

ACTION AGENDA

June 2008

➤ ***ADVOCACY & LEADERSHIP***

- **Midtown** – Identify potential development opportunities created by the PAETEC world headquarters project and the promise of a clean development site at Midtown
- **Renaissance Square** – Assure the best design of Renaissance Square considering the impact of the Midtown redevelopments, and support efforts to move project funding forward
- **Public Space** – Prioritize public improvements necessary to support new development

➤ ***AGGRESSIVELY ADDRESS PARKING***

- Assess impacts of new developments (e.g., Midtown, ESL Federal Credit Union, Renaissance Square, Block “F”) on the existing parking system
- Rationally address the need to add parking spaces downtown, and effectively advocate for innovative solutions

➤ ***HOUSING REMAINS A TOP PRIORITY***

- Focus on assessing and activating all types of market-rate housing development
- Create new focus on the “street-level experience” downtown
- Formalize new structure to engage housing project owners and residents
- Continue to track and disseminate downtown residential market data

➤ ***ASSURE DOWNTOWN SAFETY***

- Continue to optimize the Safety Team (“Red Shirts”) under contract with Downtown Special Services, Inc.
- Work closely with the Rochester Police Department to deploy downtown surveillance cameras and other police resources to maximize downtown safety

➤ ***STRENGTHEN RDDC***

- Aggressively increase membership base to grow RDDC’s voice, talent, and reach
- Reevaluate current RDDC dues structure