

11th Annual Award-Winning Series reSHAPING ROCHESTER 2016

The Reshaping Rochester 2016 Series, Balancing the Scales: Equity by Design, was developed to address issues of poverty and access that are especially prevalent in our city and region. Many of us are familiar with these grim statistics. For example, Rochester, NY has the highest rate of extreme poverty and the highest in childhood poverty of US cities of similar size.

It is clear that Rochester community has embraced efforts to alleviate poverty and several promising programs have been developed to tackle this issue.

But without addressing the role that the physical environment plays in perpetuating poverty we will not be successful in identifying and implementing solutions. Fortunately, a significant body of research indicates that good design is a powerful tool to address disparities in transportation, employment, housing, education, employment, health and safety.

As we developed the 11th Annual Reshaping Rochester Series, Balancing the Scales: Equity by Design, we looked across the nation to identify the innovators who were putting this research into practice. Throughout the series, the Community Design Center Rochester (CDCR) connected these experts to community members, leaders and activists. We brokered candid exchanges of ideas and shared best practices. Our goal was to provide the Rochester community with the tools needed to improve access to jobs, education and healthcare and to tackle isolation, racism and injustice.

The pages that follow document the 11th annual Reshaping Rochester Series. We hope you enjoy looking back at some highlights and looking ahead with us as we seek to use design to build a more accessible and equitable city and region.

Thank you for your support. Without it this series would have been impossible.

-Community Design Center Rochester



The Community Design Center of Rochester (CDCR) is a non-profit organization of design professionals promoting healthy, sustainable communities by encouraging quality design of the built environment and thoughtful use of built and natural resources. We do this by providing technical assistance and access to educational and training opportunities that increase awareness about the built environment, the impact of design and the importance of good urban planning. By actively engaging through partnerships in city and regional initiatives that include guiding communities in creating vision plans and encouraging community involvement in planning and developing processes, CDCR plays a critical role as an advocate for good design in the Greater Rochester Region.

Speakers

Our 2016 Reshaping Rochester speakers were carefully chosen for their expertise in addressing equity and access. Our guests traveled from all over the country to join us, from Pittsburgh, PA, Cleveland, OH, Washington DC, and even San Diego, CA! The impressive group included:



Anne Marie Lubenau, AIA
Director, Rudy Bruner Award for Urban Excellence sponsored by the Bruner Foundation

"... Everybody should be involved in the design of the built environment. It is simply the most democratic experience."

Due to a family emergency Julian Agyeman, PhD, was unable to participate in the lecture.

"We see the strong neighborhoods ... are getting stronger, but we also see that the less strong neighborhoods need to be engaged and interact with their own recovery in order for that recovery to include them. ... It is so vital to the urban restoration in our communities."



Ken Doyno, AIA
President, Rothschild Doyno Collaborative



Steve Farley
Arizona State Senator

"Our history involves urban spaces that were walkable, where people enjoyed community, [spaces] that didn't mean the car was the number one thing."

"(We learned) that the residents were so powerful. We learned that because you're poor doesn't mean you're bad, and because you're rich doesn't mean you're good."



John Torti, FAIA, CNU
President, Torti Gallas & Partners



Jacky Grimshaw
Vice President Policy, Center for Neighborhood Technology

"We all know that poverty is a place-based issue. ... What is not discussed is that solutions need to be place-based as well."

"Housing cannot exist on its own, it cannot be understood just as an amount of units, but it needs to be embedded in an infrastructure of social, economic, and cultural programming." - Teddy Cruz



Teddy Cruz
Owner, Estudio Teddy Cruz
Fonna Forman
Founding Director, UCSD Center on Global Justice

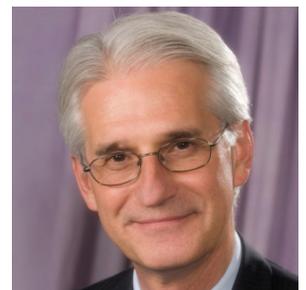
"Arts and Culture are powerful agents of civic engagement, shaking people of biases and misconceptions. The best way to fight violence is not through more violence, but through community process" - Fonna Forman



