

2025 High Falls BID Survey

By Greentopia & Ky'Johnna Jamison

Survey Purpose

“ This survey was conducted to help the High Falls Business Improvement District (BID) better understand the wants and needs of the community that lives, works, and plays in the High Falls District. The survey and further community outreach will enable the BID Board to complete a new strategic plan that will better shape the role of the BID in supporting the new High Falls State Park and the community desires for the development of the High Falls District.”

- Lisa Baron

Executive Board Chair, Greentopia

Distribution

From July 11 – 28, Greentopia distributed the survey with a dual-pronged approach.

Method #1:

Public Posters throughout the High Falls district

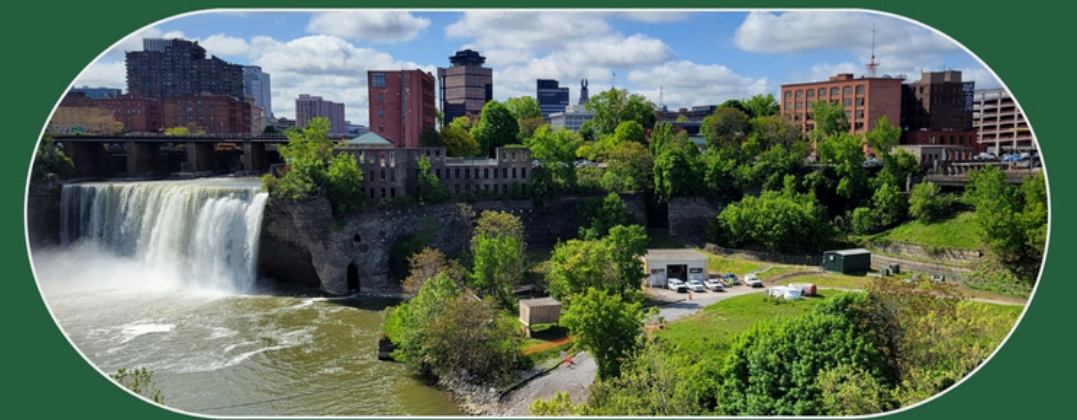
Method #2:

Direct email outreach to stakeholders to share with their tenants/employees. (Ex. WXXI, Brandtatorship, Christa Construction, Audacy)

High

Falls BID

... wants YOUR feedback in a 2-minute survey to improve this district.



Participants who respond by July 28th receive free entry into a raffle for an iPad Air *

estimated value \$500 USD •

(winner will be notified by August 15th)

Take the survey here:



To learn more about the High Falls BID's impact, including plans to support a new State Park, visit our website:

<https://www.highfallsbid.com/>


Survey Results



Questions can be grouped into the following categories:

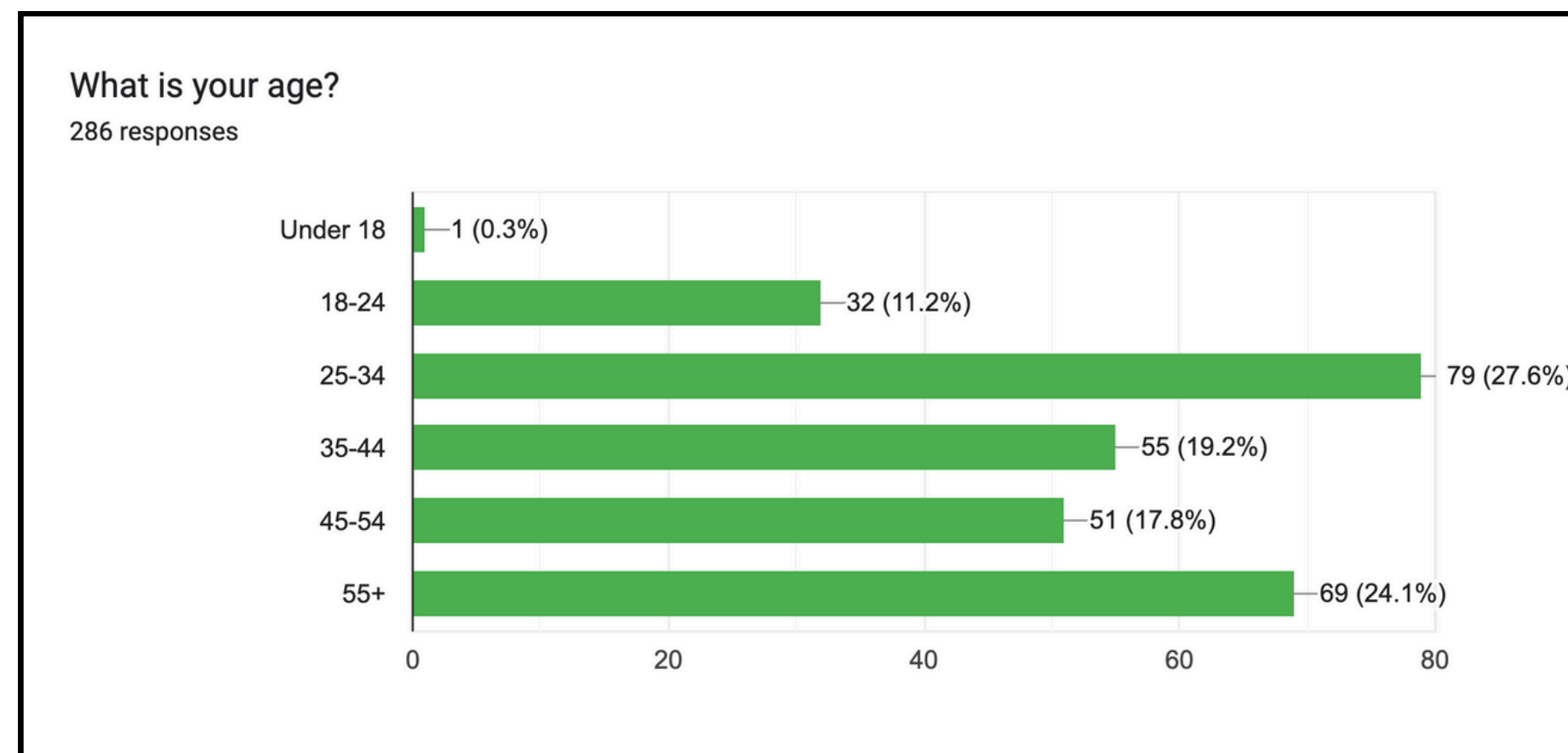
- 1 Respondent Demographics
- 2 General District Satisfaction
- 3 Suggested Improvements

