



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



City of Rochester
Comprehensive Master Plan

Rochester 4.0
Our neighborhoods.
Our future.

PUBLIC OUTREACH PLAN

City of Rochester, New York

2016

PUBLIC OUTREACH PLAN

CITY OF ROCHESTER COMPREHENSIVE PLAN UPDATE

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OVERVIEW

PURPOSE & OBJECTIVES OF THE PUBLIC OUTREACH PLAN

We recognize that community participation is a critical component of the planning process. Providing the opportunity for public input encourages citizens to be invested in the future of their community and helps ensure that recommendations developed as part of the Comprehensive Plan Update are implemented and sustained over time.

This Public Outreach Plan (POP) describes how community members, project partners and stakeholders will be engaged throughout the planning process. The POP serves as a guide for community involvement and is subject to change as opportunities for additional community participation arise.

Goals and objectives of the outreach process are:

- Engage community members in the Comprehensive Planning process;
- Generate feedback from community members that can be used to inform city-wide campaigns, goals, and objectives;
- Generate feedback that will guide goal-setting and prioritization within each of the five Planning Areas;
- Identify key project participants and groups to be engaged as part of the process;
- Establish the framework for public outreach to occur throughout the comprehensive planning process;
- Integrate early outreach to stakeholders to serve as the foundation for public engagement;
- Identify preliminary issues and opportunities within the community;
- Establish the goals and objectives of outreach, informed through stakeholder interviews;
- Identify appropriate levels and methods of public engagement;
- Articulate an outreach strategy according to the project schedule that is calibrated to Rochester's dynamics.

GUIDING PRINCIPLES

The consultant team conducted a series of interviews with elected officials, city staff, and neighborhood leaders to provide insight on the public engagement process, including the best times and locations to hold meetings, contact information for key stakeholder groups that should be involved in the process, and key issues that are likely to be important within the community.

Each stakeholder was asked:

1. What are the City's strongest assets?
2. What are its current challenges?
3. When should we hold public meetings (time of day/day of week) to maximize involvement (recognizing this may be different in each neighborhood/quadrant)?
4. Where should we hold public meetings (note: we will be conducting quadrant meetings and citywide meetings)?
5. Do you maintain any email distribution lists?

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6. Who are other key stakeholders we should be speaking to directly as part of this project?
7. Are there any issues the consultant team should be aware of before conducting outreach?

Findings from the preliminary interviews with steering committee members were summarized by the consultant team. This initial list of assets and challenges helped the consultant team to understand the landscape of the City, and to design public meeting activities that respond to existing conditions. Public meetings will continue to identify additional assets and challenges.

The interviews yielded the following key points that were used to help guide the development of this plan:

- Offer creative and fun activities to encourage involvement
- Piggyback on existing events/meetings when possible
- Hold meetings in convenient locations accessible by bus, bike, and foot
- Vary the time of day to encourage diverse involvement
- Hold different types of “meetings” such as virtual Town Hall
- Offer refreshments and childcare at meetings
- Offer travel assistance for attendees
- Leverage communication through the stakeholder lists managed by community leaders
- Be inclusive

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STRATEGIC MANAGEMENT & INTERNAL ENGAGEMENT

Strategic Management and Internal Engagement refers to management and outreach that will occur primarily among elected officials, city staff, and the consulting team. This component of the Public Outreach Plan is critical for establishing goals of the planning process, ensuring consistency in priorities and messaging, and tracking progress throughout the project.

CITY COUNCIL AND BOARD OF COMMISSIONERS – BRIEFING SESSION

A briefing session with City Council will be conducted early on in the process to introduce the project to the Council, provide opportunities for questions, and incorporate feedback into the planning process. The Technical Advisory Committee will work with the Communications Bureau to prepare presentation materials for this session.

ROCHESTER 4.0 MAYOR’S ADVISORY COMMITTEE

Role

The role of the Mayor’s Advisory Committee (MAC) is to provide strategic direction for the Comprehensive Plan Update and offer periodic feedback to the Technical Advisory Committee (TAC) about the project as a whole. This includes the public engagement process as well as the goals and priorities of the Comprehensive Plan itself. Members of the Technical Advisory Committee will organize and facilitate MAC meetings, providing necessary materials, facilitating discussion, and coordinating follow-up tasks.

