



City of Rochester | Rochester 4.0
Comprehensive Master Plan | Our neighborhoods.
Our future.

COMMUNITY ENGAGEMENT





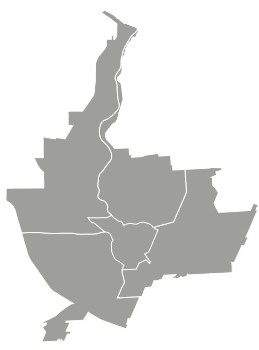


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FOREWORD

FOREWORD

Community engagement is a critical component of the comprehensive planning process. Providing the opportunity for public input encourages citizens to be invested in the future of the city and helps ensure that recommendations are successfully implemented, sustained over time, and supported by the community.

In order to facilitate and encourage community input, multiple public meetings were conducted throughout the city. Other outreach strategies included an online survey and meeting in a box kits which enabled citizens and local organizations to conduct their own meetings.

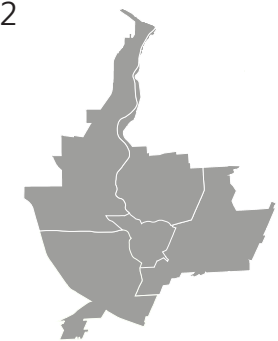
The feedback received from these public participation activities is summarized in this document. This feedback will inform the goals, priorities, objectives, and recommendations of Rochester's Comprehensive Plan Update.





PUBLIC MEETING SUMMARIES





PUBLIC MEETING OVERVIEW

CITY OF ROCHESTER

MEETING DATES & LOCATIONS

- Nov. 14** — **Northeast**
David F. Gannt R-Center
700 North Street
20 attendees
- Nov. 15** — **Northwest**
Maplewood Library
1111 Dewey Avenue
27 attendees
- Nov. 16** — **Center City**
Tower 280 Lobby
280 East Broad Street
51 attendees
- Nov. 17** — **Southeast**
School #33/Ryan Center
530 Webster Avenue
49 attendees
- Nov. 22** — **Southwest**
Arnett Library
310 Arnett Boulevard
28 attendees

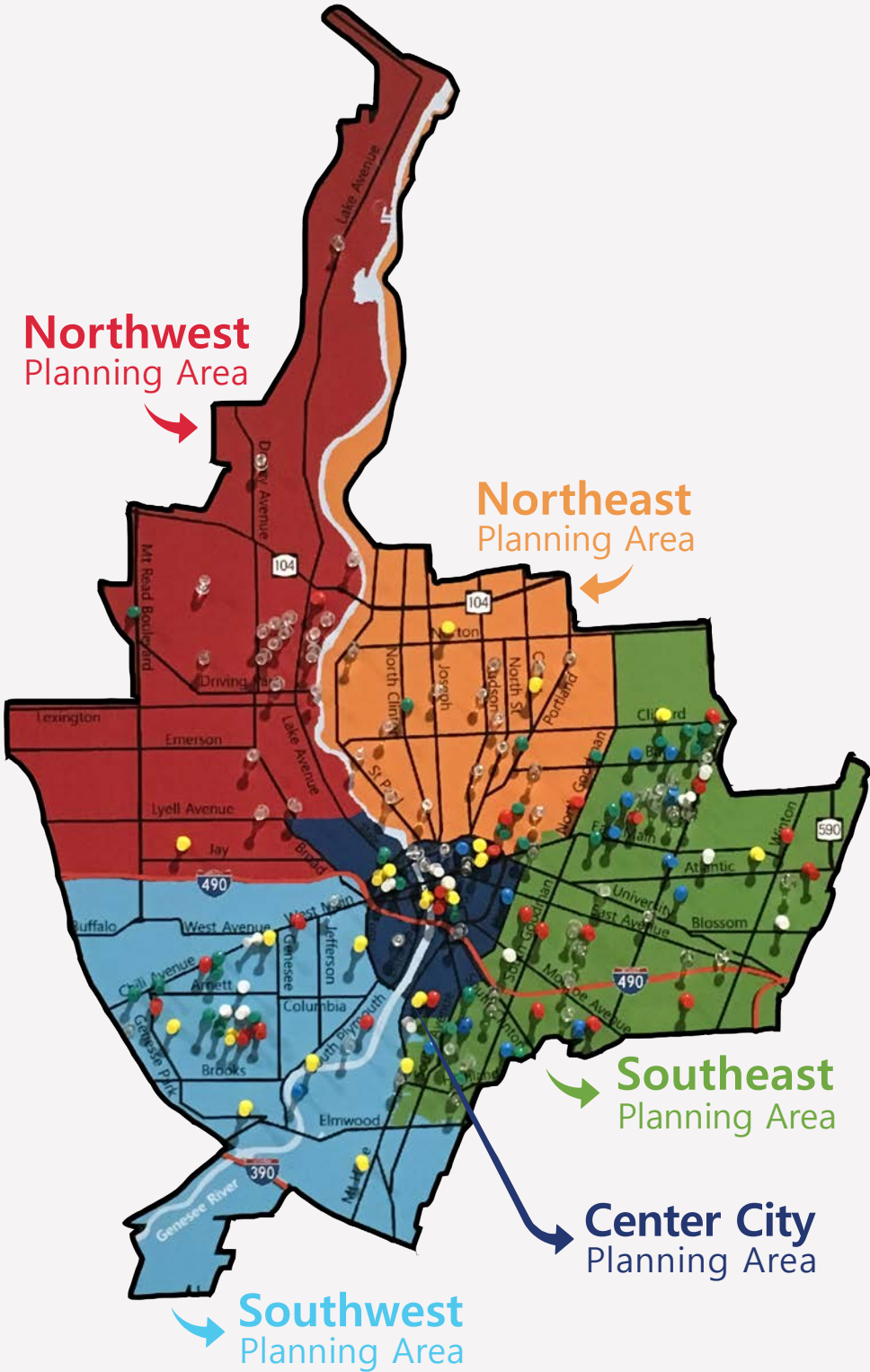
TOTAL ATTENDANCE

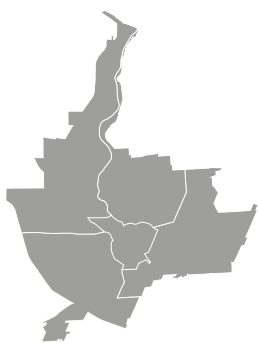


175

people signed in at the public meetings

MAP OF WHERE MEETING ATTENDEES LIVE OR WORK





PUBLIC MEETING OVERVIEW

CITY OF ROCHESTER

STATION #1: INTRODUCTION



attendees were provided with an overview of the plan and were asked to place pushpins on a map to indicate where they live or work

STATION #2: MAPPING EXERCISE



attendees placed post-it notes on maps of each of the five Planning Areas to indicate locations with key issues or opportunities

STATION #3: SWOT PRIORITIZATION



attendees placed stickers next to the strengths, weaknesses, opportunities, and threats they felt were most important to address during the planning process

STATION #4: COMMUNITY SURVEY



attendees completed short electronic surveys about the Comprehensive Plan Update

STATION #5: VISIONING



attendees shared their future visions for the City of Rochester and for each of the five Planning Areas

STATION #6: ALLOCATING RESOURCES



attendees placed "Rochester dollars" in jars that represented the topic areas where they felt future investment should be focused

KEY THEMES

Across each of the five Planning Areas, the following themes were most frequently identified as items to be addressed during the planning process.

