

City of Rochester
Neighbors Building Neighborhoods

Contents

Harvesting The Renaissance Vision -- Mayor William A. Johnson, Jr.

Planting and Refining Our Tools -- A Year In Review

The NBN3 Update Process

Sector Highlights -- Cultivating Our Neighborhoods

- | | |
|-----------|--|
| Sector 1 | "Charlotte: A Community That Cares" |
| Sector 2 | "Historic Maplewood -- A Family Place" |
| Sector 3 | "A Place Where Generations Grow -- Come Grow With Us" |
| Sector 4 | "A Community Which Celebrates Diversity" |
| Sector 5 | Downtown: "Living Room" |
| Sector 6 | "A Beautiful Place to Share the Pleasures of City Living" |
| Sector 7 | "Vital Avenues for Living" |
| Sector 8 | Sector Eight |
| Sector 9 | "14621 -- A Rochester Neighborhood Celebrating Diversity and New Beginnings" |
| Sector 10 | "Many Cultures, One Community"
"Muchas Culturas, Una Comunidad" |

The City as a Partner

NBN Initiatives:

NeighborLink Network Initiatives

Building Capacity and Leadership Through the NBN Institute

What's Cropping Up Next Season

Harvesting The Renaissance Vision

We began harvesting a vision for our community at the grass roots level, starting from the residents of our neighborhoods and throughout the region. Our success has been wonderfully illustrated by the Neighbors Building Neighborhoods (NBN2) Process, which has helped broaden citizen participation while promoting trust, accountability and efficient use of human and financial resources.

Over the past year, we've continued a comprehensive process to ensure the integrity of NBN and sustain broad citizen involvement in planning Rochester's future. Our investment in cultivating "citizen planners" includes providing a variety of electronic tools for information sharing, facilitating communications among our partners, and accessing and analyzing demographic information.

These efforts have helped to leverage substantial resources and accomplish significant community projects. Throughout the year, sector groups and the NBN Process have been recognized for this unique citizen engagement process and the technology initiatives we've developed to support this effort.

The success of our labor was showcased as a guide to community building at the June 2001, Planners Network Conference, featured as a cover story for *Government e-Business Magazine*, and honored by our own "Employee Recognition Award" Program.

Determining a direction for our community to meet new challenges ahead is the goal of Rochester 2010: *The Renaissance Plan*. NBN is one seed of this effort. As we continue to harvest the ideas and efforts of area residents, as well as reap the fruits of our labor, we can all be proud of our commitment to a shared vision and the thriving community that it ensures.

William A. Johnson, Jr.

Mayor, City of Rochester

Planting Seeds and Refining Our Tools

A Year In Review

The most valuable resources in our community are the thousands of volunteers who have worked the fields of our neighborhoods and continue to plant the seeds of support for our renaissance goals. The results of their efforts have yielded many successfully accomplished Sector Action Plans activities.

Over the last year, citizens, neighbors, and merchants continued to illustrate the key role they play in our community and the power to affect change in our community building efforts. To the same extent, the City Administration has demonstrated its commitment by further refining the citizen planning tools that are now equipping residents to use technology as a civic tool in community building.

To track the progress of completing 330 of the 433 sector action plan activities, Sector Groups recorded their activities in our newly enhanced NBN Information Management System (IMS). The user friendly screens of the new IMS allow sector volunteers to report, share and research a multitude of information and resources stored in the real time database. The IMS also allows users to customize, track, and evaluate the outcomes of their activities, and create maps with Geographic Information System software. The highlights of these accomplishments can now be created into various customized reports.

To continue marketing our success stories, two thousand copies of the second annual *RoofTop News* Magazine were distributed to the community, city departments, and other cities across the country. The magazine featured articles on the Renaissance 2010 Process, sector area highlights, NBN Partners and initiatives, and a community calendar.

As we celebrate our third year anniversary of the NeighborLink Network sites, we've managed to bring the community a wide range of technology options, increase

automated access to information, create an enhanced website with downloadable information and publications, and provide a new Community Information Menu and a variety of software programs and planning tools. In addition, through the NBN Institute, we trained over 100 citizens and City Administration staff attending training sessions to sharpen their skills on the new technologies.

The NBN Process continued to receive national recognition with a cover story in *Government e-business Magazine's* September issue. The article, entitled "Government at the Grassroots," featured how Sector 10's urban farms, food production and distribution business are using training and technology to cultivate the entrepreneurial spirit of their neighborhoods. In addition, the article profiled other sector leaders in Rochester using technology to involve more residents in city planning. On the local level, the Bureau of Neighborhood Initiatives staff was presented with a City Employee Recognition Award for creating an electronic citizen-planning tool that ensures good record keeping and coordination of citizen-driven activities.

Now that the seeds are planted and the harvesting has begun, we know it's through our homegrown coalition of community builders that our city will continue to flourish. Retooling the capacity of our residents and leaders will cultivate the fields of opportunity to sustain NBN, and help continue building the fruits of our "Renaissance" Community.

The NBN3 Update Process

The NBN2 Implementation Process officially concluded in June 2001 with 76% of the Sector Action Plan activities complete. The NBN3 Implementation Phase starts January 2002 and continues through June 2003. In preparation for the NBN3 Update Process, each Sector Group began to reorganize their committee structure, revisit their community asset list, and reengage neighbors to ensure they represented the viewpoints and ideas of their entire sector area neighborhoods. Over several months, Sector Groups gathered residents to discuss neighborhood priorities and establish new goals and activities to create their amended plans.

Embarking on the third round of updating the Sector Action Plans, we created a series of publications and planning tools to support this effort. The *Citizen's Guide to the NBN3 Update Process*, the *City of Rochester & Rochester City School District 2001/2002 Initiatives* guide and the *NBN Forecast 2 Report* were provided to assist Sector Groups. To establish automated access to various information and statistical data, several additional technology tools are now available to community residents at each NeighborLink site: an enhanced NBN Website featuring a new look and address (www.rochester.com); HUD Community 2020 GIS Software for mapping and charting an array of demographic, geographic and statistical information; a new Community Information Menu that links citizens with a wide variety of city services, and local and national information resources; Microsoft Office, FrontPage and publishing software to create spreadsheet projects, web pages, newsletters, and other publications.

