



# Community Grants Program

New York State Pollution Prevention Institute (NYSP2I) provides financial and technical support for projects that raise awareness and understanding of pollution prevention practices and lead to implementation at the local level

## Let's Do Deconstruction Initiative Project

### NCS Community Development Corporation

275 Driving Park Avenue  
Rochester, NY 14613

Website: [www.ncscdc.org](http://www.ncscdc.org)



Community Development  
Corporation

### *Project Description:*

NCS Community Development Corporation developed a video production of the deconstruction of 23 Straub Street in Rochester, NY that captures the major benefits of deconstruction rather than demolition. The goal of the project was to increase awareness and demonstrate to the City of Rochester and other housing organizations that deconstruction has a lot of merit. The video educated the City and other housing organizations on how deconstructions are done and addressed the cost, how long the process takes, the amount of waste generated by this process and the amount of materials that are salvaged.

### *Project Results:*

NCS Community Development Corporation:

- Created an educational brochure to demonstrate the benefits of deconstruction rather than demolition.
- 100 brochures were distributed, detailing the deconstruction process and its benefits
- A video was produced capturing the deconstruction of 23 Straub Street. The video can be viewed here: <https://vimeo.com/58632020>
- Over 75 individuals attended a presentation event where the video was shown. Attendees included the City of Rochester's Housing Development and Contract Services Department.



photo credit: Elizabeth Flores

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