
The information below reflects the ideas and comments collected from members of the community during the second public meeting:

- A Public Meeting held on June 29, 2022 from 3:00 p.m.-7:00 p.m., was attended by 46 members of the public. The meeting was held at the Highland Park Olmsted Lodge in Rochester, NY.

The meeting was designed to provide input on the draft goals and strategies for guiding the future of Monroe County with respect to the following topics:

- Transportation, Energy, and Infrastructure
- Ecology + Environment
- Community Health
- Economic + Workforce Development
- People + Communities

The meeting was held in conjunction with the Active Transportation Plan for Monroe County with representatives from the project.

CRAFT YOUR OWN VISION

In 1-2 sentences, write your VISION for Monroe County over the next 10-15 years.

- An equitable, connected community that meets the needs of all the disabled, those who walk/bike/scoot/drive – kids, families, commuters, etc.
- Street trees and bike lanes vs street being directly adjacent to sidewalk
- A county which leads the US in improving transportation and economic access for all with better planning, zoning, and creative, smart programs which improve quality of life for all
- A sustainable community connected with a transportation infrastructure that like neighbors, reduces segregation, and doesn't require autos.
- A more equitable and accessible county for all who live here
- Safe and comfortable place to live. The ability for everyone to get to and from regardless of age, ability, income, etc.
- A place where people 8-80 can safely get around
- A smarter community that includes suburbs and urban neighborhoods as one. A county that leads on climate change to maintain a place to actually "survive" and thrive for generations
- Reduce auto speed in residential areas
- A place where we're no longer car dependent
- Less divisive! More connected on a personal level, not with automobiles
- Countywide vision zero – no traffic deaths in 2032

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- Identify destinations for pedestrians and bikes and fill in network gaps
 - Equitable (City and County); equitable (foot, pedal, car); walkable; equitable (children, family, and individuals)
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BIG IDEA

What is your one BIG IDEA for Monroe County? It can be anything – a program, policy, project, etc...

- Countywide trail system
 - Train/bus shuttle to/from airport downtown and town centers (one in north/east/west/south)
 - Countywide trail system: execute the enablement of the Ellison Parks master Plan with partners like GROC
 - Bring the Trolley back
 - Financial reparations for African Americans
 - Connect people without cars to county parks
 - Apply complete streets design to all county roads
 - Expand Route 5 mobility zones to cover all of Monroe County with no gaps
 - Affordable transportation access throughout all of Monroe County
 - A thriving downtown
 - Health in all policies
 - Make car ownership optional
 - Public transit options for travelling all over the county (I favor trains for safety and reliability), to be able to travel from city to suburb without a car in any weather
 - Metropolitan school district
 - Protected bikeways available to entire county
 - Dutch style infrastructure
 - Educating the public (motorists) to share the road with bicycles
 - Expanded more equitable urban suburban program
 - Connect downtown to H. Falls
 - Uncover the aqueduct
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ECONOMIC AND WORKFORCE DEVELOPMENT

Building an inclusive economy leveraging existing strengths and emerging trends.

What are our goals?

Inclusive economic growth

Increase workforce training for all ages

Support living wages

Invest in training and education targeted sectors to remove barriers to employment

Remove barriers to microloans and financing for business startups and small business owners

- Develop commercial centers in neighborhoods
- Expand City's Kiva program
- Fully fund Person in Crisis (PIC) and early intervention services
- More density in neighborhood "centers", like a European plaza idea where folks can access public transit, buy necessities, community resources, etc.
- Addressing Monroe County and severe job sprawl, incentivizing businesses to locate in areas well served by public transit; in other words, JOB ACCESS

Investment in the agricultural economy

Create a dedicated position focused on agricultural planning and economic development

Decrease barriers for local produce to participate in the Rochester Public Market or other local markets

Improve collaboration between agricultural workforce development programs and other workforce programs (e.g., BOCES)

- Support youth gardening programs
- Help farmers transition to organic and permaculture practices
- Connect institutional food buyers with local agriculture
- Urban ag is agriculture
- Revise code and permitting to support gardens and urban or suburban farms
- Help farmers reduce GHG emissions and sequester CO₂
- Gas subsidy for public market farmers to drive to and from

Create strong places that attract new companies and workers, and retain those that are here

Invest in placemaking strategies to improve quality of life

Invest in experience-based and niche retail to attract industry workers

Develop a Recreation Master Plan with a focus on programming and amenities

- Partnerships and collaboration with local colleges and education institutions
- Our parks are a treasure with strategic value! Maintain them and connect them with more bike/pedestrian paths and lanes. This attracts workers

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- ID and financially support neighborhood centered areas where people will want to put their business, work, hang out, buy goods, etc.
 - More winter events
 - Bentonville, AR as a model for trails and business. Attract and retain
 - Asheville, NC, Knoxville, TN, Tucson, AZ all examples
 - Rehab existing barns in county into co-working spaces
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COMMUNITY HEALTH

Prioritizing and investing in the health, wellbeing, and resiliency of all Monroe County.