This year we integrated the NBN Planning Process with the updating of the Renaissance 2010 Campaign Strategies. Consultation meetings were held between sector representatives and R2010 Campaign Conveners to discuss each sector area's preliminary ideas and future strategies for each of the eleven Renaissance Campaigns. To help sector groups prepare and conduct these meetings, a *Sector Leaders and R2010 Campaign Conveners Booklet* was created. Access to city departments, the

school district, and other community stakeholders was also arranged to secure resources and assistance in implementing the proposed plan activities.

Sector Highlights Cultivating Our Neighborhoods

SECTOR 1

Sector 1 planted their seeds and neighbors have accomplished:

Title: Kodak R2010 Grant Funds the *Northwest Times Newspaper*

To continue bolstering the operation and production of the *Northwest Times Newspaper*, Sector 1 has teamed up with Sector 2 and John Marshall High School, publisher of the newspaper to expand their distribution points within Charlotte and the River Harbor District. Many Charlotte residents contribute articles on special events and neighborhood businesses advertise on a monthly basis. (photo available, C)

Title: River Harbor Design Guidelines

As part of the City of Rochester Zoning Code Update Process, Sector 1 residents worked with the City's Bureau of Buildings and Zoning to incorporate their ideas for the River Harbor Overlay Design District. These guidelines describe architectural designs for three areas: the Lighthouse Street surroundings, Lake Avenue, north of O'Rourke Bridge, and the Beach Street area. (photo available, B)

Title: Citizen Planning Forums

Sector 1 volunteers and the Charlotte Community Association hosted several neighborhood meetings concerning future development in their neighborhood. Citizens have been engaged in the planning of the O'Rourke Bridge design, the installation of new streets and banners, planning for the port development, and several city capital improvement projects on Lake Avenue and Beach Street. Notices of public hearings were published in the Charlotte Community Association Newsletter to solicit the community's ongoing involvement.

Title: Historic District Guide Published

The Harbor Merchants Association and Sector 1 volunteers published the second annual "*Discover the Harbor District Guide*." This colorful publication features articles on the history of the Charlotte area, a directory of local businesses, coupons, a list of community organizations, and over 100 historical and current photographs of the area. Several thousand copies were distributed to residents and advertisers at distribution points in Charlotte and the towns of Greece and Irondequoit. In addition, copies were distributed at summer festivals and events, including the Maplewood Rose Festival, and the Ontario Beach Park Harborfest. The guide is available at downtown and airport hotels, local banks, marinas, and City Hall. (photo available, A)

Title: Charlotte in Bloom

In June, Operation Sparkle helped coordinate over 30 volunteers assembled to dig beds, plant flowers, trees, and clean up the Lake Avenue area. Local merchants from the Harbor Merchants Association spearheaded the project and provided support to acquire the flowers. Abbott's Custard donated 56 hanging baskets, one for every new pedestrian light pole. The Harbor Merchants Association secured a watering truck and a local landscaping firm to maintain the flowerbeds and hanging baskets.

Cleanup events were also conducted on Earth Day to promote Turning Point Park and improve the canoe launch facility. In addition, the City's Department of Parks, Recreation and Human Services and sector volunteers conducted their second annual park cleanup.

Title: Participating in the Planners Network Conference

Sector 1 was one of four sector groups selected as a model for participatory citizen planning during the June, 2001 Planners Network National Conference held in Rochester. Conference participants toured the Charlotte area, and viewed a PowerPoint presentation featuring historic photos of the neighborhood and proposed River Harbor Port Improvements. (photo available, D)

SECTOR 2

The labor of our neighbors in Sector 2 have accomplished:

Title: Sharing News in the *Northwest Times Newspaper*

Sectors 1 and 2 jointly received a \$10,000 grant from the Eastman Kodak R2010 Grant Program to enhance the production of the newspaper and involve more students from John Marshall High School and other area schools. The grant was used to purchase additional computers, printing equipment, a scanner, a digital camera, and desktop publishing software. (photo available, A)

Title: Expanding the Junior Empowerment Team

Efforts are underway to expand the Junior Empowerment Team (JET) Program within Sector 2. JET is comprised of school-age children who are trained on code inspections and learn how housing codes ensure safe homes. The children also receive information on fire safety and the importance of smoke detectors.

Title: Tougher Property Code Enforcement

In an effort to highlight historic and well-maintained homes in the area, the Maplewood Business Association and the NET Office A sponsored a series of home repair workshops for homeowners. The "Flower City Looking Good Contest", which identified the best houses in the Maplewood area, was also launched.

Title: Maplewood Festival and Gorge Tour

The annual Maplewood Gorge Tours continued this year as part of Sector 2's annual Rose Festival. The narrated gorge tours are designed to bring to life the unique history of Maplewood. This year's tours, conducted by sector volunteers, were expanded to include a walk-through of six historic homes within the Maplewood neighborhood. The Maplewood Neighborhood Association was awarded a \$10,000 grant by the Arts and Cultural Council of Greater Rochester to enhance the gorge tours, and Wegmans donated \$10,000 to assist with implementing the festival. (photo available, C)

Title: Maplewood Park Improvements

In the Lower Falls Extension of Maplewood Park, a ceremony was held to unveil the sculpture entitled "*The Seat of Remembering and Forgetting*." Located on park area donated by the City, the public art was funded by a grant from the Monroe County Youth Bureau and commissioned by the Rochester School for the Deaf in collaboration with several area artists. (photo available, B)

Title: Maplewood Station Project

The Maplewood Neighborhood and Business Associations met with sector volunteers to determine gateway improvements for the Lake Avenue and Ridge Road Reconstruction, a project to develop the southwest corner of Lake Avenue and W. Ridge Road. The City's Departments of Environmental Services and Economic Development hosted several planning meetings with community groups to determine gateway designs and potential uses for available commercial space along Lake Avenue. Ideas include: landscaping, façade improvements, and business development of commercial avenues as key areas of emphasis.

