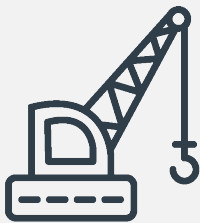# BUFFALO'S RACE FOR PLACE

Innovative and inclusive community engagement to impact workforce retention and recruitment

Unique public-private partnerships to amplify regional collaboration

Creation of Accelerator Fund to expedite infrastructure improvements

Positioning Buffalo Niagara to maintain global relevance

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FACT SHEET

THE RACE IS ON

Buffalo's Race for Place is an exciting new initiative launched by City of Buffalo Mayor Byron W. Brown, which is intended to help advance the Western New York region by providing support for innovative and inclusive talent attraction efforts; sparking dynamic public and private sector approaches to infrastructure improvements; and fostering the creation of attractive urban spaces and environments—both indoors and out.

BUILDING ON OUR SUCCESS

Following the positive strides made through the Buffalo Building Reuse Program and other complementary studies and efforts, the focus of *Buffalo's Race for Place* is initially to make the City of Buffalo's downtown core and other key urban areas more vibrant, walkable, and connected. Through the improvement and maintenance of public infrastructure and the integration of "smart city" technology, the City of Buffalo seeks to continually evolve as an attractive home for businesses, entrepreneurs, new talent, and the existing workforce of local residents alike.

KEY PRELIMINARY FOCUS AREAS

› Advancement of infrastructure planning, streetscape improvements, and urban *placemaking*

› The strengthening of anchors and connections along the Main Street Knowledge Corridor

› Innovative policies that prioritize traffic calming and pedestrian – and bicycle-friendly activity

› Enhancements to public transit stops

› Continuation of the Cars Sharing Main Street program

› Implementation of Smart City technology solutions downtown

› Effective public safety solutions to further trust within the local workforce and community

› Increases in vibrancy, access, and utilization of public space

› Boosting urban vitality as an attractive city to live, work, visit, play, and connect with others

› Engagement with local residents, workers, and young people to ensure inclusivity