What are our goals?

Promote the education, distribution, and consumption of local, healthy foods

Decrease barriers to access to local food and farm markets

Increased collaboration with the City's Food Policy Council

Expand the use of the Foodlink Curbside Market program

Increase distribution of local produce to area institutions

- Blocks in bloom – curbside gardens
- Community gardens
- More curbside market type things, maybe partner with public market businesses to do mini-market pop ups through the week
- Support culturally-responsive food, nutrition, education, etc.
- Teach and make available a plant-base diet
- Incentivize Wegmans (by whatever means) to care about city residents and not just suburban ones
- Help bridge food apartheid in city of Rochester that does not place burden on residents to solve themselves

Promote preventative measures to improve the health of county residents

Improve county Health Department access to health data to inform decision-making

Foster strategic partnerships with entities that promote public and mental health

Expand the county's health footprint within local communities

- Involve diverse residents in health planning
- More walking/bike paths. Also must be well-maintained year round
- Regular community-based walks, like the organized community bike rides. The walks were more accessible to folks with kids in strollers, those not confident on a bike, etc.
- County should buy equipment to clear bike/hike paths during snowy weather. Then use it.
- Only 2 of 22 parks allow for offroad cycling – equitable access, leverage GROC

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- Address pollution from 2 businesses in SW Rochester (**-*** for more info)
 - Bike riding classes for kids and women. Get free bikes from Rochester Community bikes
 - Plow snow and melt ice for bike/ped paths

Equitable and affordable health and wellness

Increase access to mobile and remote telemedicine options

Develop a coordinated plan for addressing the opioid crisis

Remove barriers to small-scale and wellness providers, childcare, senior care, or transitional homes

- Identify and expand network for pedestrians and bikes to farmers market
- Subsidy for private medical, dental, mental health practices in city of Rochester
- Address the negative trend of healthcare facilities locating in areas not well served by public transit that people can't get to
- Spread out locations of medical services, not just all near URMC or in Brighton
- Why are all the doctor's offices in Brighton or Pittsford and Greece? Why no doctor's offices on North Clinton Ave?

ECOLOGY AND ENVIRONMENT

Ensuring that the County's abundant natural resources are protected and enjoyed by residents and utilized to capture carbon.

What are our goals?

Strengthen the County's parks, trails, and open space

Develop a countywide Parks Master Plan

Improve technology access (Wi-Fi) for all park visitors and staff

Establish parks programming for recreation and environmental education

Improve access to county facilities in compliance with the ADA

- More community programs (ex. Fitness and recreation)
- Adaptive off-road cycling, partner with GROC
- Use native plants in landscaping, especially pollinator plants
- Give parks funds to build and take care of sidewalks
- Decrease mowed areas in parks – increase natural meadows and pollinators
- Invest in trails as "infrastructure" just like a lodge or field for sports
- Foot/bike trails connecting parks
- Expand river trail through Beebee Station area
- Biking should be allowed in more county park trails
- People without cars need a way to safely and easily access county parks

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- Art work in city parks

Improve stewardship of our natural resources

Establish a Sustainability Manager Position

Implement best practices for landscape management

Reduce greenhouse gas emissions generated through county uses

Establish a countywide forestry program

- Plant native trees
- Increase volunteer opportunities for youth programs with recreation and outreach
- Could networks of trail maintenance groups be developed by employing youth, incarcerated folks, or formerly incarcerated folks seeking reentry to work trails?
- Look at Ithaca Reuse as a model for here
- Monroe County should provide incentives for Monroe County employees to use transit or bikes instead of cars

Improve the County's hazard preparedness and climate resilience

Expand public awareness and education related to hazards

Update the County Hazard Mitigation Plan (in progress)

Implement natural and nature-based approaches to shoreline management

- Identify and support wetlands
- Resilience hubs for extreme heat and chaotic weather events
- Clean out more clogged-up storm drains. Replace storm drains with porous pavement or rain gardens

Protection of agriculture and farmland

Complete, adopt, and implement a Farmland Protection Plan (coming soon)

Increase resources to support farmland protection

Develop local laws to protect farmland and encourage agricultural viability

- No new subdivisions, infill instead
 - Limit farmland used for solar development to protect productive land areas
 - Subsidy for farmers to keep farms vs sell to developers
 - More community gardens in food deserts
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PEOPLE AND COMMUNITIES

Creating and supporting whole communities that contribute to a strong sense of place.

What are our goals?

