A CITIZEN PLANNING SCHOOL EVENT

IDEA SUMMIT

May 13, 2017 Program
University at Buffalo, South Campus
Hayes Hall, Room 403

Free and open to all!

Champions for Change Class of 2017
A celebration of bright ideas and inspired leadership in service of a sustainable future for our region
“[C]hange takes place in living systems, not from above but from within, from many local actions occurring simultaneously.” - Philosopher, educator, and grassroots activist, Grace Lee Boggs

One Region Forward’s Citizen Planning School is an innovative, citizen-centered learning program designed to empower residents from across Erie and Niagara counties to become agents for sustainable change in their local communities. Champions for Change is an advanced program of the Citizen Planning School that offers detailed training and one-on-one technical support to citizen planners from across the region to develop project ideas for practical, positive impact to make sustainability a regional reality.

In this booklet, you will find the work of the third class of Champions for Change. This past spring, our Champions applied to work with faculty mentors and students at the University at Buffalo School of Architecture and Planning to transform their ideas into action. Champions participated in workshops with academic experts, community leaders, and fellow citizens to explore key issues in regional sustainability and regenerative development and gain skills and tools to get more involved in the planning process.

The projects of our Champions range in scale, focus, and impact but they are practical and do-able, and little by little, step-by-step, they can add up to a big change toward a more sustainable region. The third Citizen Planning School Idea Summit was convened to celebrate these ideas and the people who have committed themselves to making them a reality.

The third year of the Champions for Change program brought with it exciting partnerships with Blackstone LaunchPad at the University at Buffalo as well as It Takes A Village Action Organization, a two-time graduate of the program. In addition, this year’s Champions worked closely with student technical advisors from a service-learning course at UB’s School of Architecture and Planning. Both Champions and students learned from one another as they developed a variety of concepts into ideas for action across a broad range of topic areas.

Champions for Change and the Citizen Planning School are part of what we hope will be a broad movement to implement the regional plan for sustainable development created by the One Region Forward effort. Making the change we need to be more sustainable won’t come in one fell swoop. It will be made piece by piece over the long haul by citizens determined to make their communities better. It will also be made by citizens who learn about the issues and develop the capacity to get good things done.

Join me in celebrating the third class of Champions for Change. We hope that as you read about their work you find inspiration to move our region forward. We look forward to future collaborations with you.

Warmest Regards,

Robert G. Shibley FAIA, AICP
Professor and Dean
University at Buffalo School of
Architecture and Planning
Director, Citizen Planning School

Elizabeth A. Walsh, PhD
Visiting Assistant Professor
University at Buffalo School of
Architecture and Planning
Program Director, Champions for Change
Acknowledgements

In 2014, One Region Forward, in partnership with the University at Buffalo School of Architecture and Planning, held the first ever Citizen Planning School for residents of Erie and Niagara counties. Since then, the UB School of Architecture and Planning has supported the program through a service-learning course available to UB graduate and undergraduate students. This year’s program would not have been possible without the contributions of the individuals and organizations listed here. Individuals donated their time as faculty mentors, technical advisors, and community coaches to share their experiences and insight with our Champions on the long road to turning ideas into action.

Citizen Planning School Team

Robert G. Shibley, FAIA, AICP
Dean, University at Buffalo School of Architecture and Planning

Elizabeth A. Walsh, PhD
Visiting Assistant Professor, University at Buffalo School of Architecture and Planning
Program Director, Champions for Change

Hadar Borden
Program Director, Blackstone LaunchPad at the University at Buffalo

Lisa Napora, PhD
Visiting Scholar, University at Buffalo Graduate School of Education

Beverly Newkirk
Executive Director, It Takes A Village Action Organization
(Champion for Change ‘14-’15)

UB Student Technical Advisor Team

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Community Coaches

Andrew Delmonte, Small Business Development Center, SUNY Buffalo State

Cynthia Frames-Endres, Coalition for Positively Charged People
(Champion for Change ‘15)

Sam Magavern, Partnership for the Public Good

Lynda Schneekloth, Western New York Environmental Alliance, Sierra Club Niagara Group

Antonina Simeti, Groundwork Buffalo

Eric Walker, Erie County Department of Public Works

Gail Wells, Michigan Street African American Heritage Corridor
(Champion for Change ‘14-15)

Additional Support

Special thanks to Robert Shibley, Lynda Schneekloth, Hadar Borden, and Elizabeth Walsh for providing refreshments for the Idea Summit celebration.