SECTOR 3

Our neighbors in Sector 3 cultivated their seeds to accomplish:

Title: Sector 3 Hosts Drug Forum

In partnership with WXXI, the Edgerton Neighborhood Association convened a community forum entitled "Drugs In Our Community". The forum engaged participants in creating action steps to address the issue of drugs in their community. A visual presentation, "What It's Like Living Next to a Drug House," will be developed and used to increase awareness, address various drug concerns, solicit solutions, and increase enforcement.

Title: Fighting Graffiti

Northwest Community Services worked diligently to maintain attractive neighborhoods in Sector 3. Their anti-graffiti program was expanded to include painting boards on vacant housing to eradicate and discourage vandalism. Anti-graffiti presentations were conducted at various locations, including schools, to raise the awareness of the entire community.

Title: Neighborhood Gardens

Sector 3 volunteers were busy creating community gardens. Two of the newest neighborhood gardens are the Children's Garden at Lake Avenue Baptist Church and the Sykes Street Garden. The Rochester Area Community Foundation awarded funds to the Edgerton Neighborhood Association to support their neighborhood beautification efforts. (photo available, A)

Title: Lyell Avenue Music Festival

Over 1,000 people attended the Sector 3's Second Annual Lyell Avenue Music Festival in August. The festival highlighted musical talents and served as a forum to promote Lyell Avenue businesses. The event featured musical guests such as the Mysterious Blues Band, The Bandits, and Steve Lyons & The Believers. Next year's event may include an expanded variety of musical talent, children's events, and food vendors.

Title: National Night Out

In August, Sector 3 demonstrated a zero-tolerance attitude toward crime and violation of personal rights by actively participating in various National Night Out Against Crime activities. More than 1,000 residents rode in a motorcade that traveled throughout the sector and concluded at the Center at High Falls for a community celebration. This annual event engages neighborhood in addressing crime and drug prevention awareness. Activities are intended to solicit participation for local anti-crime programs, strengthen neighborhood spirit, forge community partnerships, and send a message to criminals that community members are organized and fighting criminal activity in their neighborhoods.

Title: Fulton Avenue Renewal

The Fulton Avenue Renewal Project (FAR) is a housing collaborative neighborhood revitalization program that inventories and acquires vacant buildable lots for the development of new housing. Phase one of the program has begun with construction of six new double houses. The City's Department of Environmental Services will also construct new driveway aprons, sidewalks, pavement, curbs, catch basins, and a street lighting system.

Title: *"Let's Have Tea"*

A bronze sculpture of Susan B. Anthony and Frederick Douglass entitled *"Let's Have Tea"* is prominently displayed at the Susan B. Anthony Park. The larger than life sculpture, designed by a local artist, portrays Susan B. Anthony and Frederick Douglass talking over a cup of tea. Over 600 people viewed the artwork at the unveiling ceremony. This project was funded through the Arts and Cultural Council for Greater Rochester's Culture Builds Communities Program. (photo available, B)

Title: Lyell Avenue Improvements

The Lyell Avenue Summit resulted in creating various neighborhood beautification strategies for Lyell, Saratoga and Dewey Avenues, as well as Broad and Child Streets. Ideas included aesthetic upgrades of landscaping, sidewalks, and medians. A design charrette is being planned.

SECTOR 4

The fruits of neighbors in Sector 4 have accomplished:

Title: Helping Families Purchase Homes

To promote homeownership, the Sector 4 Community Development Corporation (CDC) and Fannie Mac Foundation presented home buying workshops with the help of Project SURVE (Southwest Urban Village Empowerment) at the James Madison School of Excellence. Approximately 60 people attended the workshops to learn how to qualify

for and purchase a home. St. Mary's Unity Health Services also announced an initiative to help five of their employees with closing costs to purchase homes.

Title: Safe School Passages for Children

A safe passage brochure was created to provide a safe route for children walking to and from school. The brochure illustrates a map of the safe areas for walking and safety tips for school administrators, parents, and children. A safe passage map was also included in the *SouthWest Community News* along with an advertisement for recruiting new safe houses. Safe houses are identifiable by a special symbol displayed in a window.

Title: Historical Quilt

Several Southwest neighborhood associations engaged in an intergenerational theatre arts program featuring neighborhood children and adults as writers, directors, actors, musicians, and quilters. A quilt that illustrates various neighborhood stories and community pride was used as the theme and backdrop for the theatrical production articulating Sector 4's history, current events, and vision for the future. (photo available, B)

Title: Brown Street Housing Opportunities

Three prominent community organizations committed to enhancing urban housing stock are coordinating construction in the Brown Street neighborhood. Providence Housing completed construction of 15 rental-housing units, and will begin construction of 16 double houses on Brown Street and Silver Street. Flower City Habitat for Humanity constructed 12 single-family homes. The Urban League of Rochester Economic Development Corporation will also build 10 single-family homes.

Title: The Mayor Tours A Sector Neighborhood

In June, Neighborhood United Association organized a neighborhood walk with Mayor William A. Johnson Jr. Fifty residents and neighborhood organization representatives accompanied the Mayor, the City's Director of Community and Volunteer Affairs, and the NET Office C Administrator on the tour, which highlighted neighborhood improvements and the new housing units in the Brown Street area. As a result of the event, the City's Bureau of Housing and Special Projects staff, sector volunteers, and the Pride House conducted a survey of substandard and vacant houses to determine

future plans to continue improvement of the quality of the area's housing stock. (photo available, A)

Title: Landlord – Tenant Workshops

Project SURVE (Southwest Urban Village Empowerment) developed a workshop designed to enhance positive relationships between landlords, tenants, homeowners and agencies that implement property improvements. In June, the Rochester Housing Council conducted the workshop at Kennedy Towers to inform residents of the rights and responsibilities of landlords.

