



CITY OF ROCHESTER

**ACTIVE
TRANSPORTATION
PLAN**

EXISTING CONDITIONS REPORT
December 2022

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Information contained in this document is for planning purposes and should not be used for final design of any project. All results, recommendations, concept drawings, cost opinions, and commentary contained herein are based on limited data and information and on existing conditions that are subject to change.

1. INTRODUCTION

In Rochester, driving a car is seen by most as the “normal” way to get around. However, one out of every four households in Rochester doesn’t have access to a car and instead relies on walking, biking, and the bus for daily travel. Navigating around the City can be extremely challenging for people who use wheelchairs or have other disabilities. In addition, over 20% of Rochester’s residents are children, most of whom are too young to drive.

The Rochester Active Transportation Plan (Roc ATP) is an initiative to make our City safer and more accessible for **active transportation**, including people walking and using wheelchairs, riding bikes and scooters, rollerblading or skateboarding, and more. Everyone in Rochester deserves access to safe and dependable choices for getting where they need to go. Active transportation offers residents affordable, healthy, and non-polluting ways for people to move around the City.

At its completion, this plan will be a blueprint for making smart investments that will make walking, biking, and public transit a preferred option for people in Rochester. This Existing Conditions Report highlights past work that the Roc ATP will build from, establishes baseline conditions throughout the City, and clarifies a focus for the plan rooted in equity and community voices.

ROCHESTER’S GOALS FOR ACTIVE TRANSPORTATION

This is Rochester’s first citywide initiative dedicated to active transportation, but the City is not starting from scratch. Beginning with this Existing Conditions Report, the Roc ATP will build on past work by clarifying active transportation goals, deepening citywide analyses, and bringing together previous recommendations and new ones into a comprehensive citywide strategy for active transportation. Where many previous plans and studies have established high-level goals and objectives for active transportation, the Roc ATP will provide the City with a prioritized action plan for achieving those goals.

The strategic direction set for this action plan by past initiatives can be summarized into three main objectives:

- **Traffic Safety:** Move toward zero traffic deaths and serious injuries through proactive planning, monitoring, and street design that slows traffic and prioritizes pedestrians and bicyclists
- **Accessibility:** Achieve a fully accessible environment for pedestrians of all ages and abilities, with a special focus on the needs of people with disabilities
- **Transportation Options:** Invest in pedestrian and bike networks to make active transportation a safer, more dignified, and enjoyable option for people to move around Rochester

A brief overview of some of the City’s most relevant and recent initiatives from which the goals above were derived is provided below. A more complete accounting can be found in Appendix A.

Table 1: High-level Summary of Key Documents and Relevant Goals

Plan	Summary	Relevant Goals and Metrics
Rochester 2034 (2019)	This citywide comprehensive plan sets the strategic direction for the City, acknowledging the importance of active transportation for the health and prosperity of the City.	<ul style="list-style-type: none"> • Improve quality, connectivity, accessibility, and safety in order to achieve a fully accessible network for pedestrians of all ages and people with disabilities • Develop a “minimum grid” dedicated bicycle network and work to increase bicycle mode share • Achieve safe, multimodal streets and eliminate traffic injuries and deaths through strategic traffic calming, community outreach and education, and enforcement
Comprehensive Access and Mobility Study (CAMP, 2018)	Establishes high-level recommendations for Rochester’s full transportation network, including walking, biking, transit, freight, and emergency services.	<ul style="list-style-type: none"> • Create a City of 10-minute neighborhoods • Strive for 100% of residents to be connected to green space • Provide nearly all (95%) with residents with access to transit within a safe 10-minute walk • Increase choice, reliability, and efficiency by achieving a 40% non-drive alone to work mode share
CAMP Walkable City Report (2018)	Deepens CAMP goals, metrics, and analysis for the pedestrian network.	<ul style="list-style-type: none"> • Create connected and complete communities • Make the experience safe • Build comfortable walkable places for all • Prioritize implementation
CAMP Bikeable City Report (2018)	Deepens CAMP goals, metrics, and analysis for the bike network.	<ul style="list-style-type: none"> • Make cycling more attractive to a wider demographic • Reduce greenhouse gas footprint by inviting more multimodal trips • Expand the low-stress bike network

In addition to providing key strategic direction for this plan, previous plans and studies were reviewed to identify areas where deeper analysis and community engagement were needed. In particular, a need for stronger safety, accessibility, network quality, and equity analyses were identified. All of these themes are explored more fully in this Existing Conditions report.

A FOCUS ON TRANSPORTATION JUSTICE

Like all planning initiatives, the Roc ATP presents an opportunity to work toward rectifying injustices. Within the context of transportation, a wide range of past decisions and investments have resulted in inequitable access to safe, reliable, and affordable transportation options. Highway construction completed decades ago displaced and disconnected predominantly Black and immigrant neighborhoods to facilitate fast connections between white suburbs and jobs in the City. Disinvestment in public transit in favor of car-centric systems led to low-quality service that is seen by many as a last resort for people who cannot afford or are unable to drive a car.¹ And entrenched racism and other biases can make sidewalks, bus stops, and other public spaces unsafe for people to navigate depending on their race, gender identity, immigration status, and more.

