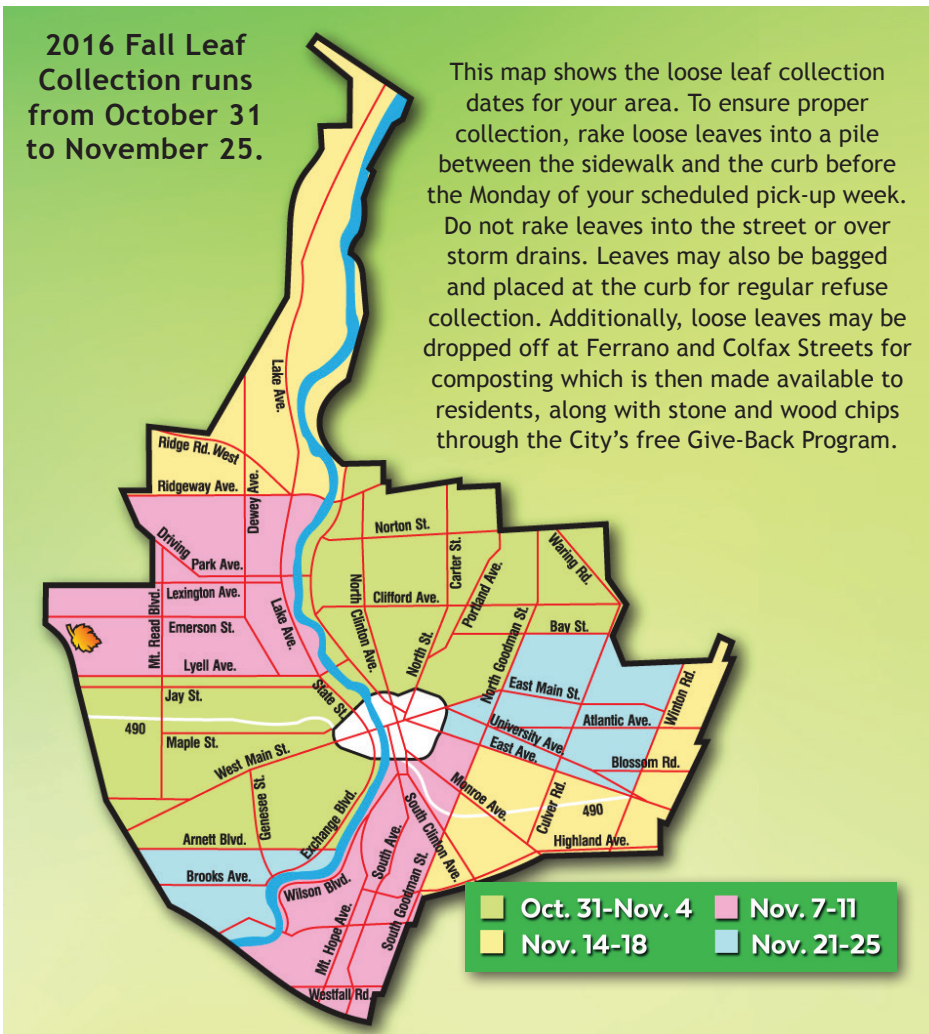


## Fall Leaf Collection is Coming



Visit [www.cityofrochester.gov/leaves](http://www.cityofrochester.gov/leaves) or call (585) 428-5990 for more information.



City Hall's 8,700 square-foot green roof reduces energy costs, provides air quality improvements and mitigates the urban heat island effect.

## Rochester Selected for White House Smart Cities Initiative

Rochester has been named a member of the U.S. Department of Energy's (DOE) Better Communities Alliance, part of The White House Smart Cities Initiative to help accelerate progress on clean energy in cities.

The Better Communities Alliance is a newly-created network of cities and counties across the country with the goal of creating cleaner, smarter and more prosperous communities. Through the Alliance, Rochester will be able to plug into DOE and AmeriCorps resources from the Corporation for National and Community Service to help us tackle energy and climate challenges.

Visit [www.cityofrochester.gov/green](http://www.cityofrochester.gov/green) to learn more.

Transforming Our City • Fall, 2016

City of Rochester, NY

Mayor Lovely A. Warren

## 90 Days of Community Engagement Building Trust Between Citizens and Police



We have a new initiative designed to strengthen connections between the Rochester Police Department and the community.

Deputy Chief of Community Engagement, Wayne Harris will spend 60 days engaging the public and actively listening to their ideas, input and vision to further improve how the Department and the public work with, interact with and view one another. I am calling this initiative 90 Days of Community Engagement.