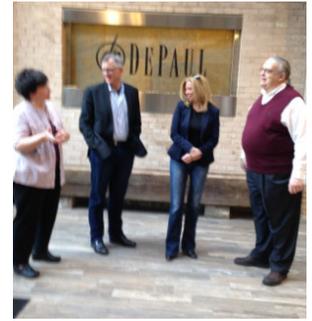
Honorable Knox White
Mayor, Greenville, SC, Location of Reedy River Falls Park

"... At the end of the day, it's all about the walking experience for pedestrians... A city can be transformed by embracing it's river, and embracing a special place..."

"The way the drift goes... the system produces more inequality, less equity. So you have to intervene by design... Institutions started to see that, we could conduct ourselves in a way that could benefit the city and our institutions. Not by giving money away, but by reorienting our business practices."



Ted Howard
President and Co-Founder, The Democracy Collaborative



Activities and Events



The cornerstone of the 2016 series continues to be evening lectures. The Reshaping Rochester Series is open to all and attended by community members including design professionals, developers, public officials, municipal staff, educators, students, volunteers and neighborhood activists. In addition to our lectures, the 2016 Series included the following events:

- **Community Leaders Breakfasts** – Four roundtable discussions with Reshaping Rochester guest lecturers were held in a variety of locations and designed to foster relationship-building and idea-sharing. Each moderated breakfast meeting was an opportunity to air issues and explore solutions. Invitees included government officials, business and nonprofit sector leaders. We are grateful to Greentopia, hbt Architects, Landmark Society and RGRTA for hosting these events.
- **Tours** – Tours through Rochester’s neighborhoods and areas of interest were customized around specific lecture topics. The goal of each tour was to inform our speakers' remarks and provide another opportunity to share their expertise with community members. The tour destinations included some of Rochester’s affordable housing developments, downtown riverfront assets and cooperatively-owned businesses. Abundance Cooperative, Conifer, DePaul, Ibero-American Development, RIT’s Center for Urban Entrepreneurship, Small World Foods all shared their facilities and time with our speakers.
- **Brown Bag Lunches at Rochester City Hall** – Staff from various departments including Neighborhood & Business Development, Planning & Zoning, and Environmental Services met with our guests for three brown bag lunches. These encounters connected municipal professionals with experts who shared best practices in business development, transportation and housing.
- **Pre-lecture Dinners** – Dinners with our speakers, sponsors, community leaders, Reshaping Rochester committee members and CDCR board members provided an opportunity to get to know our speakers on a more personal level, learn more about their work and reflect on their time in Rochester.
- **Luncheon** – Each year, the Reshaping Rochester series features a special luncheon event to highlight the work of a municipal leader committed to the advancement of quality urban design and planning. The 2016 luncheon featured the Honorable Mayor Knox White of Greenville, SC. This year the sold out event highlighted Mayor White’s efforts to, “make Greenville the most beautiful and livable city in America.” Like Rochester, Greenville has a river and falls in the heart of the city. Also like Rochester, the Greenville community was disconnected from their powerful natural resource. With the pivotal decision



to remove the Camperdown Bridge, a four-lane traffic bridge that cut through the center of Greenville, and a \$ 13 million initiative to transform the Reedy River waterfront and falls into a 20-acre area of public garden space Falls Park now serves as a place to gather, play, and celebrate life for the city residents.

This presentation drew some very compelling parallels to Rochester. Our hope is Mayor White’s talk will serve as a catalyst for Rochester’s downtown and riverfront development.

Community Outreach

The CDCR used several methods to ensure that a wider audience had access to the speaker series. Eighty guest passes were distributed to local NGOs (Appendix C) and series partners to use at a lecture of their choice. More than 30 passes were redeemed.



