



2025 ANNUAL
CONFERENCE
ROCHESTER, NEW YORK

OCT.
8-10



American Planning Association
New York Upstate Chapter

Creating Great Communities for All



On behalf of the New York Upstate Chapter of the American Planning Association, I am delighted to welcome you to Rochester for the 2025 Chapter Conference!



WELCOME



On behalf of the New York Upstate Chapter of the American Planning Association, I am delighted to welcome you to Rochester for the 2025 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 Hyatt Regency, located in the heart of 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, inviting parks and community spaces, and vibrant arts and entertainment venues that make Rochester 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 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, active transportation, community and youth engagement, zoning, housing, environmental design, economic development, and other topics of interest as well as multiple options for required Law, Ethics, Sustainability, and Equity Certification Maintenance credits.

In addition to the classroom sessions, I hope that you’ll participate in one of 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 welcome reception 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 2025 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, 2025
NY Upstate APA Conference Planning Committee



Certification Maintenance

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 8

7:30 to 8:30	Breakfast
7:30 to 5:00	Registration Open Frederick Douglass Foyer
8:00 to 5:00	Exhibitors Open Grand & Regency Foyers
8:30 to 10:00	Educational Sessions
8:30 to 11:00	Mobile Tour
10:00 to 10:30	Morning Break & Exhibits Grand & Regency Foyers
10:30 to 12:00	Educational Sessions
12:00 to 1:30	Lunch & Ethics Session-George Frantz Grand Ballroom DEFG
1:30 to 3:00	Educational Sessions
1:30 to 3:30	Mobile Tour
3:00 to 3:30	Afternoon Break & Exhibits Grand & Regency Foyers
3:30 to 5:00	Educational Sessions
6:00 to 8:00	Welcome Reception Astor of Main

THURSDAY, OCTOBER 9

7:30 to 5:00	Registration Open Frederick Douglass Foyer
7:30 to 5:00	Exhibitors Open Grand & Regency Foyers
7:30 to 8:30	Breakfast Grand & Regency Foyers
8:30 to 10:00	Keynote Speaker-Dr. Michael Oberg, SUNY Geneseo Grand Ballroom DEFG
10:00 to 10:30	Morning Break & Exhibits Grand & Regency Foyers
10:30 to 12:00	Educational Sessions
12:00 to 1:30	Lunch & Awards Ceremony Grand Ballroom DEFG
1:30 to 3:00	Educational Sessions
1:30 to 4:00	Mobile Tour
3:00 to 3:30	Afternoon Break & Exhibits Grand & Regency Foyers
3:30 to 5:00	Educational Sessions

FRIDAY, OCTOBER 10

7:30 to 8:30	Breakfast Grand & Regency Foyers
8:00 to 12:00	Registration Open Frederick Douglass Foyer
8:00 to 12:00	Exhibitors Open Grand & Regency Foyers
8:30 to 12:00	Mobile Tour
8:30 to 10:00	Educational Sessions
10:00 to 10:30	Morning Break & Exhibits Grand & Regency Foyers
10:30 to 12:00	Educational Sessions

Notes:

1. All educational sessions will be in Regency, Grand AB, and Grand C Ballrooms
2. Mobile tours meet in the main lobby by the hotel registration desk
3. Awards Ceremony offers 1CMC



Scan to see speaker information, conference attendees & more!
<https://www.nyupstateplanning.org/2025-annual-conference>



THANK YOU

WAYFINDING & EXHIBITORS

The New York Upstate Chapter of the American Planning association would like to thank the following companies for their support of the 2025 Conference.