Special thanks to BreadHive Bakery & Cafe and Ashker’s Juice Bar & Cafe, in partnership with WasteNotWantNot, for providing refreshments for the Idea Summit celebration.

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During the third year of the Citizen Planning School, our “Champions for Change” worked through a planning process to nurture an idea for making sustainable change in their communities. With assistance from faculty mentors and students from UB's School of Architecture and Planning, Blackstone LaunchPad at UB and It Takes A Village Action Organization, the Champions spent countless hours over a three-month period conducting research, forming partnerships, and identifying necessary steps and actions to move their ideas forward.

The projects are varied in stage of development, focus area and scale, but they share a very important common denominator – they have a passionate Champion to drive it forward. We look forward to seeing where they go in the future.
East Parade Circle Beautification Project
A Regenerative approach to bus stop infrastructure

MY IDEA FOR CHANGE
The East Parade Circle Beautification Pilot Project supports future community investment through environmentally sustainable community-based beautification efforts. These efforts aim to improve the built environment while creating socially and culturally relevant places that improve the perception of place on Buffalo’s East Side. Through investment in the built environment and in the people who live, work and play in there, we can attract private investments to turn the tide of economic decline in the neighborhood.

East Parade Circle is in the Masten Councilmatic District, which is the most densely populated district of the City of Buffalo. Since the mid 1970s, the area has been mostly comprised of a community who identifies as being Black with the specific ethnicity of African/American. MLK Park is a core setting for many block clubs and churches in the area as a venue to host basketball tournaments and community cookouts. The most famously known event for the East Side of Buffalo is the Juneeteenth Parade and Festival, which is en route of East Parade Circle as the last turning points before the parade enters the MLK Park for its final stop and entrance into the festival.

Renovation of the East Parade Circle Green spaces has the following goals:
- Use green infrastructure to decrease burden of rainwater run-off on Buffalo’s antiquated combined sewer system
- Increase aesthetic appeal of the circles which serve as a gateway into the park
- Design to meet current use demands by transit users and pedestrians
- Encourage use of public transportation by creating an all-weather transit hub
- Inspire economic investment around the transit hub through improvements in the built environment
- Provide an opportunity for job training in green infrastructure installation

WHERE THE CHANGE WILL HAPPEN
The change will unify residents from the East Side of Buffalo to create a respite area by designing, planning, and engaging Martin Luther King Park neighborhood community members, local officials, and businesses to build a first of its kind green/blue infrastructure respite area in East Parade Circle. A redesign of Parade Circle will be context sensitive to maintain social, historic, and cultural relevancy to the surrounding neighborhood and park uses.

Planning a Change

ACTIONS TO MOVE IT FORWARD
Assess community support through surveys, interviews, etc.
Determine potential collaborators
Obtain funding
Create project
Engage public in design charrettes to determine community favored design
Partner with a job training provider to assist with installation
Renovation and installation of rain garden and transit hub

RESOURCES NEEDED TO MAKE IT HAPPEN
Volunteers, Funds, Designers, and Love

FUNDING RANGE
$5,000 - $10,000

About the Champion...

Paul empowers, engages, and educates communities to become vibrant, self-sustaining places that support well-being and opportunity for all. He fuels the passion for this work with his experience of being born and raised in the South Bronx, NY, where he witnessed first hand, the social inequities, violence, and poverty that plagued his beloved community. Paul’s work is strengthened by the blessings from his friends, family, and community members who believe in him and enable him to do this work. This support network has helped him define what he believes is his purpose - to become a changemaker. Paul hopes to help create positive change in all the communities in which he is blessed to work and hopes the East Parade Circle Project will get the ball rolling here in Buffalo.
WasteNotWantNot: Transforming Food Waste into Community Wellbeing

MY IDEA FOR CHANGE
We are working to establish a Pay-As-You-Feel cafe that would serve food items that would otherwise go to waste in the Buffalo region. Until we reach that goal, we are working to reduce local food waste by taking donated food and giving it away to those in need. We create community engagement opportunities and reach out to communities through public education in order to spread knowledge about waste. In order to limit our carbon footprint, we do as many pickups by bicycle as possible.