1

support **multimodal travel** by adding bike lanes and increasing bus service

4

provide more **affordable housing** and increase homeownership

2

preserve historic parks, protect scenic areas, and expand **greenspace**

5

improve **public safety** through increased police presence and brighter lighting

3

improve the **school system** through increased resources and funding

6

encourage small, local, and minority **businesses** with grants and tax breaks



PUBLIC MEETINGS SUMMARY

CENTER CITY

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about, and gather feedback for, Rochester's Comprehensive Plan Update. Comments received from the public over the course of these five meetings and from Meeting in a Box discussions were distilled and summarized specific to the Center City Planning Area.

COMMENTS MAP

This photo indicates the number and geographical relevance of comments received for the Center City Planning Area.





PUBLIC MEETINGS SUMMARY

CENTER CITY

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan Update to address the following items:



More attractive streetscapes enhanced by public art to create a unique sense of place.
Promote downtown through themed programming or by creating a cultural district to enhance the art scene and nightlife.



Encourage local business development through loans and grants.
Enhance the number of commercial retail establishments, in addition to improving access to grocery stores and pharmacies.
Provide high speed internet access or low-cost Wi-Fi across Center City.



Improve schools.

Enhance and expand parks, trails, gardens, and green infrastructure.
Take bold action in addressing climate change by improving accessibility to and increasing investment in solar energy.



Improve public safety and install brighter lighting (specifically on Clinton Ave and in parks).

Balance luxury housing with affordable and market-rate housing units.
Address vacant lots with infill development or urban farming.
Improve connectivity between Southwedge and downtown.
Create pedestrian friendly-uses along Main.



Encourage more public input for development projects.

Maintain and repair infrastructure.

Make the River a point of interest.
Promote and develop the High Falls area with additional housing, shops, and restaurants.



Create more bike infrastructure (protected bike lanes, narrower traffic lanes, bike boulevards, increased bike parking, and trail connections).
Improve walkability.
Replace and update existing DOT and City signage.
Promote alternative modes of transportation (Uber) and increase bus service frequency.





PUBLIC MEETINGS SUMMARY

CENTER CITY

VISION STATEMENTS

Attendees shared the following themes that they felt should be incorporated into the vision statement for the Center City Planning Area.



Development

- Build on the historic attributes of downtown.
- Build on the theme of the Erie Canal.
- Develop the waterfront.
- Create night/social venues and culturally-based entertainment.



Opportunity

- Vibrant opportunity for everyone.
- Employment and recreation opportunities for youth.
- Job opportunities for the homeless.

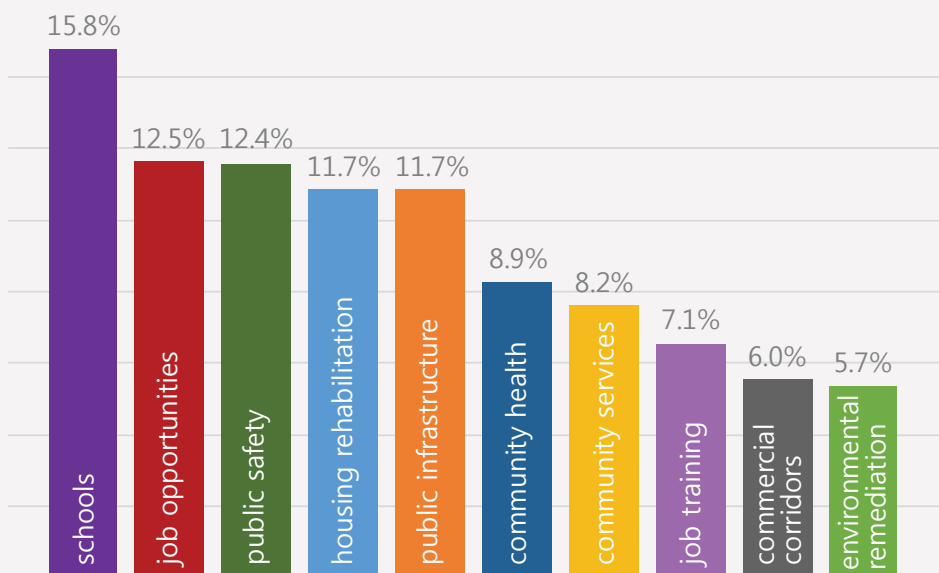


Walkability

- Should be able to walk everywhere.
- Street-level community feeling.
- Focus on beautification.

INVESTMENT PRIORITIZATION

Attendees at the public meetings were asked to place "Rochester dollars" in jars that represented the topic areas where they felt future investment should be focused Citywide. Based on the cumulative totals from all five meetings, investment in schools was identified as the most important, followed by investment in job opportunities and public safety.



SWOT ANALYSIS

Based on the feedback received at public meetings, the following issues and opportunities were identified as the most important items to focus on in the Center City Planning Area.

- ① walkability
- ② perception (crime, safety)
- ③ poverty
- ④ school system
- ⑤ more retail