To allow for detailed respondent feedback, questions ranged from rank-choice to open-ended word responses.



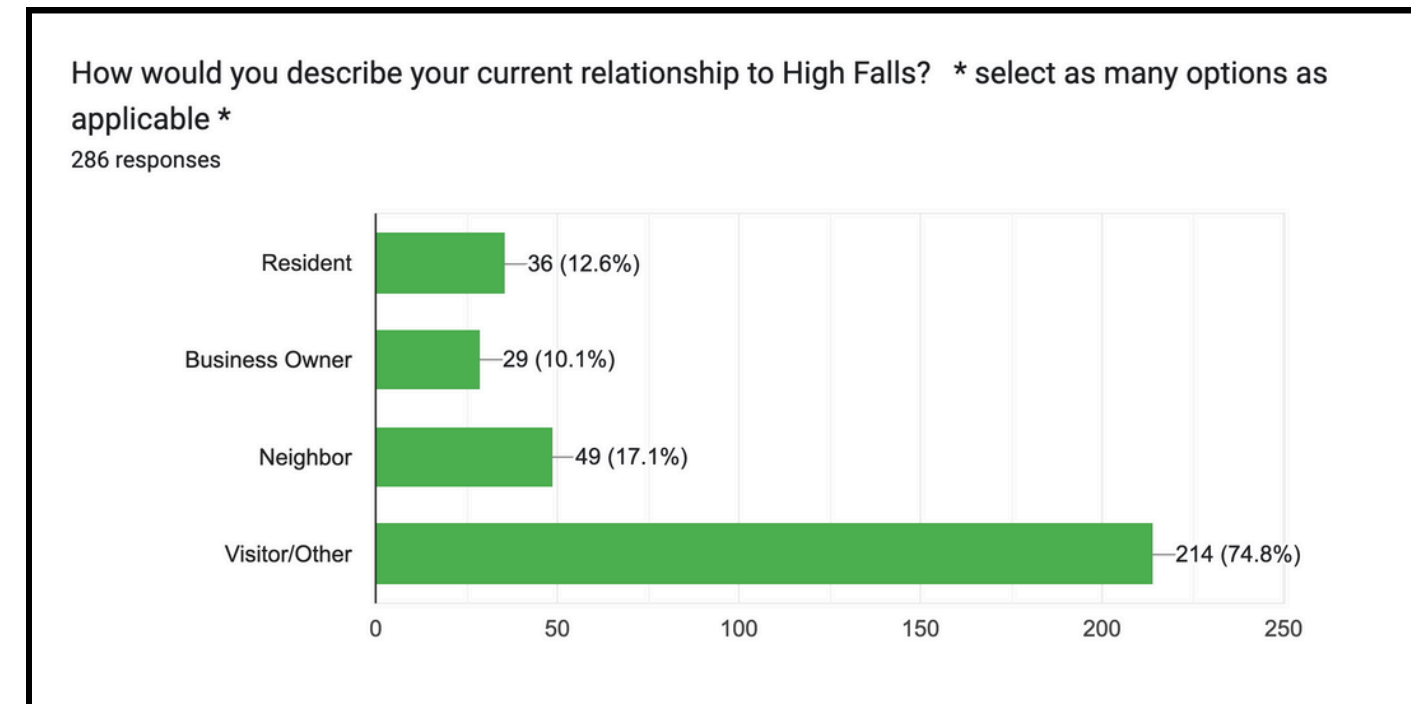
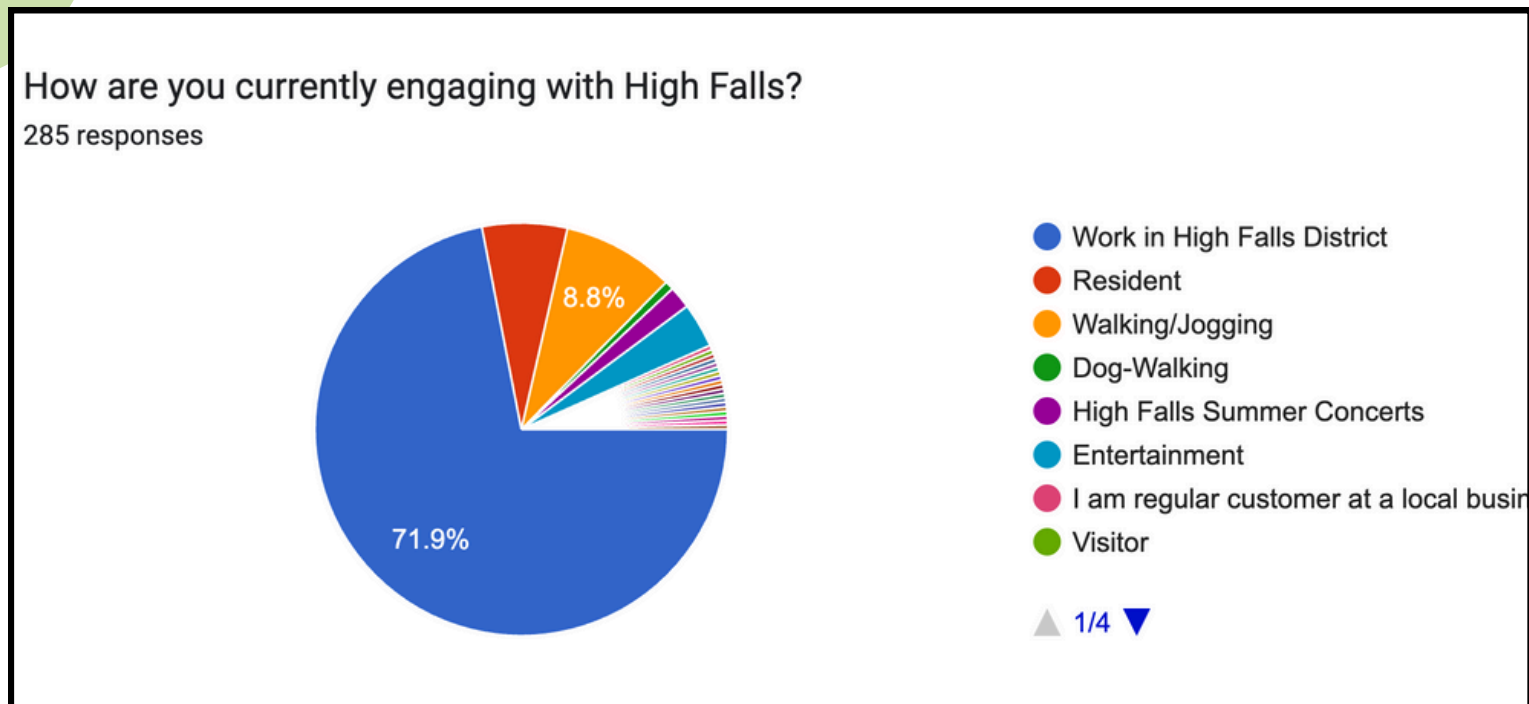
Demographics