Students continue to attend lecture events for free. CDCR views free student admission as a means to educate the next generation of community leaders on the value of good design. Through outreach and promotion of specific events to the University of Rochester and Rochester Institute of Technology we saw a spike in student attendance. In 2016 this group made up 15% of our total audience.

The reduced lecture ticket price of \$10 offered to seniors helps keep attendance affordable for those on a fixed income.

New to the 2016 series, the CDCR partnered with the local non-profit organization, Coffee Connection, to sell light refreshments following each evening lecture. This partnership not only encouraged lecture attendees to continue the conversation each lecture would spark, but also shine a light on Coffee Connection's mission to empower women in the Rochester community; the perfect counterpart to the series theme of improving equity in our community.

Gallery Shows

As part of the CDCR's overall goal of education and outreach, we open our gallery to the public for a show representing the work of each guest lecturer and their work. This gallery show was open to the public for viewing every day during our office hours, as well as during the Hungerford Building's First Friday events.



[Click here to listen to this event's Podcast.](#)
[Click here to download Mayor White's Powerpoint.](#)
The Honorable Knox White
 Mayor, Greenville, SC, Location of Reedy River Falls Park

Website Archiving

A long-time volunteer records each lecture. These podcasts along with the presentation slides are available for public use on CDCR's website.

Volunteer and Staff Support

From theme development and speaker selection to last minute logistics, the Reshaping Rochester Series requires dedicated support year round. Series planning and logistics are supplied by CDCR's administrative staff. Design work was provided by our contracted graphic designer and design staff member.

The series also receives guidance and support from CDCR's Board of Directors and the Reshaping Rochester Committee. Committee members took an active role in all aspects of the series. The 2016 Reshaping Rochester Committee Members were: Roger Brown, Howard Decker, Mo Duggan, Maria Furgiuele and Victoria McGarril.

Each lecture and the events surrounding it require a high level of volunteer support. In the days leading up to each lecture a committed volunteer assisted with last minute logistics. During each lecture, as many as eight individuals volunteered their time to help register, greet and direct attendees, photograph and audiotape the event and distribute and collect surveys.



For a complete list of volunteers, please see Appendix B.

Promotion

The CDCR established a goal this year of increasing public awareness of the lecture series. Thanks to WXXI's continuing media sponsorship, an increased emphasis on social media and other media partnerships, ticket sales increased by 133%. Exit surveys administered during the evening lectures bore out the importance of using a variety of types of outreach.

"How Did You Hear About This Event?"
Feb. - June



Figure 1- Promotion and Outreach



Radio

Our speakers and representatives of the Reshaping Rochester Committee were hosted throughout the series on WXXI Radio's Connections with Evan Dawson. Connections with Evan Dawson, a popular public affairs talk show, has an estimated a reach of 35,000 listeners. In addition to creating interest and awareness of the Reshaping Rochester events, it provided an opportunity for members of the community to interact with our speakers during the call-in segment of the show.

We also appeared on Mike Lill's Rainbow Radio show which airs on WAYO 104.3FM to reach a more diverse audience and increase community awareness of the June lecture series.



News Coverage

The Reshaping Rochester series also received coverage from local media outlets, including the Democrat and Chronicle, City Newspaper, and the Rochester Business Journal. These news outlets featured stories on our lectures and included details in their events calendar. In addition to news coverage, POST Rochester ran two free advertisements for the Reshaping Rochester Lecture Series.



What's the **#ClevelandModel** and how can **#Roc** learn from it? Listen live NOW on **@WXXINews** w/ **@evandawson** **@evgohcoop**



Social Media Campaign

As part of a larger effort to increase our social media presence, CDCR regularly promoted our series on Facebook and Twitter. Targeted e-mails to our database and website updates were also employed. In 2016 partner organizations including the American Institute of Architects- Rochester, American Society of Landscape Architects – Upstate and Roc Coalition (an umbrella organization of approximately 40 young professional organizations) shared series information with their stakeholders through their e-newsletters and bulletins.



Audience

Evening Lectures

When ticket sales are analyzed we found that we have been successful in attracting a diverse audience with seniors and students represented prominently. Evening lectures consistently attracted 100 or more community members.

