

About You



Rochester

Community Asset Inventory **About You** Project:

A **snapshot** of Rochester and its community members to find out who makes up Rochester.

What is Community Asset Inventory?

1. The process: The process of reaching out into the community and partnering with community members to implement the project was fundamental in building awareness and engagement. This action was based on the idea that understanding who the people of Rochester are in the context of their sense of place was of vital importance. The process has been a connector to mobilize communities and individuals. CAI utilized professional market-based research tools, alongside ethnographic methods and grassroots involvement.

2. Data collection: Gathering information on the current state of the community and its diverse human populations will support organizations, initiatives, businesses and concepts in making informed decisions for the present and the future. This work may serve as a starting point for sustainable inventory “snapshots” for future inventory/scope in three key areas chosen by investors to complement other research being done on Rochester or to fill in gaps in information about the community.

Mission: Community Asset Inventory’s aim was to gather and present an authentic snapshot of Rochester and its community members within the scope of Arts & Culture, Diversity and Inclusivity, and Knowledge Talent and Creative Talent.

Purpose: The data and community building process will provide a foundation to inform future programming, services, and events that build awareness and engagement within the Rochester community.

Value: This work affords us the opportunity to dig deeper into the community’s assets – its people, places, activities, lifestyles and culture that will allow Rochester to evolve with the knowledge of what the community values and what community members like to do.

The three areas of focus for CAI are:

- Arts & Culture
- Diversity & Inclusivity
- Knowledge Talent & Creative Talent



Insights Found

- We are busy with family, work, and volunteer activities
- We value our time and invest it to support activities and interests
- We enjoy being outdoors and use our parks and trails system frequently
- Many feel Rochester lacks an adequate supply and variety of usable indoor space
- We find comfort in the company of our familiar social circles
- We are diverse, but are we truly being inclusive?
- We have an abundance of talent and much to offer the community
- Many feel that Rochester is fragmented and are unsure how to connect and engage

WORK

Most respondents are employed full-time

"Busy full-time working mom with a preschooler - both parents work full-time in demanding jobs - I like to be involved in a variety of activities (volunteering, socializing, hanging out with my family, spending time outdoors, traveling-usually modest travel). Not a big TV watcher - I like to be DOING something. Enjoy ethnic restaurants, live music, and fun events for kids."

(from survey)

in community forums, participants often initially had difficulty thinking of what they do for 'fun' saying that work and family obligations leave little time for fun

personal
culture descriptors



strong work
ethic



"Mayo-Centered" is a term that was mentioned fairly often in describing Rochester's culture

4

respondents enjoyed free hours? imagining four hours of free time with no one making demands on them but gave the impression that this rarely happens

Family Oriented **Community Minded** Volunteer
Faith-Based & Active are some terms used to describe
their personal culture, **but so are Frugal Thrifty Conservative**



some who feel they don't belong
say Rochester is too expensive/there's
not enough lower priced stuff to do



53%

regularly attend seasonal or weekly
events (Thursday's on First, Farmer's
Market, Down by the Riverside)
The types of arts & cultural activities
most likely to be part of people's
lifestyle are free to attend

2/3 say they enjoy
attending arts
or cultural events
1/3 participate in arts
and/or cultural
activities as a pastime
1 in 5 are not interested
in arts and cultural
activities

\$0-\$24

more than six-in-ten spend this in a typical
month on just arts and cultural events

\$0

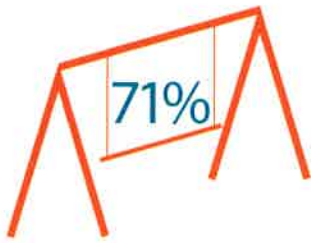
24% say they don't spend anything
on arts and culture in a typical month

"With the economy being the way it is,
we are trying to be cost-effective in
our choices of activities. We have
found, as our children grow older,
that there seem to be less cost-
effective activities to participate in."