MAC Membership

The committee will be made up of representatives with diverse expertise and backgrounds, including the following (a full list of invitees is included in Appendix A, Committee Membership):

- Elected officials
- Neighborhood representatives
- Business associations
- Business owners
- Real estate developers
- Education
- Arts & culture
- Public safety
- Anti-poverty
- Environment
- Youth
- Health
- Sports & recreation

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Meetings Schedule

The MAC will meet at least three (3) times over the course of the project, aligning with key milestones in the process. Meetings will be timed to allow for MAC members to provide strategic feedback on plan direction and to receive updates on plan deliverables and community engagement outcomes.

ROCHESTER 4.0 TECHNICAL ADVISORY COMMITTEE

Role

The City of Rochester is responsible for the daily administration and project management of the Comprehensive Plan Update. The City has convened a Technical Advisory Committee (TAC), which will be responsible for day-to-day management of the project, including oversight of the project schedule, data collection, product delivery, and coordination of outreach activities described in this plan. It is the responsibility of the TAC to communicate project information to the MAC and facilitate City Council briefings. Bergmann Associates and Highland Planning have been retained to assist the City with technical analysis and facilitation of public engagement activities.

Contact information for the TAC is located in Appendix A, Committee Membership.

Committee Membership

Doug	Benson	City of Rochester
Josh	Artuso	City of Rochester
Marguerite	Parrino	City of Rochester
Kimberly	Baptiste	Bergmann Associates
Andy	Raus	Bergmann Associates
Susan	Hopkins	Bergmann Associates
Tanya	Zwahlen	Highland Planning

Meeting Schedule

The TAC will meet as needed over the course of the planning process to discuss status, upcoming milestones and next steps.

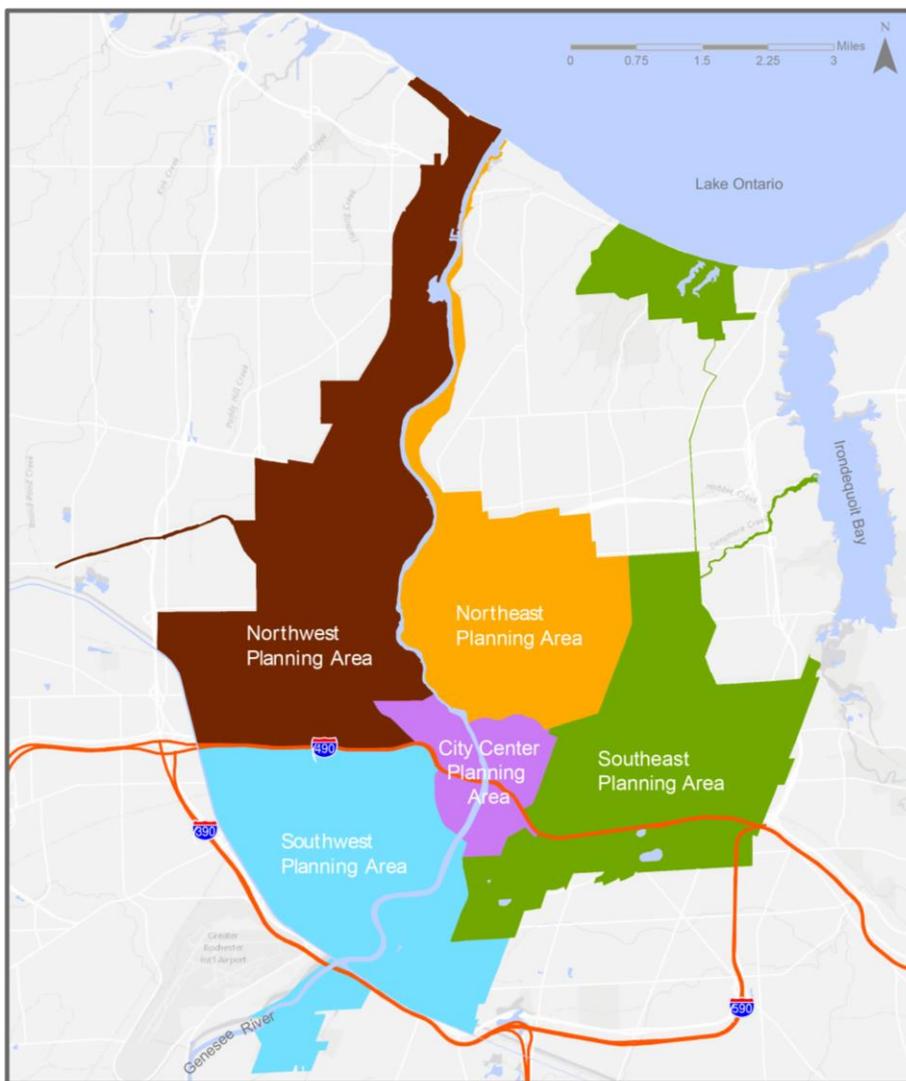
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PLANNING AREA & NEIGHBORHOOD OUTREACH