Survey Results

We administered a short survey to our lecture audience each month to learn more about their interests and get feedback on the evening's event. We were pleased that so many audience members took the time to respond thoughtfully.

We learned that despite the series being in its 11th year a significant percentage of the audience was attending for the first time. We were also delighted that a loyal core group of community members continues to find the series relevant.

We also asked attendees about their professional backgrounds. Because continuing professional education credits are available to architects and landscape architects that attend the lecture we expected these groups to make up the majority of our audience. And while they continue to be important stakeholder groups we noted that most people identifying as "other". We are encouraged to see the lectures are attracting a diverse cross section of the community.

Luncheon Attendance

The Reshaping Rochester Luncheon offers a different experience from evening lectures, so we looked at attendance for this event separately. Tickets are only available to pre-registered guests. Ticket options include: \$500 table sponsorship for a table of eight or \$50 per person.

The 2016 luncheon was held at the Inn on Broadway, an architecturally significant venue in Rochester's East End. The event attracted a total of 144 guests; selling out one week before ticket sales were scheduled to close. This event attracted seven table sponsors; an increase of five over 2015.

Ticket Sales by Type

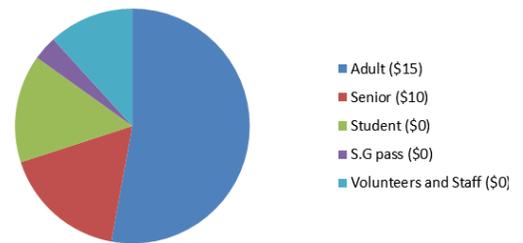


Figure 2- Ticket Sales by Type

First Time Attendees vs. Repeat

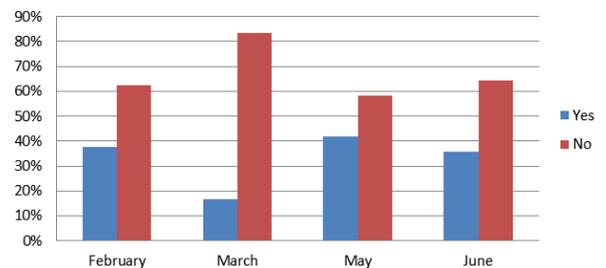


Figure 3 - First Time Attendees vs. Repeat

**Attendance Demographics
Feb - June w/o community member**

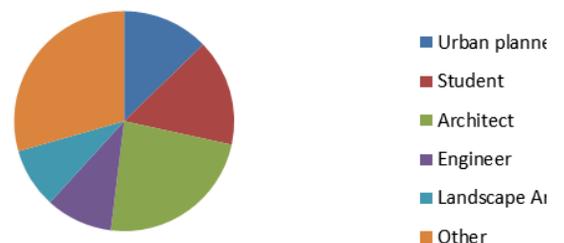


Figure 4- Attendance Demographics



Financial



The Reshaping Rochester Series does not enrich the CDCR. In fact, this year the series essentially broke even. We are committed to providing the series as part of our educational and advocacy mission.

Sponsorships

The Reshaping Rochester Series sustains itself through generous sponsorships from organizations located in the Greater Rochester Region and beyond. With the loss of a large single source of funding in 2016 CDCR reached out to the wider community to ask for their support. A diverse group of businesses and organizations generously donated to the series on many different levels. In total, 28 donors provided \$21,457. This represents an increase of six sponsors from 2015. These sponsorships were vital to the success of the series and we are grateful and humbled by the community's response.

Our 2016 Series Sponsors provided the overarching support necessary for CDCR to plan and hold the series. They are:



Our event sponsors provided CDCR with the funding to bring each nationally-known expert to town and to provide opportunities for them to interact with the Rochester community. They are:



In-kind Donations

Another vital source of support to our series were in-kind donations. A diverse group of local businesses and organizations donated goods and services to our series. These in-kind donations included:



For a complete list of sponsors, please see Appendix D.