(from survey)

young adults are most likely to say
that arts and cultural activities are
part of their lifestyle, but they also
have lower incomes and are more
inclined to say they don't spend any
money on arts and cultural activities
in a typical month

In community forums, when asked where they gather and what they do
for fun, what came up most was gathering at each other's houses, parks
and faith-related places



71% of people agree that parks & trails meet their needs



60% of people agree that there is ample opportunity to engage in sports and physical activities they are interested in



51% of people say 4 free hours = outdoor activities

Summer activities: Walking, biking, swimming, gardening, hiking, running,
Winter activities: sledding/tubing, skiing, ice skating

"If I have free time (depending on which season it is) I can usually be found outdoors. In winter, cross-country skiing or just walking. In warmer months, gardening, walking or bicycling. I also enjoy shopping at the Farmers' Market for fresh veggies." (from survey)



21% of people use parks for nature activities

parks are a gathering space, particularly for ethnic communities



50% of people use parks for physical activity

- 35% visit a fitness center/athletic club/gym
- 18% boat/canoe/kayak
- 16% participate in youth/adult rec sports

sports and physical activities are viewed as a connector with the larger community



ethnic communities struggle to find venues for gathering together – available venues are not affordable, not large enough, not accessible or not culturally appropriate

arts and cultural opportunities are much less likely to meet the needs of area residents than are opportunities for outdoor activities and sports/physical activities

spaces for music, theatre, dance are important to 20-25% of the population

"A medical history and art museum, a health and wellness learning center and a global cultural welcome center that is reflective of the many cultures represented by Rochester residents and visitors would add a unique heritage for Rochester, and its millions of visitors." (from survey)

Lack of cultural activities,

Too much focus on bars/alcohol

some reasons for not feeling like they "belong"



for nightlife, people tend to go to a pub or restaurant



A lack of things to do

in Rochester is mentioned (primarily by younger respondents)





Family First

describes people's personal culture

Family-Oriented

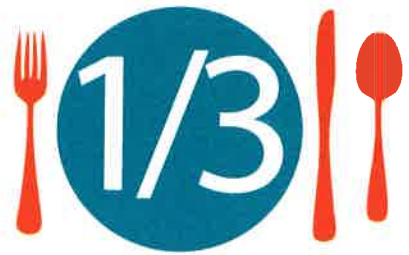
also describes Rochester's culture. For young adults and single people, this is not necessarily positive

When they have free time, most prefer to have others with them, rather than be by themselves, and they are as likely to say they'd like friends with them as they are to say they'd like to be with their spouse/partner/significant other

Among those in community forums, gathering with friends and family, often at each other's homes is what is done for fun

spending time with friends and family comes up in various mentions of warm & cold weather activities

Strong family values is an asset of many ethnic groups



of respondents say that entertaining/dinner parties/card clubs, etc. is part of their personal lifestyle



socializing/getting together with friends or family comes up as something people would do with **four free hours**

"I think there is quite a bit of diversity in Rochester, but not many people are looking to explore that. Most people stick to what they know and they are happy there." (from survey)

Diverse groups
consider themselves

inclusive & **Reach Out**
to build bridges between communities



Legal/
Political
System
Does Not
Represent
All

In community forums, groups feel their culture is not reflected in the greater community overall and that the greater community is not aware of or educated about their culture

Disconnected Segregated **Naïve**
Divided **Elitist** Haves & Have Nots
Exclusive Not Welcoming **Smug**

Words Used
to Describe
Rochester

Unutilized Talent = Difficulty Engaging

"We are a diverse culture, but my experience is that we are not an inclusive culture. We have a great deal of passion and want greater things. I personally want better things - strong neighborhoods, schools, connectiveness, personal involvement - things with depth and longevity. For example: there are several teen support organizations. Are they working together?" (from survey)

People who don't feel like they 'belong' in Rochester view the community as non-inclusive

People of minority races/ethnicities, non-Christian faith traditions, LGBT tend not to agree that the culture of Rochester is a good fit with their personal culture

KNOWLEDGE TALENT **Creative Talent**

Rochester has a large number of Knowledge Talent jobs—jobs that have the greatest potential for innovation and contribution to economic growth. However, Creative Talent occupations (those in arts, design, entertainment, sports and media, including professionals and hobbyists) are what attracts and retains Knowledge Talent.