Since I took office we have instituted the Department's reorganization and the Body Worn Camera Program in addition to our Books and Bears and Clergy on Patrol initiatives to improve police-community connection efforts. Still, the issues plaguing cities across America - related to police and community relations - show us that we can do more to improve engagements



between officers and citizens. I refuse to believe that building a culture of respect and understanding on our streets is unattainable, because I believe in both our citizens and in our Police Department.

Councilman Adam McFadden, with the support of City Council President Loretta Scott, has also outlined a process for City Council to strengthen the current Civilian Review Board, which gives oversight to the Police Department.

If you would like to be a part of this important conversation, contact Deputy Chief Wayne Harris at (585) 428-7033 or via email at [RPDEmpowersRochester@CityofRochester.gov](mailto:RPDEmpowersRochester@CityofRochester.gov).

Hello Friends,

The leaves of change are upon us once again. The days are getting shorter, the nights cooler and the trees brighter. Thousands of students have met their new teachers and local farmers are preparing for the fall harvest. Fall is all about transition and transformation.

Read about Rochester's progress in this newsletter as we highlight efforts to create safer, more vibrant neighborhoods, more jobs and better educational opportunities for our children.

Lovely A. Warren, Mayor



## Share Your News With Us

If you belong to a block club, neighborhood group or business association, please share your good news with the Mayor's Office of Constituent Services.

Northeast and Southwest Quadrant residents contact Brittaney Wells at (585) 428-6139, or via email at [brittaney.wells@cityofrochester.gov](mailto:brittaney.wells@cityofrochester.gov).

Northwest and Southeast Quadrant residents contact Andreas M. Rau at (585) 428-6745, or via email at [andreas.rau@cityofrochester.gov](mailto:andreas.rau@cityofrochester.gov).

Follow us:

- Twitter: @RocNYOCS
- Facebook: [www.facebook.com/RocNYOCS](http://www.facebook.com/RocNYOCS)
- [www.cityofrochester.gov/OCS](http://www.cityofrochester.gov/OCS)



**Hop Aboard and Explore Big City Vehicles!**

Truck on over to 275 East Main St. for a FREE family event! Halloween costumes are encouraged!

Includes: live performances, a pumpkin patch and FREE Halloween treats!

**10A-2P, SATURDAY, OCT. 22**



Rochester City Council

Left to right standing: Matt Haag, At-Large  
Jacklyn Ortiz, At-Large  
Loretta C. Scott, Council President At-Large  
Carolee A. Conklin, At-Large  
Dana K. Miller, Vice President At-Large

Left to right seated:  
Michael A. Patterson, Northeast District  
Molly Clifford, Northwest District  
Elaine M. Spaul, Esq., East District  
Adam C. McFadden, South District

## Rochester Entrepreneurs Get Help to Flourish

Rochester is known for its entrepreneurial spirit, and as our economy transforms, residents have more opportunities than ever to start their own business. This summer, we announced an innovative program called Kiva Rochester to help entrepreneurs in the city grow their business, or, start a new one. Kiva is the world's largest non-profit, crowd-funded platform that helps business-owners access capital.

Kiva provides loans that are fee-free and have a zero percent interest rate and can be for as little as \$25 or as much as \$10,000. The model allows citizens to support local businesses by lending to Kiva entrepreneurs and is particularly helpful for underserved and low-income entrepreneurs, who lack

access to traditional business loans. Kiva Rochester was launched in partnership with the Rochester-Area Community Foundation. Kiva will help our residents become not employees, but employers, creating jobs, which will make our neighborhoods safer and more vibrant and lead to better educational opportunities.

For more information, call (585) 428-6053 or visit [www.cityofrochester.gov/kiva](http://www.cityofrochester.gov/kiva).





# Recycling Benefits Everyone!



In these times of climate change, it is more important than ever to protect our environment. Please do your part and recycle. We've made it easier for you by expanding our Mixed Recycling program citywide. Starting in November, city residents will receive a wheeled recycling container in which ALL recyclables can be placed; no more sorting and separating! No more bending, lifting or multiple containers.

Just toss all of your paper, cardboard,

metal, glass and plastic together in the container and it will be picked up on your normal collection day EVERY OTHER WEEK.



The new, 96-gallon container will hold eight times the volume of the old 12 gallon box so you can step up your recycling game!

Please don't place refuse in your recycling container. For more information visit [www.cityofrochester.gov](http://www.cityofrochester.gov) or call 311 or (585) 428-5990 outside city limits.



## What is a Purpose Built Community?

This summer I had the pleasure of visiting East Lake—a neighborhood of Atlanta, GA—to tour a Purpose Built Community.

Purpose Built Community is a consulting firm that works pro bono with local leaders to address the pressing issues facing distressed urban neighborhoods. Accompanying me in Georgia were representatives of Connected Communities, a new public/private partnership that includes the Beechwood Neighborhood Coalition, EMMA Business and Neighborhood Association, NEAD, Home Leasing, Hillside, Farash Foundation and the University of Rochester.