Develop and strengthen strong centers and destinations

Strengthen community revitalization through model ordinances, training, and grant assistance

Adopt incentives to clean-up and redevelop brownfield properties and sites

Convene an Erie Canal Collaborative for canal communities

- Quick completion of the Broad St aqueduct project to that the city is included in EC Collaborative
- Connect bike/pedestrian corridors so people can reach them without cars
- Focus on economic development and capacity building at the village level too (see Livingston County)
- Place-making by creating pedestrian plazas at attractions like Eastman (Gibbs)
- Investment in city infrastructure – millions more are spent on roads in suburbs vs city roads
- Pedestrian bike (ride and connect town) with city

Address weaknesses in the housing market

Provide new quality affordable housing

Develop a countywide Land Bank

Continue to provide funding for home repairs and maintenance

Increase opportunities for home ownership for all income levels

Develop a countywide housing market strategy to address affordable, mid-range, and rental market housing

- Home buying and home owning education, expansion of existing
- Zoning reform to promote the missing middle rental housing
- Build and rehab housing for LMI families that's zero GHG emissions
- Metropolitan school district
- Art!
- Public Art!
- More mixed-use space, higher density in areas so they can support more local businesses in the neighborhoods

Leverage the County's rich cultural heritage and community resources

Continue to invest in the county's libraires, museums, and cultural heritage sites

Continue to support welcoming, inclusive, and celebratory public spaces and events

Increase opportunities for volunteering and civic engagement

- More local history taught in all county/city schools. Not just Erie Canal

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- Teach indigenous ways of knowing by asking local indigenous leaders to help use past to inform future
 - Invest in oldest cemetery in the city: Rapids Cemetery on Congress Avenue (14617)
 - Invest/create historic trails and markers in city
 - Stop duplicate services to drive/maintain city suburban divide – why is there a toy library in the city and one in Pittsford?
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TRANSPORTATION, ENERGY, AND INFRASTRUCTURE

Modernizing, diversifying, and strengthening transportation, energy, and infrastructure systems within the county.

What are our goals?

Remove barriers to high-speed internet access

Invest to provide coverage to unserved areas

Integrate 5G into unserved areas

- Community broadband fiber, lots at 5G Chattanooga
- City wide Wi-Fi network
- Every Monroe County street or utility project should include insulation of fiber
- Reduce cost – utility companies are installing the technology all over the city, but people in underserved neighborhoods cannot afford (or don't have the opportunity) to just switch
- Distribute county wide hot spots to schools, libraries, public buildings, parks

Identify opportunities to improve management efficiencies for existing infrastructure

Update the Pure Waters Master Plan

Create a county infrastructure Master Plan

Consolidate water resource recovery facilities

- MCWA needs to address “forever chemicals” and microplastics in the water supply
- Take care not to let land development politics drive infrastructure and sprawl. Trip generation demand is our most vexing hurdle.
- Roundabouts at Lake Shore Blvd and Kings Highway (Irondequoit), also at Log Cabin Rd. center greenway on Lake Shore Blvd.
- Alterations: bike trail and walkway from Titus Avenue (Irondequoit) to Kings Hwy by golf course; old farm road is already covering most of that area
- Make sure all pedestrian lights have leading pedestrian intervals
- No new subdivisions – infill development needed

Improve multi-modal transportation choices and infrastructure

Develop a countywide Active Transportation Plan (in progress!)

Adopt Complete Streets Legislation

Invest to improve transit access options

- Improve RT 5 coverage and frequency until Rt 5 is more than a last resort for transportation
- Expand Rochester's network of bike boulevards county-wide
- RT 5 update should slow foot, bike, bus, train, and plane connections
- Enough with the mindset that walking and biking are "alternative" forms of transportation. It should have equal footing in planning.
- Create accountability mechanism for 2035 plan
- Clear bus stops and sidewalks in winter
- Require repaving and striping work to include complete streets redesign
- Redirect funds to public transit
- More cooperation with Amtrak/Greyhound to make taking a bike on a longer trip easier
- Emphasis on accessible public transportation
- Require all road work to incorporate biking and/or other requirements
- Sidewalks on W Henrietta
- Sidewalk on Chili Ave from city to Gates

Support the deployment of clean energy infrastructure

Provide local technical assistance to adopt small scale distributed generation projects

Explore opportunities to procure renewable energy for municipalities and local school districts

Invest in electric vehicle charging stations

- Establish max areas used for solar on agricultural lands (to protect productive lands)
- Work towards elimination of natural gas; in new buildings use electricity
- Require new developments to include EV charging stations
- Focus on electric bike parking and charging, not electric cars
- Put solar in old mall parking lots – can double as carports
- Put solar on roofs and industrial areas; avoid productive agricultural lands
- Fast charging station across the county

Decrease solid waste while increasing recycled materials

Invest in a countywide composting program

Expand the reach of the Recycle Right Campaign to increase public awareness

Increased access to battery and household electronic recycling

- Offer composting the same way we offer single-stream recycling
- Incentivize composting with tax structure, awards, gifts, other recognition'
- Give back to compost individuals
- Use compost in public areas (ex. Parks)

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- Use compost for community gardens
 - Countywide reuse program: drop off unneeded goods, pick up wanted goods
 - Lower speed limit – better road maintenance will decrease car repairs