On behalf of the New York Upstate Chapter of the American Planning Association, I am delighted to welcome you to Rochester for the 2019 Chapter Conference!

As the Chapter’s signature annual event, this conference brings together planners from the public, private, and not-for-profit sectors, municipal officials and board members, students, community leaders, and members of allied professions for a unique learning and networking opportunity.

The Genesee/Finger Lakes Section is excited to host you at the recently remodeled Hyatt Regency, located in the heart of revitalized downtown Rochester. The Hyatt is within an easy walk of many of downtown’s cultural and recreational attractions, and while you’re here I hope that you’ll take some time to explore not only downtown, but also the diverse and historic neighborhoods, parks, community spaces, and vibrant arts and entertainment venues that make our city one of the country’s best places to live, work, and raise a family.

This year’s conference program is grounded in the state-of-the-art work planners are leading in communities all across Upstate New York. The program offers a broad variety of sessions that will provide you with insights on how your colleagues are advancing projects and programs in subfields as varied as urban design, multimodal transportation planning, community and youth engagement, housing, environmental sustainability, economic development, education, public health, and other topics of interest.

In addition to the classroom sessions, I hope that you’ll participate in the mobile workshops to learn about and experience firsthand some of the exciting redevelopment projects that are transforming Rochester. I’d also like to encourage you to take full advantage of the conference’s networking opportunities, including socializing with friends and colleagues during the breaks and evening receptions and visiting the exhibitor booths in the hotel foyer.

On behalf of the Chapter, I’d like to thank the conference sponsors for their generous support. Without them, this event wouldn’t be possible. In addition, I’d like to thank the members of the conference planning committee for their diligent work over the past 18 months to make this event a reality.

Thank you for taking the time to attend the 2019 NY Upstate Chapter conference and contributing to the ongoing growth and development of our profession. Your support and participation is critical for a successful conference, and I hope you enjoy your time in Rochester!

Joseph M. Bovenzi, AICP
Genesee/Finger Lakes Section Director and Chair, 2019 NY Upstate APA Conference Planning Committee

AICP members can earn Certification Maintenance (CM) credits for this activity. When CM credits are available, they are noted at the end of an activity description. More information about AICP’s CM program can be found at www.planning.org/cm.

AICP members must be in attendance for the duration of the event in order to receive CM Credit.
## CONFERENCE SCHEDULE

### WEDNESDAY, OCTOBER 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>10:00 to 12:00</td>
<td>Chapter Board Meeting</td>
<td>Wilmorite Room</td>
</tr>
<tr>
<td>12:00 to 5:00</td>
<td>Registration Open</td>
<td>Hotel Foyer</td>
</tr>
<tr>
<td>12:00 to 5:00</td>
<td>Exhibitors Open</td>
<td>Hotel Foyer</td>
</tr>
<tr>
<td>1:00 to 2:30</td>
<td>Educational Sessions</td>
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<tr>
<td>2:30 to 3:00</td>
<td>Afternoon Break</td>
<td>Hotel Foyer</td>
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<tr>
<td>3:00 to 4:30</td>
<td>Educational Sessions</td>
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<tr>
<td>4:30 to 6:00</td>
<td>Educational Sessions</td>
<td></td>
</tr>
<tr>
<td>6:00 to 8:00</td>
<td>Welcome Reception &amp; Student Poster Session</td>
<td>Hotel Ballroom</td>
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### THURSDAY, OCTOBER 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 to 5:00</td>
<td>Registration Open</td>
<td>Hotel Foyer</td>
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<tr>
<td>7:30 to 5:00</td>
<td>Exhibitors Open</td>
<td>Hotel Foyer</td>
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<tr>
<td>7:30 to 5:00</td>
<td>Student Posters Open</td>
<td>Hotel Foyer</td>
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<tr>
<td>7:30 to 8:30</td>
<td>Breakfast</td>
<td>Hotel Foyer</td>
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<tr>
<td>8:30 to 10:00</td>
<td>Educational Sessions</td>
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</tr>
<tr>
<td>10:00 to 10:30</td>
<td>Morning Break</td>
<td>Hotel Foyer</td>
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<tr>
<td>10:30 to 12:00</td>
<td>Educational Sessions</td>
<td></td>
</tr>
<tr>
<td>12:00 to 1:30</td>
<td>Awards Luncheon &amp; NY Upstate Chapter Annual Meeting</td>
<td>Hotel Ballroom</td>
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<tr>
<td>1:30 to 3:00</td>
<td>Educational Sessions</td>
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<tr>
<td>3:00 to 3:30</td>
<td>Afternoon Break</td>
<td>Hotel Foyer</td>
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<tr>
<td>3:30 to 5:00</td>
<td>Educational Sessions</td>
<td></td>
</tr>
<tr>
<td>5:30 to 7:30</td>
<td>Evening Reception &amp; Open House</td>
<td>Tower280 (Bergmann); walking distance of hotel</td>
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</tbody>
</table>