PUBLIC MEETINGS SUMMARY

CENTER CITY

STATION #1: INTRODUCTION



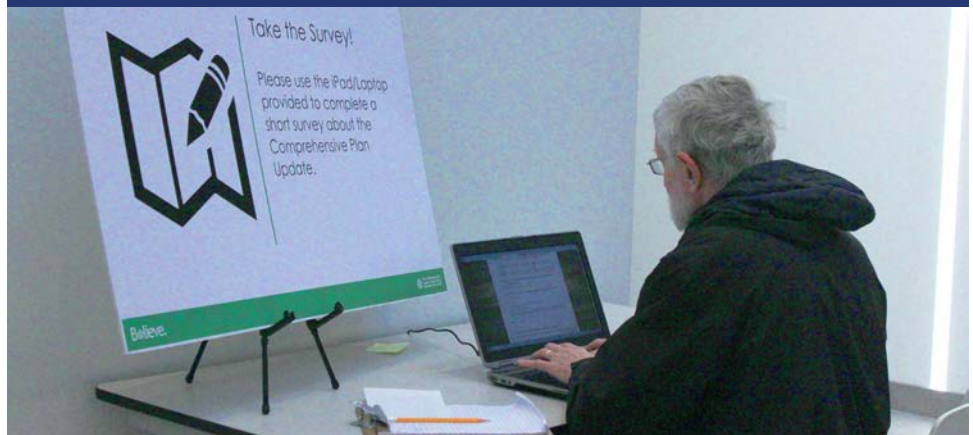
STATION #2: MAPPING EXERCISE



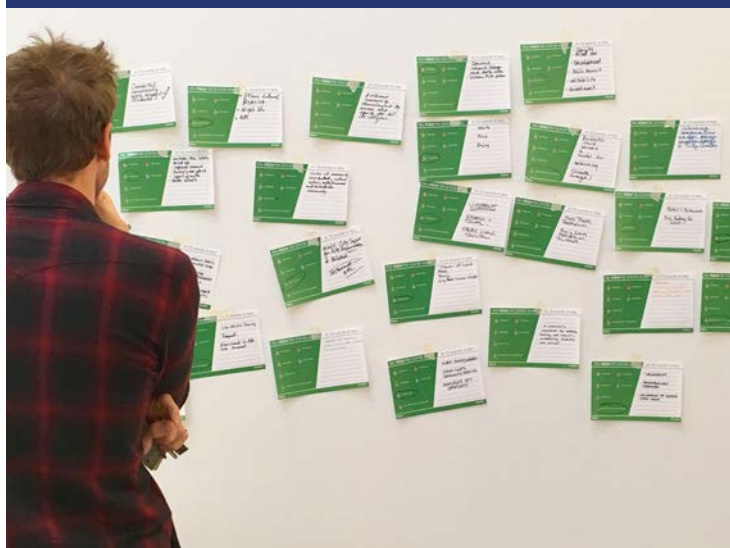
STATION #3: SWOT PRIORITIZATION



STATION #4: COMMUNITY SURVEY



STATION #5: VISIONING



STATION #6: ALLOCATING RESOURCES





PUBLIC MEETINGS SUMMARY

NORTHEAST

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about, and gather feedback for, Rochester's Comprehensive Plan Update. Comments received from the public over the course of these five meetings were distilled and summarized specific to the Northeast Planning Area.

COMMENTS MAP

This photo indicates the number and geographical relevance of comments received for the Northeast Planning Area.





PUBLIC MEETINGS SUMMARY

NORTHEAST

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan Update to address the following items:



Develop new and enhance existing urban art projects in addition to preserving historic architecture and cultivating neighborhood diversity.

Provide job training for underprivileged youth and better utilize the community labor force.
Create, protect, and enhance small businesses.



Enhance public libraries.
Provide more funding and resources in order to improve schools and reduce class sizes.

Expand existing parks and create more greenspace.
Consider community solar projects.



Improve public safety by increasing police presence as well as the number of police cameras, substations, and foot patrols.
Ensure that kids have safe places to play.

Revitalize the commercial corridors along Joseph, Clinton, and Clifford Avenues.
Increase homeownership rates by providing more affordable housing.
Increase investment in the area by expanding the Focused Investment Strategy and considering the Choice Neighborhoods grant.
Redevelop vacant lots into pocket parks, urban agriculture sites, or infill housing.
Enforce zoning regulations and separate entertainment areas from residential areas.



Focus on community-based relationship planning like the Neighbors Building Neighborhoods program.

Improve access to recreation centers by extending their hours.



Create more green riverfront development.
Enhance connections between the El Camino and Riverway Trails.
Provide safe access to the Lower Falls.

Improve bike infrastructure with additional bike lanes and boulevards, in addition to lowering the speed limit.
Create more pedestrian trail connections (ex. from El Camino Trail to High Falls to downtown).
Improve bus service by providing satellite transportation hubs and facilitating east-west transit lines.





PUBLIC MEETINGS SUMMARY

NORTHEAST

VISION STATEMENTS

Attendees shared the following themes that they felt should be incorporated into the vision statement for the Northeast Planning Area.



Beautification

- Convert vacant buildings and lots into urban agriculture sites.
- Better infrastructure.
- Rehabbed houses.



Opportunity

- More working people.
- Grants for small businesses and homeowners.
- School district sharing.

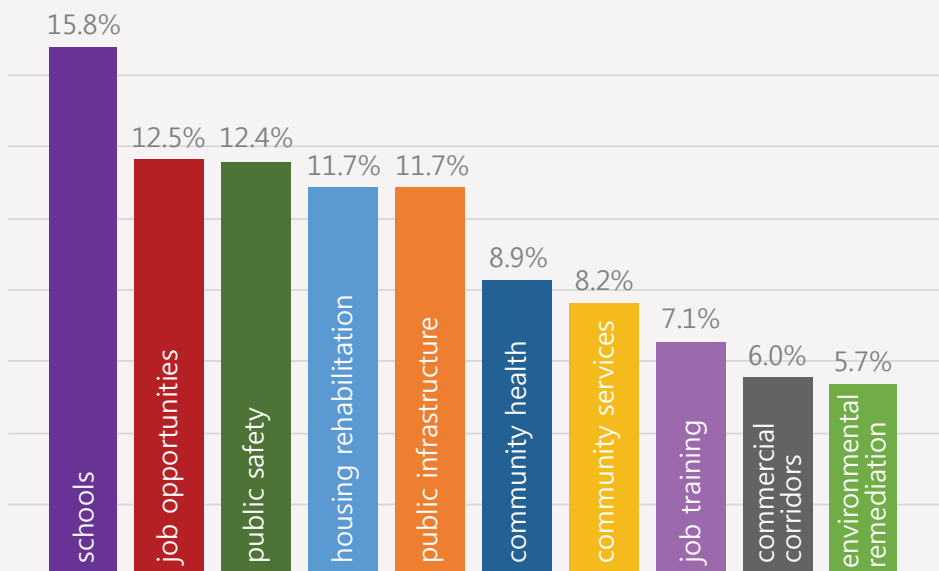


Community

- Preserve the neighborhood for the children.
- Empowerment through education.
- Public safety.

INVESTMENT PRIORITIZATION

Attendees at the public meetings were asked to place "Rochester dollars" in jars that represented the topic areas where they felt future investment should be focused Citywide. Based on the cumulative totals from all five meetings, investment in schools was identified as the most important, followed by investment in job opportunities and public safety.



SWOT ANALYSIS

Based on the feedback received at public meetings, the following issues and opportunities were identified as the most important items to focus on in the Northeast Planning Area.

- ① improved relationships with RPD/City Hall
- ② public safety/crime
- ③ helping people fix their homes (ex. grants)
- ④ addressing vacant properties
- ⑤ jobs within walking distance



PUBLIC MEETINGS SUMMARY

NORTHEAST

STATION #1: INTRODUCTION



STATION #2: MAPPING EXERCISE



STATION #3: SWOT PRIORITIZATION



STATION #4: COMMUNITY SURVEY



STATION #5: VISIONING



STATION #6: ALLOCATING RESOURCES





NORTHWEST PLANNING AREA





PUBLIC MEETINGS SUMMARY

NORTHWEST

INTRODUCTION

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about, and gather feedback for, Rochester's Comprehensive Plan Update. Comments received from the public over the course of these five meetings were distilled and summarized specific to the Northwest Planning Area.