- Respondent ages ranged from Under 18 to 55+.
- At 27.6%, 25–34 was the leading age demographic
- At 24.1%, 55+ was the second-largest age demographic



* results as of 8/26/2025

Demographics (cont.)

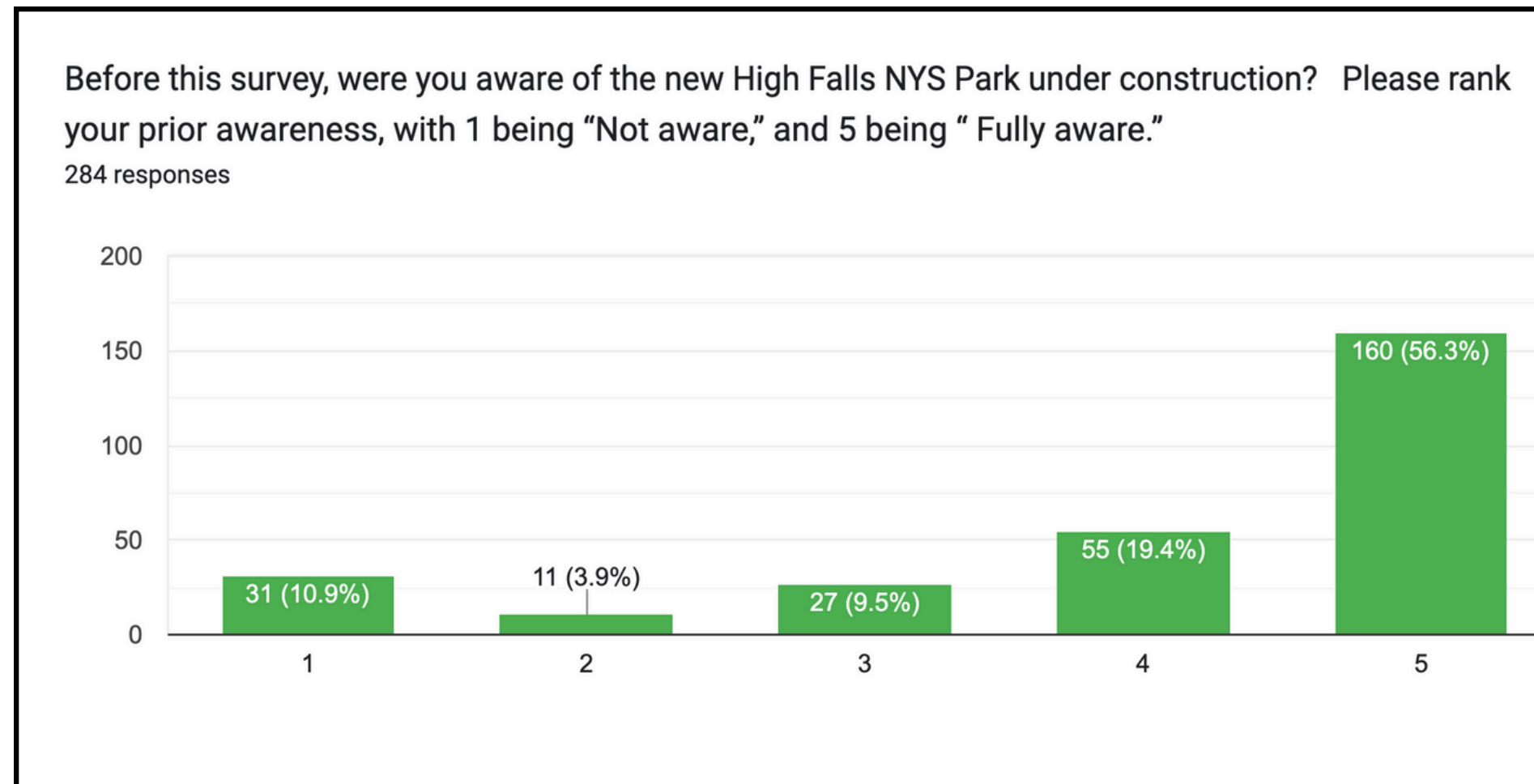


* results as of 8/26/2025

- 71.9% of respondents work in the High Falls District
- 6.7% of respondents live in the High Falls District
