

B. PARKS, RECREATION + OPEN SPACE [PR]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<p>PR-1</p> <p>Reclaim the Genesee River and the City parks and recreation system as foundational assets that help achieve cross-cutting community goals.</p>	<p>PR-1a Implement existing parks and recreation-related plans, including:</p> <ul style="list-style-type: none"> – ROC the Riverway, including development of a plan for Phase II projects and funding – Local Waterfront Revitalization Program (LWRP) – Genesee Valley West Master Plan – Durand Beach Master Plan – Mt. Hope Cemetery Master Plan – JOSANA Trails Feasibility Study – Eastman Trail – Martin Luther King Jr. Park Master Plan – Irondequoit Seneca Trail Feasibility Study – Washington Square Park Charrette 	<p>City, NYS, Monroe County, Town of Irondequoit, CSX Railroad, Genesee River Alliance/ RiverWatch, Developers, Community Groups/Funders</p>
	<p>PR-1b Increase data capacity, then use data to document the value of parks, recreation, and open space investments and make the case for how they contribute to achieving key community goals.</p>	<p>City, Monroe County, Community Groups/Funders</p>
	<p>PR-1c Engage non-traditional parks partners to communicate the value of parks to their interests and partner with them to identify or leverage new funding or in-kind resources:</p> <ul style="list-style-type: none"> – Physical and mental health providers, agencies, and advocates – Economic development entities, including employers, businesses, cultural institutions, tourism organizations – Developers (for-profit, not-for-profits, community), realtors, potential homeowners, neighborhood organizations – Foundations and philanthropists 	<p>City, Monroe County, Community Groups/Funders</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
PR-1 Reclaim the Genesee River and the City parks and recreation system as foundational assets that help achieve cross-cutting community goals.	<p>PR-1d Explore additional categories of community benefits that could be negotiated with developers such as public art, public amenities, bicycle/pedestrian enhancements, and small public spaces throughout the city, but particularly along the City’s waterfronts to improve public access.</p> <hr/> <p>PR-1e Develop a plan for reconstituting a City Department of Parks and Recreation.</p> <hr/> <p>PR-1f Seek opportunities to co-locate new City facilities or programming with key community partners and community facilities – e.g. rec centers with schools and libraries.</p>	<p>City, Developers</p> <hr/> <p>City</p> <hr/> <p>City, RCSD, Community Groups/Funders</p>
PR-2 Enhance parks and recreation planning capacity.	<p>PR-2a Allocate resources to support parks and recreation planning activities:</p> <ul style="list-style-type: none">– Formalize coordination for joint planning, programming, investment, and community impact– Increase utilization of mapping and GIS– Improve data collection, holistic metrics, and evaluation	<p>City, Monroe County</p>

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<p>PR-2</p> <p>Enhance parks and recreation planning capacity.</p>	<p>PR-2b Create an up-to-date inventory of all parks, recreation, and open space facilities within city limits (including locations, amenities, conditions, physical accessibility, historic designation status, sensitivity rating, lead maintenance entity, etc.), reconcile across the City's internal data systems (assessment, zoning, GIS/mapping, etc.), establish expectations for ongoing inventory maintenance, and use to inform planning and strategic investment.</p>	<p>City, Monroe County, NYS, Community Groups/Funders</p>
	<p>PR-2c Inventory existing parks and rec center programming, which city populations are served by current programs and which are not, and use this information to assess new program development needs and opportunities.</p>	<p>City, Monroe County, Community Groups/Funders</p>
	<p>PR-2d Develop a system-wide Parks and Recreation Master Plan, including equitable access, safe routes to parks and recreation, and 10 Minute Walk to Parks pledge analyses and metrics.</p>	<p>City, Monroe County, Community Groups/Funders</p>
	<p>PR-2e Develop a small parks/parklets strategy and explore options for public/neighborhood use of City-owned vacant land.</p>	<p>City, Monroe County, Community Groups/Funders</p>
	<p>PR-2f Continue to work with the Monroe County Parks Department and the Rochester City School District to coordinate parks planning and investment for parks and recreation facilities that are subject to the City-County Parks Agreement and the City and RCSD's Cooperative Agreement.</p>	<p>City, Monroe County, RCSD, Neighborhood Groups, Community Groups/Funders</p>

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GOAL	STRATEGIES	PARTNERS
PR-3 Ensure high quality maintenance, operations, and safety of parks and trails.	<p>PR-3a Provide adequate funding, technology, and staffing for high quality maintenance, operations, and safety of parks, including:</p> <ul style="list-style-type: none">– Sufficient mowing, pruning, watering– Safe and accessible playgrounds, athletic facilities– Parks free of litter and graffiti– Trails and pathways clear and smooth– Technological improvements for planning and monitoring– Staff training and education in best management and maintenance practices. <hr/> <p>PR-3b Increase user-friendly, non-sworn Park Patrol personnel (e.g., City security staff) on bikes and mounted police patrols in city parks and along trails. Consideration should be given to restoring downtown’s “Red Shirt” guides, as part of establishing a downtown riverfront management entity.</p> <hr/> <p>PR-3c Conduct periodic assessments in individual parks with parks personnel, community representatives, and police to identify opportunities to improve safety and accessibility through improved design, lighting, maintenance actions, and/or programming changes.</p> <hr/> <p>PR-3d Develop and administer user satisfaction surveys for City parks and recreation facilities.</p>	<p>City</p> <hr/> <p>City, Community Groups/Funders</p> <hr/> <p>City, Community Groups/Funders</p> <hr/> <p>City, Park Advocates</p>