Title: Celebrating Historians

The Hamm House, in collaboration with the Heritage Project, created a book celebrating the legacy of community leaders Bessie and James Hamm. Neighborhood youth researched the history of the Adams Street neighborhood through a series of interviews and library resources. They also designed and created artwork celebrating the Hamm family's community service, and a book documenting neighborhood history. Sector 4 volunteers collected several photos and cultural materials, such as scenes from the historic Pythodd Room, to help promote the sector's arts and culture.

Title: Brooks Landing Design Charrette

In March, the Sector 4 Business and Economic Development Committee and the City's Department of Economic Development hosted a design charrette at the St. Monica Church to develop design guidelines for the Brooks Landing Development. Over 130 residents, city officials, developers, and University of Rochester representatives and students attended. Design principles were developed for traffic control, commercial activities, and neighborhood amenities.
(photo available, D)

Title: Anthony Square

In August, a ribbon cutting ceremony officially launched Home Expo's housing redevelopment project on Troup and Reynolds Streets. Twenty-three homes were available for purchase and forty-five units to rent. (photo available, C)

Title: Southwest Development Council

Southwest Development Council (SWDC), a new collaboration of four Southwest area Community Development Corporations (CDC's) was formed to revitalize the Southwest area. Southwest Area Development Corporation (SWADCO), Frederick Douglass CDC, Eagle Area Development Corporation, and the Sector 4 CDC will coordinate on major development initiatives. SWDC also serves as the Economic Development Committee for the Sector 4 Southwest Common Council.

SECTOR 5

Sector 5 harvested the fruits of their neighbors to accomplish:

Title: Crime Prevention Initiatives

The Corn Hill Neighbors Association provided residents with a number of security items for homeowners and renters. Items distributed included motion detection lighting kits, hand-held personal alarms, and home and automobile alarm systems rebate offers. The Kodak R2010 Grant Program provided funds for a new Corn Hill Bike Program. Residents work with NET Office C to receive training and now have access to mountain bike gear to patrol the Corn Hill neighborhood.

Title: Center City Design Charrette

In May, over 250 participants attended a Rochester Downtown Design Charrette to consider the future of downtown Rochester. Forty-five architects and designers volunteered their services to translate the goals of the City's Renaissance Plan into plans for physical change to the downtown landscape. The charrette culminated in the *Vision for Downtown Plan*, which identifies eight planning principles to guide downtown planning and development. Results and recommendations from the charrette have been presented to City Council, the Mayor, the City Planning Commission, the Renaissance Steering Committee, Grove Place, Corn Hill and Maplewood Neighborhoods, zoning consultants and other interested stakeholders. The event was convened by Sector 5 and co-sponsored by the Center City Alliance and the Rochester chapter of the American Institute of Architects-Urban Design Committee.

Title: Sector 5 Beautification Efforts

Grove Place Neighborhood Association's "Beautification Bunch" Committee continues to improve aesthetics throughout the Grove Place neighborhood and public areas in Sector 5. In spring, the Beautification Bunch convened to clean up the area and plant flowers. New Grove Place planters were created and painted with red geraniums and gold stenciling. Another sector beautification project involved painting a wall mural in downtown's Manhattan Square Park. (photo available, A)

Title: New Neighborhood Street Benches

RIT art students worked with Sector 5 neighborhood residents to design and create the art benches located throughout the Grove Place and Corn Hill neighborhoods. The new benches are located on Gibbs and Windsor Streets and in Corn Hill. To celebrate this project, a bench competition-reception was held in May at the Gleason Auditorium in the Downtown Library. The project was funded in part by the Arts and Cultural Council's Culture Builds Communities Program. (photo available,B)

Title: Sector 5 New Housing Options

New, attractive Sector 5 housing flourishes. Chevy Place, formerly Hallman's Chevrolet, opened 49 new rental apartments and 28 townhouses. In the Cascade District, there are now unique lofts and commercial spaces. Last summer, the East End Loft apartments located on Matthews Street were developed. The Flower City Management Corporation will renovate an 1880's building into 61 upscale loft apartments. (photo available, E)

Title: Creating New Center City Sign Designs

In collaboration with the City of Rochester Sector 5, hosted a design charrette for the Center City Wayfinding Signage Program in November. The charrette explored alternatives for updating the present color-coded attractions signs on display downtown. A number of conceptual drawings for updating the signs were presented by the Corbin Design firm of Michigan. (photo available, C)

SECTOR 6

Sector 6 planted their seeds and neighbors have accomplished:

Title: Leaders Manual

The South East Area Coalition (SEAC) published a resource manual for neighborhood leaders. Distributed by sector volunteers to area residents, this 200-page booklet contains information on organizing block clubs, how to address zoning and code enforcement issues and publicize crime prevention ideas, and media contact information. (photo available, D)

Title: Colleges and Businesses Collaborating

In September, volunteers helped organize the Southside Enterprise Initiative Task Force (SEI), a group convened to study the creation of a micro-loan fund program. Multiple partners in the task force include the South Wedge Planning Committee, Alfred University Center for Family Business & Entrepreneurial Leadership, SUNY Geneseo and Geneseo Small Business Development Center, Genesee Co-op Federal Credit Union, South Avenue Business Association, South East Area Coalition, the City of Rochester's Economic Development Department, Monroe County, Underberg & Kessler, Citibank, HSBC, M&T, Key Bank, and Canandaigua National Bank & Trust.

Title: Designing Safer Streets

In order to enhance public safety, Sector 6 volunteers decided to make improvements to area streets. Poor lighting at night was cited as a hazard and contributor to crime. Volunteers worked with the NET Office E to implement creative streetscape changes designed to deter crime. Lighting improvements were made at Meigs and Linden Streets, and Averill Avenue between Mt. Hope Avenue and Clinton Avenue. Hecla Alley was also reconfigured as a one-way street, and a chain-link fence was installed along Hecla Alley and Walton Street to deter drug activity. (photo available, A)

Title: New Park Design and Beautification Efforts

In February, the South Wedge Environmental Enhancement Project (SWEEP) secured the services of a landscape architect from Syracuse University to conduct an urban design charrette for key neighborhood vistas. As a result of the charrette, schematic plans will be developed for revitalizing Marie Daley Park, Ashland Street, the Pocket Park at South Avenue and Alexander Street, and South Avenue from Hickory Street to Gregory Street.