The mission of Connected Communities is to break the cycle of poverty and revitalize the EMMA and Beechwood neighborhoods and Purpose Built Community will provide us with an ideal framework to help our neighborhoods achieve those goals.

I am very excited about the prospect of bringing a Purpose Built Community to Rochester because I have seen it work. When it comes to breaking the cycle of poverty, we have to try new approaches—and the 'purpose built' model is one more tool we can use.

## Public Bikeshare System Coming to Rochester

I'm thrilled to announce that the City has selected Zagster to operate the new Rochester Public Bikeshare System, set to begin next spring.

This latest addition to Rochester's growing inventory of bicycle infrastructure will make our city even more bicycle-friendly by providing an additional transportation option. Bikeshares provide accessible and affordable transportation while encouraging a healthy lifestyle and reducing traffic.

Bicycles will be available to rent at up to 20 locations throughout the city.

Pending City Council's approval of the proposed agreement with Zagster, implementation of the full system is set to take place in the spring of 2017.



## Join the "Books & Bears" Brigade!

Big things often start in small ways - like from the smile of an innocent child. Give a bear hug or a quiet moment of reading to our youngest residents by donating new books or stuffed teddy bears to the Rochester Police Department. These small gifts are offered to small children who experience or witness domestic violence or some other traumatic event.

**How to give:** Bring a new book or a stuffed animal in original packaging - or gift cards from a book store or toy store - to the Office of the Mayor, room 307A in City Hall, 30 Church St. To learn more: call (585) 428-7045.



## Rochester a Leader in Lead Poisoning Prevention



It was my honor to host representatives from the Coalition to Prevent Lead Poisoning, the Monroe County Department of Public Health, community groups, members of the Environmental Protection Agency, City staff and elected officials at City Hall to celebrate the 10th Anniversary of Rochester's Lead Law.

In 2005, City Council passed a historic and precedent-setting lead-based paint poisoning prevention ordinance that targeted rental housing in high-risk neighborhoods where 90% of children reported to be lead-poisoned resided. The law has since resulted in making

thousands of homes with lead hazards safe for families and children.

Under the leadership of City employee Gary Kirkmire, the City has inspected over 141,000 units. Ninety percent of these passed visual inspection for interior deteriorated paint. More importantly, the Monroe County Department of Public Health has seen an 80+% reduction in the number of children reported poisoned by lead.

In addition, the American Journal of Preventative Medicine reports the rate of lead poisoning has declined 2.4 times faster in Monroe County than in any other county in New York State—and Rochester's very own Lead Ordinance is cited as an important driver of this decline.

The City's Lead Hazard Control Program provides most of the resources homeowners and landlords need for detecting lead hazards and finding solutions. Find out more by calling (585) 428-6912, or visit [www.cityofrochester.gov/leadpaint](http://www.cityofrochester.gov/leadpaint).



## Lunch with the Mayor

Besides providing services and developing programs, it is my belief that a mayor must be present in young people's lives. That's why I've made it a priority to visit Rochester's schools to have lunch with our students and answer questions they may have. "Lunch with the Mayor" is a special program I've created to show our young people that they are important and have a part to play in our community. Teachers and principals may contact the Mayor's Office of Constituent Services at (585) 428-7045 to schedule a visit.

## Always Something to do in the ROC!

Change is ever present and doesn't stop with the turning of the seasons. Let this fall be the time when you get in the best shape of your life, try your hand at something new or forge a new life-long friendship.

From educational and engaging after-school programs to senior activities, sports leagues, and state-of-the-art fitness facilities, Rochester recreation offers literally hundreds of opportunities to explore, grow and have fun!

Pick up your copy of the Fall Recreation Guide at any City R-Center, City branch library, City Hall or the City of Rochester Public Market. You may also download an electronic copy at [www.cityofrochester.gov/FallRec](http://www.cityofrochester.gov/FallRec).



## Embracing our Large Deaf Community

The Rochester area is home to the nation's largest, per-capita population of deaf and hard-of-hearing people. I want to make sure that City Hall is as accessible as possible to them.

Representatives from local organizations We The Deaf People, Discovering Deaf Worlds, Rochester School for the Deaf, National Technical Institute for the Deaf at Rochester Institute of Technology and others joined me in September to proclaim "International Deaf Awareness Week in Rochester" and announced

Rochester's initiatives to make City Hall more deaf-friendly. Activities included interpreted tours of City Hall, a "Lunch with the Law and First Responders" session, and an information session with our Director of Human Resources to discuss the City's hiring and Civil Service processes.

Visit our new web page that communicates City resources and information about accessing City government for the deaf community at [www.cityofrochester.gov/deafresources](http://www.cityofrochester.gov/deafresources).