ROCHESTER 4.0 PLANNING AREAS

Five distinct Planning Areas have been identified within the City of Rochester, as illustrated below. Planning Areas are roughly coterminous with the City's established Neighborhood Quadrants. Later sections of this plan describe specific outreach efforts focused on each of the five Planning Areas.



City of Rochester Comprehensive Plan Update
Planning Area Map



Bergmann
associates

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ROCHESTER 4.0 PLANNING AREA COMMITTEES

Role

The Planning Area Committees (PACs) will be established for the purpose of guiding the Comprehensive Plan planning process, identifying goals and objectives, and prioritizing implementation actions at a smaller geographic level. The geographic boundaries of the five Planning Areas are roughly coterminous with the already established Neighborhood Quadrants (also discussed in this plan), plus City Center.

Planning Area Committee Membership

There are five PACs, one for each Planning Area. Each PAC has individualized membership of 8-12 community members. PACs include diverse representation to ensure that multiple perspectives are incorporated into the process.

NOTE TO READER: the City is currently working to develop PAC membership in conjunction with NSC Administrators.

Meetings Schedule

There will be up to five (5) PAC meetings per Planning Area. Members of the Technical Advisory Committee will organize and facilitate each meeting. The sequence of discussion topics is designed to coincide with the scope of the project, as identified below. Additional topics and discussion items will be refined, as necessary.

- Meeting #1: Introductory meeting, project orientation, and key data points
- Meeting #2: Strengths, Weaknesses, Opportunities, Threats
- Meeting #3: Conceptual Planning and Strategy Workshop
- Meeting #4: Benchmarks
- Meeting #5: Implementation/Wrap-up

One dedicated member of the TAC will be assigned to each Planning Area to facilitate meetings and oversee the planning document for that Planning Area. This will afford each Planning Area a dedicated contact person and team.

EXISTING ORGANIZATIONS

Quadrant Teams

The City of Rochester had been divided into the four (4) geographic quadrants, each with its own Neighborhood Service Center (addresses below). Each quadrant in the city also has its own Quadrant Team dedicated to improving the quality of life in their assigned area. The teams are intended to directly solve problems, establish community partnerships, and promote strength and growth in city neighborhoods. Teams meet regularly with community representatives to identify and prioritize issues.

Members of consultant team may attend up to two (2) Quadrant Team meetings throughout the course of the planning process to better understand specific issues and topics in each Quadrant and share information about the Comprehensive Plan process.

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Northwest Neighborhood Service Center

71 Parkway
Rochester, NY 14608
(585) 428-7620

Southwest Neighborhood Service Center

923 Genesee Street
Rochester, NY 14611
(585) 428-7630

Northeast Neighborhood Service Center

500 Norton Street
Rochester, NY 14621
(585) 428-7660

Southeast Neighborhood Service Center

320 N Goodman St - Suite 209
Rochester, NY 14607
(585) 428-7640

Meetings-in-A Box: Neighborhood & Community Organizations

There are numerous existing neighborhood organizational meetings and events that already scheduled and/or will occur throughout the course of the project. These include block clubs, neighborhood associations, and special events. While it is not feasible for the Technical Advisory Committee to attend/participate in every existing event or organizational meeting in every Planning Area, it is important to capture additional viewpoints and feedback to the extent possible. The “meeting in a box” concept (described below) is designed for community groups and neighborhood associations to gather at a convenient time and share thoughts about the future of Rochester.