COMMENTS MAP

This photo indicates the number and geographical relevance of comments received for the Northwest Planning Area.





PUBLIC MEETINGS SUMMARY

NORTHWEST

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan Update to address the following items:



Celebrate ethnic heritage through design (especially along Lyell Avenue).
Enhance urban design by creating more colorful and playful sidewalks.



Increase business development along Dewey and Lyell Avenues.
Redevelop Eastman Business Park and the Sykes Building for commercial purposes.
Provide more training and opportunities for disenfranchised populations and refugees.



Improve schools and reduce truancy.
Expand Maplewood Library.

Preserve historic parks (like Seneca and Durand Eastman Parks), protect scenic areas, enhance trails, and expand community greenspace.
Maintain highways and arterials to clean litter and debris (especially along Dewey Ave).
Consider community solar at Kodak Park.



Improve public safety by increasing police presence, providing brighter lighting on Dewey Avenue, and installing additional police cameras on Lake Avenue.
Improve access to health care clinics and healthier food options.

Increase homeownership rates by providing more affordable housing and grants for owner-occupied housing units.
Enforce property codes and housing blight violations.
Implement the Dewey Avenue charrette recommendations.
Create an Eastman Business Park master plan to redevelop the area (possibly like College Town).



Create a teen empowerment office and continue to assist refugees.

Maintain and repair existing infrastructure.
Create more recreation centers.



Promote Lower Falls Park, improve access to the River, and develop the Port.

Improve pedestrian and bicycle infrastructure along Lake Avenue.
Further develop the Genesee Riverway Trail and create additional trail connections.
Provide sheltered benches at bus stops.





PUBLIC MEETINGS SUMMARY

NORTHWEST

VISION STATEMENTS

Attendees shared the following themes that they felt should be incorporated into the vision statement for the Northwest Planning Area.



Vibrant

- Thriving neighborhood with good schools.
- Integrated, diverse neighborhood.
- Vibrant growth because of value and wealth of activities.



Healthy

- Encourage good diets, safety, and play.
- Increase family and water activities like boating, swimming, and fishing.
- Highly accessible via bike or public transit.

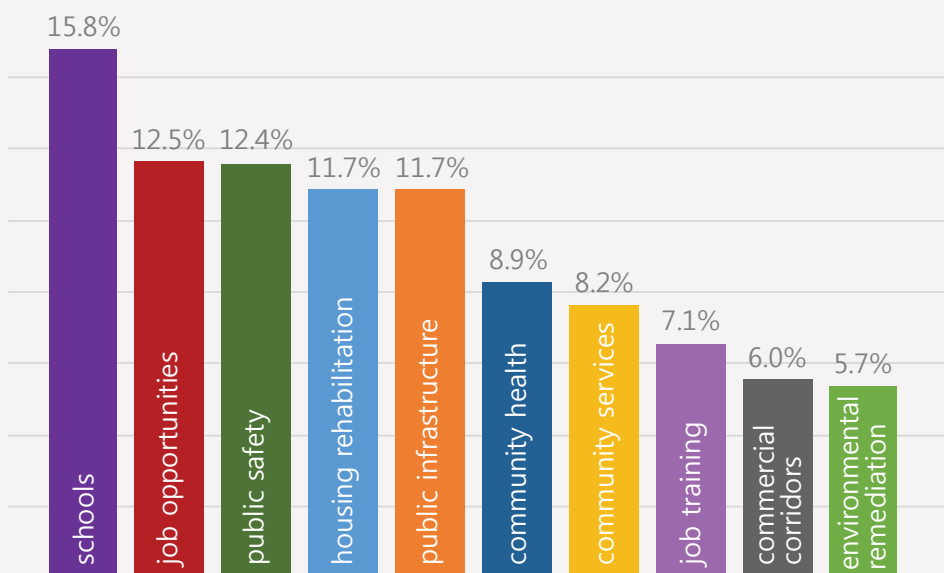


Community

- Neighbors that respect and support each other.
- Homes that are well maintained.
- Upgraded housing stock with fewer rentals and more home ownership.

INVESTMENT PRIORITIZATION

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SWOT ANALYSIS

Based on the feedback received at public meetings, the following issues and opportunities were identified as the most important items to focus on in the Northwest Planning Area.



schools



opportunities to repurpose vacant spaces



rental properties



diversity



people



PUBLIC MEETINGS SUMMARY

NORTHWEST

STATION #1: INTRODUCTION



STATION #2: MAPPING EXERCISE



STATION #3: SWOT PRIORITIZATION



STATION #4: COMMUNITY SURVEY



STATION #5: VISIONING



STATION #6: ALLOCATING RESOURCES





SOUTHEAST PLANNING AREA





PUBLIC MEETINGS SUMMARY

SOUTHEAST

INTRODUCTION

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about, and gather feedback for, Rochester’s Comprehensive Plan Update. Comments received from the public over the course of these five meetings and from Meeting in a Box discussions were distilled and summarized specific to the Southeast Planning Area.

COMMENTS MAP

This photo indicates the number and geographical relevance of comments received for the Southeast Planning Area.





PUBLIC MEETINGS SUMMARY

SOUTHEAST

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan Update to address the following items:



Create a trail connecting cultural institutions.
Consider a historic district near Barrington Street.

Provide more living wage jobs and create an initiative to hire community residents.
Encourage more small, women-owned, and family-friendly businesses.
Increase commercial activity along South Clinton, South Avenue, Culver, and East Main.



Improve the school system to attract more middle-class families.
Develop magnet or community schools.

Preserve historic parks (like Highland and Marie Daley Parks), protect greenspace, create more rain gardens, and add street trees along Webster Avenue.
Create more solar incentives.



Improve public safety by encouraging police involvement in neighborhoods, hosting non-violent communication workshops with police, implementing a neighborhood watch program, and considering crime prevention through design in future projects.
Increase accessibility to healthy activities and foods.

Provide more affordable housing.
Maintain residential zoning in the North Winton Village area, appropriately zone commercial corridors, and consider adopting a form-based code.
Create more accessible and nicer play spaces, increase curb appeal, and turn empty lots into community gardens with youth involvement.



Encourage more public input and improve partnerships between local groups.

Create a teen empowerment office.
Improve homeless services.



Improve traffic safety by reducing speed limits, implementing traffic calming measures, adding more bump-outs, and increasing pedestrian lighting.
Improve bike infrastructure.
Increase walkability and optimize crosswalk timers in locations where children and seniors frequently cross.
Add more bus stops and more frequent bus routes, and consider additional public transit connections between neighborhoods.