### FRIDAY, OCTOBER 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 to 12:00</td>
<td>Registration Open</td>
<td>Hotel Foyer</td>
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<tr>
<td>7:30 to 12:00</td>
<td>Exhibitors Open</td>
<td>Hotel Foyer</td>
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<tr>
<td>7:30 to 12:00</td>
<td>Student Posters Open</td>
<td>Hotel Foyer</td>
</tr>
<tr>
<td>7:30 to 8:30</td>
<td>Breakfast</td>
<td>Hotel Foyer</td>
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<tr>
<td>8:30 to 10:00</td>
<td>Educational Sessions</td>
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<tr>
<td>10:00 to 11:30</td>
<td>Educational Sessions</td>
<td></td>
</tr>
<tr>
<td>11:30 to 12:00</td>
<td>Late Morning Break</td>
<td>Hotel Foyer</td>
</tr>
<tr>
<td>12:00 to 1:30</td>
<td>Educational Sessions</td>
<td></td>
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</tbody>
</table>

*All Mobile Sessions will meet at the bottom of the escalators in the hotel lobby. Signs will be posted.*
The New York Upstate Chapter of the American Planning association would like to thank the following companies for their support of the 2019 Annual APA New York Upstate Chapter.

Barton & Loguidice
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C&S Companies®
CBRE
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FISHER ASSOCIATES
GENERAL CODE
Groundpoint
HIGHLAND PLANNING
INGALLS
LaBella
MKS
MRB group
PASSERO ASSOCIATES
Planning 4 Places
Stantec
TY-LIN INTERNATIONAL
WSP
WWSP Planning
The New York Upstate Chapter of the American Planning association would like to thank the following companies for sponsoring the 2019 Annual APA New York Upstate Chapter Conference events.

**CONFERENCE EVENTS**

The New York Upstate Chapter of the American Planning association would like to thank the following companies for sponsoring the 2019 Annual APA New York Upstate Chapter Conference events.

- **WELCOME RECEPTION**
  - Wednesday, October 2
  - 6:00 to 8:00 | Hotel Ballroom (sponsored by LaBella)

- **AWARDS CEREMONY & LUNCHEON**
  - Thursday, October 3
  - 12:00 to 1:30 | Hotel Ballroom (sponsored by Fisher & WSP)

- **EVENING RECEPTION & OPEN HOUSE**
  - Thursday, October 3
  - 6:00 to 8:00 | Tower280 (hosted by Bergmann; walking distance of hotel)

**CONFERENCE EXHIBITORS**

We appreciate the support of the following companies. Please take a moment and visit their booth in the ballroom throughout the conference.

- Barton & Loguidice
- Bergmann
- Design Center
- Fisher Associates
- General Code
- Groundpoint Engineering
- Highland Planning LLC
- Ingalls Planning & Design
- Labella
- MRB Group
- Passero Associates
- Planning 4 Places
WAYFINDING

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Rochester, NY 14604
585.546.1234

Labella
Highland Planning LLC
Ingaiss Planning & Design
Planning 4 Places
Barton & Loguidice
MRB Group
Bergmann
Passero Associates
Groundpoint Engineering
General Code
Fisher Associates
Design Center
Breakfast Buffet
Student Posters
Visit Rochester
Break Location
Registration
SESSIONS

A1: Developing Environmentally-Friendly Energy Alternatives to Promote Economic & Community Development (1.5 CMCs)
1:00 to 2:30 | Wilmorite Room

Demand for energy is increasing dramatically across New York State. This session will explore how high-energy users or municipalities can plan for, and develop, environmentally beneficial and resilient energy supply alternatives to complement, replace, or backup current energy supply sources.