Employees from the United Parcel Service volunteered in a sector clean up activity and repair initiative. A general cleanup and bulb planting was conducted in Marie Daley Park. A garden wall and business exteriors were painted to enhance their facades. Park benches along South Avenue and Marie Daley Park were also treated to a new coat of paint.

Title: Expanding Block Clubs

Reinvigorating neighborhood block clubs has been a priority for Sector 6. Averill Avenue Block Club (AABC) and the Phillips Pride Neighborhood groups are among the new block clubs that are spearheading activities and developing ways to share information. In March, AABC was awarded a Rochester Area Community Foundation "NeighborGood Program" grant to publish a newsletter.

Title: Neighborhood News

To continue to inform sector residents on neighborhood activities, Sector 6 block captains from Swillburg, Upper Mt. Hope, Phillips Pride, Lilac Neighbors, Pinnacle Place, and Averill Avenue neighborhoods are exchanging newsletters at sector meetings and neighborhood events. The newsletters are also available at the NET Office D, the Rochester Police Department's Highland Section, South East Area Coalition (SEAC), South Wedge Planning Committee (SWPC), City Council, local businesses, and city and county administrative offices. The Rochester Area Community Foundation's "NeighborGood Program" provided funds to publish the newsletters. (photo available, C)

Title: New South Wedge Kiosk

In an innovative approach to promote Sector 6 neighborhoods and display information on neighborhood activities, the South Wedge Planning Committee (SWPC) coordinated

the installation of a clock kiosk at the corner of South Avenue and Gregory Street. Students and faculty from Edison Tech High School constructed the top half of the kiosk, which is composed of two copper roofs. (photo available, B)

Title: Genesee River Corridor Study

Cornell University graduate students worked with Sector 6 volunteers to conduct a land use study of the Genesee River Corridor. The study recommended strategies for maintaining the current preservation districts, identifying additional neighborhoods, streets and sites for preservation status, and locating sites that could be designated as local landmarks or National Register properties.

Title: Parks Enhancements

Twenty-five neighbors met with the City's Department of Parks, Recreation and Human Services to provide input into renovation plans for the park at Meigs Street and Linden Avenue. The City replaced the playground structures, planted new trees and installed new park benches. The grand opening was held August. The park serves as a meeting place for the Meigs-Linden and Mom's club playgroups. (photo available, E)

SECTOR 7

The labor of our neighbors in Sector 7 have accomplished:

Title: University Avenue ArtWalk

In September, Sector 7 hosted an ArtWalk competition to establish an urban pedestrian art trail along University Avenue. Residents, merchants, city administration, and cultural institutions partnered to create this unique and constantly evolving permanent urban art trail. (photo available, A)

Title: Working to Improve Safety

A new Safe School Passage Program has been established to create a safe school route for Sector 7 area schools. Adult volunteers, identified by orange patrol vests, are located on designated streets to escort children to and from school. The volunteers are

trained by the Rochester Police Department through the Police and Citizens – Together Against Crime (PAC-TAC) Citizen Patrol Program.

Title: University Avenue Redevelopment

Sector 7 volunteers worked in collaboration with the City's Department of Environmental Services, Regional Genesee Transportation Authority and the DePaul Center to finalize street improvement recommendations for University Avenue. Recommendations included relocating a bus shelter, streetscape improvements, planters and custom lighting as part of the Art Design, and University Avenue ArtWalk Projects.

Title: Neighborhood History Handbooks

South East Area Coalition (SEAC) published and distributed over 8,500 copies of the *Neighborhood Handbook*, which highlights unique characteristics of sector neighborhoods. *The Urban Dwellers Guide To Entertainment and Easy Living* was also developed and features neighborhood restaurants, nightclubs, and coffee shops.

Title: School Landscape Charrettes

South East Arts Development (SEAD) worked with students from the School of the Arts to plan and design a charrette for creating school landscape designs. Students assisted in preparation for the charrette. Additional charrettes were also conducted for the Monroe Middle School and School #15. Design services for the school projects were provided by Rochester City School District architects.

Title: Dog Waste Disposal Station

A dog-waste disposal station is now located in Wadsworth Park. Maintained by South East Arts Development (SEAD) volunteers, the station dispenses bags for pet owners to use when walking their dogs in the park. (photo available, B)

Title: Crime Prevention Activities

To address crime prevention, South East Area Coalition (SEAC) convened several meetings in the Culver/University/East, Birch Crescent, and Pearl/Meigs/Monroe neighborhoods. Increased use of porch lights, starting a neighborhood watch program, working with PAC TAC members, and arranging adequate street lighting were some of the strategies developed.

SECTOR 7

Title: Monroe Teen and Sector 7 Resource Center

Sector 7 volunteers, the YMCA, and the Monroe Branch Library partnered to open the Monroe Teen and Sector 7 Resource Center. The center provides programs and services to improve the quality of life of area youth. Information on the NBN Planning Process and community activities are available at the resource center.

SECTOR 8

Our neighbors in Sector 8 cultivated their seeds to accomplish:

Title: Neighbors for Audubon

Neighbors for Audubon volunteers helped make improvements to School #33 and the surrounding area. They assisted in getting the school's main office painted, the installation of new front doors and entrance sidewalks, the planting of 13, new trees and improved outdoor lighting. They also worked with the City's Department of Parks, Recreation and Human Services to improve the play areas between the school and adjacent park, and solicited support from North East Area Development (NEAD) to maintain the courtyard garden.