The TAC will provide Meeting-in-a-Box materials in the form of a pre-made kit, to representatives of neighborhood organizations or events, as identified throughout the project (such as block clubs, neighborhood organizations, and events). The kit will contain everything needed for organizations to host their own discussions, including instruction sheets for facilitators, discussion questions, and worksheets for participant responses. These materials will be designed to help each organization prepare and implement their own meeting, including information about the project and suggestions for techniques to solicit feedback from participants.

The Meeting-in-a-Box format is intended for established organizations and neighborhood groups and is not appropriate for individuals (there will be numerous opportunities for individuals to provide feedback). The TAC will work with Planning Area Committee members to identify key contacts within interested community and neighborhood organizations. Members of the consultant team will provide Meeting-in-a-Box materials to identified contacts. It will be the responsibility of each individual organization or group to return feedback information to the TAC for incorporation into the Planning Area Reports.

A sample outline of host packets can be found in Appendix B.

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CITY-WIDE OUTREACH

As a complement to Planning Area-specific outreach efforts, we will offer opportunities for the community to discuss issues that affect the entire city. Community members will have a chance to share information, gather feedback and have a meaningful role in shaping the future vision for the City of Rochester. Feedback and input received as part of a city-wide outreach effort will be incorporated into the Comprehensive Plan, as appropriate.

TEXTIZEN

Textizen is a web-based survey platform that uses SMS text messages. The consultant team will develop a brief survey and a “laglet,” or leave behind sign. The laglet will engage participants with a hook, usually a yes or no question that gets them interested or emotional enough to respond through the topic or the phrasing. Once they respond to the first question, a series of 4-5 multiple choice questions follow by text. The laglets can be mailed to the stakeholder database, and posted in City Hall, community centers, the transit center, RTS buses, and in businesses. Once engaged in a survey, Textizen will allow us to send survey respondents reminders about city-wide public meetings.

WEB-BASED SURVEY

The TAC and the City Communications Bureau will develop and administer a web-based survey designed to solicit feedback on the Comprehensive Plan as well as identify community priorities. The web-based survey is intended to complement Textizen by offering an additional format for community members to engage in the process. The survey will allow for more in-depth responses than Textizen, while still offering a quick and convenient method for those who may not be available to participate in meetings.

CITY-WIDE PUBLIC MEETINGS

Public meetings intended to address city-wide topics will be held in convenient and accessible locations. The chart below describes each of the city-wide public meetings in more detail.

MEETING	TOPIC	TIMEFRAME	FORMAT	POTENTIAL VENUES (FOR ALL MEETINGS)
<i>Public Meeting #1</i>	Kick-off, visioning	Summer 2016	Presentation with interactive elements	Community centers Libraries Ryan Center City Hall Stardust Ballroom
<i>Public Meeting #2</i>	Future Land Use and Policy	Winter 2016	Interactive Workshop Format	
<i>Public Meeting #3</i>	Implementation	Spring 2017	Interactive open house	

Please refer to the project website for more information.

www.cityofrochester.gov/ [NOTE: web address TBD]

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PLAN ADOPTION

Plan Adoption will require at least one public hearing before the Planning Commission and City Council. The TAC will be responsible for preparing presentation materials for both hearings.

[Planning Commission Hearing](#)

Summer 2017 (tentative)

[City Council Hearing](#)

Fall 2017 (tentative)

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PROMOTION AND PUBLIC RELATIONS

The City of Rochester Communications Bureau will handle all public relations. The primary point of contact is:

James Smith

City of Rochester

Director, Communications Bureau

james.smith@cityofrochester.gov

Phone: (585) 428-7405

BRANDING AND MESSAGING

The City's Communications Bureau will be responsible for developing and implementing a brand and messaging for the project. The Logo and tagline are below:



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PRESS INQUIRIES AND MEDIA REQUESTS

All press inquiries and media requests will be directed through the City Communication Bureau.