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<p>PR-4</p> <p>Increase community awareness, pride, and engagement with our parks and recreation system.</p>	<p>PR-4a Promote existing parks, facilities, programs, and recreation resources through improved marketing, technology, and customer service:</p> <ul style="list-style-type: none"> – Mobile app – Interactive mobile maps of parks, trails, play spaces, facility rentals, etc. – Online registration, program payment, and facility rental 	<p>City, Technology Vendors, Monroe County</p>
	<p>PR-4b Increase visibility and welcomeness near parks and recreation facilities through:</p> <ul style="list-style-type: none"> – Public art, murals, and playful design elements and amenities in or leading to rec centers, trails, park entrances, and other facilities – Colorful, beautiful, and informative wayfinding and interpretation signage – Traffic calming treatments to slow vehicular speeds and make it safer and easier to walk and bike to parks and recreation facilities 	<p>City, Roc Paint Division, Healthi Kids, RPL, RCSD, Arts Community, Monroe County</p>
	<p>PR-4c Activate parks with community-oriented programming for diverse audiences, ages, interests, and abilities:</p> <ul style="list-style-type: none"> – Exercise, yoga, dance classes in parks – Nature education and adventures, local history walks, garden programs, music – Accessible adventures, athletics, and recreation programming 	<p>City, Community Groups/Funders</p>

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GOAL	STRATEGIES	PARTNERS
PR-4 Increase community awareness, pride, and engagement with our parks and recreation system.	<p>PR-4d Use rec center facilities to support non-recreation activities to expand and diversify community reach:</p> <ul style="list-style-type: none">– Health screenings or insurance enrollment/navigation– Adult education, job training, senior programming, etc.– Foodlink markets, food access, nutrition education, commercial kitchens	City , Community Groups/Funders
	<p>PR-4e Develop a community-wide communications campaign celebrating Rochester’s unique and beautiful parks and recreation system, and participate in existing national promotional campaigns (e.g., I Love My Parks day).</p>	City , Ad Council, Parks Advocates, Community Groups/Funders
	<p>PR-4f Develop a formal Friends of the Parks organization which actively promotes, advocates for and assists with fundraising for our parks and greenspaces.</p>	City , Parks Advocates, Community Groups/Funders
	<p>PR-4g Support community efforts to celebrate parks and direct residents to parks, such as the Southeast Area Coalition’s Playfinder program, the Maplewood Neighborhood Association’s Gorge Guides, Conkey Cruisers weekly community bike rides along the El Camino Trail, etc.</p>	City, Neighborhood Groups, Parks Groups, Community Groups/Funders
	<p>PR-4h Support efforts to establish river, nature, recreation, and urban ecology centers and programming along the river.</p>	City , Education Institutions, Genesee River Alliance/RiverWatch, Genesee Waterways Center

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<p>PR-5</p> <p>Extend the reach of our parks and recreation system through innovative programming and strategic infrastructure investments.</p>	<p>PR-5a Extend the geographic reach of parks and recreation through mobile programming and events that brings activities directly out to people in their neighborhoods:</p> <ul style="list-style-type: none"> — City-led initiatives like Rec on the Move, STEAM engine — Programs and special events with partners (Play ROCs, Play Streets, BoulevArt, Open Streets, etc.). 	<p>City, Healthi Kids, Community Groups/Funders</p>
	<p>PR-5b Target infrastructure investments within existing parks, trails, and recreation facilities to areas that need improved access for people with disabilities, particularly Washington Grove, Lower Falls Park, and other areas of the Genesee River Gorge.</p>	<p>City</p>
	<p>PR-5c Complete the Genesee Riverway Trail along the entire river corridor and improve and enhance its connectivity to the surrounding communities and other local and regional trails.</p>	<p>City, Community Groups/Funders</p>
	<p>PR-5d Implement a Safe Routes to Parks and Recreation strategy that better connects parks and recreation facilities citywide for people who bike, walk, or roll.</p>	<p>City, Community Groups/Funders</p>
	<p>PR-5e Begin provision of snow plowing service to major trail segments, especially the Genesee Riverway Trail and other segments that are frequented by commuters and car-free households. Pursue the possibility of an “adopt a trail” program to assist with snow/ice clearance and litter control.</p>	<p>City, Neighborhood Groups, Genesee River Alliance/ RiverWatch</p>
	<p>PR-5f Continue ongoing professional development for all City employees that engage with youth and encourage other groups who work with children to be trained in: Restorative Practices, De-escalation Technique, and Trauma-informed approaches.</p>	<p>City, Community Groups/Funders</p>

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