A2: Traffic Improvement Agreements: A Public-Private Path to Traffic Relief (1.5 CMCs)
3:00 to 4:30 | Wilmorite Room

This session will discuss the “Upper Newtown Road Memorandum of Agreement”, a traffic mitigation and improvement agreement executed in 2017 between three residential home builders and the Town of Halfmoon, NY. This offers a prototype of how government and private development can work together to address traffic needs in a fair and equitable manner.

A3: International Examples of Bike Friendly Places (1.5 CMCs)
4:30 to 6:00 | Wilmorite Room

This informal session is intended to provide inspiration by showing how civilizations that have been city-building for nearly 1,000 years approach multi-modal infrastructure. We will highlight the best pedestrian and bicycle accommodations that we have encountered from Sweden, Denmark, Germany, Austria and Holland to share international best practices.

B1/B2: The Inner Loop Transformed (4.5 CMCs)
1:00 to 6:00 | Mobile Workshop

This tour was featured at the 2014 APA conference, just a few months before this portion of the Inner Loop Expressway closed for good. The sunken expressway has been filled in and replaced with a grid of urban streets, a cycle track and new mixed-income development.

Following a break in the field, the tour will continue with a visit to the former Midtown Plaza site to discuss the public and private redevelopment efforts in the heart of downtown Rochester.

C1: Transit Center Tours (1.0 CMCs)
1:00 to 2:00 | Mobile Workshop
2:00 to 3:00 | Mobile Workshop

This workshop will tour the Regional Transit Service’s state-of-the-art Transit Center located in downtown Rochester. The tour will cover the Transit Center’s award-winning design, energy efficiency (LEED Silver certification), and use of technology to manage vehicle operations and passenger movements. Attendees will also learn about the daily operations and how RTS coordinates and partners with the City and various community groups. The tour will be offered twice due to capacity limitations.

C2: Sibley Square – Rochester’s Most Innovative Mixed-Use Project in Decades (3.0 CMCs)
3:00 to 6:00 | Mobile Workshop

Sibley Square represents the entrepreneurial vision that fueled Rochester’s past success, and it will once again be at the center of innovation. The surrounding community includes 50,000 people and 176 apartments, with an additional 104 apartments currently under construction. Sibley’s Mercantile will be home to an array of dining options with its 10,000-square foot open market. At the crossroads of Main and East, Sibley Square is at the economic center of downtown and the anchor of the East Avenue entertainment district.
SESSIONS

THURSDAY, OCTOBER 3

A4: “This Meeting Could Have Been an Email:” Practical Tips to make your meetings more effective and energizing (1.5 CMCs)
8:30 to 10:00 | Grand Ballroom E
This highly interactive session will focus on facilitation techniques that will help make your meetings more effective and energizing. Through group exercises, practical examples, and real-world tips, we will learn ways to overcome common pitfalls, such as meetings that are too long, meetings with no clear purpose, lack of follow-up and accountability, as well as how to channel conflict into productive discussion.

B3 & B4: Inner Loop North Charrette Part 1 & 2 (3.0 CMCs)
8:30 to 12:00 | Regency
This session will look at the future of the Inner Loop North site in Downtown Rochester. Through a speculative charrette exercise, participants will create concepts for this new space. We will look at neighborhood context, multi-modal connectivity, public space, new development, building rehabilitation and other facets of urban design to create visions for the area.