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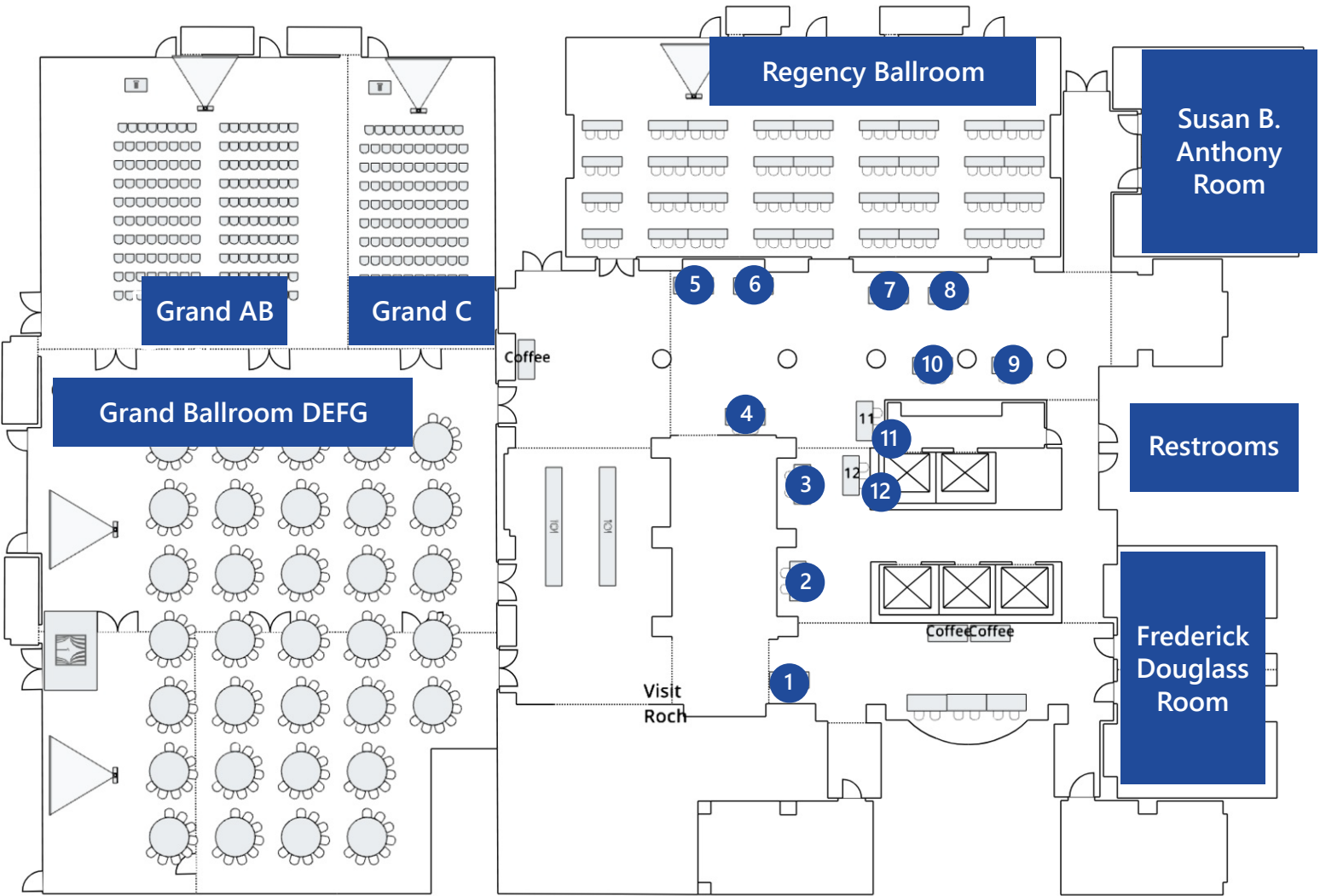
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SESSIONS

WEDNESDAY, OCTOBER 8

A1: Homelessness in Focus: Addressing the Crisis in Rochester and Beyond (Rachel S. Bailey, Nick Coulter) (1.5 CMCs)
8:30 to 10:00 | Regency Ballroom

This session examines the growing crisis of homelessness in Rochester, NY and its connection to national trends. It explores systemic causes, such as housing affordability, zoning, mental health access, and racial inequities. Attendees will learn how planning policies can both contribute to and help resolve homelessness, with case studies. The session offers practical, equity-focused strategies—including Housing First and supportive housing—and highlights the role planners can play in creating inclusive, sustainable communities. ***1 Equity CM**

A2: Investing in Community Resilience: Planning, People, and Partnerships (Robert Murphy, Grace E. DeSantis, Michael Brown, Jenny Loewenstein, Rachel Scudder, Charmaine C. John) (1.5 CMCs)
10:30 to 12:00 | Regency Ballroom

New York communities are facing the impacts of a changing environment. With the right tools, they can build a more resilient future. This session explores the “Three Ps” of resilience: Planning, People, and Partnerships. The session will discuss the Genesee-Finger Lakes Regional Climate Action Plan and the Cornell Climate Stewards program, connecting these efforts to Partnerships and showing how local planning and capacity-building can facilitate funding opportunities. ***1 Sustainability CM**

A3: The Character-Based Code: Updating Fairport’s Zoning Code to Achieve Its Goals (Chris Kuschel, Jill Wiedrick) (1.5 CMCs)
1:30 to 3:00 | Regency Ballroom

The Village of Fairport recently updated its zoning code. Envisioned as a “character-based code,” the zoning goes beyond standard provisions commonly found in codes. The code was developed to ensure the physical character of the Village’s neighborhoods remains intact, while also helping to meet the Village’s goals of ensuring a community that is walkable, affordable, and economically resilient.