Title: Reducing Speed on Residential Streets

The East Main Neighbors, Breck Street Neighbors, Kingston and Woodhurst Street Block Clubs are addressing issues in their neighborhoods to improve traffic safety

through the City's Speed Hump Program. Speed Humps are now located on Rocket, Springfield, Willmont Streets and Pershing Streets. (photo available,B)

Title: "Best on the Block"

The Webster Avenue NET Office E and NEAD worked together to select houses that are the "Best on the Block." In October, winning homeowners received awards at a ceremony highlighting those homes that are well maintained and display impressive landscaping.

Title: Sector 8 Neighborhood Brochures

Representatives from each Sector 8 neighborhood gathered information to create customized neighborhood brochures. The brochures will feature information on neighborhood-based services and amenities throughout the sector area.

Title: Call Management System Expansion

Several neighborhood groups and the NBN Sector 8 group are using a call management system to inform residents of upcoming events and activities, and provide information on how to get involved in Sector 8 activities. The system also serves as a communication vehicle to alert residents about criminal activity and neighborhood meetings

Title: Sector Area Planters

Volunteers spent many hours in workshops sculpting round hypertufa planters made from peat moss, vermiculite and cement as part of a Sector 8 beautification project. The neighborhood planters can be seen at neighborhood gateways, located at North Goodman Street and Webster Avenue, East Main Street, Merchants Road and Culver Avenue.

Title: City Living Sundays

Beechwood Neighborhood Coalition, North Winton Village Association (NWVA), and North East Area Development (NEAD) participated in the City Living Sundays event held at East High School in March. Approximately 25 people visited the exhibit booth

and signed up for information on becoming a homeowner. Brochures were distributed describing the area and resources of sector neighborhoods.

Title: Community Place of Rochester Partners to Provide Social Services

Community Place of Rochester (formerly the Eastside Community Center) coordinated with the Monroe County Department of Social Services (DSS) and the Lewis Street Center to provide social services in the Sector 8 neighborhoods. This strategic effort was initiated to support Community Place of Rochester programming and referral services, which proactively serves its clients in ways to avoid repeated crises.

Title: New Webster Avenue Art Center

The new art center on Webster Avenue, located in the Wehle Landmark Building, will house Arts Reach, Inc., a not-for-profit agency that works with special populations in the arts. Arts Reach, Inc. has tentatively scheduled programs in ceramics, painting, music and dance for neighborhood children and adults. (photo available, A)

SECTOR 9

Sector 9 harvested the fruits of their neighbors to accomplish

Title: Sector 9 Committee Plan

Sector 9 committee members held a retreat to enhance their organizational structure, identify officers and sub-committee chairs, define roles and responsibilities for the sector leadership council, and determine a decision-making process. A strategic framework for setting priorities and implementing their sector action plan was also established. Strategies were also developed to enhance communications and initiate a community outreach plan.

Title: A New Playground

In partnership with the Ibero-American Development Corporation (IADC), Sector 9 constructed a new community playground on Clifford Avenue. Helping to stabilize the neighborhood, the playground provides safe recreation opportunities for school age children. Construction of the playground was funded with a grant from the Kodak R2010 Program. (photo available, D)

Title: Day of Caring

In April, Sector 9 volunteers and members of the Say Yes To Yourself (SYTYS) Program arranged a "*School Pride Day*" at School #39 as part of the United Way Day of Caring event. Thirty-six volunteers spent the day assisting teachers and students, planting rose bushes and hosta plants, and cleaning up around the school. A ceremony dedicating the rose bushes to the school, and the hostas to the kindergarten class, commemorated the day. (photo available, A)

Title: Sector 9 Beautification Efforts

Several Sector 9 Block Clubs were awarded a grant from the Rochester Community Area Foundation's "NeighborGood Program": Berlin Street, Bauman and Weaver Area, St. Paul Neighbors, and Mead Street Neighbors Block Clubs. The funds were used to support street clean up activities, the purchase and planting of flowers, a community picnic, and a garden memorial.(photo available, B)

Title: Reducing Vacant Houses

To reduce the number of vacant and blighted houses, the Sector 9 Housing Committee partnered with the City's Bureau of Housing and Special Projects to develop a process for identifying houses eligible for demolition. Vacant lots and open space were also identified as appropriate development sites for potential new homes. Thomas Street was the initial site targeted for demolition and potential new homes.

Title: Community Block Club Forum

In May, Sector 9 hosted a Community Block Club Forum sponsored by a grant from the Kodak R2010 Program. The forum focused on developing strategies for recruiting more volunteers into the NBN Planning Process and promoting the neighborhood. At the conclusion of the forum, participants volunteered to be part of the Citizen Recruitment Team to further develop and implement the strategies.

Title: Housing Collaborative

Sector 9 volunteers worked with the City's Bureau of Housing and Special Projects to complete research on the Home Equity Assurance Program. The program will provide resources to increase housing opportunities in the Sector 9 area.

SECTOR 10

The fruits of neighbors in Sector 10 have accomplished:

Title: Supporting Micro-Entrepreneurs

The Progressive Neighborhood Federal Credit Union and the Worker Owner Resource Center have assisted eight micro-entrepreneurs with technical assistance in starting new businesses. These businesses will occupy vacant commercial spaces within the sector area.

Title: Partnering with Schools

In May, Northeast Neighborhood Alliance (NENA) hosted a *Neighborhood Assembly* event at the Dr. Freddie Thomas Learning Center. Participants discussed ways of improving relationships between schools and the community. Meetings were also convened with the school principals to determine how the sector group and schools could collaborate on community priorities and mutually address factors that impact school performance.

Title: Public Safety Forums

To monitor public safety measures and develop strategies on safety issues, Sector 10's Public Safety Committee and the Police Citizens Interaction Committee (PCIC) have organized quarterly meetings to monitor the public safety issues and strategies. Residents now have an ongoing forum to discuss and address quality of life issues in their area.

