMBER	SECTOR AFFILIATION
Donna York	North Edge Neighborhoods
Evan Green	Community Place
Fran Grillo	Beechwood
Gary Murdyi	Teen Empowerment
Gladys Rounds	
Gregg Sarsis	Browncroft Neighborhood
Judy O'Brien	Grand Avenue Neighborhood
Jacki Shellard	Laurelton Area Unites Great Homes
Kaisean Roseboro	Youth Voice-One Vision
Jerry Sullivan	Beechwood Neighborhood
Katrina Hanson	NeighborWorks Rochester
Lawrence Richardson	Teen Empowerment
Lee Reisinger	Beechwood Neighborhood
Linda Hillery	Laurelton Area Unites Great Homes
Lorraine Nitzman	Beechwood Neighborhood
Marilyn Schutte	North Winton Village
Millie Sefranik	Beechwood Neighborhood
Peter Velasquez	Teen Empowerment
Rebecca Swank	Americorps VISTA
Sunshine Jacobs	Breck Street Neighbors
Rich and Kathy Linder	Beechwood Neighborhood
Sue Schickler	Beechwood Neighborhood
Terry Rosenthal	North Edge Neighborhoods
Tony Hess	Grand Avenue Neighborhood
Yigia Brown	Beechwood Neighborhood

COMMITTEE MEMBER	SECTOR AFFILIATION
Dave Everson	Richland Neighbors Block Club
Ryan and Elizabeth Ballard	Richland Neighbors Block Club
Andrew Taylor	Willmott-Springfield Block Club
Mel Gleason	South Avenue Recreation
Mary Coffey	North Winton Village
Amanda Joyce	Grand Avenue Neighborhood
Lydia Alston	Laurelton Area Unites Great Homes
Chris Gange	Willmott-Springfield Block Club
Janis White (former Sector chair)	Bensonhurst
John Page	North East Area Development
Charles Goodman	North Edge Neighborhoods

Sector Eight Visioning Session - East High School, October 29, 2008



Sector 8 Asset Inventory List

Neighborhood Groups	
Beechwood Neighborhood Coalition (BNC)	Hazelwood Neighborhood Association (HNA)
Bensonhurst Neighborhood Association	Laurelton Area Unites Great Homes (LAUGH)
Bleaker-Crossfield Block Club (B-C)	Lyceum-Fernwood Block Club (L-C)
Breck Street Neighbors Block Club (Breck St.)	NBN Sector 8 Planning Committee (NBN 8)
Browncroft Neighborhood Association (BNA)	North Edge Neighborhood Association (NENA)
Goodman-Norton-Waring Block Club (GNW)	North Winton Village (NWV)
Grand Avenue Neighborhood Assoc. (Grand)	Richland-Coverly-Varden Block Club (R-C-V)
Not-for-Profit Organizations	
Action for a Better Community* (ABC)	Museum of Kids Art (MOKA)
Community Place of Greater Rochester (CPGR)	NeighborWorks Rochester*
Dazzle Theater	North East Area Development (NEAD)
Daisy Marquis Jones Foundation*	Rochester Area Community Foundation*
East High School Center for Youth	Rochester Landscape Technicians Program*
Enterprise Foundation*	Rochester Regional Design Center (RRCDC)
Hillside Children’s Center – Curfew Center	Threshold*
Mercy Outreach Center	
Business Community	
ABR Wholesale	Merchant’s Grill
Bausch and Lomb	Merchant’s Plaza
Culver-Merchants Business Association	McDonalds’
CSX	Progressive Federal Credit Union

Eastman Saving and Loan	Quincy Tax Service
Family Dollar	Remington's
Finger Lakes Convenient Store	RGRTA*
Fioravanti Florist	Rite Aid
Genesis	Rehouse
Gaetano's	Savioa's Bakery
Harris Communication	Sticky Lips
HSBC	Tops
Johnny's Irish Pub	Waring Road Plaza
L&M Lanes	Wegmans*
Lorraine's Lunch Basket	Winfield Grill
Mayer's Hardware	WROC

Medical/Health Providers

Blossom Nursing Home	Prosthetics and Orthopedic
Culver Medical	School #33 Health Center
East High School Health Center	Strong Health – Olsan Medical Group
Joy Community Center	Via Health
Mercy Outreach Center	

Schools

ABC Head Start	Northeast College Prep
Child Care Council	Rochester City School District Schools #28, #33, #46 and #52
East High School	Urban Choice Charter School
Freedom School	