A4: Designing Urban Bikeways the NACTO Way (Matthew Roe) (1.5 CMCs)
3:30 to 5:00 | Regency Ballroom

An interactive design-oriented session for planners and other advanced beginners! We’ll learn the basics of all-ages bicycle design based on the new Urban Bikeway Design Guide, with a special focus on intersections, bus stops, and other tricky spots. Then we’ll roll up our sleeves and get to work drawing real bikeways for real projects.

B1: From Blight to Bright Future: Leveraging Brownfield Funding to Drive Redevelopment and Community Growth (Norabelle Greenberger, Sarah Glose) (1.5 CMCs)
8:30 to 10:00 | Grand Ballroom AB

Are vacant or underused properties holding your community back? Join this session to learn how state and federal brownfield programs—especially those offered by the NYS Department of State and U.S. EPA—can turn site challenges into opportunities for housing, downtown growth, and community revitalization. The presentation will reframe how planners and practitioners think about brownfields, highlighting how these often-overlooked properties can become catalysts for transformation.

B2: Leveraging the Largest Investment in WNY’s History – Master Planning for a Year-Round Bills Stadium Area District (Ed Flynn, Rugel Chiriboga, Chris Kuschel) (1.5 CMCs)
10:30 to 12:00 | Grand Ballroom AB

This session will describe the process and results of developing master plans and related zoning updates in the Towns of Orchard Park and Hamburg around the new Buffalo Bills stadium. These are the first comprehensive planning studies for the area since the existing stadium was completed in 1973, and both communities want to leverage the new stadium investment to create a new mixed-use district that is both a regional destination and a new neighborhood.

B3: Building Character: How Preservation Codes and Branding Shape Vibrant Places (Stephen Yerly, Drew Canfield) (1.5 CMCs)
1:30 to 3:00 | Grand Ballroom AB

This session explores often underutilized historic preservation tools. The session will discuss how the New York State Uniform Code can reinforce historic character and advance economic development, providing a foundation for strong, authentic placemaking efforts. The session will also cover how strategic branding and messaging were powerful tools of placemaking at the historic Buffalo Central Terminal—reframing the long-vacant landmark as a vibrant, activated civic space.

B4: Policy Pulse: Federal Updates, Grant Funding, and Alternative Sources (Nicolette Wagoner) (1.5 CMCs)
3:30 to 5:00 | Grand Ballroom AB

Federal policy is changing at a breakneck pace, with major impacts on funding opportunities. At this session, we’ll discuss recent federal policy updates and their impacts on federal, state, and local funding streams. We’ll also give examples of how some municipalities have successfully mitigated their risk through scope changes or other funding sources.

C1: Collaboration that Counts: Consultant-Client Relationships (Jess Kogut, Trevor Cole) (1.5 CMCs)
8:30 to 10:00 | Grand Ballroom C

As planners, we work very hard to improve our engagement with the community, but we often neglect the relationship between client and consultant. Not only is the client-consultant relationship important for professional development purposes, but it is also a critical component of project quality. This session will recommend practices to help you set expectations and establish a framework of responsibilities between client and consultant. We will explore case-studies identifying how using this framework in those planning processes could have yielded better outcomes.

C2: Village of Watkins Glen: Transformation through Strategic Community Planning (Kristin Van Horn, Laurie DeNardo) (1.5 CMCs)
10:30 to 12:00 | Grand Ballroom C

The Village of Watkins Glen laid the foundation for transformative development through strategic planning, community engagement, and grassroots efforts. With a bold vision, the community has utilized planning to drive infrastructure improvements, leverage state resources, and propel downtown revitalization. This session will reveal how Watkins Glen positioned itself as an example of sustainable development.

C3: Going Further with Transportation Demand Management (TDM): Strategies to Improve Access and Efficiency (Katie O’Sullivan, Regan Parshall, John Fell) (1.5 CMCs)
1:30 to 3:00 | Grand Ballroom C

TDM has evolved significantly alongside recent surges in telework, teleservices, freight demand, and new mobility options. This session will explore the access and mobility impacts of TDM approaches including membership benefit programs, municipal TDM policy for developments, parking cash-out, parking cruise detection, and more. Speakers will ground the discussion in examples from Ithaca, Buffalo, and from across the country.

