B. PARKS, RECREATION + OPEN SPACE

INTRODUCTION

Parks, and the recreation facilities and services that support their use, are an essential public good – as important to the success of any city as water, sewer, or public safety. Some have called parks the "soul" of a city, arguing that what you see in city parks and public spaces reflects something deep about the character and values of its leadership and investments. Rochester is in elite company in this regard – visionary planning and investment by community leaders more than a century ago endowed us with one of the most unique and extensive urban parks and recreation systems in the country.

"EVERYBODY NEEDS BEAUTY AS WELL AS BREAD, PLACES TO PLAY IN AND PRAY IN, WHERE NATURE MAY HEAL AND GIVE STRENGTH TO BODY AND SOUL."

-JOHN MUIR

KEY TAKEAWAYS

- Rochester has more than 3,500 acres of parks and public open space, including 35 miles of multi-use trails.
- Rochester's park system is historic and nationally renowned.
- It is important to provide safe access to parks, trails, and recreational amenities for all residents and to design programming that serves our diverse community.
- The City will work with community partners to explore new ways to maintain, activate, and expand our network of parks and public spaces.
- Connecting parks facilities management and planning to recreational programming and stewardship improves the delivery of parks services to the community.
- Implementation of the ROC the Riverway Vision Plan will leverage the waterfront for economic and community development while also increasing public access to the River and parks system.

PUBLIC COMMENT

"Parks and green space are not an amenity, they are a necessity."

BENEFITS OF PARKS AND RECREATION

A growing body of literature documents the many benefits – physical, mental, social, environmental, and economic – of developing and sustaining a robust parks and recreation system. Such a system can:



Improve mental and physical health for residents by providing free and open space for people to enjoy the beautiful natural environment, fresh air, and diverse opportunities for individual or group exercise, athletics, and open play



Support quality of life across the lifespan and make cities more attractive places for people to raise families or age in place – residents often cite parks and recreation services as one of the most important factors in the livability of their community



Spur neighborhood **community building and revitalization** – provide gathering spaces, strengthen relationships and improve social cohesion



Increase access to nature, instill an ethic of environmental stewardship, and foster connection to place



Preserve natural resources that help to **combat climate change**, manage storm water, and provide wildlife habitat



Promote **homeownership** and **support the tax base** – research shows that proximity to parks improves property values and that homebuyers prefer to purchase homes near parks and green space



Enhance **economic development** by making cities more attractive to employers, tourists, event organizers and conventions – plus the spillover effects on local businesses, restaurants, and cultural institutions.

BENEFITS OF PARKS AND RECREATION CONTINUED

Recognizing these and other benefits, cities around the globe are making historic reinvestments in their parks. Even mid-size cities like Indianapolis (Cultural Trail), Buffalo (Canalside), and Tulsa (The Gathering Place) – who share similar challenges to Rochester – are finding ways of making significant new investment in parks and trails and spurring renewed engagement and reinvestment for their communities in the process.



ROCHESTER'S PARKS AND RECREATION SYSTEM

Rochester has more than 3,500 acres of **parks** and **public open space** (about 15% of the city's land area), including large anchor parks, as well as neighborhood parks, historic squares, pocket parks, tree-lined street malls, cemeteries, and school campus fields and greens.

Eleven of the city's parks flank the Genesee River corridor, which runs north through the heart of the city to link the Erie Canal with Lake Ontario, flowing through downtown, over three waterfalls, and a river gorge to create 21 miles of diverse urban waterfronts.

More than 35 miles of multi-use trails (70% of which is the Genesee Riverway Trail) provide space for walking, running, biking and general enjoyment and appreciation of the natural environment. These trails – along with 10 bicycle and pedestrian bridges that cross the river and canal – also facilitate multi-modal connectivity across the city's park system, and provide linkages to regional and statewide trails, such as the 365-mile Erie Canalway Trail.

A growing on-street bike network – currently at 64 miles, but with another 140 miles planned – extends the reach of existing trails further into the city, connecting pocket parks, recreation facilities, and other destinations within neighborhoods, but also facilitating resident access to the broader system of parks and trails.

Hundreds of recreation amenities are located in our parks and community spaces, including recreation centers, playgrounds, athletic courts and fields, community gymnasiums and exercise rooms, pools and spray parks, beaches and a bathhouse, ice rinks, picnic shelters and grills, community lodges, performance pavilions, a network of community maintained (but City-owned and supported) gardens, boat and paddle docks, fishing access points, golf courses, and marinas.