WHERE THE CHANGE WILL HAPPEN
We want to house the cafe here in Buffalo, NY. Until we have a space for our cafe, we have our food shares every Saturday at 4:00 pm on the corner of Kensington Avenue and Bailey Avenue. Additionally, we work with different partners and pantries in the community to distribute additional food throughout the community.

Planning a Change

ACTIONS TO MOVE IT FORWARD
- Work with the City of Buffalo Real Estate Auction and other sources to buy property
- Continue to share food with the community
- Establish connections with different restaurants, farmers, groceries, and other food distributors in the community who would like to donate their food
- Engage with the community to help grow the number of volunteers participating in the ongoing projects at WasteNotWantNot
- Further educate the community on food waste
- Build a website for WasteNotWantNot

RESOURCES NEEDED TO MAKE IT HAPPEN
- Monetary resources to help fund a property to house the future pay as you feel cafe.
- Someone that is fluent in the real estate world that can help navigate buying a property.
- Potential connections to food distributors to increase our community engagement.
- Someone with the expertise to build a high capacity trailer for a bicycle or donate a cargo bicycle.
- Website developer

FUNDING RANGE
Pay as you feel!

About the Champions...
Amanda has been living in Buffalo since August. WasteNotWantNot, Food Not Bombs, and the Cycling Community are all reasons Amanda has moved here from Angola. She likes to ride her bicycle and hang out with her daughter Alyssa. She is a fantastic cook and prepares wonderful meals. She loves fruits and vegetables, hiking and watching sunsets. She values being involved in the community and submersing herself in volunteer opportunities and connecting with people. Amanda and Jenny like to get food out of the dumpster and dine in their free time.

Jenny is also a core member of WasteNotWantNot and very proactive in her community. She enjoys bike riding, cares about the environment and practices conscious consumerism. She enjoys and is fluent in various computer programming languages.
Diaper Assistance for Families in Need

MY IDEA FOR CHANGE

Diapers are an essential need for babies. There are multiple programs in place to assist families with basic needs (i.e. SNAP, TANF, WIC, Medicaid, Section 8) but there is no assistance with diapers. The lack of an adequate supply of diapers impacts not only a child’s health, but also a parent’s ability to obtain and/or keep employment - thus limiting their economic potential. I will provide donated diapers to families via local pantries and community based organizations. My program will also assist parents with understanding the forms/applications and process of many county Social Service programs. I will offer monetary awards/scholarships to graduating single mothers (1 attending Bennett High School, 2 Citywide, 2 Countywide) toward pursuing college or trade school. I will offer self improvement workshops, resources and mentoring connections for parents to learn how to make and save money via learning new skills such as sewing, resume writing, interview skills.

WHERE THE CHANGE WILL HAPPEN

Throughout Western New York

Planning a Change

ACTIONS TO MOVE IT FORWARD

Obtain 5013c status
Secure the prospective partnerships/collaborations
Create a website
Initiate a soft launch of program by hosting a diaper drive
Generate donation request letters

RESOURCES NEEDED TO MAKE IT HAPPEN

Funding, Facilities, Donations (supplies and scholarship), Partnerships

FUNDING RANGE

$10,000 - $15,000 for legal assistance

About the Champion...

LaShawn Chinn
mswisdom13@yahoo.com

I am a single mother of three children (I had my first child at the age of 18 so I understand the struggles faced by many). I grew up in the Sperry Park and Central Park neighborhoods of Buffalo, NY. I received my Associate's Degree in Science Business Administration from Villa Maria College, Bachelor's of Science Business Management from SUNY Empire State College and my Master’s in Public Administration from SUNY Empire State College (May 2018). I’ve worked for the Erie County Department of Social Services since June 2006. Prior to that, my employment was in private sector companies doing Management and Banking experience.
Black Rock: Urban Acupuncture Wellness Initiative

MY IDEA FOR CHANGE

My project in Black Rock will use eastern philosophy and a holistic approach to improve the health of community members through environmental changes. Using Urban Acupuncture as a planning methodology, the project will implement small points of change (wellness) and, with optimism, they will expand outward in a ripple effect.

The project will concentrate on three acupuncture points found along Amherst Street which is viewed as a meridian line. The three points were selected because of their importance, level of activity and because Amherst Street is on an east–west axis. Amherst Street follows solar and lunar cycles that are important to several ideas for the project. The three acupuncture points include the train overpass at Amherst and Tonawanda Streets; the intersection of Grant and Amherst; and a vacant lot at Grote and Marion.