C4: Agricultural Protection in Livingston County (Jake Kelly, Benjamin Gajewski) (1.5 CMCs)
3:30 to 5:00 | Grand Ballroom C

Over an 18-year partnership, the Genesee Valley Conservancy and Livingston County have protected over 20,000 acres of high-quality farmland in Livingston County through the NYS Department of Agriculture & Markets Farmland Protection Implementation Grant Program. This presentation will highlight the history of the Purchase of Development Rights (PDR) program in Livingston County, the partnership between Conservancy and Livingston County, the PDR process for selecting farms, and the future direction of the program.

MT1: Mobile Tour: Downtown Rochester’s Revitalization (Erik Frisch, Megan Houppert, Eugenio Marlin, Samantha Aldrich) (3 CMCs)
8:30 to 11:00

The Downtown Revitalization Initiative (DRI) is a New York State program that strives to transform downtown neighborhoods into vibrant centers that offer a high quality of life and are magnets for redevelopment, business, job creation. This session will tour the City of Rochester’s Downtown Revitalization Area and will include an inside look at projects that have been completed to date to continue transformation of the City’s core downtown area.

MT2: Mobile Tour: Navigating Monroe Ave: How to Construct a Walk Audit (Emma Falkenstein, Elyssa Rossi) (3 CMCs)
1:30 to 3:30

Ever wondered how to organize and conduct a walking audit? This mobile session will highlight the grassroots work of the Monroe Avenue Revitalization Coalition (MARC) to revitalize Monroe Avenue and teach session attendees how to construct a walking audit through hands-on experience using the latest mapping technologies. Participants will join MARC volunteers to participate in a walking audit on Monroe Ave. and leave with the knowledge of how to develop an effective walk audit tool.

E1: Lunchtime Ethics Session (George Frantz) (1 CMC)
12:00 to 1:30 | Grand Ballroom DEFG

This session will offer an overview of the AICP Code of Ethics and its application in the profession and any updates to the Code of Ethics, including guidance on use of Generative AI models, and a review of selected ethics cases from 2024. It will also cover a number of scenarios, where the audience can identify and discuss ethical violations that occur in each scenario, and their importance to planning and landscape professionals. ***1 Ethics CM**



SESSIONS

THURSDAY, OCTOBER 9

Keynote: You Live on Indian Land: War, Peace, Dispossession, and the Making of Upstate New York, Dr. Michael Oberg, SUNY Geneseo (1.5 CMCs)

8:30 to 10:00 | Grand Ballroom DEFG

Prior to the arrival of European colonists in the seventeenth century, the region now known as Upstate New York was part of the Haudenosaunee (Iroquois) Confederacy. In this comprehensive presentation, Dr. Michael Oberg of the SUNY Geneseo Department of History will provide attendees with an overview of the process by which European colonial powers and their successors, the Federal Government of the United States and the State of New York, expanded their rule over this region by displacing the Haudenosaunee peoples through a series of wars, treaties, and forced resettlements. This process fundamentally shaped land use, settlement and development patterns, transportation and communication infrastructure, water rights, and land ownership and management practices across the region. Today, planning and allied design professionals operate in a system that is the result of this process and has been profoundly shaped by the actions of our predecessors. This presentation will offer attendees insights into how Upstate New York's landscapes and land uses evolved over time, the legal (fictions) that underpin fundamental questions of land ownership and management, and insights into how our profession can make a meaningful contribution to the preservation and understanding of the Native American heritage in today's landscape.

MT3: Mobile Tour: Inner Loop North Transformation Walking Tour (David Riley, Anne Dasilva Tella, Sean Hare, Jim Hofmann) (3 CMCs)
1:30 to 4:00

Join representatives from the City of Rochester on a walking tour of the Inner Loop amid its dramatic transformation from underutilized downtown highway to a network of at-grade walkable city streets. This tour will examine the completed Inner Loop East project and the current vision and planned transformation for Inner Loop North. A bus will be available for participants to travel to the site together. The tour will begin and end at the conference venue.