Grants and Ticket Sales

Our series also receives important support from grants and ticket sales. Grant support is particularly meaningful to CDCR because it means that the series has met strict criteria established by the funder to support education, arts and cultural programming.



More than 430 tickets were sold in 2016 for evening lectures and for the series luncheon. Individual ticket sales accounting for more than \$7,000 of series income. Clearly community members see the value of the Reshaping Rochester events and are willing to support the series through individual ticket purchases.

Expenses

The costs necessary to hold the successful 2016 Reshaping Rochester Series consisted primarily of speaker travel, event meals, promotion and publicity, design services and an allocation of staff wages. Without generous donations of in-kind goods and services, speaker honoraria and volunteer time the costs necessary to hold the series would have been prohibitive.

Because of the loss of a significant sponsor in 2016 we carefully budgeted each expense line and leveraged CDCR staff time to the extent possible.

For a complete financial summary, please see Appendix E.

Conclusions

As we reflect back on the 2016 Reshaping Rochester series and look ahead to 2017 we are:

- thrilled* with audience growth and participation;
- gratified* by the generosity of our sponsors, speakers and volunteers;
- humbled* by the necessity to put our speakers' ideas into action;
- excited* to build on the success of 2016 to create an impactful 2017 series.

It is clear from survey results that our audience is interested in community building and CDCR will use this insight when planning the 2017 series. Our audience also tells us that they want to know more about a variety of subjects with neighborhoods, sustainability, and transportation the most requested topics. CDCR will look for the most appropriate and compelling speakers in these areas as we plan next year's series.

At the start of the series CDCR set several goals. The first was increasing and diversifying our audience and we were rewarded with excellent rates of student and first time attendees.

After losing a major funder at the start of our 2016 series, we sought to broaden our sponsorship base. By successfully attracting more sponsors to the series CDCR forged new community partnerships and strengthened existing relationships. New sponsors, their employees and stakeholders were able to participate in the series and learn from our speakers.

Finally, the CDCR set out to connect our lecturers with activists and leaders and to spark the conversations that create change in our community. We worked hard to arrange events surrounding each lecture that provided our guests with opportunities to speak face to face with a diverse array of community members. CDCR was very successful in ensuring that our speakers' time in Rochester was impactful and is confident that the Rochester community has important tools to address equity and access because of this year's series.

Thank you for being a part of Balancing the Scales: Equity by Design. We look forward to seeing you in 2017!
- Community Design Center Rochester