- Respondents resided in home addresses from 30+ Greater Rochester ZIP codes, with 4 out-of-state visitors

High Falls State Park

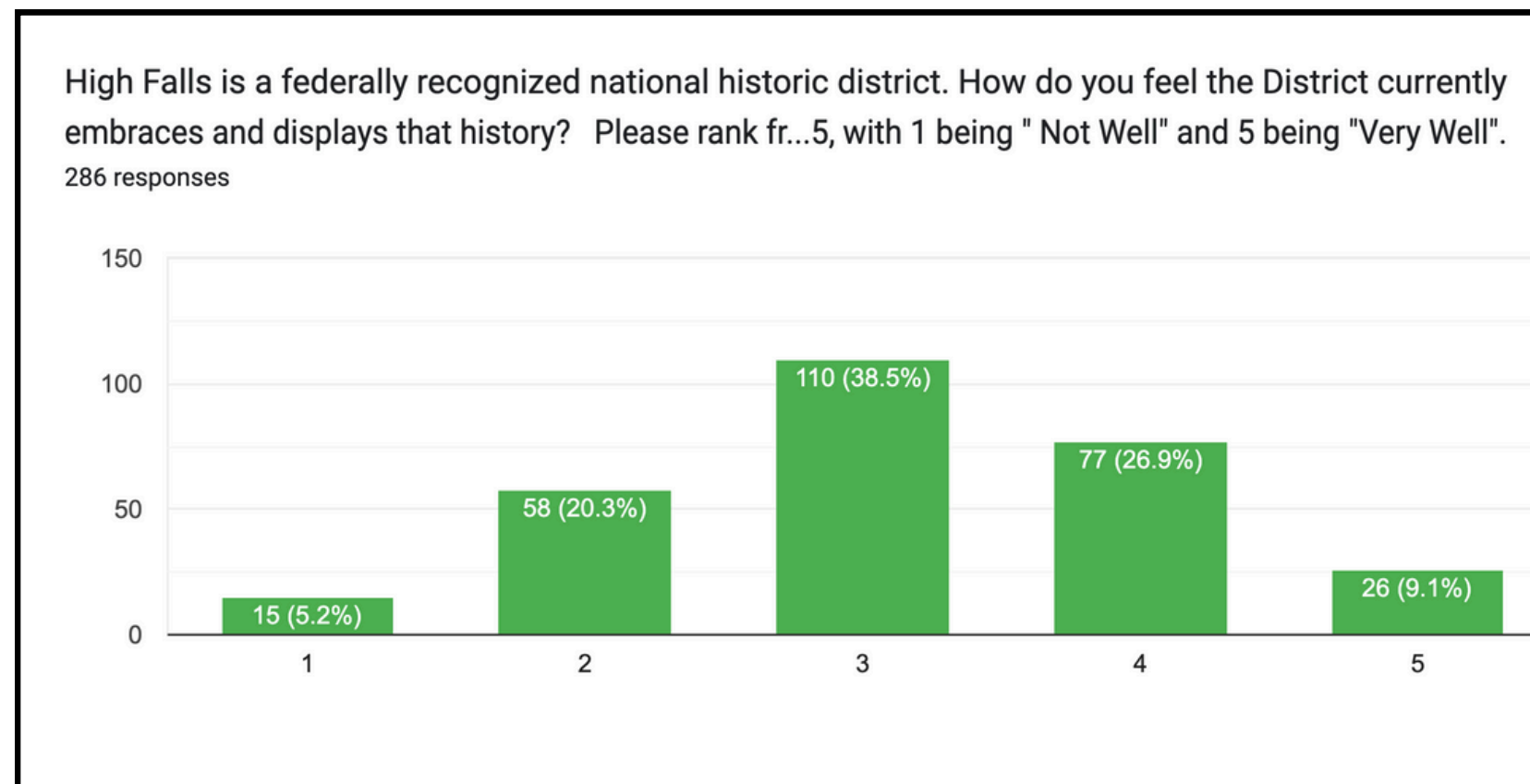
- Big changes are coming to High Falls! As High Falls BID prepares for the upcoming State Park, the High Falls community remains cognizant of new developments.