This project aims to embrace Black Rock and its urban fabric as it is without homogenization, gentrification and/or displacement of current community members. It also intends to focus on the duality of a nocturnal urban environment by designing projects such as night blooming plants, fragrant plantings, and night-glow paint in areas where safety can be improved.

WHERE THE CHANGE WILL HAPPEN

The project is planned along Amherst Street between Niagara Street and Bridgeman Street. Specific points will be the train overpass at Amherst and Tonawanda; Grant and Amherst and Grote Street at Marion.

Planning a Change

ACTIONS TO MOVE IT FORWARD

Planning research
Partnership Development
Sponsorship Development
Funding Research + Applications

RESOURCES NEEDED TO MAKE IT HAPPEN

Volunteers: To build pallet planters, clean up vacant lot on Grote and Marion, horticulture, built benches
Partnerships with mural artists and paint companies
Business Partnerships: storefront lighting at night
Funding

FUNDING RANGE

$20,000

About the Champion...

Tracy A. Marciano holds a BA in Cultural Anthropology from New York University, an MS in Sustainable Urban Planning from Pratt Institute School of Architecture, and most recently attended Columbia University for graduate studies in Landscape Design. She is also a Research Fellow for the Centre for Urban Design and Mental Health, a global think tank working toward finding healthy design solutions sensitive to mental health in urban areas.

During her time in New York, Tracy was involved in a greenway expansion project in Red Hook and a revitalization initiative focused on community health in Bushwick, Brooklyn. While at Columbia, Tracy focused on designing nocturnal gardens and urban gardens for physically, mentally and visually disabled community members.

The theory of urban acupuncture unifies her academic background in urban planning, a 15 year career as a holistic health practitioner, and an interest in healthy cities designed for diverse people who already live in them. As a resident of Black Rock, Tracy aims to embrace, not change, the neighborhood and unique ecosystem that defines the ethos of its cultural capital and identity.

Tracy A. Marciano
tracymarciano@nyu.edu
Full Circle Family Services, Inc.
Where the whole family is one person

MY IDEA FOR CHANGE

My project initially aimed to service youth from the East Side of Buffalo, however it has expanded to servicing youth and families across Erie County. This is being accomplished by providing quality recreational and case management services to improve the lives of youth and families through individual and group counseling, focus groups, educational support, educational trips including college tours, guest speakers, social outings, positive role models, constructive recreational activities and referrals.

At Full Circle Family Services Inc., our mission is to help youth and families achieve their goals, and contribute to their productivity and growth. We accomplish this by working with community leaders and officials, as well as connecting with schools and neighborhood organizations to expand the program.

WHERE THE CHANGE WILL HAPPEN

Our office is located at the Tri- Main building, 2495 Main Street Buffalo, NY 14214 Suite 510A.

We will host and participate in basketball tournaments/games at various locations. We have found that by facilitating engagement activities with youth that they are occupied and less likely to be in the streets and committing crimes.

Planning a Change

ACTIONS TO MOVE IT FORWARD

Work with community leaders from each district
Partner and collaborate with community organizations
Increase parental participation
Obtain referral sources
Recruit volunteers from the community and local universities

RESOURCES NEEDED TO MAKE IT HAPPEN

Sponsorships, Donations, Fundraising, Grants and Grant Writing Assistance

FUNDING RANGE

$25,000 - $50,000

About the Champion...

Gerard Briggs is the founder and president of Full Circle Family Services Inc., a nonprofit organization that focuses on providing services to improve the lives of the at risk youth and their families in Erie County. Being a caseworker for 8 years, Gerard has plenty of experience and has made a positive effect on youth in the program through mentoring and basketball. Many of these adolescents are able to build their self esteem, motivation and teamwork skills in the program, which they can incorporate in their daily lives. Gerard is seeking sponsorship and grants in order to continue to provide services that these at risk youth require. Gerard plans to organize basketball tournaments in order to gain more support and acquire possible referral sources in the community.

Gerard Briggs
geerodd@gmail.com
MY IDEA FOR CHANGE

My idea for change is creating a profitable fashion accessories boutique that will specialize in women’s fashion accessories. It will be a special niche in the changing and growing world of women fashion. I’m very passionate about my idea of a one-stop fashion accessories boutique. It will provide style and complete one’s overall appearance. Top 2 Bottom Accessories will offer customers the convenience of having multiple fashion needs met in one location, while eliminating driving all over town to obtain a certain look. I believe that the surrounding stores, shops and restaurants would attract multiple people each day along to my store, creating a high volume of foot traffic during the store’s hours. For that reason, I am choosing the downtown location because of the redevelopment of the area.