PUBLIC MEETINGS SUMMARY

SOUTHEAST

VISION STATEMENTS

Attendees shared the following themes that they felt should be incorporated into the vision statement for the Southeast Planning Area.



Sustainable

- Walkable with pedestrian safety.
- Improved transit.
- Mixed-use development, green space, and smart growth.



Thriving

- Choice and opportunity for all.
- Clean, vibrant, diverse area with thriving businesses.
- An enclave of joy and beauty.

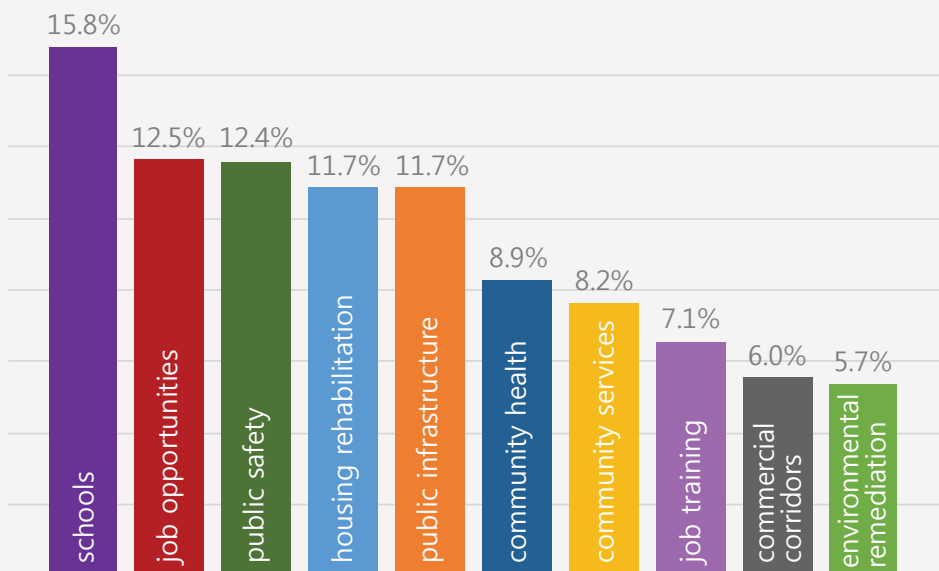


Education

- Public schools perform at high levels for all kids.
- Better schools.

INVESTMENT PRIORITIZATION

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SWOT ANALYSIS

Based on the feedback received at public meetings, the following issues and opportunities were identified as the most important items to focus on in the Southeast Planning Area.

① schools

② businesses

③ poverty

④ forward-thinking policies and zoning

⑤ urban and mixed use development



PUBLIC MEETINGS SUMMARY

SOUTHEAST

STATION #1: INTRODUCTION



STATION #2: MAPPING EXERCISE



STATION #3: SWOT PRIORITIZATION



STATION #4: COMMUNITY SURVEY



STATION #5: VISIONING



STATION #6: ALLOCATING RESOURCES





SOUTHWEST PLANNING AREA





PUBLIC MEETINGS SUMMARY

SOUTHWEST

INTRODUCTION

Five public meetings were held between November 14th and November 22nd, 2016 to educate the public about, and gather feedback for, Rochester's Comprehensive Plan Update. Comments received from the public over the course of these five meetings and from Meeting in a Box discussions were distilled and summarized specific to the Southwest Planning Area.

COMMENTS MAP

This photo indicates the number and geographical relevance of comments received for the Southwest Planning Area.





PUBLIC MEETINGS SUMMARY

SOUTHWEST

SUMMARY OF GENERAL COMMENTS

Residents indicated that they would like the Comprehensive Plan Update to address the following items:

	Add more colorful sidewalks and bright murals (especially along Chili Avenue). Consider a youth performing arts theater.	
	Provide more low-skill, living-wage jobs and additional opportunities for youth. Provide grants and tax breaks for small businesses. Improve the commercial corridor along South Plymouth Avenue.	
	Develop and expand pre-kindergarten schools.	
	Promote and preserve the Olmsted park system in addition to implementing the Genesee Valley Park West and Mount Hope Cemetery master plans. Provide subsidies for home energy efficiency and solar upgrades, and redevelop vacant lots for community solar.	
	Improve public safety in parks and ensure that children have safe places to play. Address food deserts by improving access to healthy foods. Address drug issues along Chili and Jefferson Avenues.	
	Enhance and support home ownership. Improve rental properties and crack down on negligent landlords. Provide more equipment in parks and create community gardens and basketball courts.	
	Build relationships throughout the community and better coordinate with the University of Rochester.	
	Provide training for disadvantaged populations.	
	Improve access to the Erie Canal. Promote the Susan B. Anthony House and Neighborhood.	
	Create more bike infrastructure. Provide more efficient bus service as well as covered benches at bus stops. Create transportation alternatives like a shuttle with stops at the University of Rochester, the Westside Farmers Market, recreation centers, and libraries.	



PUBLIC MEETINGS SUMMARY

SOUTHWEST

VISION STATEMENTS

Attendees shared the following themes that they felt should be incorporated into the vision statement for the Southwest Planning Area.



Safe

- Safer schools.
- Safe places for kids to play and explore.
- Work together to create a safe environment.



Healthy

- Invest in sites for urban agriculture.
- Incubators for community food systems.
- Gardens with playgrounds.

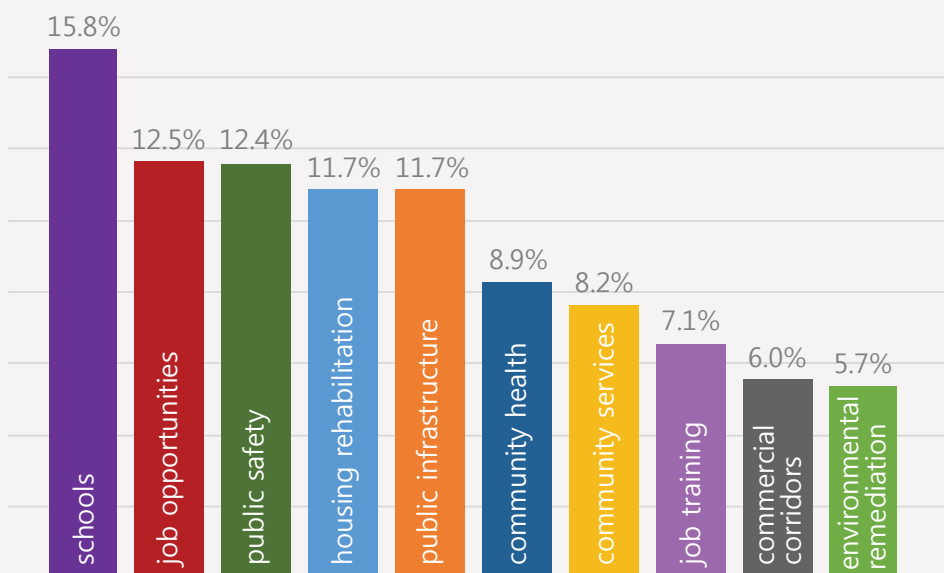


Community

- Strengthen neighborhoods.
- More community involvement.
- Support local businesses and diversity of services.