PARKS + OPEN SPACE SYSTEM



ROCHESTER'S PARKS SYSTEM CONTINUED

In addition to the physical network, the City leads many activities and events to engage a broad range of people to activate our park system year-round. In addition to ongoing recreation center staffing and programming year-round, these include:

- Year-round fitness classes, sports leagues, and lessons for youth and adults
- Weekly free summer bike rides, nature walks and low-cost paddle adventures on the river _
- Winter hikes, shoe show excursions, and ice skate rentals in parks
- Lectures, trainings, resources, and community events to support neighborhood gardens and beautification
- Special events and festivals like the River Romance/ROC the Riverway Weekend, Lakeside Winter Celebration, and Maplewood Rose Festival
- Mobile programs like Rec on the Move that bring staff and equipment directly into neighborhoods where they live

PUBLIC COMMENT

"Recreation opportunities are instrumental to helping our youth grow in a positive way. It is a great outlet for teens."

PUBLIC COMMENT

"Ensure that people are informed about the variety of programs available."









HISTORICAL + CULTURAL SIGNIFICANCE

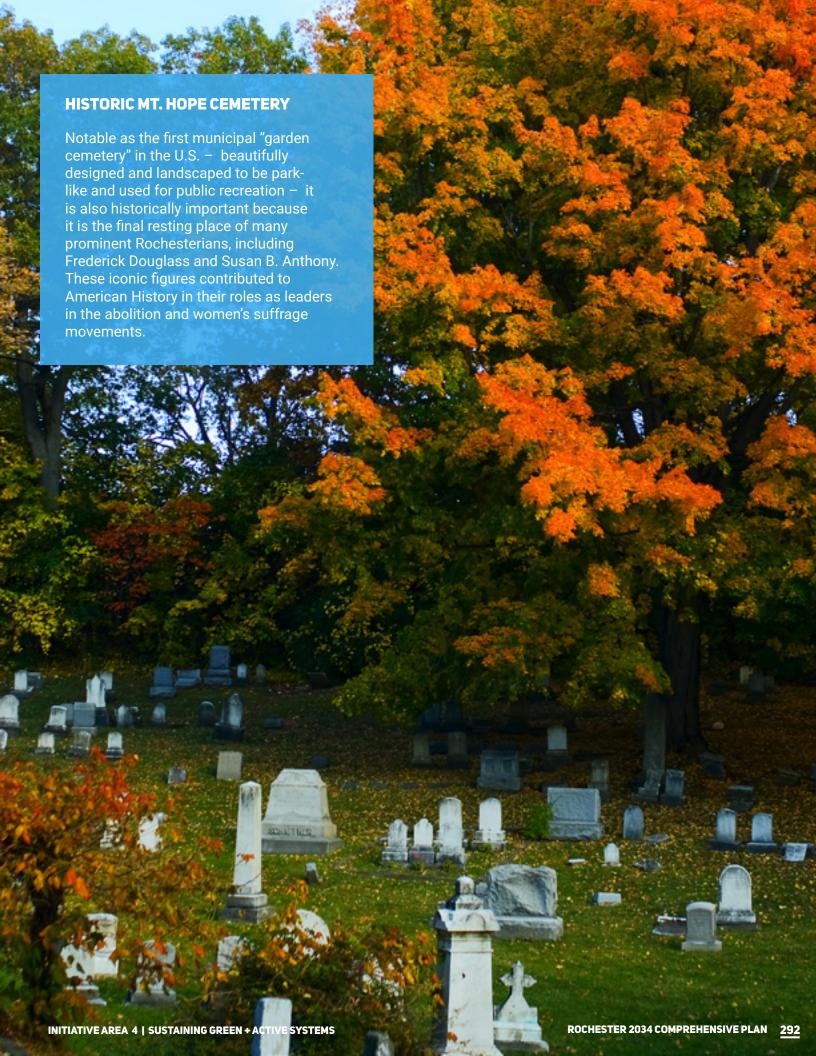
Rochester's park system is historic and nationally renowned. The City was a leader in the urban parks movement at the end of the 19th Century and has one of only four park systems designed by Frederick Law Olmsted – a famous social reformer and noted "Father of Landscape Architecture" who is better known to many as the designer of New York's Central Park.

Olmsted saw the Genesee River – with its rolling pastoral hills south of downtown, dramatic waterfalls, and picturesque river gorge further north – as distinctly beautiful and distinctively Rochester. He believed that the river corridor's scenic vistas should be preserved as a public resource, accessible and open to all, and made the river the connective tissue that bound together his park system design.