Faith Communities/Churches

Adonai Community Fellowship	Parsells Avenue Community Church
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Bread of Life Ministries	Potter's Church
Browncroft Baptist Church	Saint Ambrose*
Christ of the Good Shepherd Lutheran	St. John the Evangelist
Covenant United Methodist Church	St. Mark's and St. John's
Faith Christian Center	St. Mary's
Faith to Faith Fellowship Church	Shiloh Baptist
Greater Harmony Missionary Baptist Church	Waring Baptist
Islamic Center	

Government Agencies

Monroe County Representative Carrie Andrews' Office	NY State Inspection
NY State Department of Labor	Southeast Neighborhood Service Center –NSC*
Ryan Community Center (Dept. of Recreation and Youth Services)	Sector Area Parks – Durand Eastman; Tryon; Grand Avenue; Webster; Farminton; Linear; Gazebo; Browncroft Rose Garden; and Webster/Goodman
Rochester Housing Authority	Dept. of Neighborhood and Business Development (NBD) –Planning and Zoning
Monroe County Library System – Winton and Sully Branches – VISTA Literacy volunteers	Dept. of Neighborhood and Business Development –Inspection and Compliance
Dept. of Neighborhood and Business Development – Business and Housing	

Other Organizations/Interest Groups

Artisan Works	Neighbors for School #33
Bridging Neighborhoods	PAC TAC/PCIC
Census Tract #57 Project	Sector Eight Youth/Adult Partnership
East Main Street Public Safety Center	

Communication/Media Outlets

Beechwood Newsletter/ www.beechwood14609.com	Grand Avenue Newsletter
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Bensonhurst Newsletter/ www.bensonhurstna.org	NEAD Newsletter/www.neadrochester.org
Browncroft Crier / www.browncroftna.org	NeighborWorks Newsletter
Community Place Newsletter/ www.communityplace.org	North Winton Village/ www.northwintonvillage.com
Grand Avenue Newsletter	North Edge Neighborhood Association/ www.northedge.org
NEAD Newsletter/www.neadrochester.org	

Community Plans

Bridging Neighborhoods	Main Street Grant – North Goodman Street
Challenge Streets	Main Street Grant – East Main Street
Healthy Blocks (NeighborWorks)	Beechwood Focused Investment Strategy (FIS)

*Indicates resource located outside Sector Eight area.

**NEIGHBORS BUILDING NEIGHBORHOODS (NBN5)
SECTOR EIGHT ACTION PLAN**

Neighborhoods: Beechwood, Bensonhurst, Browncroft, Culver-Winton, North Edge Neighborhood, North Winton Village

Issue/Opportunity	Goal	Strategy	Activity	Implementing Partners
Public Safety	1. Increase citizen awareness and participation in Public Safety activities in order to reduce criminal activity in Sector 8.	1. Increase resident involvement in public safety programs.	<p>1. Develop and disseminate Police and Citizens Together Against Crime (PAC TAC) Public Service Announcements.</p> <p>2. Development of recruiting materials to unify recruiting message. (“What is PAC TAC” campaign) (poster campaign/city channels of communication)</p> <p>3. Current PAC TAC members recruit peers.</p>	<p>LEAD: Sector SUPPORT: Police COMMUNITY RESOURCE: Neighborhood Groups, Business Associations, Churches</p> <p>LEAD: Sector SUPPORT: Police COMMUNITY RESOURCE: Neighborhood Groups, Business Associations, Churches</p> <p>LEAD: Sector SUPPORT: Police COMMUNITY RESOURCE: PAC TAC</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Public Safety			4. Neighborhood Association/Block Club recruitment push.	LEAD: Sector SUPPORT: Police COMMUNITY RESOURCE: Neighborhood groups
			5. Continue/expand PAC TAC/citizen Saturation Walks.	LEAD: Sector SUPPORT: Police COMMUNITY RESOURCE: PAC TAC, Neighborhood groups
			6. Conduct outreach to prior PAC TAC members.	LEAD: Sector SUPPORT: Police COMMUNITY RESOURCE: PAC TAC, Neighborhood groups
			7. Bring back Neighborhood Watch programming.	LEAD: Sector SUPPORT: Police COMMUNITY RESOURCE: Existing Neighborhood Watch; State and Federal Neighborhood Watch