A6: The Resilience Showcase at the New York State Department of State Office for Planning, Development and Community Infrastructure (OPDCI) (Jayme Breschard, Melissa A. Keller) (1.5 CMCs)

10:30 to 12:00 | Regency Ballroom

The NYS Department of State OPDCI integrates climate resilience into its programs by assisting communities in understanding its coastal hazard vulnerabilities, promoting natural infrastructure, and guiding revitalization planning to address climate change impacts and lower greenhouse gas emissions. This session provides an overview of OPDCI's tools and resources that address environmental challenges and socioeconomic pressures, showcasing how resilience planning is an integral part of community development. ***1 Sustainability CM**

A7: The Value of Planning | As Told By Elected Officials (John Steinmetz, Molly Gaudioso, Jaylene Folkins, Bill Smith, Richard Milne) (1.5 CMCs)

1:30 to 3:00 | Regency Ballroom

Local governments undertake planning for different reasons, with varying results. Hear from local elected officials on how they each have developed a culture of planning over the past decade and how it has benefited their community. Officials include a trustee from a rural town, a supervisor from a growing suburban town, and a village mayor. Learn what planning efforts have paid dividends in these three municipalities and discover strategies to better articulate the value of planning to decision-makers directly from those who have been entrusted to lead their communities.

A8: Smart Mapping in Action: GIS Applications in Housing, AEC, and the Transition to Zero-Emission Vehicles (Derik Kane, Joshua Greene, Trenton Roloson, Balaji Ramesh, Kaniskaa Mohan Sangeetha, Aadhithiyam Subramanian) (1.5 CMCs)

3:30 to 5:00 | Regency Ballroom

This session explores how GIS technologies are revolutionizing housing, infrastructure, and sustainable mobility. Learn how Python-based GIS models and field surveys have informed strategic housing decisions in Herkimer County and Niagara Falls. Discover how GIS workflows enhance planning and compliance in the AEC and aviation sectors. And examine a system-based Decision Intelligence Engine (DIE), developed at Cornell, that leverages statewide geospatial and statistical data to simulate electric vehicle adoption, optimize infrastructure deployment, and evaluate the policy impacts of decarbonization strategies.

B6: The Continuing Transformation of Rochester's Inner Loop (David Riley, Anne Dasilva Tella, Jim Hofmann, Sean Hare) (1.5 CMCs)

10:30 to 12:00 | Grand Ballroom AB

Completed in 1965, the grade-separated Inner Loop Expressway forms a barrier between downtown Rochester and adjacent neighborhoods. In 2017, the City of Rochester replaced two-thirds of a mile of the Inner Loop East, serving as a national model for highway removal. The Inner Loop North Transformation Project will build on this success, replacing the remaining expressway with a street grid and reclaiming 22 acres for green space and redevelopment.

B7: Connecting Communities along the Genesee River (Katie Darcy, Tom Robinson, Hanna Quigley) (1.5 CMCs)

1:30 to 3:00 | Grand Ballroom AB

This presentation will explore three recent trail planning initiatives along the Genesee River corridor: the Genesee Riverway Trail, the Genesee Valley Greenway, and the Multiversity Trail. We will discuss how these projects come together to work towards a regional trail system that supports active transportation, encourages economic development, fosters social and mental well-being, and supports natural systems while contributing to the region's resiliency to climate impacts.

B8: Pedal Power and Park Value: Broome County Bike Share Suitability Index & Schenectady Central Park Economic Impact (Jackson LaSarro, Dan Shearer, Zach Broat, Ben Freiman) (1.5 CMCs)

3:30 to 5:00 | Grand Ballroom AB

How can planners translate unstructured data into actionable insights for stakeholders? This session introduces a GIS based Bike Share Suitability Index and discusses the Schenectady Central Park Economic Impact Study, detailing input output modeling of visitor spending, public health savings, and property value uplift. Attendees will gain actionable methods to evaluate and communicate the value of active transportation and park assets to decision makers and stakeholders in varied community contexts.

C6: Can New York tax its way to better land use? How adoption of a Land Value Tax can bring reinvestment, reuse, and increased economic equity to communities throughout the state (Eric Cooper, Josie Faass, Greg Miller, Stephen Hoskins) (1.5 CMCs)

10:30 to 12:00 | Grand Ballroom C

Across New York State, communities are investing in smart growth strategies that prioritize development near key assets like downtowns and waterfronts. While infrastructure and land use policies often take center stage, tax policy remains an underutilized tool in shaping growth patterns. This session explores how a Land Value Tax (LVT) can serve as a powerful incentive for reinvestment, infill, and adaptive reuse. Experts will discuss the legality of LVT, its compatibility with existing planning programs and land use regulations, and how it can amplify the impact of infrastructure investments.