A5: Women in Planning – A Roundtable (1.5 CMCs)
10:30 to 12:00 | Grand Ballroom E
This session will focus on how gender affects women’s experience working as planners and their contributions to planning work. Specific questions will include how the “Me Too” movement is affecting work environments, the specific challenges women face in planning, and how to support inclusivity. Takeaways for both men and women in planning and how we can work together to make planning more inclusive will be summarized.

A6: The Role of Design Charrettes and Community Engagement (1.5 CMCs)
1:30 to 3:00 | Grand Ballroom E
This presentation and panel discussion will examine how students can be agents of change, how communities were engaged from project conception through completion and we will see how municipalities facilitate opportunities for communities to be engaged in the development process to ensure that all stakeholders play a role in shaping the built environment.

A7: Green Infrastructure Grant Opportunities (1.0 CMC)
3:30 to 4:30 | Grand Ballroom E
This workshop will walk through two important grants that can greatly benefit the work of planners, landscape architects, architects and engineers. The Green Infrastructure Grant Program and the Integrated Solutions Construction Grant. Also included is an in-depth review of the planning strategies and design implementation of green infrastructure.

B6: You Have an Opportunity Zone. So, Now What? (1.0 CMC)
3:30 to 4:30 | Regency
Learn about the benefits of the new federal Opportunity Zones (OZ) program, including the basic structure of deals, the terminology, and the various ways deals are coming together. This session will also cover examples in communities across Upstate New York that have used or intend to use this incentive. Finally, learn about how communities can participate in the OZ program indirectly by vetting projects, cultivating investors and playing matchmaker.
SESSIONS

THURSDAY, OCTOBER 3

C3: Planning the Eastern Wildway (1.5 CMCs)
8:30 to 10:00 | Grand Ballroom F
What is the role of the Planning profession in facilitating a continental-scale system of interconnected conservation lands such as the Eastern Wildway? This session will include an overview and facilitated discussion of the Eastern Wildway, key conservation concepts, the role of planners and the planning process in facilitating the creation of a connected landscape of wild lands and a description of the New York State Open Space Plan’s Emerald Necklace project.

D1: The City of Rochester Public Market: Commerce and Community Since 1905 (3.0 CMCs)
8:30 to 12:00 | Mobile Workshop
The City of Rochester Public Market has been a hub of commerce, culture and community near downtown since 1905. This year-round indoor-outdoor municipally-run market offers a huge volume and variety of products. Year-round visitors can find more than 300 vendor stalls packed with local, national and international products (produce, meat, seafood, poultry; cheeses and dairy, baked goods, ethnic and specialty foods and more!). Saturday attendance during the busiest months often tops 35,000. Market shoppers can also find community organizations tabling, buskers, nutritious cooking demos and samplings, and much more within its iconic gateway arches.

While exploring the Market, conference attendees can also take in the historic structures and elements of the Market, along with the $8.5 million renovation and expansion project, carefully designed to fit into the historic Market landscape.

C4: Promoting Change through Play (1.5 CMCs)
10:30 to 12:00 | Grand Ballroom F
Participants in this session will experience the power of play through some ice-breaking and consensus-building games. Each game will be accompanied by interactive discussion and Q&A about the sociology behind how and why these techniques work. Former Gowanda Mayor Heather McKeever will discuss how play became a game-changer during the BOA process and how it changed the way the Village interacts with its stakeholders.

D2: From Plan to Reality – How Planners work with Designers along the City of Rochester Waterfront (3.0 CMCs)
1:30 to 4:30 | Presentation at Tower 280 followed by Mobile Tour
This session will utilize the City of Rochester’s ROC the Riverway effort as a case study to explore how a visioning process can translate into realistic projects when planners work collaboratively with technical designers and engineers.

The session will include an introductory presentation and overview, followed by a combined bus and walking tour that will cover the entire ROC the Riverway study area, including the South River, Downtown and High Falls segments. There will be specified stops in each segment where attendees will learn more about recently completed, on-going and planned projects to bring the City’s waterfront back to life. Highlighted projects will include the West River Wall, the Promenade at Erie Harbor, Broad Street Aqueduct, Charles Carroll Plaza, the Pont de Rennes Bridge and Genesee Brewing.