MEETING NOTIFICATION AND CONTACTS LISTS

The City's Communications Bureau will be responsible for promoting public meetings.

WEB AND SOCIAL MEDIA

Information about the Comprehensive Plan update process, upcoming meetings, and technical information, will be available on the City of Rochester's website. The City will create a page within the website devoted to the Comprehensive Plan Update. The Technical Advisory Committee will provide project-specific content for the page.

Web address:

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



In addition, the City will be responsible for promoting the project via Facebook and Twitter:

<https://www.facebook.com/CityofRochesterNY>

<https://twitter.com/CityRochesterNY>

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LEADERSHIP

Lovely A. Warren, Mayor

City of Rochester

Baye M. Muhammad, Commissioner

Neighborhood and Business Development

Zina Lagonegro, Director

Bureau of Planning & Zoning

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TEAM CONTACT INFORMATION

CITY OF ROCHESTER

Contact
Doug Benson City of Rochester Project Manager, Comprehensive Plan Update Bureau of Planning & Zoning bensond@cityofrochester.gov (585) 428-6824
Marguerite Parrino City of Rochester Bureau of Planning & Zoning parrinom@cityofrochester.gov (585) 428-6969
Josh Artuso City of Rochester Bureau of Planning & Zoning artusoj@cityofrochester.gov (585) 428-7707

BERGMANN ASSOCIATES/HIGHLAND PLANNING

The Bergmann/Highland team will be responsible for providing technical expertise and assistance with public engagement efforts. Primary contacts are listed below.

Contact	Planning Area Focus
Kimberly Baptiste, AICP Project Manager, Bergmann Associates Outreach Lead for SW and NE Planning Areas kbaptiste@bergmannpc.com (585) 232-5137 (x323)	Northeast Southwest
Andrew Raus, AICP Principal, Bergmann Associates Outreach Support for SW and NE Planning Areas araus@bergmannpc.com (585) 232-5137 (x495)	City Center

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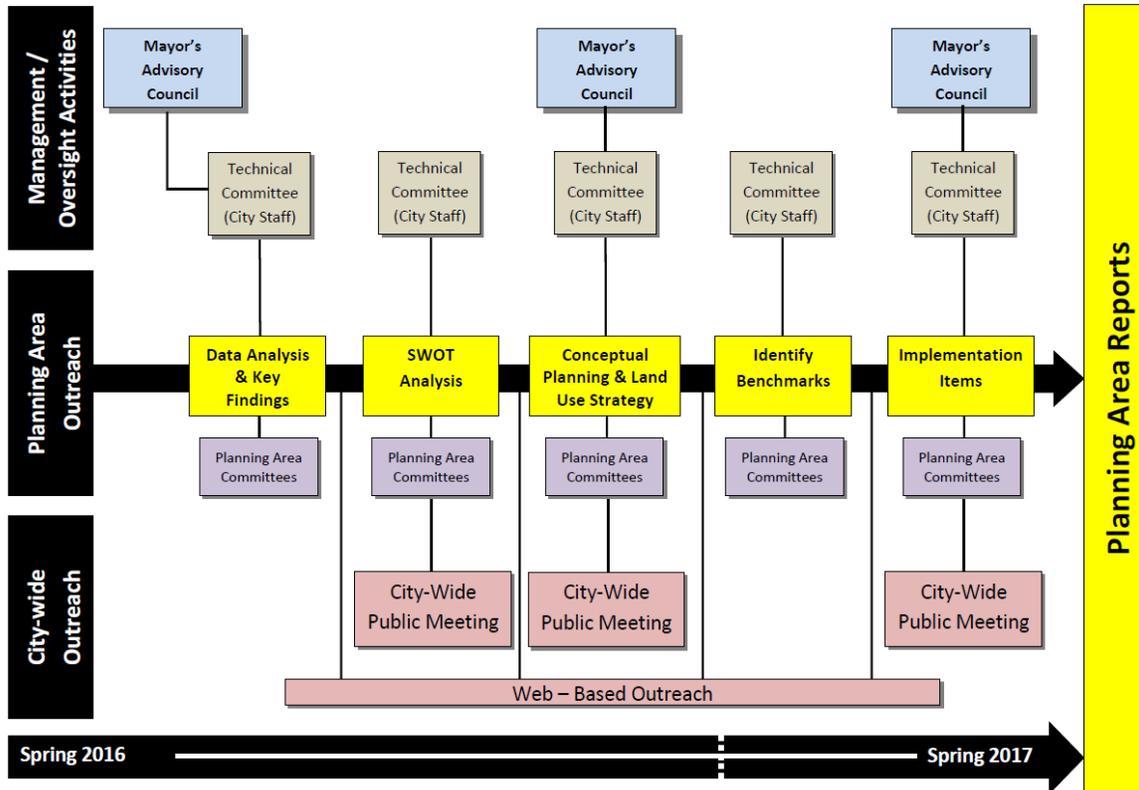
<p>Susan Hopkins, AICP Planner, Bergmann Associates Outreach Support for SW and NE Planning Areas shopkins@bergmannpc.com (585) 232-5137 (x480)</p>	<p>Southwest Northeast City Center</p>
<p>Tanya Zwahlen, AICP Principal, Highland Planning Outreach Lead for SE and NW Planning Areas tanya@highland-planning.com (585)-315-1834</p>	<p>Southeast Northwest</p>

