

Reshaping Rochester



rp00409.jpg Rochester Public Library Local History Division

Results of a Public Opinion Survey Regarding the Grasso-Zimmer Plan to Re-water the Old Erie Canal Bed

Original Research by the 2006-2007 Sixth Grade Class

M403
Reshaping Rochester
Northeast Regional Archive
Genesee CCS



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Table of Contents

Acknowledgements.....4

Introduction.....5

Results.....9

 Demographics
 Information Regarding the Grasso-Zimmer Proposal
 Comparisons of Prior Knowledge and Opinions
 Comparing Demographics with Second Opinions of the Grasso-Zimmer Proposal

City Residents..... 15

 Demographics
 Information Regarding the Grasso-Zimmer Proposal
 Comparisons of Prior Knowledge and Opinions
 Comparing Demographics with Second Opinions of the Grasso-Zimmer Proposal

Monroe County Residents.....21

 Demographics
 Information Regarding the Grasso-Zimmer Proposal
 Comparisons of Prior Knowledge and Opinions
 Comparing Demographics with Second Opinions of the Grasso-Zimmer Proposal

Tourists.....27

 Demographics
 Information Regarding the Grasso-Zimmer Proposal
 Comparisons of Prior Knowledge and Opinions
 Comparing Demographics with Second Opinions of the Grasso-Zimmer Proposal

Appendix.....33

Acknowledgments

We would like to especially thank all the parent, grandparent, sibling, friend and teacher volunteers who allowed us to practice interviewing with them and accompanied us on surveying field studies. Without their tireless efforts we would not have been able to collect over 800 viewpoints on this topic.

We dedicate this report to Mr. Thomas X. Grasso, for his dream of preserving history and bringing the Erie Canal back to downtown Rochester.



Introduction

As citizens of Rochester, the sixth grade class of the Genesee Community Charter School is committed to seeing Rochester evolve and grow! We have researched canals in Europe and the United Kingdom, as well as the first canals in Mesopotamia. We have found that people are naturally attracted to water, and communities that have successful waterways usually have thriving economies.



Mayor Duffy, in the State of the City address, spoke about three key points; education, safety, and economic development. He said, "It is not enough to talk about these topics, we need to see RESULTS!"

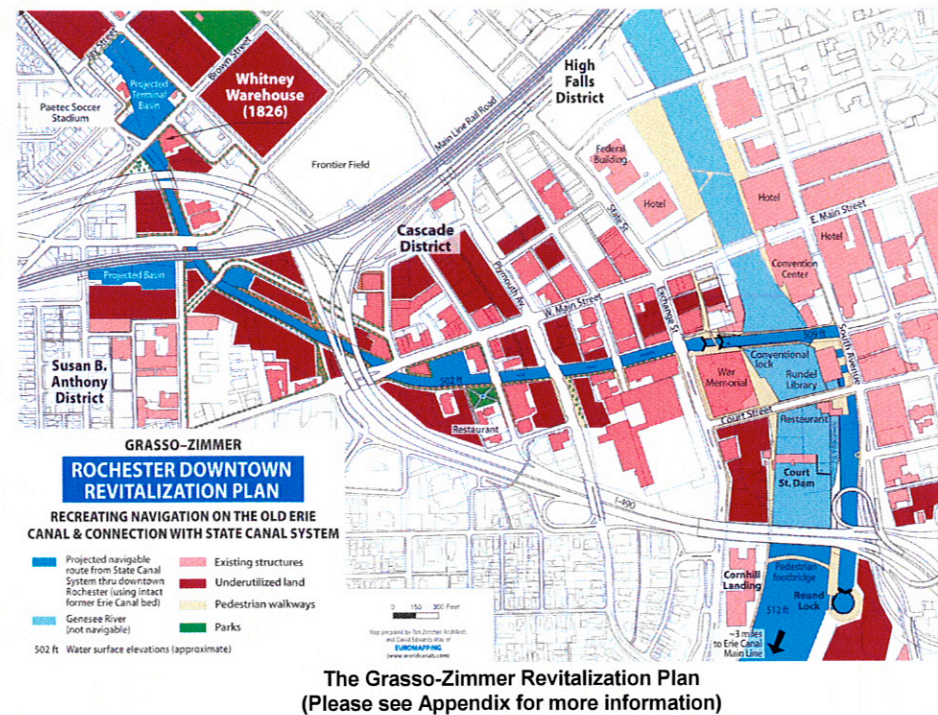
Our work has shown results. We conducted a public opinion survey of more than 800 people, including residents of Monroe County, City of Rochester, and out of town tourists. Our goal was to collect opinions and gather information on the Grasso-Zimmer Plan to re-water the old Erie Canal bed that runs under Broad St.

Purpose

The Voice of the Voter Poll, conducted by the Rochester Research Group and reported in the Democrat and Chronicle by Lara Becker Liu on 10/11/06, stated that 33% of the people surveyed felt that re-watering the canal bed is **not at all valuable**, 41% said **somewhat valuable** and 26% viewed the project as **very valuable**. While we are confident that the poll was conducted fairly, we feel that some of the information reported was done so in a subjective manner. For example using a three point scale such as **not at all**, **somewhat**, and **very valuable**, allowed for many to remain undecided, and the representation of results was done in a manner that highlighted the

least popular choice in vivid red. The question of re-watering the old Erie Canal bed was included with issues such as violence and crime control, education, parking, affordable housing, and retail shopping.

The Voice of the Voter Poll interviewed 519 people. The article quoted seven opinions, none of which were from respondents who were in favor of the re-watering. The data itself states that there are at least 125 people who viewed the project as very valuable. We are surprised that none of them were reached for comment.



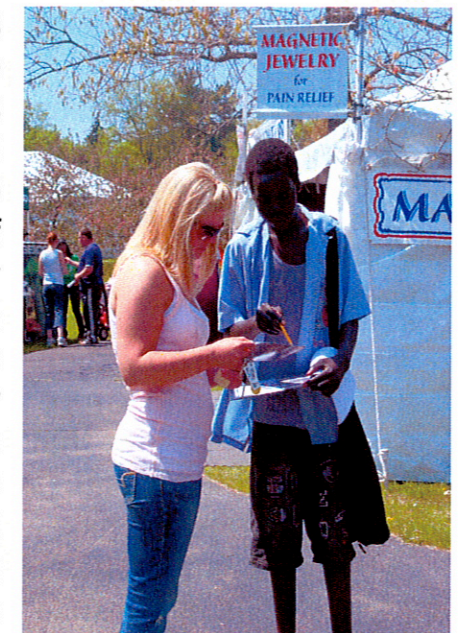
Our class decided to study the Grasso-Zimmer Plan to re-water the canal at the request of Thomas X. Grasso, President of the Canal Society of New York State, and Michael Hess, spokesperson for ADROC (Advocates for the Development of Rochester's Canal). With the help of Jocelyn Goldberg-Schaible of the Rochester Research Group, we developed the survey that we used to raise awareness and gather opinions about the plan.

We needed a way to introduce people to other successful re-watering projects, so we created a list of fast facts about canals based on the key points of the Mayor's State of the City address. We found facts to support these key points by looking at work completed by last year's sixth grade and our own research about canals. Last year's sixth

grade class researched canals in Oklahoma City, Oklahoma, Providence, Rhode Island, San Antonio, Texas, and Ottawa, Canada. This year we focused on international canals. We attended the World Canals Conference in Bethlehem, PA and participated in workshops alongside canal experts from around the world. Traveling to Ottawa, Canada allowed us to experience the festival of Winterlude and interview organizers of the festival, as well as tourists and residents to Ottawa. Our class also walked the vacant tunnel of the old Erie Canal and saw first hand the reasons for the needed revitalization.