The Genesee River has been drawing people and activity to our region for more than 200 years. Its gorge rim hosted a Seneca Nation village (Casconchiagon, now the site of the Maplewood Rose Garden) and early American settlements in the area; its waterfalls supported the rise of flour milling, other water-powered industry, and energy generation (which continues to this day); its location made it the northern terminus of the Underground Railroad (flowing north towards Canada). Developing a park system anchored by the river gave us a park system that helps to tell our story – the story of our unique place – its geology, ecology, history, industry, people, and values.





SUPPLY, ACCESS, EQUITY

In 2003, the City conducted a Parks System Management Plan that found that 99% of city residents lived within a half mile of at least one park or recreation space. It also assessed existing facilities against metrics from the National Recreation and Parks Association (NRPA) and found that Rochester met or exceeded NRPA standards for all four categories of parks and playgrounds, and met or exceeded NRPA standards for 8 of its 10 metrics related to trails, play fields, and athletic courts.

These are statistics to boast about, yet they do not tell the whole story. Physical distance (as the crow flies) may not reveal other barriers to access, whether physical (e.g., busy roads or intersections, lack of curb cuts and accessible sidewalks or trails) or psychosocial (e.g., real or perceived safety concerns, cultural or linguistic barriers). As well, not all parks are created equal – there is variation

in park and recreation facility types, amenities provided, and the quality and condition across the system.

In late 2017, Mayor Lovely Warren signed on for the launch of the NRPS's National 10 Minute Walk to Parks Campaign, which encourages cities to increase equitable park access and quality. Studies show that kids who live within a 10 minute walk of a neighborhood park are 400% more likely to use it than those who live farther away. Initial estimates show that 78% of Rochester residents live within a 10-minute walk of a park. The national average is 54%. During the next update to the parks and recreation inventory, it is critical to assess more holistic measures of quality, access, and usage – particularly to inform strategies for how to better serve underrepresented groups through our parks and recreation facilities and programs.



CHALLENGES TO ADDRESS

Few cities are blessed with a park system as extensive, varied, and beautiful as ours. Yet there are a number of challenges we face with how to sustain and evolve our parks and recreation work, moving forward:

PUBLIC COMMENT

"Our parks can be gems and huge assets but they must be kept clean and safe."

BALANCING MAINTENANCE AND EXPANSION

Despite having many parks and trails, gaps in our system still remain. There are also evolving recreation facility needs/interests and areas that could use more, better, or different kinds of access. Funding for new acquisitions and capital investments may be available through external sources like state or federal grants (though competition is often tight), but they also add to the City's ongoing maintenance costs.

PUBLIC COMMENT

"Reinvest in parks and recreation. Focus on stewardship!"

FUNDING

With population and resources declining in recent years, funding is tight and competition for dollars is fierce. The wish list of parks-related investments (more high-quality, culturally responsive infrastructure, facilities, staff, maintenance, programing, promotion, etc.) is much longer than available resources can meet. Some communities have come together to create a "Friends of..." organization to help with fundraising and programming, such as the Buffalo Olmsted Parks Conservancy. Articulating the value of parks and recreation investments, developing and leveraging community partnerships, and identifying new and creative sources of funding is critical.

CHALLENGES TO ADDRESS CONTINUED

GOVERNANCE (INTERNAL)

Internal re-organizations during the last few years have carved various parks and recreation responsibilities out to different departments, rather than having a unified Parks and Recreation Department as we did in the past. Currently:

- Parks design, operation, and maintenance is led by Environmental Services
- Parks stewardship, programming, and promotion is led by Recreation and Youth Services
- Special event scheduling and planning is led by the Communications Bureau
- Public safety is led by the Rochester Police Department and Rochester Fire Department
- City planning and regulatory functions are led by the Neighborhood and Business Development Department.

The separation of responsibilities allowed for some cost saving efficiencies, but also resulted in a lack of formal integration across efforts. Both internal and external stakeholders overwhelming supported reconstituting a City Department of Parks and Recreation. Integrating some the above functions under the leadership of one department head may better integrate facilities and programming and may provide better overall service delivery to the Rochester community.