Requested Lecture Topics

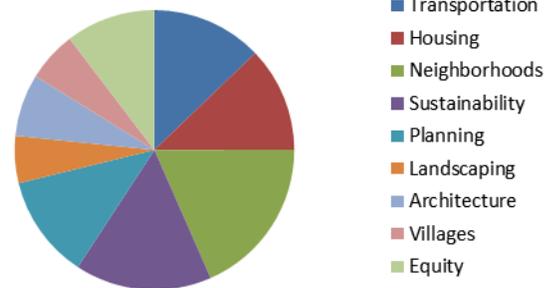


Figure 5- Requested Lecture Topics



Appendix A: Event Dates and Details

Date	Event	Details
2/9/2016	Evening Lecture	Anne Marie Lubenau presented at our kick off lecture on the importance of designing equitable spaces. *Note Julian Agyeman could not join us due to family emergency. **Please note due to weather concerns events surrounding the evening lecture were canceled.
3/3/2016	WXXI Connections with Evan Dawson radio interview	Jacky Grimshaw and Senator Steve Farley joined us on the Connections with Evan Dawson Radio Show.
3/10/2016	Car tour	Jacky Grimshaw and Senator Steve Farley joined CDCR staff and Reshaping Rochester committee members for a tour through Rochester's Crescent area.
	Pre-lecture dinner at City Grill	Sponsors and CDCR board members enjoyed a casual dinner with speakers before lecture.
	Evening Lecture	Jacky Grimshaw and Senator Steve Farley spoke on the importance of access to a robust public transportation system.
3/11/2016	Community Leaders Breakfast at RTS	Our speakers joined community leaders and activists from Rochester's public transportation sector for a round table discussion.
	City Hall Brown Bag Lunch	Our speakers met with City of Rochester staff to discuss transportation trends, issues and policy.
4/6/2016	WXXI Connections with Evan Dawson radio interview	Mayor Knox White joined us on the Connections with Evan Dawson Radio Show.
4/12/2016	Welcome dinner at Victoire Belgian Beer Bar and Bistro	Mayor Knox White enjoyed a welcome dinner with CDCR staff, board members, sponsors, and community members.
4/13/2016	Car tour	Mayor Knox White joined CDCR staff and Reshaping Rochester committee members for a tour through downtown Rochester and the Genesee River.
	Community Leaders Breakfast at Greentopia with a tour of Eco-district	Mayor Knox White joined by CDCR staff and board members, Greentopia staff, and community leaders for a tour through the High Falls Eco-District.
	Reshaping Rochester Luncheon Event	240+ attendees joined CDCR and Mayor Knox White for a presentation on the successful Reedy River Falls park in Greenville SC.
	River Advocate Workshop	Mayor Knox White was joined by CDCR staff, board members and community leaders for workshop on how to connect our community the Genesee river.
5/3/2016	WXXI Connections with Evan Dawson radio interview	Ken Doyno joined us on the Connections with Evan Dawson.
5/9/2016	Welcome dinner at Victoire Belgian Beer Bar and Bistro	Ken Doyno and John Torti enjoyed a welcome dinner with CDCR staff, board members, sponsors, and community members.

5/10/2016	Car tour	Ken Doyno and John Torti joined by CDCR staff and board members for a tour through Rochester's affordable housing stock, with occasional stops for on-site tours.
	City Hall Brown Bag Lunch	Speakers were joined by members of city hall for a brown bag lunch discussion
	Pre-lecture dinner at City Grill	Speakers were joined by sponsors and CDCR board members at City Grill for a casual dinner.
	Evening Lecture	Ken Doyno and John Torti spoke on the importance of well-designed affordable housing.
5/11/2016	Community leaders breakfast at the Landmark Society Rochester office	Ken Doyno and John Torti joined by CDCR staff, board members, and community leaders for a round table discussion on the importance of well-designed affordable housing.
6/2/2016	WXXI Connections with Evan Dawson radio interview	Ted Howard joined us on the Connections with Evan Dawson Radio Show.
6/9/2016	Community leaders breakfast at HBT architects	Speakers were joined by CDCR staff, board members, and community leaders for a round table discussion on how to achieve equity in our communities. Discussion focused on the relationship between communities and universities or other large institutions.
	Car tour	Speakers joined by CDCR staff and board members for a tour through Rochester's worker owned co-ops with occasional stops for onsite tours.
	City Hall Brown Bag Lunch	Speakers were joined by members of Rochester city council, and city staff for an informal discussion.
	Pre-lecture dinner at City Grill	Speakers were joined by CDCR staff, board members, sponsors, and community members for a casual dinner before the lecture.
	Evening Lecture	Speakers presented on how to achieve equity through design. Presentation focused on the importance of positive community relationships.

Appendix B: Volunteers

Kelsey Boyd
 Leslie Brooks
 Eddy Company
 Kathy DiGiulio
 Gregory Heinrich
 Christopher Hennelly

Tom Hryvniak
 Linda Hewitt
 Catherine Kana
 John Lam
 Jacqueline Lum
 Maxine Manjos

Michelle Matello
 Jeanne McIntosh
 Carl Paltz
 Patricia Partridge
 Paige Pensgen
 Angela Richards

Appendix C: NGO Guest Passes

Each organization listed below received two free tickets to an evening lecture of their choice.