WHERE THE CHANGE WILL HAPPEN

The Western New York Region.

Planning a Change

ACTIONS TO MOVE IT FORWARD

Develop a business plan.
Seek funding by working with the Small Business Development Corporation
Explore possible locations, starting with a Queen City Pop-up business model in downtown Buffalo.
Develop a series of short video clips to capture the versatility of the accessories.
Develop social media strategy first to expand presence online.

RESOURCES NEEDED TO MAKE IT HAPPEN

Coaching through Blackstone LaunchPad at UB and the SBDC at Buffalo State College to complete the business plan.
Complete and submit an application for the Queen City Pop-up.
Through coaching with Blackstone LaunchPad, develop a social media strategy.

FUNDING RANGE

$50,000 - $100,000 based on location and inventory to fit space

About the Champion...

Inspired by the idea of “failing forward,” Monique previously owned and operated a shoe store in the Elmwood district and is now ready to take on the challenge of meeting the fashion needs of women and girls by providing them their accessory needs with Top 2 Bottom or from Head to Toe. Over the past ten years, Monique focused on gaining the fundamentals of business by earning her business degree and developing her business idea to create unique accessories that she has successfully marketed and sold in the region. The removable flashing light accessories are designed to enhance, reinvent & restyle the appearance in a matter of seconds.

Monique Chillis
boodom1@yahoo.com
MY IDEA FOR CHANGE

The mission of Bright Blessing Bags of Western New York is to serve the day to day needs of Buffalo’s at-risk, homeless population by distributing blessing bags filled with toiletries and outreach service information in the Buffalo area. Homelessness is a vital issue to our community, with over 45 percent of individuals living in poverty. The goal of “Bright Blessings” is to address the lack of access to basic everyday essential items among the less fortunate - such as soap, deodorant and feminine hygiene products - by distributing blessing bags to those in need.

After learning about my project, I hope others will see how simple it is to change lives for the better - even if it is something so simple as providing a new toothbrush. The future I desire is to have enough funding to sustain Bright Blessing Bags of WNY and to continue to grow my outreach efforts. We can use a little love and compassion in today’s world and this is a way to show love in a special yet essential way. Bright Blessings is not just an outreach effort but a special memory for me.

WHERE THE CHANGE WILL HAPPEN

Bright Blessing Bags of WNY will begin their outreach in the City of Buffalo and the City of Niagara Falls during the organization’s first year and continue to expand throughout New York State as funding and capacity allows.

Planning a Change

ACTIONS TO MOVE IT FORWARD

Engage and partner with local high school organizations and philanthropic professional groups
Apply for neighborhood grants
Partner with existing citizen outreach groups and government groups to distribute blessing bags
Continue to establish blessing bag drop off locations

RESOURCES NEEDED TO MAKE IT HAPPEN

Partnerships, Sponsors, Donations

FUNDING RANGE

$600 - $800 for Blessing Bags content

About the Champion...

Precious Joyner is a Niagara Falls resident and passionate community member dedicated to providing for the homeless population of Western New York. Before joining the One Region Forward program as a Champion for Change, Precious began her blessing bags project (with the support of her friends and family) because she saw a need to provide everyday essential items to individuals living in poverty. Precious is a strong believer in building a more equitable Western New York by giving back to her community.
MY IDEA FOR CHANGE

My idea for change is to foster a stronger sense of belonging in our neighborhood, value diversity in our city, promote compassion for animals, and find resilience in restorative justice. In planning a series of community pet-friendly events for fun, health, and wellness, we hope to inspire a sense of connection for sharing stories and understanding local history and peaceful transformation. Paws for Peace of WNY honors our sacred bond with animals and our need for community engagement. It is an oral history and wellness project to promote restorative justice and peace in our community. By initiating this project, we believe a community that supports local efforts for survivors of trauma and disadvantaged pet-owners such as the elderly and the disabled can thrive in Buffalo. Ultimately, we believe this project will create opportunities for expression and engagement in restorative events as well as programs for social justice with vibrant spirits and dogs as our compassionate helpers.