INVESTMENT PRIORITIZATION

Attendees at the public meetings were asked to place "Rochester dollars" in jars that represented the topic areas where they felt future investment should be focused Citywide. Based on the cumulative totals from all five meetings, investment in schools was identified as the most important, followed by investment in job opportunities and public safety.



SWOT ANALYSIS

Based on the feedback received at public meetings, the following issues and opportunities were identified as the most important items to focus on in the Southwest Planning Area.

①

schools

②

lack of jobs

③

poverty

④

drugs

⑤

diversity



PUBLIC MEETINGS SUMMARY

SOUTHWEST

STATION #1: INTRODUCTION



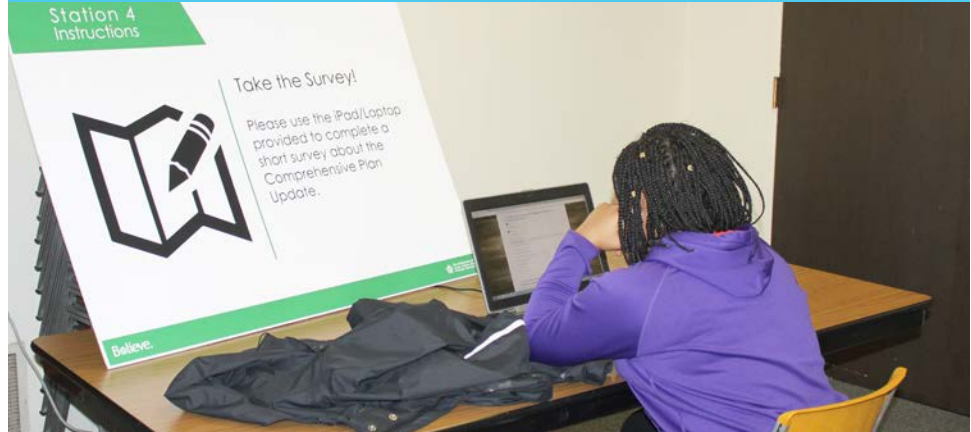
STATION #2: MAPPING EXERCISE



STATION #3: SWOT PRIORITIZATION



STATION #4: COMMUNITY SURVEY



STATION #5: VISIONING



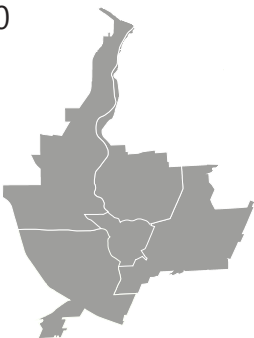
STATION #6: ALLOCATING RESOURCES





PUBLIC OUTREACH ACTIVITIES





SURVEY OVERVIEW

CITY OF ROCHESTER

BACKGROUND

In order to gather feedback to guide the development of Rochester’s updated Comprehensive Plan, community members were encouraged to fill out an online survey. The survey gathered information regarding what residents, workers, and visitors enjoy about the city and what they think could be improved. The results of the survey are summarized below.