Method

We started each interview with questions to identify the demographics of the respondent. We asked questions pertaining to age, gender, race, political affiliation, and income. We also determined if people were residents of the City of Rochester, Monroe County, or visitors to the area. Our next question asked if the person had prior knowledge of the Grasso-Zimmer plan to re-water the old Erie Canal bed. We then gave a brief summary along with a map of the proposal to make sure everyone had some basic information before answering the question of what they think of the proposal. In our report we refer to this as **first opinion** of the plan. We then shared the Fast Facts about other successful re-watering projects around the world. After people listened to the Fast Facts we again asked for their opinion of the plan. We refer to this as our **second opinion**. Our final question had to do with any other ideas to use the old Canal bed. We then took the time to answer questions people asked us about the plan, our school, or this project. Each interview ranged between five and fifteen minutes, depending on how many additional questions were asked of us (see Appendix for a copy of the survey).



We spent 19 days interviewing people at various venues around Monroe County, such as the Lilac Festival, Park Avenue, Monroe Community College, Mid-Town Plaza, the Public Market, and the

Villages of Spencerport and Pittsford. Each student also conducted ten surveys independently for homework. Our research also involved mailing surveys to influential people in New York State, such as senators, mayors, town supervisors and city planners. (See Appendix) We worked in pairs and tried to be consistent in the interview process, so our data would be credible.

Back in the classroom we entered the data into Excel spreadsheets. We checked each survey document before entering information to make sure the survey was filled out properly. We discarded any surveys that were incomplete. It took approximately a week to enter all the data. We were then ready to begin compiling our results.

We analyzed responses by demographics according to the following categories: residents of the City of Rochester, Monroe County residents, and tourists to the area (anyone residing outside of Monroe County).

In the end, our class learned a lot from this process. We found that when the Grasso-Zimmer plan is not put up against things like safety and education, the majority of the people in Rochester and Monroe County area believe that the Grasso-Zimmer plan would be a **very** or **somewhat** successful project for Rochester. We recognize that all areas of demographics were represented. However, not all categories had equal amounts of survey respondents. For example, we surveyed more white people than any other ethnicity. However through our extra research, we found that there are more white people who live in Monroe County and its surrounding areas than other ethnic origins. Therefore, we believe this data is still credible. The following is a written report of our findings.



Results

We interviewed more than 800 people from the City of Rochester, Suburban Monroe County and tourists to the area. The following is a breakdown of the numbers of surveys by location:

Public Market: 76
Lilac Festival: 113
Mid-Town Plaza: 96
Monroe Community College: 133
Park Avenue: 52
Towns of Spencerport and Pittsford: 94
Various Locations – completed for homework: 210
Mailed in Responses: 16

In all, we tabulated results from 790 complete surveys. The following breaks down our data by demographics, prior knowledge and opinions of the Grasso-Zimmer plan, comparisons with opinions and prior knowledge, and finally comparisons with second opinions and each demographic category.

Demographics

The following categories reveal the representation from each demographic for all 790 respondents.

Gender

In analyzing the survey information overall, 45% of the people surveyed are male and 55% are female. Therefore, there is a 10% difference in gender.

Age Range

Out of 790 respondents, 14% are in their teens, 22% in their twenties, 17% in their thirties, 20% in their forties, 15% in their fifties, and 12% in their sixties or older.

Ethnic Origin

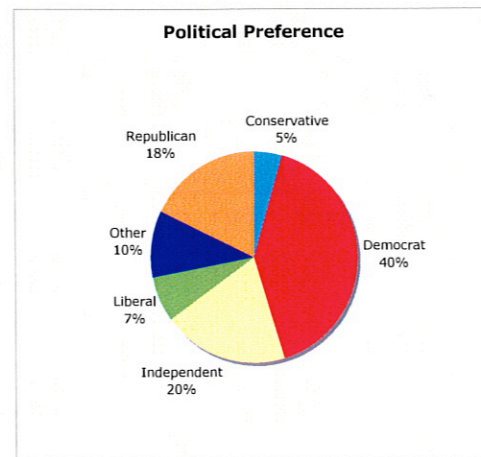
The majority (69%) of the residents surveyed identified themselves as White. Within the remaining 31%, 16% are Black, 5% Hispanic, 4% racially mixed, 3% other, 2% Asian, and 1% are Pacific Islanders.

Average Household Income

758 people responded to the income question. In terms of average household income for 2006, 16% earned under \$20,000, 15% earned between \$20,000 and \$35,000, 39% earned between \$35,000 and \$75,000, with the remainder (30%) earning above \$75,000. Therefore in 2006, the majority (69%) of the respondents we surveyed had average household incomes of \$35,000 or more.

Registered Voters

Respondents were asked if they are registered voters. 79% of the participants responded that they are registered.



Political Preference

Overall, 40% consider themselves to be Democrats 18% Republicans, 20% Independent, 10% other, 7% Liberal, and 5% Conservative.

Information Regarding the Grasso-Zimmer Proposal

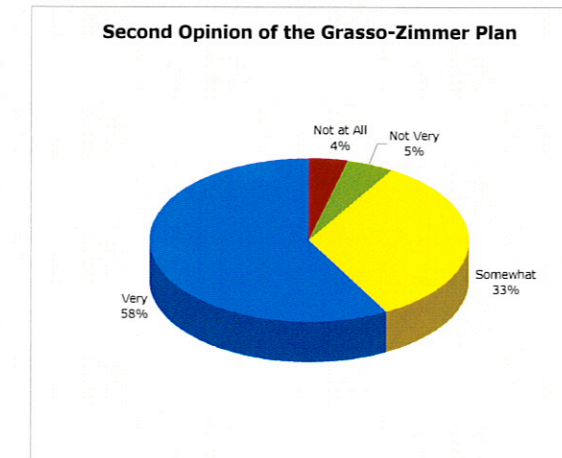
This section reveals the overall knowledge and opinion of the Grasso-Zimmer proposal based on all 790 surveys. It is broken down by prior knowledge of, first opinion of, second opinion of, and knowledge of other ideas for the tunnel space besides the Grasso-Zimmer proposal.

Prior Knowledge

In analyzing the survey information, we found that 50% of the people surveyed have heard about the Grasso-Zimmer plan through another source. Some of the most common sources are the newspaper, news stations on television or radio, and by word of mouth.

First Opinion

In their first response, 48% of the people surveyed thought that the plan would be a **very** successful project for Rochester. 42% of those surveyed thought the plan would be **somewhat** successful. 6% thought the plan would be a **not very** successful project. 4% believe the project would be **not at all** successful for Rochester.



Second Opinion

In their second response, 58% of the people surveyed thought that the plan would be a **very** successful project for Rochester. 33% of those surveyed thought the plan would be **somewhat** successful. 5% thought the plan would be a **not very** successful project. 4% believe the project would be **not at all** successful for Rochester.