WHERE THE CHANGE WILL HAPPEN

The West Side Neighborhood of Buffalo, NY, anchored at the intersection of Richmond Avenue and W Utica St.

Planning a Change

ACTIONS TO MOVE IT FORWARD

Engage Community Leaders in Restorative Justice
Initiate & Promote Peace Circles and Oral History Recording
Host Community Dog Walks & Community Events
Host Inaugural Dog Costume Contest and Parade

RESOURCES NEEDED TO MAKE IT HAPPEN

Social Media Presence, Partnership with Community Leaders & Local Businesses, Core Team Members/Organizers, Trained Volunteers & Facilitators, Community Participants from the Buffalo Niagara Region

FUNDING RANGE

$500 - $1,000

About the Champion...

Esperanza Altamar is an arts and community advocate born in Colombia and living in Buffalo, NY. As an immigrant and survivor of trauma, pets have been valuable teachers of resilience, kindness, and companionship. She believes that there are no language barriers in happy wagging tails or growling teeth. Working with museum outreach and oral history research, Esperanza incorporates the power of stories that visually and emotionally connect people to build an empathetic community. With this project, she continues to choreograph the therapeutic possibilities in community outreach, creativity, and the love of animals.
Team Woods Athletics

MY IDEA FOR CHANGE

Many youth in Western New York engage in football athletics as early as elementary school and many scholarships are available for college athletics. However, very few student athletes succeed in accessing these scholarships and pursuing a college education.

We had a theory that this gap didn’t need to exist if there were a strong mentoring program in the region that could take youth from middle school all the way through high school and the full college application process. We developed a blueprint and tested it on our son, Paul. This year, Paul became the 8th ranked high school football player in the State of New York – a record for our region. He was offered full Division I scholarships at 8 different schools. Our strategy works by empowering students to focus on the ABCs: Athletics, Books, Character. With athletics, we help them gain exposure and confidence through college camps and combines.

Beyond NCAA Division I, we encourage them to explore lesser known scholarships available through NCAA Divisions II & III, NAIA (National Association of Intercollegiate Athletics) football, and NJCAA (National Junior College Athletic Association). With our focus on books, we help them map out what they need to achieve as a student in terms of classes and grades. Our focus on character emphasizes developing a positive presence on social media. In an era of social media, this is more important than ever. To further develop their personal brand, we help them distribute their highlight films to recruiters. Our son’s success has proven the effectiveness of following these ABCs. We are committed to supporting other outstanding youth in our region develop their full potential through Team Woods Athletics.

WHERE THE CHANGE WILL HAPPEN

Our primary target is to serve Western New York, but we recognize that the student athletes in the inner city of Buffalo are most in need of these services. We are exploring business models that would enable us to serve all of the region, where those who can pay help subsidize those who face greater obstacles to opportunity.

Planning a Change

RESOURCES NEEDED TO MAKE IT HAPPEN

Athletics:
- Expanding referral network for trainers and indoor training facilities
- Transportation for camps, both in-state and out-of-state
- Sponsorships for camp registrations and travel

Books:
- Expanding tutors referral network

About the Champion...

Latesha and Paul Woods are the proud parents of Rashad Woods (United States Navy) and Paul Woods, a student athlete who received 8 Division I scholarship opportunities before the end of his junior year at Canisius High School. Paul has coached little league football in inner city Buffalo for the last 10 years. Latesha is passionate about creating avenues for student athletes to attend college to pursue their dreams.
Charging Forward
Energizing a Network of EV advocates in Western New York

MY IDEA FOR CHANGE
Zero emission vehicles such as battery powered electric vehicles and plug in hybrids hold the potential to solve many of the problems associated with climate change, petroleum dependency, foreign relations, transportation infrastructure and waste management. One of the things holding back the mass adoption of ZEVs is range anxiety which can be associated with the lack of electric vehicle charging infrastructure (known as EVSE). Many high-traffic and high-population density areas have begun developing remote and disparate charging sites. My idea is to develop a comprehensive study and plan of action to determine optimal EVSE siting outside of these settings, in more suburban and rural areas, and to create a value proposition to businesses, employers and municipalities on why installing an EVSE will improve their bottom lines, whatever they may be.

WHERE THE CHANGE WILL HAPPEN
Change will happen in WNY communities, places of employment, and shopping centers. Ideally, anywhere we live, work, shop or play.