PARTICIPANTS

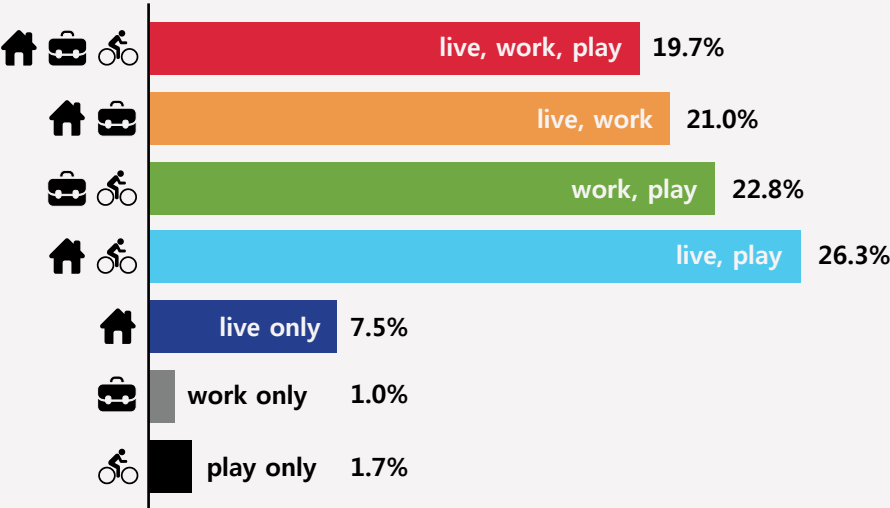


over **1,250**
people took
the survey

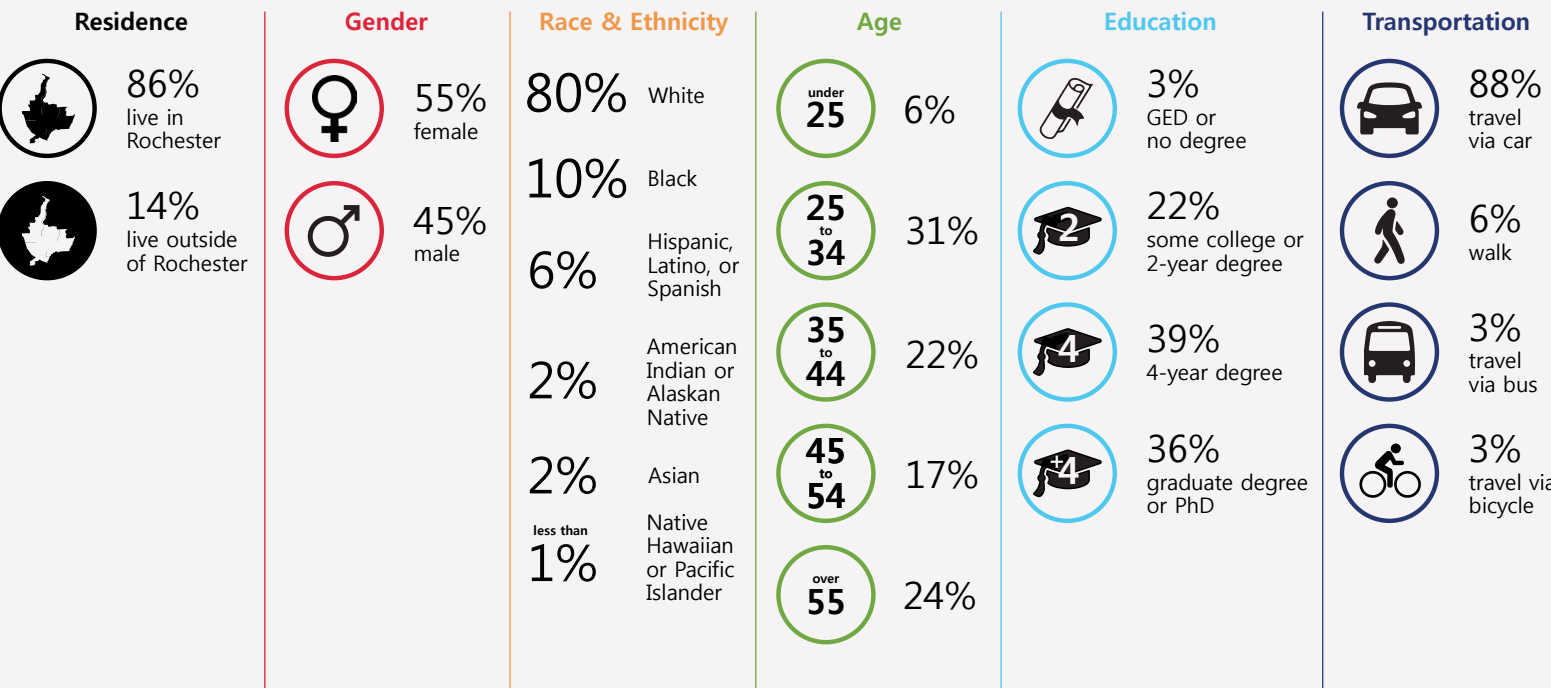
WHAT DO PEOPLE DO IN ROCHESTER?

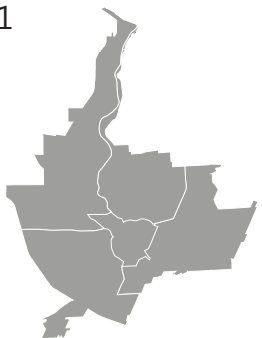
Survey Question: How do you relate to the City of Rochester?

Most participants do more than one thing in the city. In fact, almost 20% of participants live, work, and play in Rochester.



PARTICIPANT DEMOGRAPHICS






SURVEY OVERVIEW

CITY OF ROCHESTER


ROCHESTER'S ASSETS

Survey Question: What is Rochester's one greatest asset?


- 1



cultural activities
- 2



low cost of living
- 3



waterways and natural resources

WHY DO PEOPLE WANT TO LIVE IN ROCHESTER?

Survey Question: What are the main reasons you choose to live in the City of Rochester?

- 

arts and culture
- 

affordable housing
- 

walkability

20th ranked metropolitan area for arts (2015)

most affordable housing market (2016)

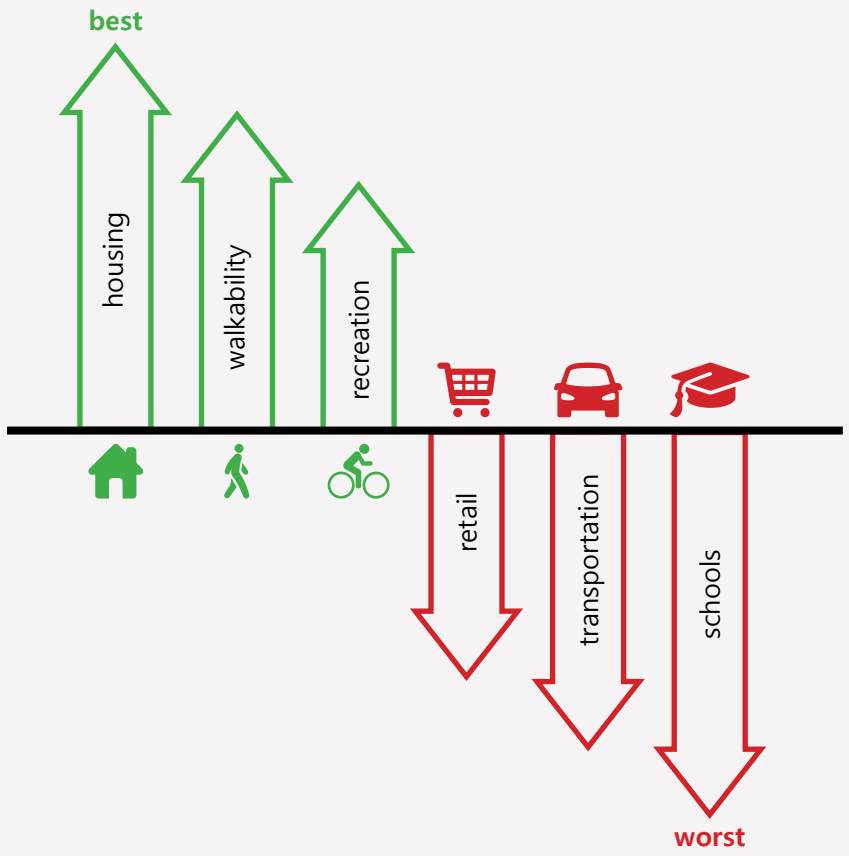
6th most walkable mid-sized city (2015)

national rankings

Source: NCAR Arts Vibrancy White Papers, 2014. Investors Business Daily, Real Estate, February 2, 2017. Redfin, Local News, August 24, 2015

NEIGHBORHOOD AMENITY RANKINGS

Survey Question: How would you rate the following amenities in your neighborhood?



QUALITY OF SERVICES

Survey Question: On a scale from excellent to very poor, how would you rate the quality and responsiveness of the following community services?

- 

Excellent
- 

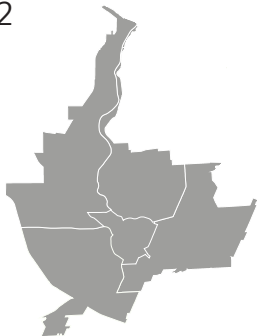
Good

 - street maintenance
 - snow removal
 - sewer service
 - ambulance service
 - fire protection
 - brush and leaf pick-up
 - police protection
- 