Title: National Night Out Event

In August, Sector 10 participated in the citywide National Night Out event to promote public safety activities and the reducing crime in area neighborhoods. The event included a parade, speakers and a block party to celebrate the event. As follow through to this event, the NENA Public Safety Committee will organize a community wide conference on gun violence in Spring 2002. (photo available, B)

Title: Sector 10 Goes Public

Northeast Neighborhood Alliance (NENA) Land Trust Corporation acquired a 2,220 square feet warehouse space in the Public Market area. NENA intends to develop the building into office space for their produce business. (photo available, E)

Title: The Rochester Innovation Program for Opportunity Development

The Rochester Innovation Program for Opportunity Development (TRIPOD) provides Sector 10 area businesses micro-enterprise training, neighborhood market development, and micro-credit and business financing. The matching loan fund was developed in partnership with the City of Rochester's Economic Development Department and the Progressive Neighborhood Federal Credit Union.

Title: Greater Rochester Urban Bounty

NENA's Greater Rochester Urban Bounty (GRUB) Project is a neighborhood operated business featuring locally grown vegetables and regionally produced food products. GRUB's mission is to foster leadership skills and economic awareness. Neighborhood youth and various professionals are hired to work in the gardens and sell the vegetables. (photo available, C)

Title: National Recognition

Government e-business Magazine, formerly known as *Civic.com*, featured Sector 10's Market Garden and Vineyard as their September cover story. The article, entitled "*Government at the Grassroots*," highlighted how technology is used to bridge communication and access information between grassroots citizens and the City Administration. (photo available, A)

Title: Soul Food Cafe

Northeast Neighborhood Alliance's (NENA) new Central Park Soul Food Café (formerly known as the Rogers House) is now open to the public. The restaurant building was

financed with funds from HSBC Bank and the City's Economic Development Department. (photo available, D)

The City As A Partner Sharing The Fruits of Our Labor

Department of Community Development (DCD)

Coordinated the NBN3 Update Planning Process and R2010 Consultation Meeting Process.

Implemented the Zoning Ordinance Revision Process.

Developed new citizen planning tools at the ten NeighborLink Sites.

Conduct a series of training sessions on HUD 2020 Geographic Information Systems (GIS) software.

Increased homeownership in Sectors 2,3,4,5 and 9.

Department of Environment Services (DES)

Worked with Sectors 1,2, and 7 to implement the Beach Street, University, and Lake Avenue improvement projects.

Upgraded water and street lighting in Sector 3 area.

To continue to discourage speeding on residential streets, speed humps were installed in Sector 8 as a part of "Safe Passage Neighborhood Traffic Safety Program."

Department of Parks, Recreation and Human Services (DPRHS)

Worked with Sector 8 "Neighbors for Audubon" volunteers to improve the play areas between School #33 and the adjacent park.

Established the "Neighbors Planting Neighborhoods" Program that provided flowers, mulch, topsoil, and compost for over forty neighborhood beautification projects.

Installed new signage for Mt. Hope and Riverside Cemeteries.

Implemented the Lower Maplewood Park improvements.

Completed the renovation to the Public Market new gateway entry.

Economic Development Department

Implemented The Rochester Innovation Program for Opportunity Development (TRIPOD) Initiative in Sector 10.

Coordinated the Brooks Landing Project charrette in Sector 4.

Worked with Sector 10 to open the Central Park Soul Café.

Fire Department

Launched the Smoke Detector Safety Program.

Hosted fire prevention and home safety seminars in Sectors 4 and 9.

Rochester Public Library

Created an online information list of neighborhood associations and block clubs.

Assisted in developing the NeighborLink Community Information Menu.

Mayor's Office

Expanded the Weed and Seed Initiative to Sectors 3, 4, 9, and 10.

Coordinated the National Night Out events in Sectors 9 and 10.

Neighborhood Empowerment Team (NET)

Implemented the Neighborhood Speed Watch Program in Sector 4.

Initiated "Operation UPLIFT" in Sectors 4, 9 and 10.

Police Department

Expanded bike patrols in Sector 3.

Worked with the RCSD to enhance the district's comprehensive school safety plan.

Rochester City School District

Created the "Skip Now, Skip Out" Campaign to promote good school attendance.

Provided architectectual design services for Sector 7 school landscape charrettes.

Initiated the "Safe Passage Program" in collaboration with Sectors 4 and 7.

NeighborLink Network Sites

Sector 1: Charlotte Branch
3615 Lake Avenue
663-5433
nbnsec01@mcls.rochester.lib.ny.us

Sector 2: Maplewood Branch Library
1111 Dewey Avenue
254-7048
nbnsec02@mcls.rochester.lib.ny.us

Sector 3: Lyell Branch Library
956 Lyell Avenue
254-0790
nbnsec03@mcls.rochester.lib.ny.us

Sector 4: Arnett Branch Library
310 Arnett Boulevard
235-6583
nbnsec04@mcls.rochester.lib.ny.us

Sector 5: Rundell Central Library
115 South Avenue
428-8361
nbnsec05@mcls.rochester.lib.ny.us

Sector 6: Highland Branch Library
971 South Avenue
271-3840
nbnsec06@mcls.rochester.lib.ny.us

Sector 7: Monroe Branch Library
809 Monroe Avenue
271-1957
nbnsec07@mcls.rochester.lib.ny.us

Sector 8: Winton Branch Library

611 Winton Road North
288-6030
nbnsec08@mcls.rochester.lib.ny.us

Sector 9: Lincoln Branch Library
851 Joseph Avenue
266-6820
nbnsec09@mcls.rochester.lib.ny.us

Sector 10: Lewis Street Center's Freddie Thomas Learning Center
57 Central Park
327-7200
nbnsec10@mcls.rochester.lib.ny.us



NBN Initiatives Planting The Seeds For Success

NeighborLink Network Initiative

The NeighborLink Network is the City's innovative community technology initiative, designed to bridge communication among NBN partners and provide access to information and citizen planning tools. Each site is equipped with a personal computer workstation, a printer, the NBN Information Management System (IMS), Internet access, Geographic Information System (GIS) mapping, and other software applications. Some of the new features available at the 10 neighborhood sites include:

An enhanced **NBN Website**: The user-friendly menus make accessing information on the NBN Process easy for the novice user. New features include downloadable Sector Action Plans, descriptions of NBN Initiatives, and an on-line order form to purchase NBN publications and promotional materials, to name a few.