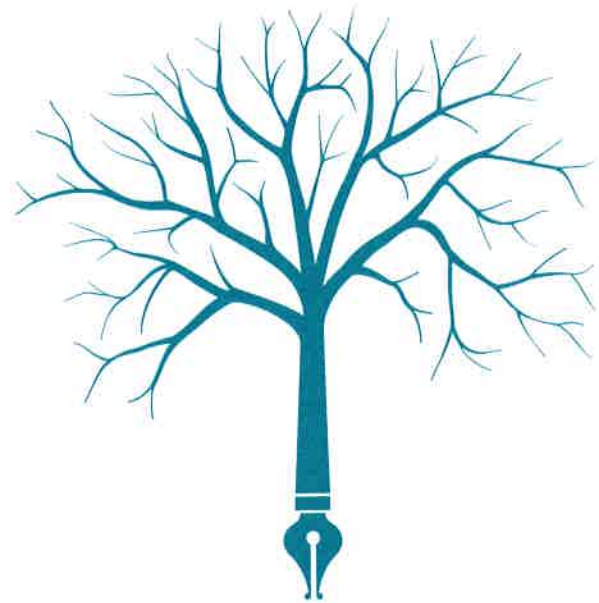


Rochester underperforms in business activity that typically supports arts and cultural activities

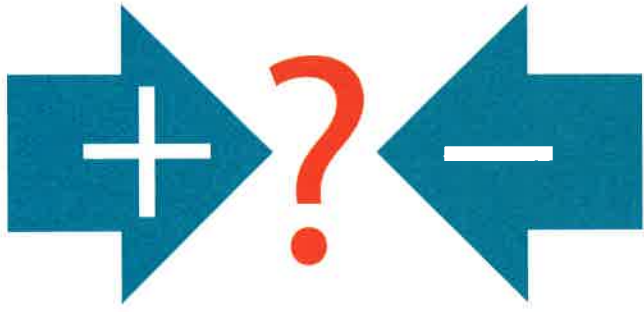
"I love to be creative, and there are limited opportunities to express myself. Thursdays on First feels like the only outlet. Also, event planning is a big interest of mine, but there are not very many event centers to work or volunteer for. It's almost like the Civic Center has a monopoly." (from survey)

75%

Agree they can make good use of their talents, skills, knowledge & education in Rochester



Rochester has assets that are dormant but want to be engaged, and are not sure how to be connected



comments on Rochester's culture are often contradictory and respondents often make both **positive** and **negative** comments when describing Rochester's culture

"Rochester needs more of a creative-sector economy instead of being all medical and tech centered. My skills don't really relate to medicine or technology very much, and I really don't want to work in those fields. I've had to create my own work opportunities, which is fine, but unfortunately not very lucrative. Certainly there is an opportunity for creative work in a volunteer capacity, but I can't pay my mortgage with volunteer time." (from survey)

in community forums, disconnects tended to outnumber connects when thinking about their smaller community's relationship with Rochester

people who feel they can't make good use of their talents in Rochester say it's difficult to engage and they don't feel welcome, people are snobby

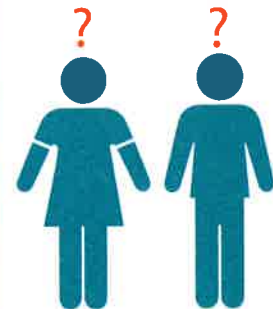


Nearly
1/2

of respondents tend **not to agree** that Rochester's culture is a good fit with their personal culture



Transportation is a particular 'disconnecter' with the lack of affordable public transportation, especially in the evenings & weekends



8 Insights = 4 Themes

- The people of Rochester are busy with family and work, and time is valuable. Nonetheless, they invest their time to support activities and causes that enrich their community.
- The people of Rochester enjoy being outdoors and appreciate the many parks and trails available, both for individual use and for gathering with others. However, there is a sense that a variety of usable indoor space is lacking.
- Rochester is viewed as being very diverse, but there is some question whether it embraces that diversity or simply tolerates it. Rochester's people find comfort in the company of their familiar circles, but is this at the expense of being inclusive?
- Rochester's people have many talents to offer, from skills acquired through education and employment, as well as through passed-down traditions, yet they struggle to feel connected or that they "belong."

Read on to learn more About You