Other Ideas

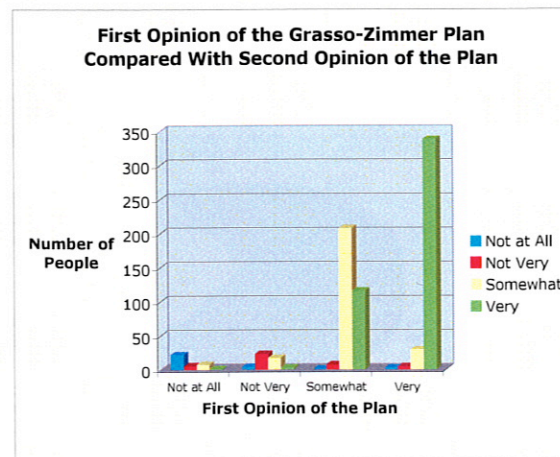
87% of those surveyed had no knowledge of other plans for the tunnel space. The remaining 13% had heard of options such as bringing back the subway, filling in the tunnel, shops, museums, new walkways, and a mushroom farm.

Comparisons with Prior Knowledge and Opinions

*This section is divided by prior knowledge of the plan compared with respondents' **first opinion**, change in opinion between first and second opinion, and finally comparing respondents' knowledge of other ideas for the tunnel and their **second opinion** of the plan.*

Prior Knowledge Compared With First Opinion

Based on our research, most people (89%) of those with prior knowledge of the plan think this is a **somewhat** or **very** successful project for Rochester, compared with the 90% who did not have prior knowledge who believes this is a **somewhat** or **very** successful project.



Change in Opinion

Overall, more than half of the respondents did not change their opinion after hearing the Fast Facts. For instance, 90% respondents believe that the Grasso-Zimmer plan would be a **very** successful project for Rochester and they continued to hold that opinion after hearing the Fast Facts. In addition, 63% continued to choose **not at all** or a **somewhat** successful project for Rochester and 49% stayed with **not very** successful.

Other Ideas Compared With Second Opinion

Based on our research, most people (87%) who knew of other ideas for the use of the tunnel space think this is a **somewhat** or **very** successful project for Rochester, compared with the 13% who knew of other ideas for the use of the tunnel space feel this is a **not very** or **not at all** successful project. However, most people (92%) who did not know of other ideas also think this is a **somewhat** or **very** successful project for Rochester.

Comparing Demographics with Second Opinions of the Grasso-Zimmer Proposal

*This final section compares each demographic category with the **second opinion** of the Grasso-Zimmer plan from all 790 respondents.*

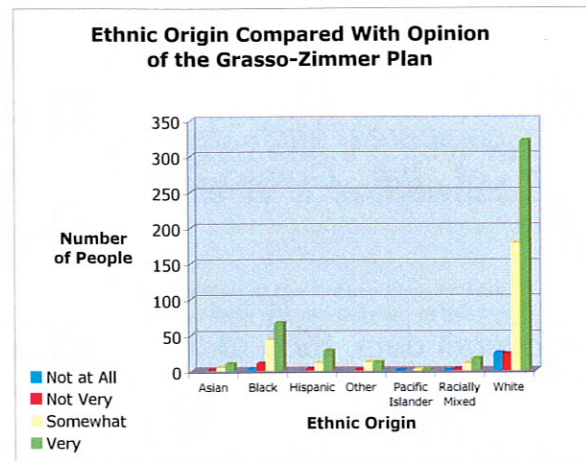
Gender

In compiling the overall data, 89% of the male respondents said the plan would be a **somewhat** or **very** successful project for Rochester leaving 11% of the males stating that the plan would be a **not very** or **not at all** successful project for Rochester. Similarly, 93% of the females surveyed believed the plan would be a **somewhat** or **very** successful project for Rochester and 7% thought the plan would be a **not very** or **not at all** successful project for Rochester. Therefore, we found that there is little difference between gender and the second opinion of the Grasso-Zimmer proposal.

Age Range

When comparing age ranges to second responses to the opinion of the plan, 89% in their teens, 93% in their twenties, 95% in their thirties, 90% in their forties, 92% in their fifties, and 88% of those in their sixties or older said the plan would be a **somewhat** or **very** successful project for Rochester. In conclusion, we find that there is little difference between age range and the second opinion of the Grasso-Zimmer proposal.





Ethnic Origin

When comparing ethnic origin to the second opinion of the Grasso-Zimmer plan, the majority (over 80%) of each ethnic category believed the plan would be a **somewhat** or **very** successful project for Rochester. Specifically, 91% White, 89% Black, 95% Hispanic, 90% racially mixed, 96% other, 94% Asian, and 80% Pacific Islander all believe the proposal would be a **somewhat** or **very** successful project for Rochester.

Average Household Income in 2006

Regardless of income level, the majority of respondents feel the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester. Percentages are as follows: 92% of the respondents who earned under \$20,000, 91% who earned between \$20,000 and \$35,000, 91% who earned between \$35,000 and \$75,000, and 91% earning above \$75,000 believed that the plan would be a **somewhat** or **very** successful project for Rochester.

Registered Voters

Overall, 92% of the registered voters believed the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester. 88% of the non-registered voters believed this as well.

Political Preference

Of the respondents to this political comparison question, 92% Democrat, 91% Republican, 92% Independent, 89% other, 91% Liberal, and 89% Conservative believe the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester.

Residents of the City of Rochester

Of the 790 people surveyed, 435 reside within the City of Rochester. The following divides our city resident data by demographics, prior knowledge and opinions of the Grasso-Zimmer plan, comparisons with opinions and prior knowledge, and finally comparisons with second opinions and each demographic category.

Demographics

By: Kimicah Roberson and Justice Ware

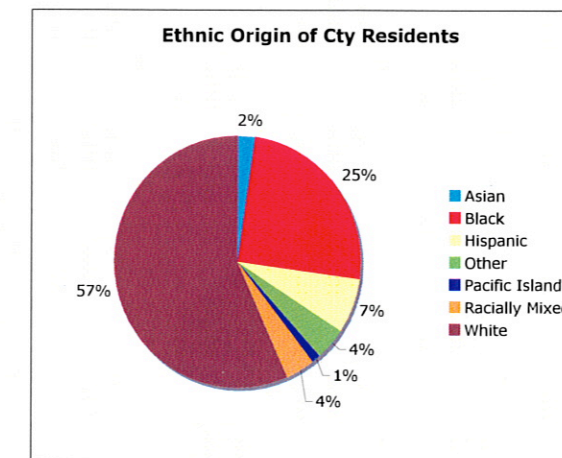
The following categories reveal the representation from each demographic for 435 city respondents.

Gender

In researching the survey information from city residents, 43% of the people surveyed are male and 57% are female. Therefore, there is a 14% difference in gender.

Age Range

Out of 435 city respondents, 17% are in their teens, 28% in their twenties, 17% in their thirties, 18% in their forties, 13% in their fifties, and 8% in their sixties or older.



Ethnic Origin

The majority (57%) of the city residents surveyed identified themselves as White. Within the remaining 43%, 25% are Black, 7% Hispanic, 4% racially mixed, 4% other, 2% Asian, and 1% are Pacific Islanders.

Average Household Income

419 City Residents responded to the income question. In terms of average household income for 2006, 20% earned under \$20,000, 19% earned between \$20,000 and \$35,000, 41% earned between \$35,000 and \$75,000, with the remainder (21%) earning above \$75,000. Therefore in 2006, the majority (62%) of the respondents we surveyed had average household incomes of \$35,000 or more.

Registered Voters

Respondents were asked if they are registered voters. 76% of the city residents responded that they are registered.