* results as of 8/26/2025

Honoring District History

Recognized by the City of Rochester as a historic district in 1990, Brown's Race (aka High Falls) has fueled Rochester's industrial development for decades. (cityofrochester.gov, 2025)



* results as of 8/26/2025

What do Respondents Say?

"(I like) seeing how the history of industrialization is woven into the natural landscape. In a world that operates on an increasingly immaterial level, I love seeing how POWERFUL the industry was here." ~ High Falls Worker

"(I like) the history and buildings - wish we could highlight it more." ~ District Neighbour

"(I like) the falls, the seasonal scenery changes of the gorge, the wildlife, the historic buildings, the remnants of former industry which dot the landscape and tell a story about the neighborhood and its history." ~ District Neighbour

Suggested Improvements

In the following section, we'll discuss next steps for improving worker/resident satisfaction with High Falls. We'll dive into reponses prompted by this question: **What do you like least about the High Falls District? ***

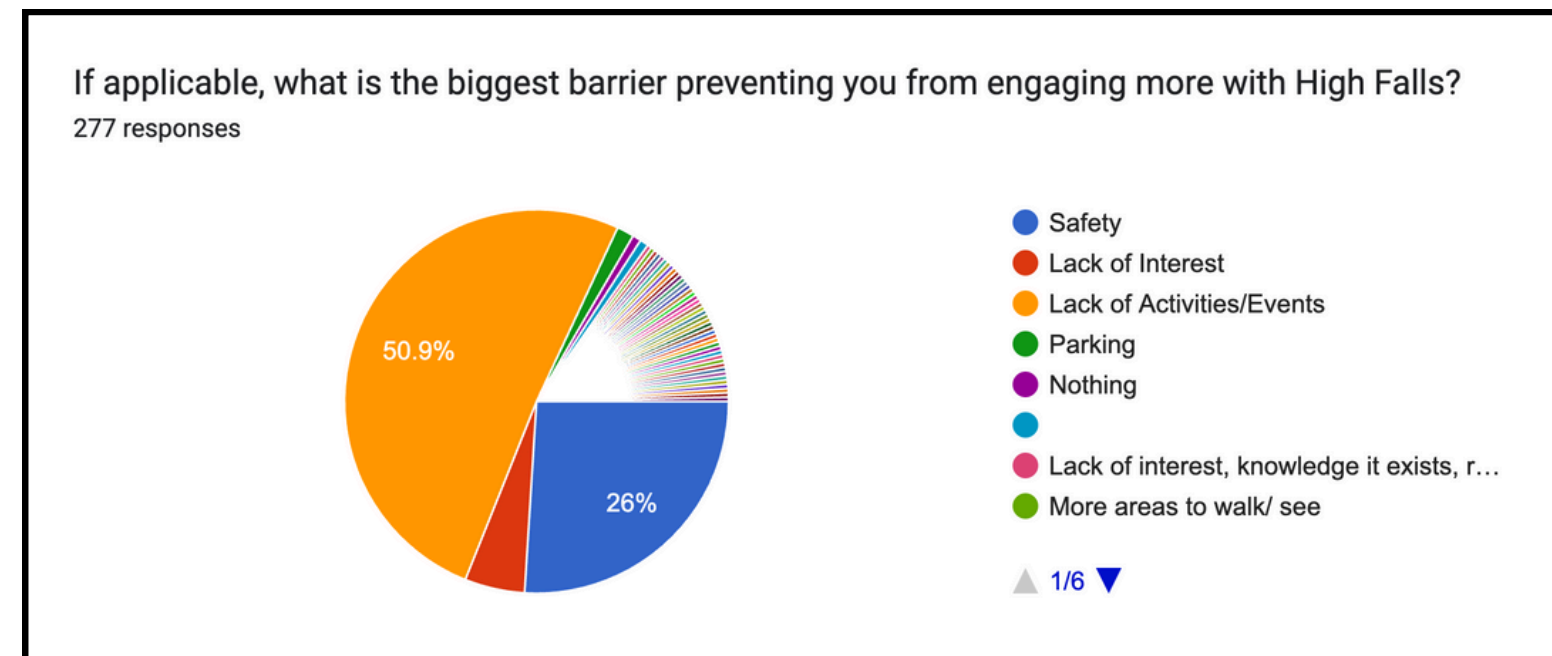
- 73 cited safety as a concern
- 39 cited lack of food/restaurants as a concern
- 47 cited lack of entertainment/retail options as a concern
- 4 cited the Visitor Center closure

