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# GENESEE FINGER LAKES CHAPTER AIR & WASTE MANAGEMENT ASSOCIATION

## DECEMBER 2018 CHAPTER MEETING

### ROC the Riverway

**SPEAKER:** Kevin Kelley, AICP and/or Erik Frisch

**WHERE:** Burgundy Basin, 1361 Marsh Road Pittsford NY  
(585) 248-2660 <http://burgundybasin.com>

**WHEN:** Noon, Wednesday December 12, 2018

**COST:** Pre-registration: \$20 members; \$25 non-members  
Onsite: \$22 members; \$27 non-members

The ROC the Riverway Program will consolidate more than two dozen transformative projects along the Genesee River under a single concept to achieve synergy and leverage the value of Rochester's riverfront. The prospective projects include the completion of the Genesee Riverway Trail through the Center City and a redesign of Charles Carroll Plaza and Genesee Crossroads Park. The plan also envisions significant upgrades to major riverfront facilities, including the Blue Cross Arena at the War Memorial; the Joseph A. Floreano Rochester Riverside Convention Center; and the Rundel Memorial Library building.

Revitalizing the Genesee River corridor will help fuel the local economy. RTR will serve as a major asset in attracting new jobs and solidifying Rochester's identity as a vibrant waterfront community. Cities around the world have discovered the tremendous power of great public spaces, bicycle/pedestrian-focused infrastructure, and water-oriented development in attracting employers and the next generation workforce. Rochester is on its way.

Please register online at  
[www.gflawma.com/events](http://www.gflawma.com/events)

on our "events tab" by Friday, December 8th



AIR & WASTE MANAGEMENT  
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