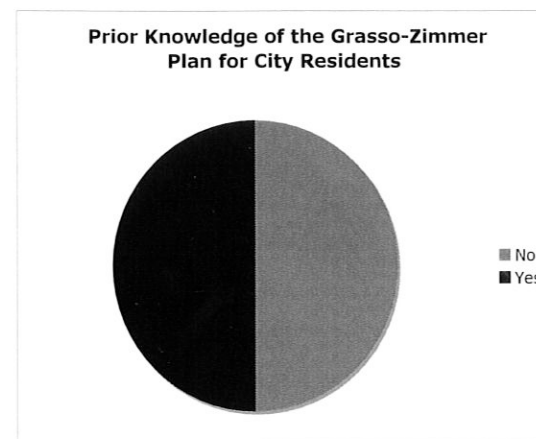
Political Preference

Overall, 48% of the city residents surveyed consider themselves to be Democrats, 12% Republicans, 18% Independent, 12% other, 8% Liberal, and 3% Conservative.

Information Regarding the Grasso-Zimmer Proposal

By: Clay Andrews and Cameron Singleton

*This section reveals the overall knowledge and opinion of the Grasso-Zimmer proposal based on the **city respondents**. It is broken down by prior knowledge of, first opinion of, second opinion of, and knowledge of other ideas for the tunnel space besides the Grasso-Zimmer proposal.*



Prior Knowledge

In analyzing the survey information for City of Rochester residents, we found that 50% of the people surveyed have heard about the

Grasso-Zimmer plan through another source. Some of the most common sources are the newspaper, news stations on television or radio, and by word of mouth.

First Opinion

In their first response, 44% of the city residents surveyed thought that the plan would be a **very** successful project for Rochester. 42% of those surveyed thought the plan would be **somewhat** successful. 7% thought the plan would be a **not very** successful project. 7% believe the project would be **not at all** successful for Rochester.

Second Opinion

In their second response, 54% of the city residents surveyed thought that the plan would be a **very** successful project for Rochester. 33% of those surveyed thought the plan would be **somewhat** successful. 7% thought the plan would be a **not very** successful project. 6% believe the project would be **not at all** successful for Rochester.

Other Ideas

86% of the city residents surveyed had no knowledge of other plans for the tunnel space. The remaining 14% had heard of options such as building a casino, shops, light rail (subway), shopping, creating a mushroom farm or filling it in with dirt.

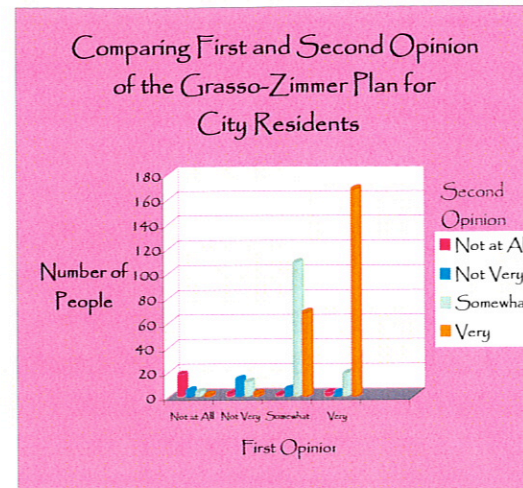
Comparisons with Prior Knowledge and Opinions

By: Victoria Fox and Lynaya Griffin

*This section is divided by prior knowledge of the plan compared with **city respondents**' first opinion, change in opinion between first and second opinion, and finally comparing city respondents' knowledge of other ideas for the tunnel and their second opinion of the plan.*

Prior Knowledge Compared With First Opinion

Based on our research, most city residents (86%) of those with prior knowledge of the plan think this is a **somewhat** or **very** successful project for Rochester, compared with the 14% who had prior knowledge who feel this is a **not very** or **not at all** successful project.



Change in Opinion

Overall, more than half of the city residents did not change their opinion after hearing the Fast Facts. For instance, 70% of the respondents believed that the Grasso-Zimmer plan would be a **very** successful project for Rochester and they continued to hold that opinion after hearing the Fast Facts. In addition, 76% continued to choose **somewhat** successful project for Rochester, 50% stayed with **not very** successful, and 75% continued with **not at all** for their opinion.

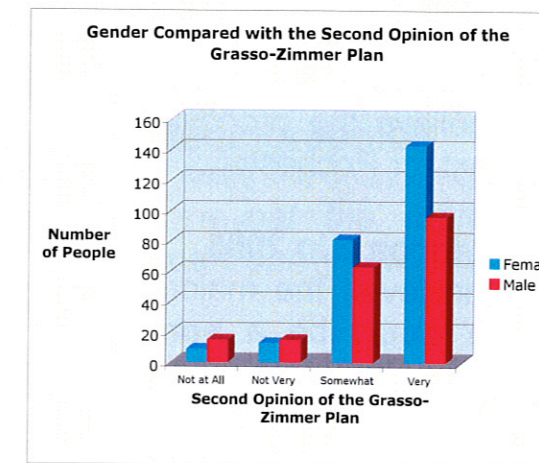
Other Ideas Compared With Second Opinion

Based on our research, most city residents (86%) who knew of other ideas for the use of the tunnel space think that the Grasso-Zimmer plan is a **somewhat** or **very** successful project for Rochester, compared with the 14% who knew of other ideas for the use of the tunnel space who feel this is a **not very** or **not at all** successful project.

Comparing Demographics with Second Opinions of the Grasso-Zimmer Proposal

By: Natalie Lichtenstein and Jahshaye Baker

This final section compares each demographic category with the second opinion of the Grasso-Zimmer plan from all 435 city respondents.



Gender

In compiling the data for respondents that live in the City of Rochester, 84% of the male respondents said the plan would be a **somewhat** or **very** successful project for Rochester leaving 16% of the males stating that the plan would be a **not very** or **not at all** successful project for Rochester. Similarly, 91% of the females surveyed believe the plan would be a **somewhat** or **very** successful project for Rochester and 9% thought the plan would be a **not very** or **not at all** successful project for Rochester. Therefore, we find that there is a slight difference between gender and the second opinion of the Grasso-Zimmer proposal.

Age Range

When comparing age ranges to City Residents' second responses to the opinion of the plan, 86% in their teens, 91% in twenties, 92% in thirties, 85% in forties, 91% in fifties, and 77% of those in their sixties or older said the plan would be a **somewhat** or **very** successful project for Rochester. In conclusion, we find that there is a difference between age range and the second opinion of the Grasso-Zimmer proposal. 23% of city residents surveyed who are in their sixties or

older think this is a **not very** or **not at all** successful project for Rochester.

Ethnic Origin

When comparing ethnic origin of City Residents to the second opinion of the Grasso-Zimmer plan, the majority (over 80%) of each ethnic category believes the plan would be a somewhat or very successful project for Rochester. Specifically, 87% White, 88% Black, 94% Hispanic, 88% racially mixed, 100% other, 90% Asian, and 75% Pacific Islander all believe the proposal would be a **somewhat** or **very** successful project for Rochester.

Average Household Income in 2006

Regardless of income level, the majority of city residents feel the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester. Percentages are as follows: 89% of the respondents who earned under \$20,000, 90% who earned between \$20,000 and \$35,000, 87% who earned between \$35,000 and \$75,000, and 86% earning above \$75,000 believe that the plan would be a **somewhat** or **very** successful project for Rochester.

Registered Voters

Overall, 89% of the city residents we surveyed who are registered voters believe the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester. 84% of the non-registered voters believed this as well.