*from 250 write-in responses

Barriers to Engagement

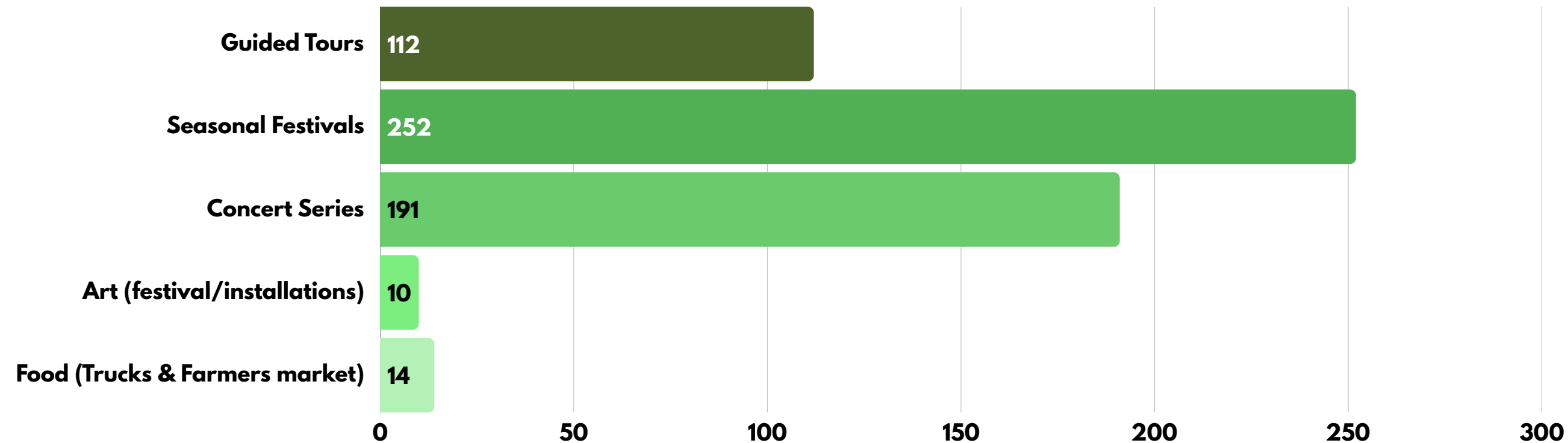
The **Top Three** barriers to engagement are as follows:

1. Lack of Activities (141 responses, or 50.9%)
2. Safety Issues (72 responses, or 26%)
3. Lack of Interest (14 responses, or 5.1%)



* results as of 8/26/2025

District Activities



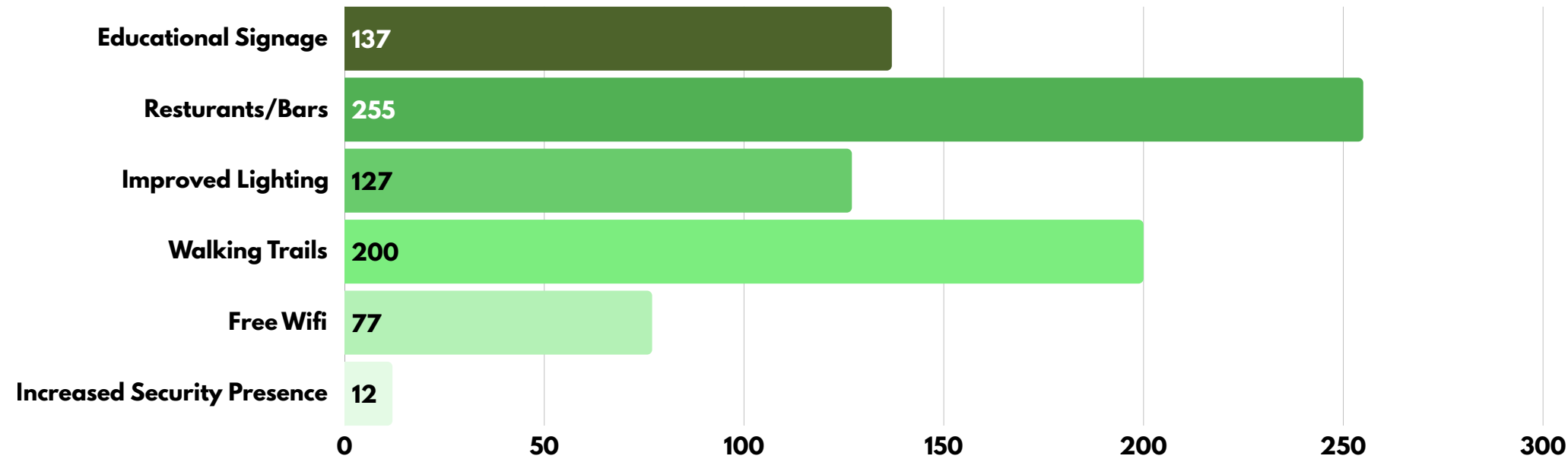
* results as of 8/26/2025

What do Respondents Say?

