

A. NATURAL RESOURCES [NR]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<p>NR-1 Invest in infrastructure, policy, and advocacy efforts that protect and enhance Rochester's water resources.</p>	<p>NR-1a Promote the distribution and use of the City of Rochester Sustainable Practices for Building Owners and Occupants Guide, as well as the City of Rochester Green Infrastructure Retrofit Manual, by local developers and infrastructure project leads.</p>	<p>City, Developers, Building/Property Owners</p>
	<p>NR-1b Expand investments in green infrastructure in areas surrounded by impervious materials to reduce the amount of storm water runoff.</p>	<p>City</p>
	<p>NR-1c Coordinate with the Center for Environmental Initiatives' Genesee RiverWatch and other regional partners to identify strategies for improving water quality in the River.</p>	<p>City, Genesee River Alliance/ RiverWatch, Monroe County, GFLRPC, GTC</p>
	<p>NR-1d Use the LWRP as a guideline for development, activity, and collaboration along the city's waterfront, and enforce the policies outlined in the Plan in order to protect our natural resources.</p>	<p>City, NYS, Community Groups/Funders</p>
	<p>NR-1e Protect the coast from erosion risks through administration of Chapter 43A of the City code.</p>	<p>City, NYS</p>
	<p>NR-1f Support the formation of a Genesee River Alliance, a coalition of area stakeholders focused on education, river health, advocacy, and community engagement. This organization, combined with the efforts of the City and the proposed downtown/riverfront management entity through ROC the Riverway, will form a critical partnership to ensure a holistic approach to the river's preservation and potential as a community asset.</p>	<p>Genesee Land Trust, City, NYS, Genesee River Alliance/ RiverWatch, Downtown/ Riverfront Management Entity</p>

Notes:

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
NR-2 Provide ongoing upgrades and modernization of water distribution, storage, and treatment systems and facilities.	NR-2a Bring the Highland and Cobbs Hill Reservoirs into compliance with LT2 while respecting the surrounding significant historic and parkland resources.	City , NYS
	NR-2b Upgrade and modernize the water supply conduit system.	City
	NR-2c Improve the Cobbs Hill fence surrounding the Reservoir.	City
	NR-2d Renovate and upgrade the Hemlock Water Filtration Plant.	City
NR-3 Protect and expand Rochester's urban forest.	NR-3a Use the Forestry Master Plan to guide Rochester's efforts in protecting and expanding the urban forest and commission an update of the current Master Plan.	City , Community Groups/Funders
	NR-3b Continue to administer targeted control measures to protect the urban forest from invasive insects and diseases.	City
	NR-3c Identify a goal for the percentage of the city to be covered by tree canopy and set strategies for meeting that goal.	City
	NR-3d Provide information about species, planting techniques, placement guidelines, and underground utility location for private property owners interested in planting trees on their property.	City , Building/Property Owners

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<p>NR-4</p> <p>Promote and protect Rochester’s natural resources as assets for attracting residents, businesses, and tourists.</p>	<p>NR-4a Promote Rochester’s abundant fresh clean water supply as an asset to attract new residents and businesses.</p>	<p>City, GRE, Visit Rochester, FLRTC</p>
	<p>NR-4b Create a promotional video vignette about Rochester’s extraordinary natural resources.</p>	<p>City, Education Institutions, Visit Rochester, FLRTC, GRE</p>
	<p>NR-4c Implement the ROC the Riverway Vision Plan and Local Waterfront Revitalization Plan.</p>	<p>City, NYS</p>
	<p>NR-4d Explore the opportunity to support bird-friendly development and design guidelines for new development within the city, which could include:</p> <ul style="list-style-type: none"> – Install bird-friendly, non-reflective windows – Use awnings and overhangs to add visual cues to birds and reduce reflection – Discourage use of angled glass windows – Use glare-minimizing external lights, and reduce spill light 	<p>City, Rochester Birding Association, Genesee Audubon Society, Developers</p>

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GOAL	STRATEGIES	PARTNERS
NR-5 Protect natural resources and promote long-term sustainability through increased environmental awareness and education.	NR-5a Develop targeted education and community engagement campaigns on specific issues related to the personal and community benefits of environmental sustainability.	Environmental Community, City
	NR-5b Develop diverse and engaging environmental programming that instills a love of the natural world and cultivates an environmental stewardship in residents from a young age.	Environmental Community, RCSD, City
	NR-5c Encourage and support development of "sustainability curriculum" and environmental programming in schools, rec centers, and other community venues to educate students and adults about issues related to natural history, environmental stewardship, urban planning and ecology, sustainability, climate change, etc.	RCSD, City
	NR-5d Support efforts to establish an ecology center or centers along the river.	City, Environmental Community