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Public Safety		<p>2. Increase opportunities for awareness of public safety resources.</p>	<p>1. Recruit citizens for participation in Citizen Police Academy.</p> <p>2. Review existing media and develop enhanced media (posters, brochures, flyers, etc.) to promote awareness of Department of Environmental Services (DES) website, 311, 911 and other ways to report crime, code violations, loitering and other nuisances.</p> <p>3. Provide information on how to accurately and appropriately report possible crimes in progress (or alleged crimes that have occurred), code violations, safety hazards, loitering and nuisances.</p>	<p>LEAD: Sector SUPPORT: Police, Fire COMMUNITY RESOURCES: Neighborhood groups, Churches, PAC TAC</p> <p>LEAD: Sector SUPPORT: Police, Fire COMMUNITY RESOURCES: PCIC, Neighborhood groups, Churches, PAC TAC, schools</p> <p>LEAD: Sector SUPPORT: Police, Fire COMMUNITY RESOURCES: PCIC, Neighborhood groups, Churches, PAC TAC, schools</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Public Safety			<p>4. Provide information on the importance of reporting possible crimes in progress (or alleged crimes that have occurred), code violations, safety hazards, loitering and nuisances.</p> <p>5. Provide information around personal safety issues, including home, public transportation, vehicles, walking in neighborhoods and business.</p> <p>6. Increase awareness and understanding around Rochester Police Department (RPD) monitoring systems (cameras, Shot Spotter, Graffiti Spotter, etc.).</p>	<p>LEAD: Sector SUPPORT: Police, Fire COMMUNITY RESOURCES: PCIC, Neighborhood groups, Churches, PAC TAC, schools, 911, 311</p> <p>LEAD: Sector SUPPORT: Police, Fire COMMUNITY RESOURCES: PCIC, Neighborhood groups, Churches, PAC TAC, schools, 911, 311</p> <p>LEAD: Sector SUPPORT: Police, Fire COMMUNITY RESOURCES: PCIC, Neighborhood groups, Churches, PAC TAC, schools, 911, 311</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Public Safety		<p>3. Create greater interactions between public safety offices/officials and the consumers of those services, with the intent to promote honest dialogue and mutual understanding.</p>	<p>7. Develop and disseminate gang awareness and gang deterrence materials.</p> <p>1. Create increased opportunities and venues for contact, conversation, and dialogue with RPD, Rochester Fire Department (RFD), Neighborhood Service Center (NSC) and other public safety offices/officials.</p> <p>2. Advocate for bike patrols and walking patrols by officers in Sector 8 (gives greater sense of approachability of officers)</p>	<p>LEAD: Sector SUPPORT: Police, Fire COMMUNITY RESOURCES: PCIC, Neighborhood groups, Churches, PAC TAC, schools, 911, 311</p> <p>LEAD: Sector SUPPORT: NSC, Police, Fire COMMUNITY RESOURCES: Neighborhood Assoc., Block clubs, Churches, Businesses</p> <p>LEAD: Sector SUPPORT: Police COMMUNITY RESOURCES: Neighborhood Assoc., Block clubs, Churches, Businesses</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Public Safety		<p>4. Integrate public safety principles and new ideas into Sector 8 public safety activities and planning.</p>	<p>3. Explore development of a travelling NSC as a means to increase citizen access to services and promote interaction.</p> <p>4. Organize, promote and build the prominence of National Night Out in Sector 8.</p> <p>5. Work with City Hall and public safety offices/officials to promote booth availability to provide opportunities for interactions between citizens and public safety offices/officials at public events and festivals.</p> <p>1. Promote awareness of Crime Prevention Through Environmental Design (CPTED) and activities that promote CPTED strategies.</p>	<p>LEAD: Sector SUPPORT: NSC COMMUNITY RESOURCE: Neighborhood groups, businesses LEAD: Sector SUPPORT: NSC, Police, Fire COMMUNITY RESOURCE: Neighborhood groups, businesses LEAD: Sector SUPPORT: NSC, Police, Fire COMMUNITY RESOURCE: Neighborhood groups, businesses, churches LEAD: Sector SUPPORT: Police, NSC COMMUNITY RESOURCE: Neighborhood groups, businesses, churches, RR CDC, U of R</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Public Safety			<p>2. Convene a team of stakeholders to suggest ideas to implement CPTED strategies in homes and businesses in Sector 8.</p> <p>3. Identifying resources (grants, reduced prices for materials and labor) for implementing CPTED strategies in homes and businesses in Sector 8</p> <p>4. Engage residents in looking at root causes of crime and advocating for solutions to issues.</p>	<p>LEAD: Sector SUPPORT: Police, NSC COMMUNITY RESOURCE: Neighborhood groups, businesses, churches, RR CDC, U of R</p> <p>LEAD: Sector SUPPORT: NSC COMMUNITY RESOURCE: Neighborhood groups, businesses, churches</p> <p>LEAD: Sector SUPPORT: NSC COMMUNITY RESOURCE: Neighborhood groups, businesses, churches, PCIC</p>
Green Community	2. Increase Green Activities and Initiatives in Sector Eight.	1. Educate community about recycling and local environmental activities.	1. Create educational programs for youth to increase awareness of how they can be a part of the solution to improve and protect the environment.	LEAD: Sector SUPPORT: RCSD, Libraries RESOURCE: Youth Engagement Cmte, Sector 8 volunteers