"I so badly want access to the lower viewing platform of the triphammer. I simply can't get enough of the gorge and want to experience it in all ways!" ~ District Visitor

"I loved the museum at the former visitor center. This survey asked previously whether the district embraces its history; I feel that the museum celebrated the neighborhood in an immersive and engaging way which is not replicable through signage alone. If a museum is not viable (which I presume it mustn't have been) then maybe there are elements from it which could be rewoven into the fabric of the area." ~ District Neighbour

Amenities



* results as of 8/26/2025

What do Respondents Say?

“(I’d like) accessibility features like more curb cuts with the bumps for those who have visual impairments, clearly visible accessible parking, lights that dim when no-one else is around, comfortable seating areas, braille on signs, charging stations for cellphones & tablets, charging stations for accessible mobility devices, binoculars for looking at High Falls and the Genesee River gorge, stronger safety rails, hand grips, accessible elevator for High Falls Overlook at Terrace Park.” ~ High Falls Resident

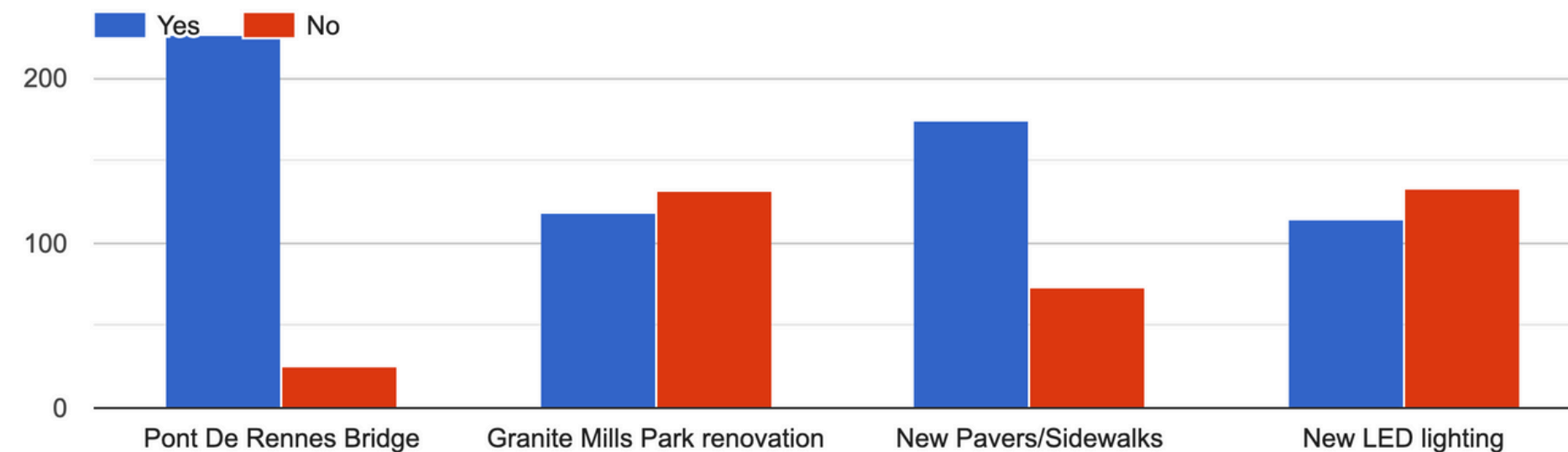
“It needs a "spiff up". I *love* the educational signage but when the sites or even the signs themselves are in disrepair, it diminishes the impact the signage is trying to convey.”
~ District Worker

“Restaurants/bars overlooking the water 100%. Maybe have some these features closer down to water level/bottom of the falls if possible. More lighting will help keep it safer at night.
BRING BACK THE LASER SHOWS!!!!” ~ District Worker

Amenities

Launched in 2018 by NYS and the City of Rochester, the Roc the Riverway land revitalisation project has made marked changes to the High Falls district.

Have you noticed the recent “Roc the Riverway” Improvements?



* results as of 8/26/2025



District Safety

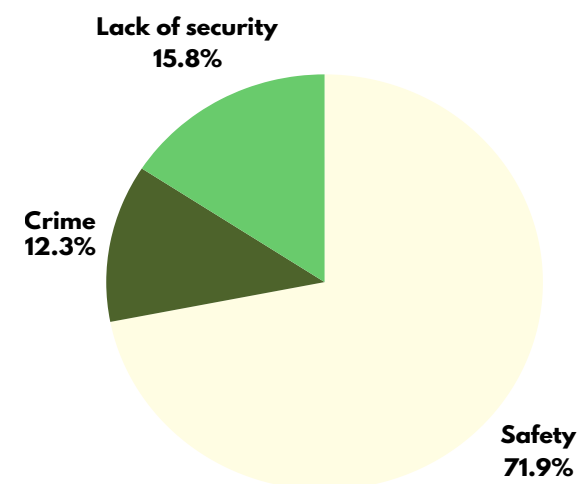
The issue of safety appeared most frequently in the following 3 questions:

- 1** Rank High Falls district parking based on cost, safety/security, and availability
- 2** How can we improve the pedestrian experience in High Falls?
- 3** What do you like least about the High Falls District?