GOVERNANCE (EXTERNAL)

Park system management involves a number of external relationships:

- Monroe County operates five City-owned parks through a City-County Parks Agreement:
 - Ontario Beach Park
 - Durand Eastman Park (though) the City operates Durand Beach)
 - Seneca Park
 - Highland Park
 - Genesee Valley Park East.
- The City maintains a number of playgrounds, athletic fields, recreation sites, and other amenities co-located with City schools via cooperative agreement with the Rochester City School District.
- Coordination is required with a number of entities that own or operate facilities that intersect with city parks and trails - e.g., New York State Canal Corporation, New York State Department of Transportation, Rochester Gas & Electric, Monroe County Water Authority, CSX Railroad, and numerous private land owners, particularly along the city trails and waterfronts.

Multi-jurisdictional coordination can help bring additional capacity and resources to benefit the system, but can also complicate decision-making and funding, especially when parties have differing or competing interests.

CHALLENGES TO ADDRESS CONTINUED

CHANGING DEMOGRAPHICS, CHANGING NEEDS

Rochester's population is changing. It is becoming more racially, ethnically, and linguistically diverse; it is aging; children are growing up in more diverse family structures and parenting arrangements; there are more people with disabilities, LGBTQ+ people who are out, and more immigrants and refugees living in our community. With a changing population comes changing needs and changing desires, as well as perceptions about what makes a public space feel safe, welcoming, accessible, and enjoyable.

LIMITED DATA + TECHNOLOGY

Data is critical for developing more holistic measures of parks and recreation supply, conditions, access, and needs. New methods and means for collecting data – through surveys, program participant tracking, bike/pedestrian counters on trails, smart sensors in pavement or maintenance fleets, surveillance cameras in/near facilities, etc. – will be needed. New data collaborations and data sharing agreements (internally and externally) will be needed as well. Technology could help with these tasks. It could also be used to better promote existing resources via mobile apps, online interactive maps, online registration and payment for programs, events, and facility rental.



RE-ENGAGING THE GENESEE

Two local initiatives are bringing renewed attention to the Genesee River corridor and additional resources to more fully realize our waterfronts as recreational assets that directly feed the City's broader community revitalization and connectivity goals:

LOCAL WATERFRONT REVITALIZATION PROGRAM (LWRP)

Initially completed in 1990, Rochester's LWRP was updated in 2017 and its boundary was extended to include all of the city waterways – the Erie Canal, Genesee River and Lake Ontario. It provides a vision for the city waterfronts and offers guidance on land use and community development for more than 4,000 individual waterfront parcels.

LWRP VISION

"The City of Rochester's three great waterways and their unique assets and resources are a world-class attraction that enhances the quality of life for residents and visitors, preserves and protects the environment, encourages economic investment and is integrated into the fabric of our community."



VALUE OF PARKS TO THE COMMUNITY

Strong community support will be needed to successfully implement our LWRP, complete proposed ROC the Riverway projects, and meet the challenges we face to maintain, steward, and grow the impact of our parks and recreation system. What we heard during the development of *Rochester 2034* was that people care passionately about parks and public space and that they are a primary source of pride in the community.

Of the 25 topics listed in the *Rochester 2034* community survey, "parks and green space" was rated as the most important topic to address in the Plan (overall, and for both homeowners and renters)

The value of parks, green space, play space, and public gathering space was discussed at every neighborhood meeting we held and at many of the stakeholder meetings as well. In some areas – particularly those with higher concentrations of vacant land – people expressed interest in seeing vacant lots repurposed as pocket parks, gardens, play lots, and community green spaces. The City doesn't currently have a formal, consistent process for designating or approving park and recreation uses on City-owned vacant land, so this is something to explore.



RE-ENGAGING THE GENESEE CONTINUED

ROC THE RIVERWAY

ROC the Riverway is an exciting new initiative that draws directly from the LWRP. It consolidates more than two dozen riverfront projects concentrated in or near downtown under a single revitalization and river activation concept, expressed through the ROC the Riverway Vision Plan (2018). Governor Andrew Cuomo announced an initial investment of \$50 million in Spring 2018 - leveraging more than \$40 million in planned investment from the City – which includes funding to connect the Genesee Riverway Trail, redesign waterfront parks, redevelop the Broad Street Aqueduct, construct a long-anticipated skate park, enhance and expand the Convention Center, and fund a new downtown/riverfront management entity that can work with the City and community partners to maintain and program existing and newly developed public spaces.











B. PARKS, RECREATION + OPEN SPACE [PR]

ACTION PLAN

GOAL

PR-1

Reclaim the
Genesee River and
the City parks and
recreation system
as foundational
assets that help
achieve crosscutting community
goals.