C7: The Planning Process Makes Projects Real: Buffalo's Bailey Avenue BRT and Streetscape Improvement Project (Nadine Chalmers, Michael Amabile, Crystal Middleton) (1.5 CMCs)

1:30 to 3:00 | Grand Ballroom C

Join us for an interactive session that will highlight a planning success story. Buffalo's East Side communities have recognized the need to improve the Bailey Avenue corridor for some time. Collaborative planning efforts in recent years have helped create critical transit, streetscape, and safety improvements. Representatives from NFTA-Metro, the City of Buffalo Office of Strategic Planning, and Creighton-Manning will team up to discuss the collaboration responsible for these projects by synthesizing prior planning, expanding engagement, resolving issues, and integrating long-term land use planning.

C8: Quick-Build Strategies for Pavement & Places (Dana Wall, Mike Lydon) (1.5 CMCs)

3:30 to 5:00 | Grand Ballroom C

Session leaders will share a deep dive into recent Vision Zero projects that include Tactical Urbanism as a formal strategy for both plan implementation and public engagement. As a renowned, nationwide practitioner of Tactical Urbanism, Street Plans has been at the forefront of coaching countless cities in the application of the methodology to advance traffic safety and Complete Streets projects.



SESSIONS

FRIDAY, OCTOBER 10

A9: How to Design New Neighborhoods (Adam Bonosky)
(1.5 CMCs)
8:30 to 10:00 | Regency Ballroom

To address the pressing needs for housing and economic mobility for our citizens, we need to address both infill development and the creation of new neighborhoods. The concepts of walkability, placemaking, and compact development have been incorporated into comprehensive plans, and established as desirable, however how can we evaluate how well a proposed project meets these goals? This interactive session will introduce the Three Main Ingredients of Good Neighborhood Design.

A10: Equitable Cities: Incorporating the Lives of Women in Planning & Housing Choices (Shiva Ghomi) (1.5 CMC)
10:30 to 12:00 | Regency Ballroom

This session explores the integration of women's needs into urban planning and housing design. Women face challenges such as inadequate public transport, safety concerns, and lack of affordable housing near workplaces. Successful case studies demonstrate how gender-inclusive design, including multifamily housing projects with supportive services, can enhance quality of life. Participants will learn about the importance of equitable infrastructure and housing choices in creating inclusive cities that support women as caregivers, commuters, and professionals.

*1 Equity CM

B9: Engagement Tactics that Bring Everyone to the Table (Lauren Darcy, Mary Austerman, Kim Lundgren) (1.5 CMCs)
8:30 to 10:00 | Grand Ballroom AB

This session will outline 10 key tactics to incorporate in any community engagement strategy to get feedback from a diverse cross-section of the community. Learn the value and basic elements of: branding, community ambassadors, videos, road shows, social media campaigns, in-person activities and more. Participants will also learn how to use the AdaptTable tool, exploring how to communicate the complexity of climate adaptation decisions and engage others.

B10: The Best Bang for Your Buck: Comprehensive Plan and Code Edition (Molly Gaudio, John Steinmetz, Katie Darcy, Corey Auerbach) (1 CMC)
10:30 to 12:00 | Grand Ballroom AB

Whether it's due to local anxiety over the housing crisis, energy infrastructure, and controversial development, the success of state grant programs--or all of the above--we have seen an increase in the number of communities taking on comprehensive plan and zoning code updates. Planners of all levels may be familiar with the "how to," but are we achieving the best results? This session will look at the essential connection between comprehensive planning and zoning and identify "do's," "must do's," and "don'ts" when budgeting for and completing these updates. *1 Law CM

MT4: (Mobile Tour/s): Neighborhood of Play (Craig Jensen, Mariam Yaqub) (3 CMCs)
8:30 to 12:00

The Neighborhood of Play project began in 2014 when the Strong National Museum of Play was hired to develop a master plan in response to the removal of Rochester, NY's "Inner Loop East" Expressway. The museum saw an opportunity to reconnect with its neighbors and play a key role in the area's redevelopment. The resulting 2016 master plan centered on a 100,000 square-foot museum expansion and a new 12-acre neighborhood. The museum partnered with private developers to bring the vision to life, demonstrating how a municipality, a cultural institution, private developers, and design professionals can collaborate to build a community



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