Political Preference

Of the city residents who responded to this political preference question, 90% Democrat, 83% Republican, 86% Independent, 86% other, 91% Liberal, and 82% Conservative believe the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester.



Monroe County Suburban Residents

Of the people surveyed, 265 reside within Monroe County and outside of the city of Rochester. Therefore, this section does not include city residents in its results. The following divides our Monroe County resident data by demographics, prior knowledge and opinions of the Grasso-Zimmer plan, comparisons with opinions and prior knowledge, and finally comparisons with second opinions and each demographic category.

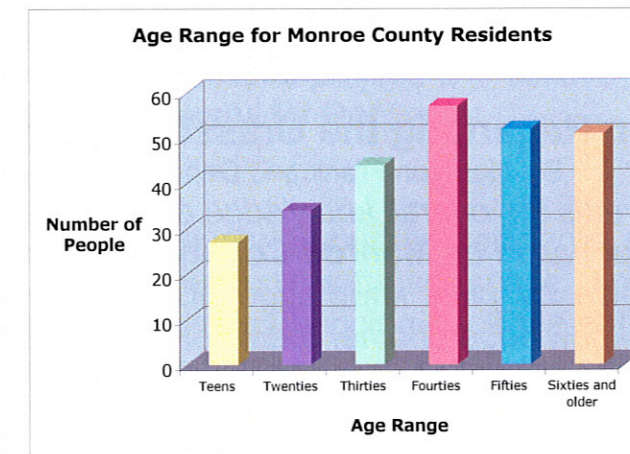
Demographics

By: Melissa Ames and Shannon O'Malley

The following categories reveal the representation from each demographic for 265 Monroe County Suburban respondents.

Gender

In researching the survey information for Monroe County, 44% of the people surveyed are male and 56% are female. Therefore, there is a 12% difference in gender.



Age Range

Out of 265 Monroe County Suburban residents, 10% are in their teens, 13% in their twenties, 17% in their thirties, 22% in their forties, 20% in their fifties, and 19% in their sixties or older.

Ethnic Origin

The majority (87%) of the Monroe County Suburban residents surveyed identified themselves as White. Within the remaining 13%,

4% are Black, 3% Hispanic, 3% racially mixed, 2% other, 1% Asian, and less than 1% are Pacific Islanders.

Average Household Income

253 Monroe County Suburban residents responded to the income question. In terms of average household income for 2006, 9% of the Monroe County residents earned under \$20,000, 12% earned between \$20,000 and \$35,000, 37% earned between \$35,000 and \$75,000, with the remainder (42%) earning above \$75,000. Therefore in 2006, the majority of the Monroe County residents we surveyed (79%) had average household incomes of \$35,000 or more.

Registered Voters

Monroe County Suburban residents were asked if they are registered voters. 226 participants responded that they are registered.

Political Preference

Of the Monroe County Suburban residents who responded to this question, 30% consider themselves to be Democrats, 26% Republicans, 23% Independent, 8% other, 7% Liberal, and 6% Conservative.

Information Regarding the Grasso-Zimmer Proposal

By: Harrison Frank and Deng Deng

*This section reveals the overall knowledge and opinion of the Grasso-Zimmer proposal based on **Monroe County Suburban** respondents. It is broken down by prior knowledge of, first opinion of, second opinion of, and knowledge of other ideas for the tunnel space besides the Grasso-Zimmer proposal.*

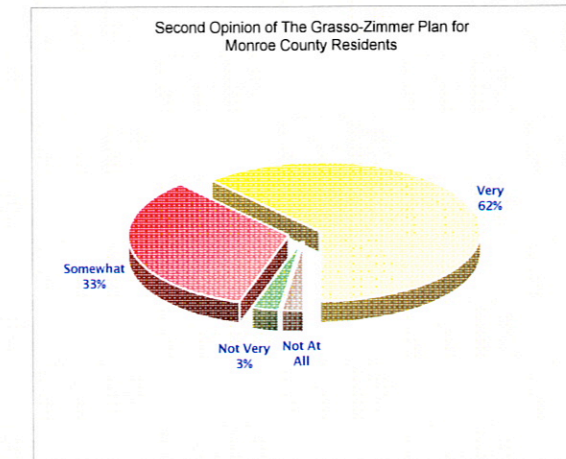
Prior Knowledge

In analyzing the survey information for Monroe County Suburban residents, we found that 58% of the people surveyed have heard about the Grasso-Zimmer plan through another source. Some of the most common sources are the newspaper, news stations on television or radio, and by word of mouth.

First Opinion

In their first response, 51% of the Monroe County Suburban residents surveyed thought that the plan would be a **very** successful project for

Rochester. 41% of those surveyed thought the plan would be **somewhat** successful. 4% thought the plan would be a **not very** successful project. 3% believe the project would be **not at all** successful for Rochester.



Second Opinion

In their second response, 62% of the Monroe County Suburban residents surveyed thought that the plan would be a **very** (V) successful project for Rochester. 33% of those surveyed thought the plan would be **somewhat** (S) successful. 3% thought the plan would be a **not very** (NV) successful project. 2% believe the project would be **not at all** (NA) successful for Rochester.

Other Ideas

88% of the Monroe County Suburban residents surveyed had no knowledge of other plans for the tunnel space. The remaining 12% had heard of options such as bringing back the subway, filling in the tunnel, and a mushroom farm.

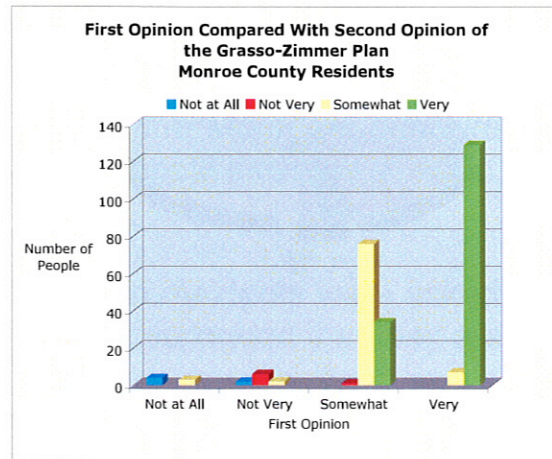
Comparisons with Prior Knowledge and Opinions

By: Rebecca Herring and Sierra Post

*This section is divided by prior knowledge of the plan compared with **Monroe County Suburban respondents'** first opinion, change in opinion between first and second opinion, and finally comparing Monroe County respondents' knowledge of other ideas for the tunnel and their second opinion of the plan.*

Prior Knowledge Compared With First Opinion

Based on our research, most Monroe County Suburban residents (95%) of those with prior knowledge of the plan think this is a **somewhat** or **very** successful project for Rochester, compared with the 5% who had prior knowledge who feel this is a **not very** or **not at all** successful project.



Change in Opinion

Overall, more than half of the Monroe County Suburban respondents did not change their opinion after hearing the Fast Facts. For instance, 95% of the respondents believed that the Grasso-Zimmer plan would be a **very** successful project for Rochester and they continued to hold that opinion after hearing the Fast Facts. In addition, 68% continued to choose **somewhat** successful project for Rochester, 60% stayed with **not very** successful, and 57% continued with **not at all** for their opinion.