P.L.E.X. Neighborhood Association
 Northeast Main Neighbors United
 Rochester Greenovation
 Charlotte Community Association
 Genesee Land Trust
 19th Ward Community Association
 Seeking Common Ground
 Beechwood Neighborhood Coalition
 Sojourner House
 Marketview Heights Association
 Changing of the Scenes
 J.O.S.A.N.A.
 Greentopia
 Susan B. Anthony Neighborhood Association
 Action for a Better Community
 Corn Hill Neighbors Association
 Ibero-American Development Corporation
 Cottage Street Block Club
 CONEA Depaul
 Baden Street Settlement

PathStone
 Flower City Cohousing Community
 M.K. Gandhi Institute for Nonviolence
 Rochester Regional Group of the Sierra Club
 Urban League of Rochester
 Joseph Avenue Business Association
 Downtown United Presbyterian Church
 Metro Justice
 The Community Place of Greater Rochester
 Southwest Area Neighborhood Association
 Charles Street Settlement House
 Group 14621
 Dazzle School
 South Wedge Planning Committee
 North Winton Village
 Sector 4 Community Development Corporation
 PLEX
 Maplewood Neighborhood Association
 Beechwood Neighborhood Greenhouse Collaborative
 EMMA Neighborhood Association

Appendix D: Sponsors

Sponsorships			
Organizations	RR11 Support	Organizations	RR11 Support
Home Leasing	\$2,000	The City of Rochester	\$500
TransitCenter	\$1,700	The Community Foundation	\$500
GRAR	\$1,500	Clark Paterson Lee	\$500
GRAR/NAR	\$1,500	DHD Ventures	\$500
APA	\$1,200	hbt Architects	\$500
Bergmann Associates	\$1,000	Monroe County Planning Board	\$500
Canandaigua National Bank & Trust	\$1,000	Nixon Peabody	\$500
Mark IV	\$1,000	Sirius Change	\$500
New York Upstate ASLA	\$1,000	Ty Lin	\$500
Rainaldi Real Estate	\$1,000	University of Rochester	\$500
Stantec	\$1,000	Malinda Gaskamp	\$382
Anthony J. Costello & Son Development	\$500	Pardi Partnership Architects	\$250
Barkstrom and LaCroix	\$500	Passero Associates	\$250
Charlton Financial	\$500	SWBR	\$175
		Total	\$21,457

In-Kind Support		Support Value
AIA-Rochester	Continuing professional education sponsor.	\$900
East Ave. Inn	Accommodations for all series speakers.	\$856
Gleason Works	Lecture venue in auditorium at 1000 University Ave. & technical assistance related to 4 events.	\$600
Greentopia	Community Leader Breakfast and tour host.	\$180
Hbt Architects	Community Leader Breakfast host.	\$150
Hedonist Chocolates	Gifts for all series speakers.	\$250
Joe Bean	Gifts for all series speakers.	\$350
Landmark Society	Community Leader Breakfast host.	\$150
Reconnect Rochester	Promotional partner for transportation speakers	\$75
Post Magazine	¼ page ads in two issues	\$1,550
Wegmans	Community Leader Breakfast food and beverage.	\$450
WXXI	Monthly appearances throughout series on Connections with Evan Dawson; promotional spots on WXXI radio.	\$6,800
Total In-Kind Value		\$12,311

Appendix E:

Reshaping Rochester Financial Summary	2016
<u>Income</u>	
Sponsorships & Grants	20,067.00
Ticket Sales	7,210.36
Total Income	27,276.88
<u>Expenses</u>	
Meals (incl. luncheon event)	6,666.84
Publicity & Communication	2,561.07
Speaker Honorariums	500.00
Travel - Speakers	2,089.80
Venues	75.00
Staff Support - Executive Director	3,375.00
Staff Support - Design	1,033.08
Staff Support - Admin.	4,496.71
Employer's FICA	690.85
Staff Support -Design- Contract	2,940.00
Printing & Postage (incl. Gallery Show)	1,286.67
Office supplies & other expense	274.79
Paypal Fees	169.49
Accounting	122.50
Total Expenses	26,281.80
Net Income	995.08