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Green Community			<p>2. Beyond Clean Sweep - include (environmental, littering) education in clean sweeps (provide different bags for recyclables).</p> <p>3. Add "green" info to Neighborhood newsletters and Sector website.</p> <p>4. Work with Monroe County to (inform a letter writing campaign to) increase types of plastics that can be recycled</p> <p>5. Encourage consumers in Sector 8 to reduce their purchases of unrecyclable plastic through education and outreach.</p>	<p>LEAD: Sector SUPPORT: DES COMMUNITY RESOURCE: Community Image Cmte, Neighborhood groups</p> <p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: BNA, BNC, NWV, NENA, Bensonhurst, LAUGH, Neighborworks Healthy Blocks</p> <p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Monroe County, Green Cmte, Neighborhood groups</p> <p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: NBN Sector Eight</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Green Community		2. Promote Eating Local & Eating Fresh.	<p>6. Work with local business to reduce their use of non recyclable plastics</p> <p>7. Organize hikes for Sector Eight residents at local parks</p> <p>8. Conduct periodic surveys of Sector Eight residents regarding recycling habits. Work with City and County to track amount of recycled material.</p> <p>1. Create demonstration community gardens in Sector 8. (vegetable & fruit gardens)</p> <p>2. Promote the creation of a farmer's market in Sector 8</p>	<p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: NBN Sector Eight</p> <p>LEAD: Sector COMMUNITY RESOURCE: Sierra Club, Neighborhood groups</p> <p>LEAD: Sector SUPPORT: DES COMMUNITY RESOURCE: NBN Sector Eight, Neighborhood groups, Monroe County</p> <p>LEAD: Sector SUPPORT: NBD COMMUNITY RESOURCE: Local businesses</p> <p>LEAD: Sector COMMUNITY RESOURCE: TBD, South Wedge Farmer's Market</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Green Community		3. Provide opportunities for reducing auto use.	<p>3. Encourage use of Public Market.</p> <p>4. Secure funding to create gardens & education programs.</p> <p>1. Promote the creation of bike lanes.</p> <p>2. Provide Biker/Driver awareness education.</p> <p>3. Work with area agencies to look into providing more bike racks in Sector Eight</p>	<p>LEAD: Sector SUPPORT: DRYS COMMUNITY RESOURCE: Neighborhood groups</p> <p>LEAD: Sector COMMUNITY RESOURCE: Cornell Cooperative Ext., NOFA, Capital District Community Gardens</p> <p>LEAD: Sector SUPPORT: DES COMMUNITY RESOURCE: DES</p> <p>LEAD: Sector COMMUNITY RESOURCE: Sierra Club, Rochester biking groups</p> <p>LEAD: Sector SUPPORT: DES COMMUNITY RESOURCE: SEAC, Sector Eight Green Cmte</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Green Community		4. Identify Green Home Project Opportunities	<p>4. Create Bike Commuter maps.</p> <p>5. Encourage use of city bus system.</p> <p>6. Improve pedestrian access to Ryan Center (FIS).</p> <p>1. Pursue grants to purchase CFC light bulbs for front porches.</p>	<p>LEAD: Sector COMMUNITY RESOURCE: Rochester biking groups</p> <p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Transportation Cmte, RGRTA, Neighborhood newsletters</p> <p>LEAD: NBD (FIS) SUPPORT: Sector, DES COMMUNITY RESOURCE: NEAD, BNC, CPGR</p> <p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: NEAD, CPGR</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Green Community			2. Pursue grants to fund home energy audits and help community members to deal with results of audits.	LEAD: Sector SUPPORT: NBD (FIS) COMMUNITY RESOURCE: Neighborhood groups
Youth and Education	3. Increase participation of youth in age appropriate activities and increase parental involvement in youth related education and development programs.	1. Produce a youth programming brochure for Sector Eight.	1. Sector Eight participation in Youth Empowerment Forum. 2. Gather information on youth programming in Sector Eight. 3. Identify gaps in available programming, particularly with pre-teen ages (10-12 yrs).	LEAD: Sector SUPPORT: Mayor's Youth Advisory Council (YAC) COMMUNITY RESOURCE: Sector Eight Youth & Education Comm. LEAD: Sector SUPPORT: YAC COMMUNITY RESOURCE: Youth & Education Comm., VISTA LEAD: Sector SUPPORT: YAC COMMUNITY RESOURCE: Youth & Education Comm., VISTA