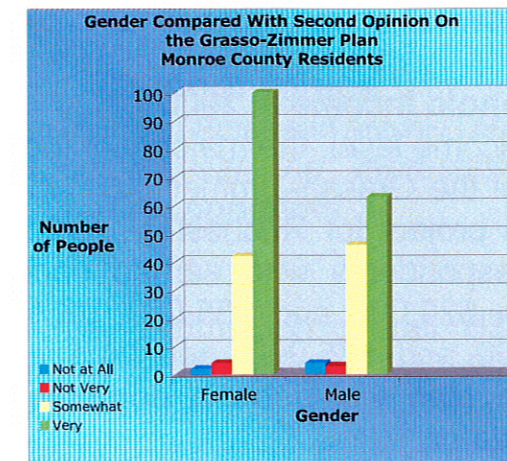
Other Ideas Compared With Second Opinion

Based on our research, most Monroe County Suburban residents (88%) who knew of other ideas for the use of the tunnel space think this is a **somewhat** or **very** successful project for Rochester, compared with the 12% who knew of other ideas for the use of the tunnel space feel this is a **not very** or **not at all** successful project.

Comparing Demographics with Second Opinions of the Grasso-Zimmer Proposal

By: Gregory Klumpp, Zachary Jaeckel-Rizzo, and Anna Gleason

This final section compares each demographic category with the second opinion of the Grasso-Zimmer plan from all 265 Monroe County Suburban respondents.



Gender

In compiling the data for residents of Monroe County Suburbs, 93% of the male respondents said the plan would be a **somewhat** or **very** successful project for Rochester leaving 7% of the males stating that the plan would be a **not very** or **not at all** successful project for Rochester. Similarly, 96% of the females surveyed believe the plan would be a **somewhat** or **very** successful project for Rochester and 4% thought the plan would be a **not very** or **not at all** successful project for Rochester. Therefore, we found that there is little difference between gender and the second opinion of the Grasso-Zimmer proposal.

Age Range

When comparing age ranges of Monroe County Suburban respondents to their second responses to the opinion of the plan, 96% in their teens, 97% in twenties, 98% in thirties, 93% in forties, 92% in fifties, and 96% of those in their sixties or older said the plan would be a **somewhat** or **very** successful project for Rochester. In conclusion, we found that there is little difference between age range and the second opinion of the Grasso-Zimmer proposal.

Ethnic Origin

When comparing ethnic origin to the second opinion of the Grasso-Zimmer plan, the majority (over 80%) of Monroe County Suburban residents in each ethnic category believes the plan would be a **somewhat** or **very** successful project for Rochester. Specifically, 94% White, 100% Black, 100% Hispanic, 100% racially mixed, 83% other, 100% Asian, and 100% Pacific Islander all believe the proposal would be a **somewhat** or **very** successful project for Rochester.

Average Household Income in 2006

Regardless of income level, the majority of Monroe County Suburban respondents feel the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester. Percentages are as follows: 100% of the respondents who earned under \$20,000, 94% who earned between \$20,000 and \$35,000, 95% of those who earned between \$35,000 and \$75,000, and 94% earning above \$75,000 believe that the plan would be a **somewhat** or **very** successful project for Rochester.

Registered Voters

Overall, 92% of the registered voters surveyed in Monroe County believe the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester. 97% of the non-registered voters believe this as well.

Political Preference

Of the Monroe County Suburban respondents to this political comparison question, 94% Democrat, 96% Republican, 97% Independent, 90% other, 94% Liberal, and 94% Conservative believe the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester.

Tourists to the Area

Of the people surveyed, 90 reside outside of Monroe County. For our purposes, we are calling these respondents "tourists". The following divides our tourist data by demographics, prior knowledge and opinions of the Grasso-Zimmer plan, comparisons with opinions and prior knowledge, and finally comparisons with second opinions and each demographic category.

Demographics

By: Ajee McIntosh-Rotan and Antonio Lopez

*The following categories reveal the representation from each demographic for 90 **tourist respondents**.*

Gender

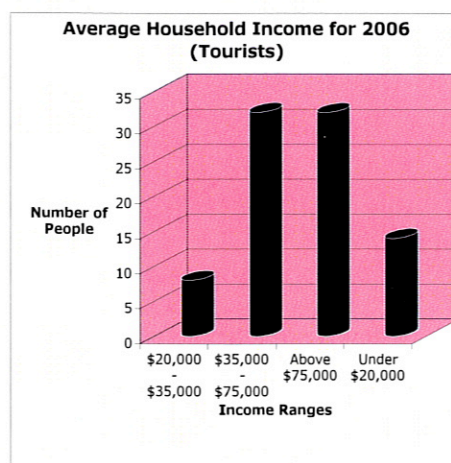
In researching the survey information overall, 53% of the tourists surveyed are male and 47% are female. Therefore, there is a 10% difference in gender.

Age Range

Out of 90 tourists surveyed, 11% are in their teens, 22% in their twenties, 20% in their thirties, 23% in their forties, 12% in their fifties, and 11% in their sixties or older.

Ethnic Origin

The majority (83%) of the tourists surveyed identified themselves as White. Within the remaining 17%, 5% are Black, 2% Hispanic, 4% racially mixed, 2% other, and 4% Asian.



Average Household Income

86 tourists responded to the income question. In terms of average household income for 2006, 16% earned under \$20,000, 10% earned between \$20,000 and \$35,000, 37% earned between \$35,000 and \$75,000, with the remainder (37%) earning above \$75,000. Therefore in 2006, the majority (74%) of the respondents we surveyed had average household incomes of \$35,000 or more.

Registered Voters

Tourists were asked if they are registered voters. 79% of the tourists responded that they are registered.

Political Preference

Overall, 35% of the tourists surveyed consider themselves to be Democrats, 21% Republicans, 19% Independent, 11 % other, 4% Liberal, and 10% Conservative.

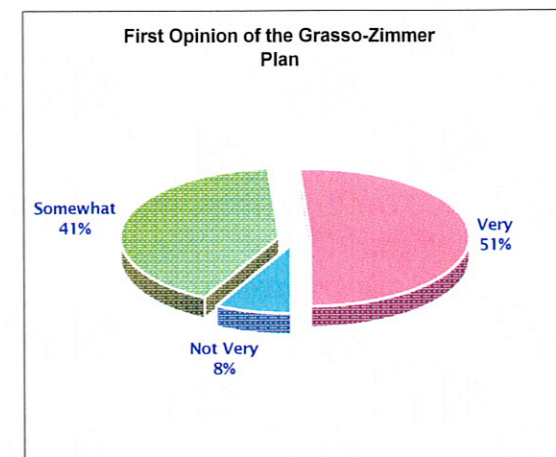
Information Regarding the Grasso-Zimmer Proposal

By: Nicole Lewis and Sophia Jonasse

*This section reveals the overall knowledge and opinion of the Grasso-Zimmer proposal based on **tourist respondents**. It is broken down by prior knowledge of, first opinion of, second opinion of, and knowledge of other ideas for the tunnel space besides the Grasso-Zimmer proposal.*

Prior Knowledge

In analyzing the survey information for tourists to the area, we found that 28% of the people surveyed have heard about the Grasso-Zimmer plan through another source. Tourist surveyed heard about the plan through television, newspaper, and word of mouth.



First Opinion

In their first response, 51% of the tourists surveyed thought that the plan would be a **very** successful project for Rochester. 41% of those surveyed thought the plan would be **somewhat** successful. 8% thought the plan would be a **not very** successful project. None of the respondents believe the project would be **not at all** successful for Rochester.