C5: What’s School Reform got to do with Urban Revitalization (1.5 CMCs)
1:30 to 3:00 | Grand Ballroom F
The session explores how external factors in the built and social environment (poverty, housing, infrastructure condition, childcare, health facilities, transportation, etc.) affect student performance. Likewise, poor schools cause middle class families to leave urban neighborhoods, which affect neighborhood health and economic development. Tools will be identified to bridge the gap between school policy, equity, and economic development programs.

D3: Sober Homes and their Regulation – Sober Home Operations, Zoning Considerations and Law (1.5 CMCs)
3:30 to 5:00 | Grand Ballroom F
This session will focus on how federal law impacts local planning and zoning decisions, specifically the ADA and the Fair Housing Act, the function and need for sober living facilities as a part of substance use disorder treatment, and zoning and other tools that can be used to ensure these homes contribute to the fabric of the neighborhood and community.

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SESSIONS

FRIDAY, OCTOBER 4

A8: Planning & Public Health (1.5 CMCs)
8:30 to 10:00 | Grand Ballroom E
This panel-led session will explore how Health Impact Assessments can be incorporated into the planning process and how transportation, built environment, housing, and other sectors play a role in addressing social determinants of health. Learn more about how to improve the health of our communities through planning and design.

A9: Adaptive Engagement Leads to Short-Term Wins (1.5 CMCs)
10:00 to 11:30 | Grand Ballroom E
Dynamic and adaptive community engagement can often springboard implementation. Short-term actions that build effective long-term change and momentum are highly sought after by communities. This session will discuss why short-term implementation is becoming crucial to modern planning efforts, establish strategies for developing an effective engagement approach and walk through several examples of different communities where this strategy has been employed.

B7: Sparking Youth Interest in Community Planning (1.5 CMCs)
8:30 to 10:00 | Regency
This session will introduce a simple but powerful program, “My Community: What’s the Plan?”, designed to build interest, knowledge and engagement of youth in planning. The program introduces and engages youth interactively in the concepts, science, issues, process, politics, complexities and controversies of community planning and development.

B8: The Planner’s Bar: Balancing Legal Risk Aversion & Planning Best Practices (1.5 CM Law)
10:00 to 11:30 | Regency
While the understanding of case law is important, there are many unresolved questions and challenges to the legality of policy and decisions that planners implement in everyday practice. This session will improve planners’ confidence in the legal implications of their actions as well as to help planning professionals better advocate for best practices in local regulations and when working with municipal attorneys. The session will meet the law requirement of CM certification.

B9: Ethics Session (1.5 CM Ethics)
12:00 to 1:30 | Regency
This interactive session will take planners through a series of ethics cases, based on actual cases from 2018-2019 and provide attendees the opportunity to discuss real-life applications of the AICP Code of Ethics and Professional Conduct. The session will meet the ethics requirement of CM certification.

C7: Creating Implementable Plans: An Open Dialogue About What’s Working & What’s Not (1.5 CMCs)
8:30 to 10:00 | Grand Ballroom F
This session will encourage an open dialogue with planners about how the plans we create might need to change in order to be more implementable. It will include thought provoking questions regarding how plans are or are not best serving our communities. Data collection and analysis, community and stakeholder input, plan organization, and implementation are all fair game.

C8: Implementing a New Zoning Code: Lessons Learned (1.5 CMCs)
10:00 to 11:30 | Grand Ballroom F
Buffalo’s Green Code is a form-based code, emphasizing neighborhood character as its organizing principle while combining land use, subdivision, and public realm standards into a single, user-friendly document. This session will provide an update to the Code, an overview of the mechanics of the planning process and implementation, and an open forum for discussion and questions.

C9: Post-Flood Recovery Building Workshop for the Village of Sodus Point (1.5 CMCs)
12:00 to 1:30 | Grand Ballroom F
This session will provide an overview of the post-flood recovery building workshop for the Village of Sodus Point in Wayne County. As climate hazards increase, municipalities are considering the reduction of future risk in their planning and development goals to ensure that people, property and infrastructure are not placed or rebuilt in harm’s way.
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