Fair

 - sidewalk maintenance
 - code enforcement
- 

Poor



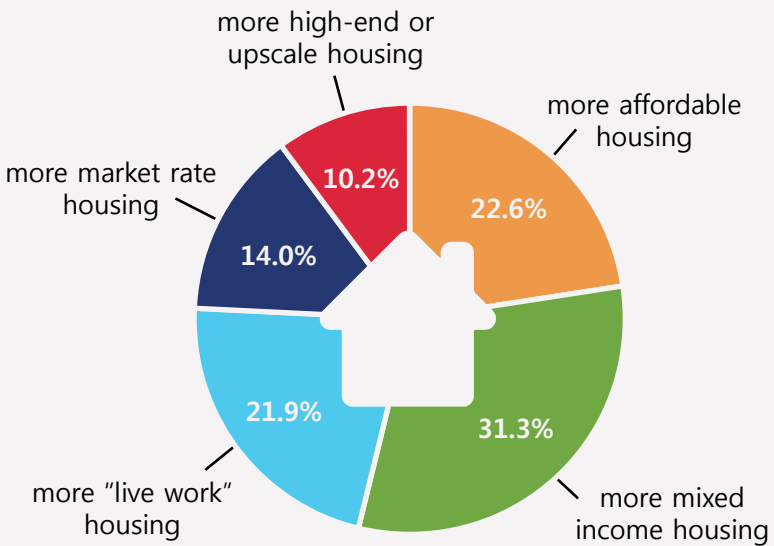
SURVEY OVERVIEW

CITY OF ROCHESTER

PREFERRED HOUSING OPTIONS

Survey Question: What types of housing options would you like to see in Rochester?

Survey results indicated a desire for increased affordability in Rochester’s housing market, with many participants preferring mixed income and affordable housing options. Over 20% of participants also suggested more “live work” housing options, which include special zoning code regulations that allow artists to live and work in the same space.



SUGGESTIONS FOR JOB GROWTH

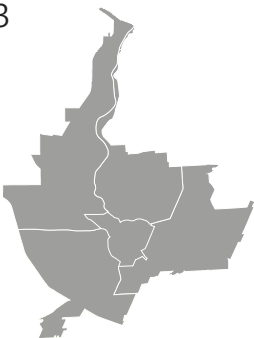
Survey Question: What one thing should the city do to encourage or enhance job growth?

- 1 Better promote and market the city to potential businesses and developers.
- 2 Provide more transportation choices and better mobility options.
- 3 Implement job training programs.

RECREATION OPTION RANKINGS

Survey Question: How would you rate the following recreation options?

- 1 festivals and events
- 2 museums and educational activities
- 3 art, theater, and dance performances
- 4 restaurant and dining options
- 5 trails, parks, and outdoor activities
- 6 clubs, bars, and nightlife scene
- 7 retail, shopping, and boutique options



SURVEY OVERVIEW

CITY OF ROCHESTER

ROCHESTER'S BIGGEST CHALLENGES

Survey Question: From your point of view, what are the biggest challenges facing Rochester?

- 1 concentrations of poverty
- 2 underperforming school system

VISIONS FOR ROCHESTER'S FUTURE

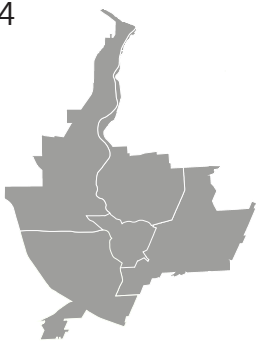
Survey Question: What one phrase should best describe the city 10 years from now?



ROCHESTER'S MOST IMPORTANT GOALS

Survey Question: In your opinion, which of the following goals should be a priority for Rochester to address in the next 10 years?

- 1  27% of participants prioritized:
creating educational excellence in the school system
- 2  17% of participants prioritized:
creating dense, walkable, and diverse neighborhoods
- 3  15% of participants prioritized:
making the city safer and lowering the crime rate
- 4  14% of participants prioritized:
developing downtown
- 5  14% of participants prioritized:
encouraging citizens to be more involved in their neighborhoods
- 6  13% of participants prioritized:
creating new jobs



MEETING-IN-A-BOX OVERVIEW

CITY OF ROCHESTER

WHAT IS MEETING IN A BOX?

Meeting in a Box is designed for community groups, neighborhood associations, and residents to gather and share their ideas about the future of the City of Rochester. The Meeting in a Box kit contains everything necessary to facilitate discussion and record participant responses. The kit was sent to over 30 different groups and organizations throughout the City of Rochester.

PURPOSE

The ultimate purpose of Meeting in a Box is to ensure that more voices are heard and more visions are shared for the future of the city. Rochester's Comprehensive Plan Update is a community-wide effort involving residents, business owners, educational institutions, community partners, and other interested stakeholders. Some of the most important responsibilities that cities and citizens have are to develop and implement a comprehensive plan. Citizens' local knowledge is vital to understanding a community's strengths and opportunities for growth, and this feedback will enable the project team to make informed recommendations that more adequately address the community's needs and more closely align with its vision for the future.

QUESTIONS

Participants were asked to respond to the following questions:

- ①What one word would you use to describe the _____ Planning Area today?
- ②What is the _____ Planning Area's greatest strength?
- ③What is the most needed improvement in the _____ Planning Area?
- ④How would you like to be able to describe the _____ Planning Area in 10 years?

RESPONSES

Responses were received specific to the Center City, Southeast, and Southwest Planning Areas. Overall, Planning Area-specific responses were largely consistent with the feedback received at public meetings.

PARTICIPANTS

Responses were received from a variety of groups with diversified interests including:

- ①Reconnect Rochester
- ②Young Urban Preservationists
- ③Urban Agriculture Working Group
- ④ABC Streets Neighborhood Association

TOTAL ATTENDANCE



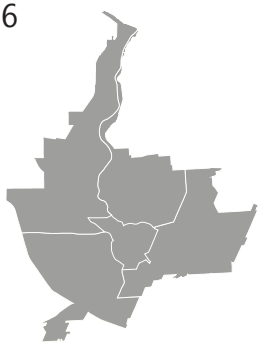
47

people signed in at Meeting in a Box discussions



**KEY
TAKE
AWAYS**

City of Rochester | Rochester 4.0
Comprehensive Master Plan | Our neighborhoods. Our future.



AT A GLANCE

CITY OF ROCHESTER

COMMUNITY ENGAGEMENT SUMMARY

SCHOOLS

Improving school performance is a major priority in all Planning Areas.

POVERTY

One of the biggest challenges to address during the comprehensive planning process is the concentrated poverty that exists throughout the city.

TRANSPORTATION

Transportation options ranked poorly across the city. Opportunities exist for multi-modal travel alternatives such as bike lanes, increased bus frequency, and ride-sharing services.

JOBS

Residents ranked job creation as a priority for investment and as one of the city's most important goals for the next 10 years.

HOUSING

Rochester's low cost of living is important to residents; many residents expressed interest in more affordable and mixed-income housing options.

ARTS & CULTURE

Arts and cultural festivals and events were consistently ranked among the city's best assets.

NATURAL RESOURCES

Rochester's waterways and natural resources were ranked among the city's greatest assets. Residents would like to preserve and protect these scenic areas, and expand other greenspaces throughout the city.

VISION

Residents' vision for Rochester is a vibrant, sustainable downtown with well-performing schools, abundant job opportunities, and safe neighborhoods.