Second Opinion

In their second response, 63% of the tourists surveyed thought that the plan would be a **very** successful project for Rochester. 33% of those surveyed thought the plan would be **somewhat** successful. 4% thought the plan would be a **not very** successful project. None of the respondents believe the project would be **not at all** successful for Rochester.

Other Ideas

93% of tourists surveyed had no knowledge of other plans for the tunnel space. The remaining 7% had heard of options such as building art studios, light rail, museums, or filling it in with dirt.

Comparisons with Prior Knowledge and Opinions

By: Grace Lopata-Linn and Tara Schneider

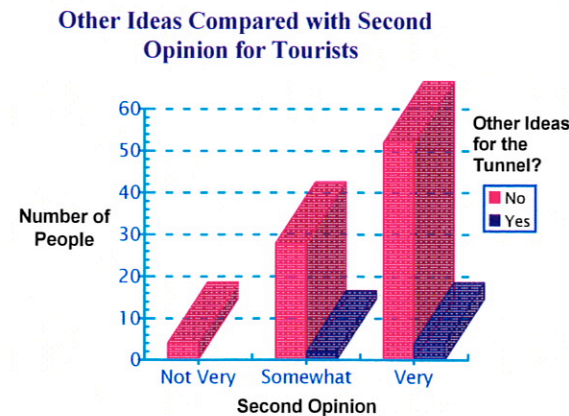
This section is divided by prior knowledge of the plan compared with **tourist respondents'** first opinion, change in opinion between first and second opinion, and finally comparing tourist respondents' knowledge of other ideas for the tunnel and their second opinion of the plan.

Prior Knowledge Compared With First Opinion

Based on our research, most (92%) tourists with prior knowledge of the plan think this is a **somewhat** or **very** successful project for Rochester, compared with the 8% who had prior knowledge who feel this is a **not very** or **not at all** successful project.

Change in Opinion

This shows a 35% increase in those who feel this would be a **very** successful project for Rochester between their initial response and their response after listening to and/or reading the Fast Facts.



Other Ideas

Based on our research, all tourists surveyed (100%) who knew of other ideas for the use of the tunnel space think this is a **somewhat** or **very** successful project for Rochester. None of the respondents who knew of other ideas think this is a **not very** or **not at all** successful project.

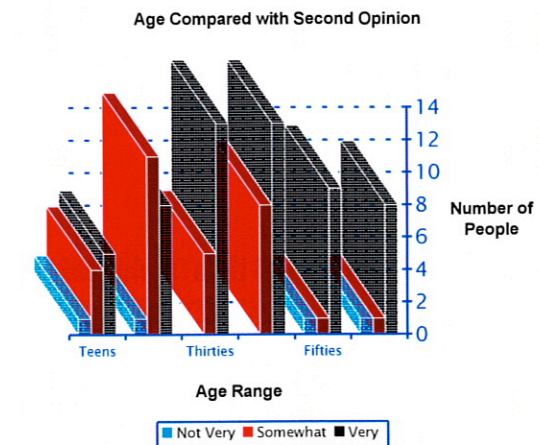
Comparing Demographics with Second Opinions of the Grasso-Zimmer Proposal

By: Jacob Dodd and Treyvon Burgess

This final section compares each demographic category with the second opinion of the Grasso-Zimmer plan from all **90 tourist respondents**.

Gender

In compiling the tourist data, 96% of the male respondents said the plan would be a **somewhat** or **very** successful project for Rochester, leaving 4% of the males stating that the plan would be a **not very** successful project for Rochester. Similarly, 95% of the females surveyed believe the plan would be a **somewhat** or **very** successful project for Rochester and 5% thought the plan would be a **not very** or **not at all** successful project for Rochester. There were no respondents who believe that the Grasso-Zimmer plan would be a **not at all** successful project for Rochester. Therefore, we find that there is little difference between gender and the second opinion of the Grasso-Zimmer proposal.



Age Range

When comparing tourists age ranges to second responses to the opinion of the plan, 90% in their teens, 95% in twenties, 100% in thirties, 100% in forties, 91% in fifties, and 90% of those in their sixties or older said the plan would be a **somewhat** or **very** successful project for Rochester. In conclusion, we find that there is little difference between age range and the second opinion of the Grasso-Zimmer proposal.

Ethnic Origin

When comparing ethnic origin to the second opinion of the Grasso-Zimmer plan, the majority of tourists in each ethnic category believe the plan would be a **somewhat** or **very** successful project for Rochester. Specifically, 96% White, 100% Black, 100% Hispanic, 75% racially mixed, 100% other, and 100% Asian all believe the proposal would be a **somewhat** or **very** successful project for Rochester.

Average Household Income in 2006

Regardless of income level, the majority of tourists feel the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester. Percentages are as follows: 93% of the respondents who earned under \$20,000, 87% who earned between \$20,000 and \$35,000, 97% who earned between \$35,000 and \$75,000, and 97% earning above \$75,000 believe that the plan would be a **somewhat** or **very** successful project for Rochester.

Registered Voters

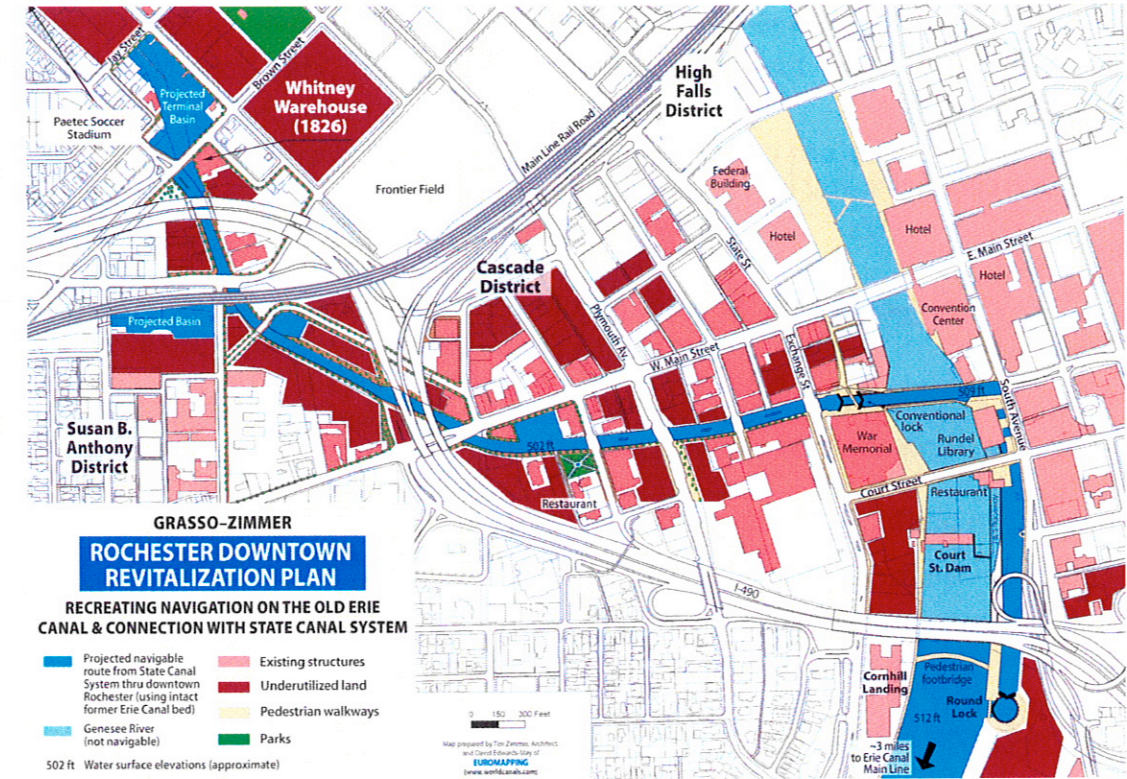
Overall, 96% of the tourists who are registered voters believe the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester. 95% of the non-registered voters believe this as well.