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PROJECT SCHEDULE

City of Rochester Comprehensive Plan Update Process Flow Chart



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APPENDIX A COMMITTEE MEMBERSHIP

ROCHESTER 4.0 MAYOR'S ADVISORY COMMITTEE

First Name	Last Name	Organization / Affiliation
Lovely	Warren	Mayor
Louis	Aponte	Charles Settlement House
Dave	Beinetti	SWBR Architects
Shirley	Boone	North East Area Development (NEAD)
Adele	Bouvard	Rochester City School District
Leonard	Brock	Rochester - Monroe Anti-Poverty Initiative
Myra	Brown	Deacon - Spiritus Christi
Carlos	Carballada	E3 Partners (Charter Schools)
Clement	Chung	ROC City Coalition
Michael	Ciminelli	Rochester Police Department
Sherman	Dickerson	Joseph Avenue Business Association
David	Flaum	Flaum Management
Joel	Frater	MCC Damon City Campus
Judy	Hay	Sector 6
Tony	Jackson	Panther Graphics
Bill	Johnson	Thurston Village Merchant's Association
Chris	Jones	BASWA (Business Association of the South Wedge Area)
Glenn	Kellogg	Harts Local Grocers
Dwane	Mahoney	Boys and Girls Club
Dana	Miller	City Council
Bob	Morgan	Morgan Management
Len	Redon	Deputy Mayor
Gary	Rodgers	Dock Hardware
Jusin	Roj	Monroe County - Deputy County Executive
Arnie	Rothschild	Rochester Broadway Theater League
Loretta	Scott	City Council President
Naomi	Silver	Rochester Red Wings
George	Thomas	Center for Environmental Initiatives
Thomas	Warfield	PeaceArt International
Marianne	Warfle	Charlotte Merchant's Association
Diane	Watkins	19th Ward Neighborhood Association
Dave	Watson	City Planning Commission
Heidi	Zimmer-Meyer	Rochester Downtown Development Corp. (RDDC)

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ROCHESTER 4.0 PLANNING AREA COMMITTEES MEMBERSHIP

Northwest Planning Area

Northeast Planning Area

Southwest Planning Area

Southeast Planning Area

City Center Planning Area

NOTE TO READER: the City is currently establishing committee membership. This section will be completed as each committee is established.

APPENDIX B MEETING IN-A-BOX HOST PACKET OUTLINE

HOST PACKET CONTENTS

1. Welcome and thank you message to hosts
2. Host instructions sheet (how to prepare, facilitate meeting, and return materials)
3. Materials Needed List
 - Meeting Agenda
 - Sign-in Sheet
 - Participant handouts
 - Pens/pencils
 - Scrap paper or white board
 - Return envelope
4. Sample sign in sheet
5. Sample agenda
6. Participant handouts
 - Rochester 4.0 background information sheet
 - Short answer question worksheet
 - What makes your neighborhood a great place to live? (strengths and assets)
 - Consider challenges and opportunities. What things are missing and need to be improved?
7. Group priorities worksheet