STRATEGIES

- PR-1a Implement existing parks and recreation-related plans, including:
 - 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
- 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.
- 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:
 - 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

PARTNERS

City, NYS, Monroe County, Town of Irondequoit, CSX Railroad, Genesee River Alliance/ RiverWatch, Developers, Community Groups/Funders

City, Monroe County, Community Groups/Funders

City, Monroe County, Community Groups/Funders

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.	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.	City, Developers
	PR-1e Develop a plan for reconstituting a City Department of Parks and Recreation.	City
	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.	City, RCSD, Community Groups/Funders
PR-2 Enhance parks and recreation planning capacity.	PR-2a Allocate resources to support parks and recreation planning activities: - Formalize coordination for joint planning, programming, investment, and community impact - Increase utilization of mapping and GIS - Improve data collection, holistic metrics, and evaluation	City, Monroe County

B. PARKS, RECREATION + OPEN SPACE [PR]

ACTION PLAN

GOAL

PR-2

Enhance parks and recreation planning capacity.

STRATEGIES

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.

PARTNERS

City, Monroe County, NYS, Community Groups/Funders

- 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.
- City, Monroe County, Community Groups/Funders
- 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.
- **City,** Monroe County, Community Groups/Funders
- PR-2e Develop a small parks/parklets strategy and explore options for public/neighborhood use of City-owned vacant land.
- **City,** Monroe County, Community Groups/Funders
- 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 CityCounty Parks Agreement and the City and RCSD's
 Cooperative Agreement.
- City, Monroe County, RCSD, Neighborhood Groups, Community Groups/Funders

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

City

PR-3

Ensure high quality maintenance, operations, and safety of parks and trails.

PR-3a Provide adequate funding, technology, and staffing for high quality maintenance, operations, and safety of parks, including:

- 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.

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.

City, Community Groups/Funders

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.

City, Community Groups/Funders

PR-3d Develop and administer user satisfaction surveys for City parks and recreation facilities.

City, Park Advocates

B. PARKS, RECREATION + OPEN SPACE [PR]

ACTION PLAN

GOAL

PR-4

Increase community awareness, pride, and engagement with our parks and recreation system.

STRATEGIES

- PR-4a Promote existing parks, facilities, programs, and recreation resources through improved marketing, technology, and customer service:
 - Mobile app
 - Interactive mobile maps of parks, trails, play spaces, facility rentals, etc.
 - Online registration, program payment, and facility rental
- PR-4b Increase visibility and welcomeness near parks and recreation facilities through:
 - 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

ng **City,** Community Groups/Funders

- PR-4c Activate parks with community-oriented programming for diverse audiences, ages, interests, and abilities:
 - Exercise, yoga, dance classes in parks
 - Nature education and adventures, local history walks, garden programs, music
 - Accessible adventures, athletics, and recreation programing

PARTNERS

City, Technology Vendors, Monroe County

City, Roc Paint Division, Healthi Kids, RPL, RCSD, Arts Community, Monroe County

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.

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STRATEGIES

PARTNERS

City, Community

Groups/Funders

PR-4

Increase community awareness, pride, and engagement with our parks and recreation system. PR-4d Use rec center facilities to support non-recreation activities to expand and diversify community reach:

- Health screenings or insurance enrollment/ navigation
- Adult education, job training, senior programming, etc.
- Foodlink markets, food access, nutrition education, commercial kitchens

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).

City, Ad Council, Parks Advocates, Community Groups/Funders

PR-4f Develop a formal Friends of the Parks organization which actively promotes, advocates for and assists with fundraising for our parks and greenspaces.

City, Parks Advocates, Community Groups/Funders

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.

City, Neighborhood Groups, Parks Groups, Community Groups/Funders

PR-4h Support efforts to establish river, nature, recreation, and urban ecology centers and programming along the river.

City, Education Institutions, Genesee River Alliance/ RiverWatch, Genesee Waterways Center

B. PARKS, RECREATION + OPEN SPACE [PR]

ACTION PLAN

GOAL

PR-5

Extend the reach of our parks and recreation system through innovative programming and strategic infrastructure investments.

STRATEGIES

- 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:
 - City-led initiatives like Rec on the Move, STEAM engine
 - Programs and special events with partners (Play ROCs, Play Streets, BoulevArt, Open Streets, etc.).
- 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.
- 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.
- 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.
- 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.
- 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.

PARTNERS

City, Healthi Kids, Community Groups/Funders

City

City, Community Groups/Funders

City, Community Groups/Funders

City, Neighborhood Groups, Genesee River Alliance/ RiverWatch

City, Community Groups/Funders THIS PAGE INTENTIONALLY LEFT BLANK