Political Preference

Of the tourists who responded to this political comparison question, 94% Democrat, 100% Republican, 100% Independent, 100% other, 75% Liberal, and 89% Conservative believe the Grasso-Zimmer plan would be a **somewhat** or **very** successful project for Rochester.



Appendix



The Grasso – Zimmer Plan is a proposal to re-water the old Erie Canal bed that lies under Broad St. The tunnel under Broad St. is structurally unsafe and something needs to be done. The plan involves tearing off Broad St. and filling the existing tunnel with water from the Genesee River. The canal would start at Genesee Valley Park and extend across the original aqueduct, going west to an area close to Paetec Park. The existing underutilized space could be used for shopping, dining establishments, parks and hotels. This proposal has the potential to completely revitalize the downtown area’s economy.

Survey

Name _____ Date ___ / ___ Location _____

1. M/F

2. What age range are you in?

teens 20's 30's 40's 50's 60's or over

3. Are you a resident of Monroe County?

Yes/No

(YES) Are you a resident of the City of Rochester?

Yes/No

4. Are you a registered voter?

Yes/No

5. Do you think of yourself as a

Democrat Republican Conservative
 Liberal Independent or in some other way?

6. In terms of ethnic origin, are you

White Black Hispanic
 Asian Pacific Islander racially mixed
 or something we haven't mentioned?

7. Was your average household income higher than \$35,000 last year?

Yes/No

(YES) Was it higher than \$75,000?

Yes/No

(NO) Was it higher than \$20,000?

Yes/No

8. Have you heard about the Grasso - Zimmer Plan, an idea to revitalize downtown Rochester by re-watering the old Erie Canal bed that runs under Broad Street?

Yes/No

IF YES: How did you find out about it?

Share a brief summary about the Grasso-Zimmer Plan

9. Based on the information we shared, do you believe the Grasso - Zimmer Plan would be a **very, somewhat, not very, or not at all** successful project for Rochester?

Very Somewhat Not very Not at all

THEN: Read the 10 fast facts about successful re-watering projects as your survey buddy hands them the card.

Did you know...

Yes No

- 1) The revitalization of Birmingham, England's canals has created over 10,000 new permanent jobs?
- 2) The revitalization of Oklahoma City's downtown and newly built canal brought two billion dollars in private investment?
- 3) In 2002, over a half million tourists traveled to Scotland to experience the Falkirk Wheel (a uniquely futuristic lock)?
- 4) The World's Largest Skateway is the Rideau Canal in Ottawa, Canada?
- 5) Ottawa provides educational information about the Rideau Canal throughout their city and festivals?
- 6) Because of the Bricktown Canal in Oklahoma City, the property value along the canal were raised by 235 percent?
- 7) The Erie Canal was the reason that Rochester was America's first boomtown?
- 8) Twenty million tourists come to the River Walk in San Antonio, Texas each year?
- 9) Providence, Rhode Island was able to pay for their entire re-watering project with federal transportation funding and historic tax credits?
- 10) San Antonio's Ambassador Program provides patrolling and assistance along the River Walk?

10. Now that we've shared information about other successful re-watering projects, do you believe the Grasso - Zimmer Plan would be a **very, somewhat, not very, or not at all** successful project for Rochester?

Very Somewhat Not very Not at all

11. Are you familiar with any other ideas for the revitalization of the Broad Street tunnel?

Yes/No

If so, what are they? _____

12. Other questions or comments:

Mailed Survey

Date _____

Directions: For each question, please circle or check the answer that best describes you.

Please share a brief summary regarding your profession and some responsibilities within your position.

1. What is your gender? Male Female

2. What age range are you in?

teens 20's 30's 40's 50's 60's or older

3. Are you a resident of Monroe County?

Yes No

If so, are you a resident of the City of Rochester?

Yes No

4. Are you a registered voter?

Yes No

For questions 5 and 6, please check only one box.

5. Do you think of yourself as a:

Democrat Republican Conservative
 Liberal Independent
 or in some other way?

6. In terms of ethnic origin, are you:

White Black Hispanic
 Asian Pacific Islander racially mixed
 or something we haven't mentioned?

7. What range describes your average household income last year?
\$0 – \$20,000 \$20,000 - \$35,000 \$35,000 - \$75,000 \$75,000 and above

8. Have you heard about the Grasso – Zimmer Plan, an idea to revitalize downtown Rochester by re-watering the old Erie Canal bed that runs under Broad Street? Yes No

If so, how did you find out about it?

Please take a moment to look at the map on the postcard included with this survey and read the short summary below.

The Grasso – Zimmer Plan is a proposal to re-water the old Erie Canal bed that lies under Broad St. It is highlighted in dark blue on the map. The tunnel under Broad St. is structurally unsafe and something needs to be done. The plan involves tearing off Broad St. and filling the existing tunnel with water from the Genesee River. The canal would start at Genesee Valley Park and extend across the original aqueduct, going west to an area close to Paetec Park. The existing underutilized space (highlighted in dark red) could be used for shopping, dining establishments, parks and hotels. This proposal has the potential to completely revitalize the downtown area's economy.

9. Based on the map and summary you have just read, do you believe the Grasso – Zimmer Plan would be a **very, somewhat, not very, or not at all** successful project for Rochester?

Very Somewhat Not very Not at all

For the past two years, the sixth grade class has been studying how waterfront development has shaped communities around the world. We have discovered the following facts through our research. Please take a moment to read the ten facts about successful re-watering projects. Please place a check in the "Yes" or "No" column to describe your knowledge on each piece of information (The facts are also located on the opposite side of the postcard along with photographs from these places of interest).

Did you know...

Yes No

11) The revitalization of Birmingham, England's canals has created over 10,000 new permanent jobs?

12) The revitalization of Oklahoma City's downtown and newly built canal brought two billion dollars in private investment?

13) In 2002, over a half million tourists traveled to Scotland to experience the Falkirk Wheel (a uniquely futuristic lock)?

14) The World's Largest Skateway is the Rideau Canal in Ottawa, Canada?

15) Ottawa provides educational information about the Rideau Canal throughout their city and festivals?

16) Because of the Bricktown Canal in Oklahoma City, the property value along the canal were raised by 235 percent?

17) The Erie Canal was the reason that Rochester was America's first boomtown?

18) Twenty million tourists come to the River Walk in San Antonio, Texas each year?

19) Providence, Rhode Island was able to pay for their entire re-watering project with federal transportation funding and historic tax credits?

20) San Antonio's Ambassador Program provides patrolling and assistance along the River Walk?

10. Now that you've read information about other successful re-watering projects, do you believe the Grasso – Zimmer Plan would be a **very, somewhat, not very, or not at all** successful project for Rochester?

Very Somewhat Not very Not at all

11. Are you familiar with any other ideas for the revitalization of the Broad Street tunnel?

Yes No

If so, what are they? _____

12. Please share any questions, comments, concerns, or suggestions you would like to share with us at this time.