



City of Rochester

City Hall Room 308A, 30 Church Street
Rochester, New York 14614-1290
www.cityofrochester.gov

PARKS & PUBLIC WORKS INTRODUCTORY NO.

29
Lovely A. Warren
Mayor

416

December 1, 2014

TO THE COUNCIL

Ladies and Gentlemen:

Re: Agreement – Plymouth/Exchange
Neighborhood Association, Inc., Civic
Engagement Services

Council Priority: Rebuilding and Strengthening
Neighborhood Housing

Transmitted herewith for your approval is legislation establishing \$44,000 as maximum compensation for an agreement with the Plymouth/Exchange Neighborhood Association, Inc. (PLEX) for civic engagement services related to the Vacuum Oil South Genesee River Brownfield Opportunity Area (BOA). The cost of the agreement will be financed from \$40,000 in anticipated BOA grant reimbursements previously appropriated via Ordinance No. 2014-253 and \$4,000 from Prior Years' Cash Capital allocation of the Department of Environmental Services. The agreement will have an initial term of two years with provision for an additional one-year extension if the project duration and scope require additional services.

The New York State Department of State BOA program provides funding to assist municipalities and community-based organizations with the costs of inventorying brownfields, completing area-wide planning approaches to brownfields redevelopment, and studying key brownfield sites. BOA grants provide funding for up to 90% of eligible project costs.

Under the BOA program, the City prepared a preliminary Vacuum Oil South Genesee River BOA master plan in 2013. The PLEX Neighborhood Association had significant involvement in the development of the BOA master plan and in the engagement of the community in the planning process.

Over the next two years, the City will complete several predevelopment studies and investigations focused on environmental cleanup and future redevelopment of areas within the Vacuum Oil South Genesee River BOA. Once the studies and investigations are complete, a generic environmental impact statement will be prepared. In addition to these activities, the City has entered into the New York State Department of Environmental Conservation Brownfield Cleanup Program (BCP) for properties within the BOA. Under the proposed agreement PLEX will provide important public participation and engagement assistance related to the City's BOA and BCP projects.

At various points during the above mentioned projects, the City will request outreach and engagement services from PLEX. These services may include one or more of the following activities:

- 1) Door to door distribution of flyers
- 2) Direct telephone contacts
- 3) Website updates
- 4) Business contacts
- 5) E-mail distribution
- 6) Regular membership meetings

Phone: 585.428.7045

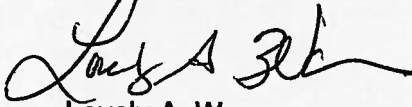
Fax: 585.428.6059

TTY: 585.428.6054

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EEO/ADA Employer

- 7) PLEX block club summit
- 8) Special outdoor events
- 9) Post cards
- 10) Surveys

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Lovely A. Warren', with a stylized flourish at the end.

Lovely A. Warren
Mayor

Ordinance No.

Authorizing an agreement with the Plymouth/ Exchange Neighborhood Association, Inc. (PLEX) for civic engagement services related to the Vacuum Oil South Genesee River Brownfield Opportunity Area Project

BE IT ORDAINED, by the Council of the City of Rochester as follows:

Section 1. The sum of \$44,000, or so much thereof as may be necessary, is hereby established as the compensation to be paid for an agreement with the Plymouth/ Exchange Neighborhood Association, Inc. (PLEX) for civic engagement services related to the Vacuum Oil South Genesee River Brownfield Opportunity Area Project. The agreement shall have a term of two years with a one year renewal option. Said amount shall be funded from \$4,000 of the Prior Years Cash Capital allocation of the Department of Environmental Services and \$40,000 from the anticipated Brownfield Opportunity Area grant reimbursements appropriated in Ordinance No. 2014-253.

Section 2. The agreement shall contain such other terms and conditions as the Mayor deems appropriate.

Section 3. This ordinance shall take effect immediately.