The next slide includes our findings...

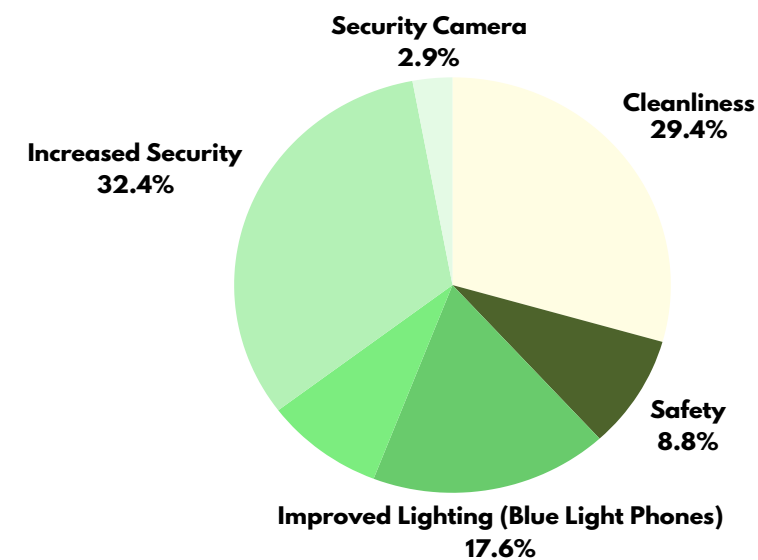


District Safety cont.



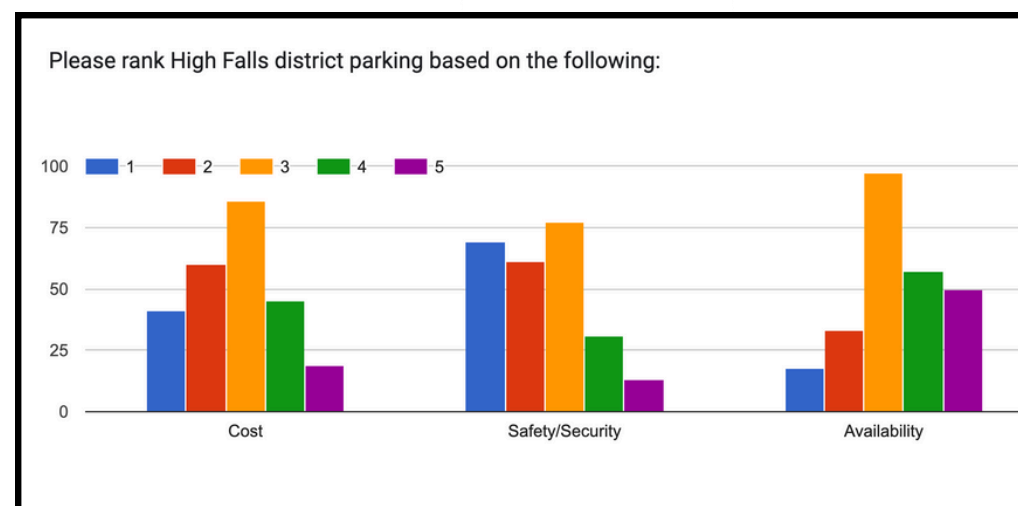
from 250 write-in responses

High Falls Dislikes



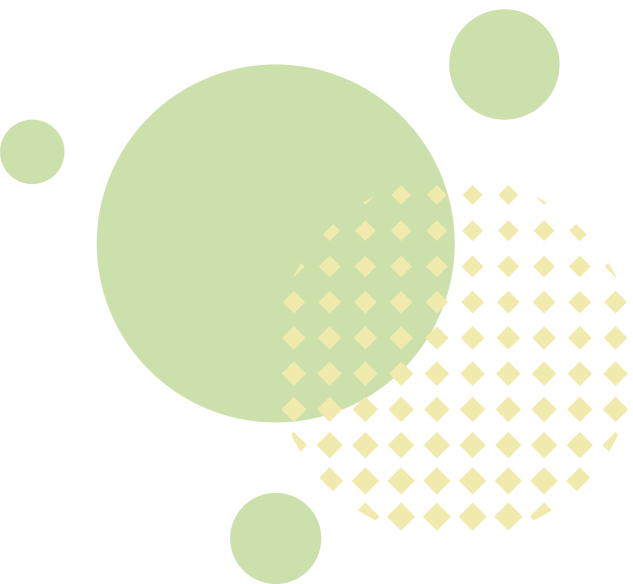
from 222 write-in responses

Pedestrian Experience



* results as of 8/26/2025

High Falls Parking





Conclusion

"This survey's 280+ responses give the Board of the High Falls Business Improvement District a clear picture of what people enjoy about the district and outlines a direction as to how we can improve the live, work, and play experience in High Falls. On behalf of the Board, **thank you for your input!**"

- Lisa Baron

Executive Board Chair, Greentopia