Through the click of a button--a new and improved **NBN Information Management System**: This real time database is now easier to access for tracking and reporting NBN activities. The new screens and menus allows Sector Groups to track Rochester 2010

Campaigns, develop customized indicators to evaluate the success and outcomes of their action plans, and create customized maps with GIS software.

A **Communication Information Menu** screen: Provides easy access not only to NBN and R2010 Initiatives, but also to City of Rochester services, News You Can Use, public library resources, local and national information, and a host of other Internet resources.

A variety of **software applications**: Microsoft Office, FrontPage, Publisher and PowerPoint, which can be used to create spreadsheets, web pages, newsletters, and presentations, among other documents.

3D Virtual Planning Software: A new planning tool that allows Sector Groups to create three dimensional virtual designs and illustrations of their ideas and action plans.

The NBN Institute

The City's NBN Institute is an educational initiative intended to build the capacity and leadership of our citizenry. The courses, programs, and workshops are designed to provide practical information and training in a variety of topical areas. The community is engaged in course suggestions, and often provide in-kind contributions or co-sponsor Institute sessions. Throughout this year, over 100 participants attended seven training sessions.

Sector volunteers and City department representatives attended three training sessions on the NBN Information Management System (IMS). Hands-on instruction and numerous exercises provided volunteers and city staff with extensive information and practice on navigating the comprehensive IMS database, inputting data, creating customized reports and queries, and troubleshooting techniques.

Co-sponsored with Science Linkages in the Community, seventeen sector volunteers were trained in the use of HUD Community 2020 Geographic Information Systems (GIS) computer mapping software. The sixteen hours of basic training provided step-by-step instructions on using the GIS applications, displaying census data contained in the system, and creating maps that will be useful as citizen planning tools. On-going training will continue in order to equip volunteers with skills to train other interested sector members on using the computer and software applications at the ten NeighborLink Network sites.

City department representatives were also trained in using GIS and will continue to enhance their skills in a series of user group training sessions taught by Bureau of Neighborhood Initiatives staff members.

What's Cropping Up Next Season

NeighborLink Network Sites

As part of the new look of the NeighborLink Network workstations, computers upgraded with large screens and large-format color printers will be equipped with high-speed innovative software and planning tools.

NBN Participatory Evaluations

Sector Groups will soon be engaged in an evaluation process that will measure how well we are progressing toward our goals and making a difference in sector communities.

The NBN *RoofTop News* Magazine

In Spring 2002, the third edition of our *RoofTop News* annual magazine will be distributed throughout the city, state and nation.

Updated NBN Website

Features will include downloadable information on the new NBN3 Sector Action Plans; descriptions of NBN promotional materials and publications, with online forms for ordering; current educational presentations on NBN, and notices of upcoming NBN Initiatives.

NBN Partners...Growing Our Resources

Arts and Cultural Council of Greater Rochester

The Culture Builds Communities Art Program co-sponsored by the Arts and Cultural Council of Greater Rochester, Citibank, and the City of Rochester awarded grants totaling \$50,000 to neighborhood groups in Sectors 3, 7 and 10. The projects included a Kwanzaa ceremony, mosaic street lighting on poles, an art brochure, and a gateway garden.

Cornell University

Graduate students of the Cornell's University Department of City and Regional Planning provided technical assistance to Sector 4's South West Development Council (SWDC). The students assisted the Sector 4 Community Development Corporation conduct business and resident surveys for commercial strips and areas that will be impacted by future development projects.

Daisy Marquis Jones Foundation

The Daisy Marquis Jones Foundation awarded \$811,600 to help support building acquisition and renovations for the Arts Center in Sector 8, the Ibero Housing Development on Roth Street in Sector 9, and the acquisition of NENA's Sector 10 public market site.

Eastman Kodak Company

The Kodak R2010 Program provided grants to various sector areas totaling \$74,782 to support the R2010 Healthy Urban Neighborhoods and Health and Safety Campaigns. The grants helped to purchase bicycle equipment, construct a community playground, increase residential lighting, support a commercial initiatives center, and build a youth sports field house.

Element K Learning Center

The Element K Learning Center provided training materials and CD-ROM tutorials to support the NBN NeighborLink Network Initiative.

Enterprise Foundation

The Enterprise Foundation launched The Rochester Community Development Collaborative, a partnership that includes the City of Rochester, Daisy Marquis Jones Foundation, United Way of Greater Rochester, Chase Manhattan Bank and HSBC. The foundation provided \$150,000 to support the Collaborative in Sectors 2, 3, 8, 9, and 10. Operational funding was provided to the Northeast Area Development agency (NEAD), Ibero Housing Development, and the North East Neighborhood Alliance (NENA). In addition, technical assistance was provided to Sector 4's South West Development Council Collaborative.

Rochester Area Community Foundation

Rochester Area Community Foundation's "NeighborGood" Program awarded mini-grants that total \$40,022 to Sector 6 – 10 neighborhoods. Projects included the development of publicity campaigns, newsletters, promotional materials, a leadership workshop, and neighborhood beautification projects and community gardens.

Rochester Gas and Electric (RG& E)

The RG&E "Government Relations and Community Support Services" continued its staff liaison support, donated energy support services to summer festivals, assisted in the City's Operation Uplift efforts, and surveyed and replaced lighting equipment along the southwest safe school passages.

Rochester Institute of Technology (RIT)

Students from RIT's School of Film and Animation provided technical assistance to develop 3D Virtual Planning tools as part of the NeighborLink Network Initiative.

Science Linkages in the Community

Science Linkages in the Community and the NBN Institute co-sponsored a training session for sector volunteers on using the NBN Information Management System.

University of Rochester

To learn first-hand about the role of leaders and the relationship between citizens and city government, the University of Rochester's Community Development and Political Leadership class conducted research and interviews with Sector Leaders.