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p>Youth and Education</p>		<p>2. Identify specific opportunities for youth to be engaged in community activities.</p>	<p>4. Put together a booklet using Maplewood VISTA project as a model.</p> <p>1. Develop a forum for youth input into programming at the Ryan Center.</p> <p>2. Contact high school Participation in Government (PiG) programs to place participants on community committees.</p> <p>3. Survey Sector Eight area neighborhood association regarding instituting seats for students at neighborhood meetings.</p>	<p>LEAD: Sector SUPPORT: YAC COMMUNITY RESOURCE: Youth & Education Comm., VISTA</p> <p>LEAD: Sector SUPPORT: DRYS COMMUNITY RESOURCE: Neighborhood groups, NBN Sector Eight</p> <p>LEAD: Sector SUPPORT: RCSD COMMUNITY RESOURCE: Neighborhood groups, NBN Sector Eight</p> <p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Neighborhood groups, NBN Sector Eight</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Youth and Education			4. Submit community participation opportunities to Participation in Government programs.	LEAD: Sector SUPPORT: RCSD COMMUNITY RESOURCE: Neighborhood groups, NBN Sector Eight
Community Image	4. Improve the public perception of Sector 8’s Community Image.	1. Support neighborhood and Sector branding. 2. Encourage people to take pride in being a resident of NE Rochester.	1. Determine name for sector 8 area. 2. Help neighborhoods with signs & stickers promoting area. 3. Co-brand neighborhoods with sector/neighborhood information. 1. Promote northeast neighborhoods as good places to live.	LEAD: Sector COMMUNITY RESOURCE: Neighborhood groups, NBN Sector Eight LEAD: Sector COMMUNITY RESOURCE: Neighborhood groups, NBN Sector Eight LEAD: Sector SUPPORT: DES COMMUNITY RESOURCE: Neighborhood groups, NBN Sector Eight LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Neighborhood groups, “We Roc” campaign

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p>Community Image</p>		<p>3. Create and support additional opportunities for public art.</p>	<p>2. Market neighborhoods through public events.</p>	<p>LEAD: Sector SUPPORT: DES/Clean Sweep, City Living Sundays COMMUNITY RESOURCE: North Winton Village, Neighborhood groups</p>
			<p>3. Develop public presence of neighborhood through marketing materials</p>	<p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Neighborhood websites</p>
			<p>1. Display public art/large photographs on vacant properties' windows.</p>	<p>LEAD: Sector SUPPORT: NBD COMMUNITY RESOURCE: Kodak, Xerox, Freedom School, Kinkos, Arts and Cultural Council</p>
			<p>2. Create public murals on graffiti-prone areas.</p>	<p>LEAD: Sector SUPPORT: NBD COMMUNITY RESOURCE: Freedom School, Arts and Cultural Council</p>

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
Community Image			3. Have a contest to design a logo for the sector.	LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Local artists, neighborhood groups, Freedom School, Arts and Cultural Council
Community Health	5. To make aware to those residing in Sector 8 available, near-by and inexpensive or free existing health care and medical services (emergency, immediate, and preventative) within the sector.	1. Create a seasonal news letter, and directory of services which already exist within Sector 8. "The Health Fair"	1. Establish a list of services available in Sector Eight. 2. Secure start-up funding for the newsletter.	LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Neighborhood groups LEAD: Sector SUPPORT: COMMUNITY RESOURCE: County Legislature, United Way

ISSUE/OPPORTUNITY	GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p>Community Health</p>			<p>3. Establish a format for the newsletter, at least one established service featured each issue; Each newsletter will have a special emphasis: Fall- Flu Shots Winter- Red Cross First Aid and CPR training for teens, HIV testing Spring- Exercise and Diet Summer- Walking Trails(?)</p>	<p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Red Cross; UofR Clinic on Wheels, United Way, Garden grants</p>
			<p>4. Contact health care professionals to contribute feature articles.</p>	<p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Neighborhood groups</p>
			<p>5. Contact health care professionals to contribute through advertising.</p>	<p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Neighborhood groups</p>
			<p>6. Incorporate Rite Aid, CVS and Walgreens into the newsletter offering blood pressure and weight screenings. Work to staff a local pharmacy with a physicians assistant.</p>	<p>LEAD: Sector SUPPORT: COMMUNITY RESOURCE: Neighborhood groups, Rite Aid, Walgreens, CVS</p>

Land Use – See Beechwood Focused Investment Strategy Map

Beechwood Focused Investment Strategy Area