Planning a Change

ACTIONS TO MOVE IT FORWARD
- Develop a toolkit to help educate stakeholders on the requirements and limitations of electric vehicle chargers
- Network with environmental groups, social activists, and passionate citizens who want to bring about a change in transportation
- Form a coalition of people interested in reaching out to local representatives and employers
- Educate this coalition on electric vehicles and associated chargers
- Coordinated political campaign to reach out to representatives, business owners, employers and other stakeholders to give those institutions the tools to implement electric vehicle charging stations

RESOURCES NEEDED TO MAKE IT HAPPEN
The main resource needed is willing and active participants who want to become educated on EV/EVSE and spread the word

FUNDING RANGE
$0 - $500

About the Champion...
Reed Braman is a renewable energy, energy efficiency and electric vehicles. Reed specializes in finding win-win solutions for businesses, school districts and municipalities to help them realize cost savings, attract more business and become more sustainable. Working closely with the officials of the Village of Springville, Reed helped to pursue NYSERDA’s Clean Energy Certification and getting an electric vehicle charger installed in the process.
Quilombo SolRise
Urban Farm, Arts & Cultural Center

MY IDEA FOR CHANGE

Our idea for change is to address urban food deserts and vacancy by building Buffalo’s first BioCellar. A BioCellar is an underground green house that reuses the foundation of an abandoned house. Since the BioCellar’s foundation is under the frost line, healthy fruit and vegetables can be grown year round even during the winter, making it ideal for a city like Buffalo. The first BioCellar was developed and built in Cleveland, by Kent State University’s Cleveland Urban Design Collaborative and the Vineyards of Chateau Hough. The seed for SolRise was planted when an abandoned house at 226 East Utica was purchased through the City’s Urban Homesteading Program for only $1. Over time the house has been transformed into a community space that hosts various classes such as Capoeira, Yoga, and African Dance.

Permaculture has been used to turn the vacant lot adjacent to the house into a Food Forest. BioCellars are just one element of a broader site plan that will help SolRise promote Environmental Sustainability, Health & Wellness, and African & Indigenous Cultures on Buffalo’s East Side.

SolRise is modeling their organization after the Massachusetts Avenue Project for Buffalo’s East Side. We are developing an educational program for youth that will teach “Permangola” which is a combination of Permaculture and the Afro-Brazilian Martial Art of Capoeira Angola. The concept of Permangola was developed at a self-sustaining farm called Kilombo Tenonde in Bonfim, Brazil. In partnership with the Institute for Collaborative Urbanism, a Brazilian Non-Profit organization, we are establishing ties to eventually send a contingent of members and youth to Brazil for a cultural exchange experience.

WHERE THE CHANGE WILL HAPPEN

East Side of Buffalo at 226 East Utica Street

Planning a Change

ACTIONS TO MOVE IT FORWARD

Phase 1: 1-6 Months
Acquire adjacent parcels from the City of Buffalo
Incorporate as a Non Profit 501c3 Organization
Partner with a Local School or Community Based Organization to offer a Permangola Youth Program

Phase 2: 1-3 Year Goals
Break Ground and Construct BioCellars

Phase 3: 5 Year Goals
Send a Contingent of Members and Youth to Brazil for a Cultural Exchange Experience

FUNDING RANGE

Phase 1: $11k
Land acquisition: $6k
CPA/Attorney Fees: $4K
Filing fees: $1K

Phase 2: $150k to 360k
3 BioCellars: $50k-120k per BioCellar

Phase 3: $20k
Flights: $1,200
Lodging: $700 for 1 month at Kilombo Tenonde
Miscellaneous expenses: $100
Contingent of 10 Members and Youth

About the Champions...

Our Champions for Change team consists of Joshua Reis, Margo Moulin and Matthew Austin. Josh is a massage therapist, yoga instructor, personal trainer, and Capoeirista. A graduate of the Finger Lakes Permaculture Institute, he traveled throughout Central and South America working on organic farms before settling in Buffalo and founding SolRise. Margo is a retired global textile engineer with a lifelong love for nature. Distressed over environmental damage in manufacturing zones, she is dedicated to restoring healthy natural places and to making equal opportunity the norm across all cultures. Matthew, a graduate from the UB School of Architecture and Planning and former Western New York Prosperity Scholar, is an entrepreneur and urban planner.