

Stakeholder Advisory Committee, Workshop 3
June 14, 2016 9:00am – 12:00 pm
Rundel Memorial Library, 3rd Floor, 115 South Ave., Rochester, NY

MEETING SUMMARY

The City of Rochester hosted the third Stakeholder Advisory Committee Workshop for the Community-wide Climate Action Plan (CAP) on June 14, 2016. The purpose of the meeting was to identify and discuss implementation actions, roles, and priorities.

Welcome

Susan Hopkins of Bergmann Associates convened the group and welcomed the Stakeholder Committee to the third and final meeting. She introduced the team members from the City of Rochester, Bergmann, and Brendle Group. She then invited each member of the Stakeholder Committee to introduce themselves.

Susan described the role of the Steering Committee, which is to provide expertise and knowledge of sustainability initiatives in the Rochester region and provide feedback on goal setting, strategy identification, and plan implementation. This is the third and final workshop, as noted below:

- Meeting 1: Baseline and Goal Setting
- Meeting 2: Strategy Identification and Analysis
- **Meeting 3: Plan Implementation**

Susan explained that the purpose of this meeting was to discuss implementation actions.

Recap of Work Completed To Date

Becky Fedak of Brendle Group provided a review of the work completed thus far for the project. This included an emissions inventory, vision and focus areas, target goals, strategies. More information about these topics can be found in the presentation slides (attached). Becky also presented an outline of the Climate Action Plan document and described how the various pieces will fit together in the plan.

Susan Hopkins provided an overview of a survey that was distributed to members of the public via social media, email, and online. Preliminary results of the survey can be found in the presentation slides (attached).

Discussion: Implementation Framework and Actions

Anne Spaulding of The City of Rochester described the implementation framework, which is a three pronged approach:

- (1) **City Leadership.** Implementation will be led by the City with support from community groups
- (2) **Steering Committee.** A Steering Committee will be formed and chaired by the City. It will include representatives from working groups
- (3) **Working Groups.** Will be organized according to focus areas. City staff will assist in organization, structure, frequency of meetings.

Breakout #1: Focus Areas

Stakeholder Advisory Committee, Workshop 3

June 14, 2016 9:00am – 12:00 pm

Rundel Memorial Library, 3rd Floor, 115 South Ave., Rochester, NY

Members of the Stakeholder Committee were then asked to break into four groups, (organized by focus area) to discuss specific implementation actions within each focus area. The four focus areas were: (1) Land Use & Water, (2) Waste & Materials, (3) Energy, (4) Transportation. Results of those groups are summarized below:

Land Use & Water:

- Community resource for development
- Infill development and smart growth
- De-incentivizing parking and driving
- Incentivizing multi-story parking garages verses surface parking lots
- Complete Streets Plan
- Green Infrastructure plan
- Storm water retrofits
- Green space planning (Connect/expand urban agriculture)
- Utilize green building in the site plan review process
- Urban Ecosystems
- Community buy-back program for vacant houses
- Increase amount of open space percentage per capita
- Conduct an evaluation of existing parks
- Develop more parks, distributed equitably
 - Community specific – gardens/Food
- Non-point source education
- Water supply system climate impact study
- Funding Sources: LWRP, Cleaner Greener Program, CFA, Place making grants, EPA, NOAA, Foundations
- Who would be responsible: County, City, Non-profits, Neighborhood Association

Waste & Materials:

- Transportation of waste
- Incentives
- Viable business model for composting on a commercial scale
- Funding for separate city staff and equipment
- Community composting- potential partners or model to build upon
- Enforcement of e-waste
- Additional Implementation Actions
 - RFP
 - Alternatives to composting (Bio-digester)
- Other Key Players
 - Businesses

Stakeholder Advisory Committee, Workshop 3

June 14, 2016 9:00am – 12:00 pm

Rundel Memorial Library, 3rd Floor, 115 South Ave., Rochester, NY

- Restaurants
 - Re-use businesses (Goodwill)
- Financing options (DEC)

Energy:

- Work with landlords & renters
- Integrate energy efficiency into certificate of occupancy process
- Identify and engage stakeholders
- Collaborate—look to NYSERDA for opportunities to incentivize single family home improvements
- Energy density mapping- overuse: identify at the household level (RGE?)
- Identify policies, design standards, funding sources, best practices for development
- Communicate economics of energy, costs, environmental impacts, cost to system and individuals
- Renewables and fuel switching
- Community choice aggregation
 - How do we get low income owners engaged?
- City-led energy campaign
 - Commercial & residential
 - Pricing structure relates to change
 - Identify demand conditions to target reductions
 - Engagement, public & private strategies
 - Can energy be studied for means to aggregate
 - Communications: trumpet successes at all levels applaud

Transportation:

- Improved plowing of trails
- Add bike “fix-it” stations
- Implement and expand bike-share programs
- EV-share program- car share (i.e. Zipcar or similar)
 - Equity
- Education and enforcement of pedestrian-related laws
- Complete Genesee Riverway Trail
- Protected lanes for bikes
- Safe routes to school programs- Bike/walking to school
- Anti-idling
- Design
- Outreach to students/millennials/young professionals

Stakeholder Advisory Committee, Workshop 3

June 14, 2016 9:00am – 12:00 pm

Rundel Memorial Library, 3rd Floor, 115 South Ave., Rochester, NY

- Partnerships with higher education
- Vulnerability assessment for transportation infrastructure
- Expand EV charging stations
 - Public
 - Workplace
- Wayfinding/Interpretive signage & mapping
- Alternative fuel buses & delivery vehicles & school buses
- Expand alternative fuel stations in City
- Increase frequency of transit service
- More outreach for transit schedules & services
- TDM strategy for Downtown (Transportation Demand Management)

Breakout 2: Perspectives

Members of the Stakeholder Committee were asked to break into three groups, organized according to perspectives. The purpose was to encourage the group to discuss implementation actions that overlap or cross focus areas and begin to prioritize actions according to a particular perspective. The three major perspectives were: (1) Residential, (2) Business and (3) Community.

Residential:

- Increase the demand for eco-friendly products/actions
- Education/Outreach
- Residential Composting- More cost effective if residents start composting together
- Lower energy costs
- Incentives for positive behavior, focus on landlords
- Create a partnership between residents and other organizations to focus on:
 - Safer
 - More efficient
 - Reduce health issues (lead issues)
- Education/Outreach
 - Publish the benefits/negative impacts the product will have
 - More education on the different transportation options
 - More information on recycling (Similar to the model San Francisco has, where they hire people to check the recycling bins of residents. Should the resident be recycling the incorrect item, they would leave a note)
 - Establish/publish quick wins for residents (easy ways to reduce their costs)
 - Door to door education (make sure the material and outreach is demographic specific, language specific and culturally sensitive)
 - Bring the CAP plan to the individuals and residents
 - Educate realtors and landlords on bus routes and recycling programs

Stakeholder Advisory Committee, Workshop 3

June 14, 2016 9:00am – 12:00 pm

Rundel Memorial Library, 3rd Floor, 115 South Ave., Rochester, NY

- Elect block representatives to help new neighbors the different aspects of the community (bus routes, recycling)
- Utilize neighborhood associations
- Develop a matrix that can be used across the board
- Promote and use the Monroe Eco Park more
- Find a local champion
- Leadership development is important when trying to facilitate neighborhood development
- Promote/create a business model that makes recycling possible for large institutions
- Encourage people to live in the city
- For renters— publish more information on transportation/bus routes
- Increase the demand for eco-friendly products/actions
- Substitute uncovered recycle bins for recycle totes that have tops to stop recycling material from flying away with the wind
- Instead of having the traditional trash pick-up implement weighing trash/materials that are not recyclable and will end up in a landfill. Residents would be charged by the weight of the non-recyclable material that is being disposed of

Business

- Identify a compelling reason for businesses to participate
- Find the good financial stories with numbers and projected savings
- Businesses should be a part of the conversation to improve collaboration
- Business and residential should be handled separately
- How can policy influence the market?
- Charge more for garbage
- Code changes
- Business water use comparison
- Quantify green space financial benefit
- Tax incentives and permitting for green infrastructure
- Involve newer organizations:
 - Rochester sustainability collaboration
 - Green drinks
 - Rochester People's Climate Coalition
 - Monroe County green businesses alliance
- Have visible meters
- Promote preferences of Millennials, who are more likely to stay with green companies
- Meters at business start up
- Recharge NY

Community

Stakeholder Advisory Committee, Workshop 3

June 14, 2016 9:00am – 12:00 pm

Rundel Memorial Library, 3rd Floor, 115 South Ave., Rochester, NY

- Roles/Actions
 - Advocacy
 - Education
 - Recognition
 - Facilitation
 - Capacity-building
 - Convene
 - Learning
 - Measuring
- Partners/players
 - Faith-based organizations
 - Young professionals organization
 - Benchmark Cities
 - Advocacy groups: Sierra Club, bicycling grounds
 - Reconnect Rochester
 - Cooperative Extension
 - Rochester Cycling Alliance
 - Neighborhood/businesses Association
 - Block Clubs
 - City Government
 - Foundations & Philanthropy
 - Higher education
 - School districts
- Actions
 - Composting-Neighborhood groups
 - Transit education
 - Gardening
 - Education in K-12 schools
 - City of Rochester & universities/ internship program
 - Fundraising
 - Promote vibrant neighborhood associations
 - Solar installation/education-City of Rochester/NBD
 - Promotion of alternative fuels
 - City/transit authority/fleet operators
 - Education & promotion
 - Promotion of local energy diversification
 - Repository of projects/ideas (CITY)
 - Neighborhood needs assessment
 - Rewards/Recognition for neighborhood activities
 - Data management and tracking use to measure success

Stakeholder Advisory Committee, Workshop 3

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Wrap-Up

Anne Spaulding noted that work will continue through the summer to finalize the plan. There will also be additional opportunities for the community to learn about the plan and provide feedback. Dates and times for those will be circulated to the Stakeholder Committee

Anne thanked members of the Stakeholder Committee for their enthusiasm and commitment in participating in the Climate Action Plan process.