The City of Rochester has begun the important work of acknowledging its role in perpetuating past harms and taking corrective actions. In support of that work, this plan will make transparent the active transportation disparities felt across Rochester and prioritize reparative action to create a more just transportation system. As a starting point, this Existing Conditions Report uses data and community feedback to explore the ways the existing transportation network is experienced by Rochester's most marginalized communities including:²

- **People with disabilities**, who navigate physical and social worlds that rarely center their needs. In Rochester, 19% of people have one or more disabilities.
- **Black, Brown, and other people of color**, who are disproportionately affected by past and ongoing discrimination, resulting in less access to transportation resources like safe bike lanes and greater exposure to transportation impacts like air pollution. In Rochester, the population is 64% people of color.
- **People without access to a car**, who rely on walking, biking, and transit for their transportation needs. In Rochester, 24% of households don't have access to a vehicle.
- **Low-income people**, who are less able to afford a car. In Rochester, income disparities are significant and geographically concentrated. In the poorest neighborhoods, the median household income is under \$9,000 per year. In the wealthiest neighborhoods, the median household income is over \$120,000 per year.

People belonging to Rochester's most marginalized groups make up the "priority populations" for the Roc ATP. In addition to incorporating analyses that uncover inequities in existing active transportation systems, the engagement process for this project has most actively sought out feedback from people belonging to these priority populations.

¹ According to the "[Transportation and Poverty in Monroe County](#)" report, public transit riders in Rochester are much more likely to be living in poverty compared to drivers; 29% of transit riders live in poverty, compared to 10% of drivers.

² Data from 2015–2019 American Community Survey 5-year Estimates

Figure 1 through Figure 4 provide an overview of where people from Rochester’s priority populations live and form a foundation for understanding geographic disparities in Rochester’s active transportation networks. These figures also demonstrate that many of these communities and identities overlap, creating compounding needs and barriers for active transportation.

Figure 1: Race and Ethnicity

Race and Ethnicity (1 dot = 25 people)

- Asian (Non-Hispanic)
- Black (Non-Hispanic)
- Hispanic of any Race
- White (Non-Hispanic)
- Other or Two or More Races (Non-Hispanic)

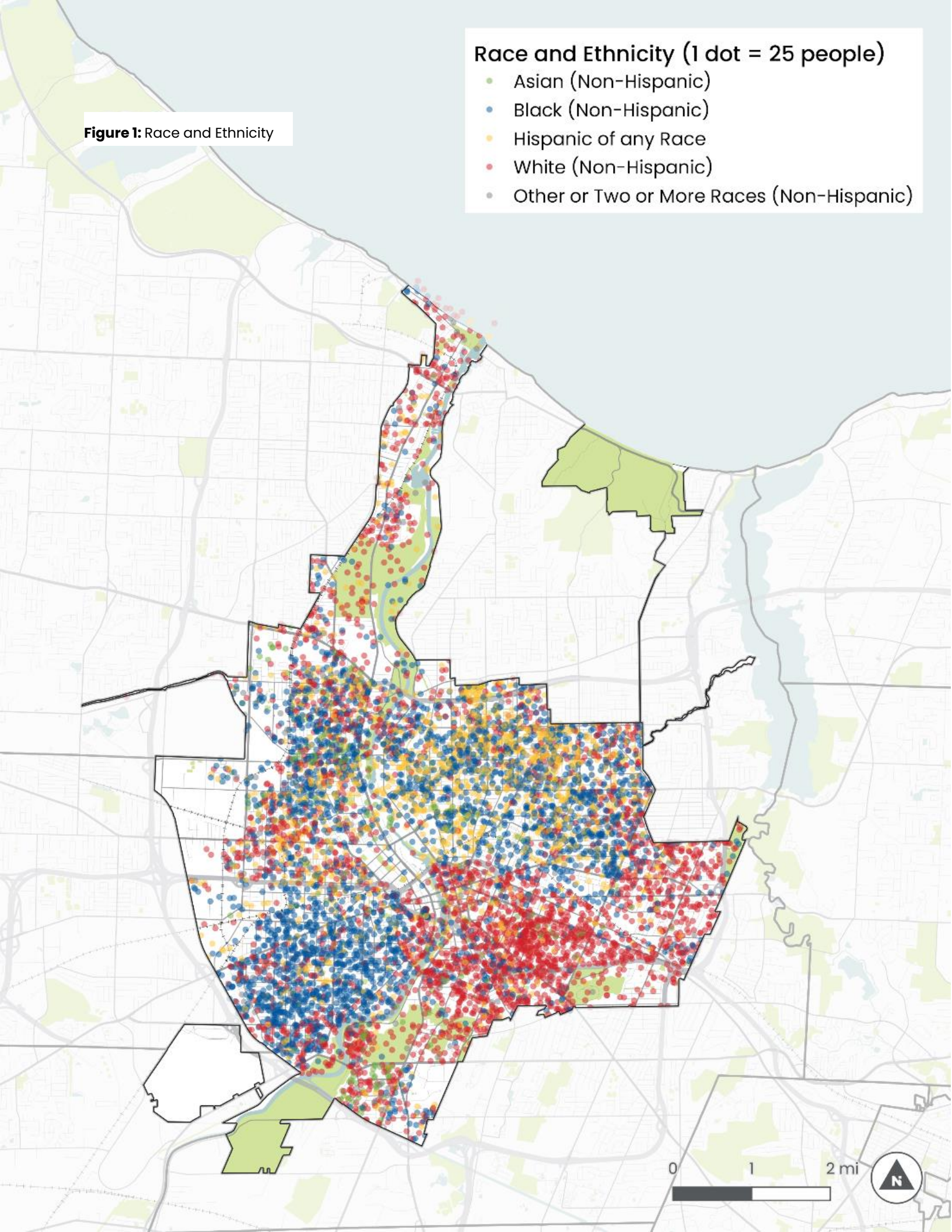
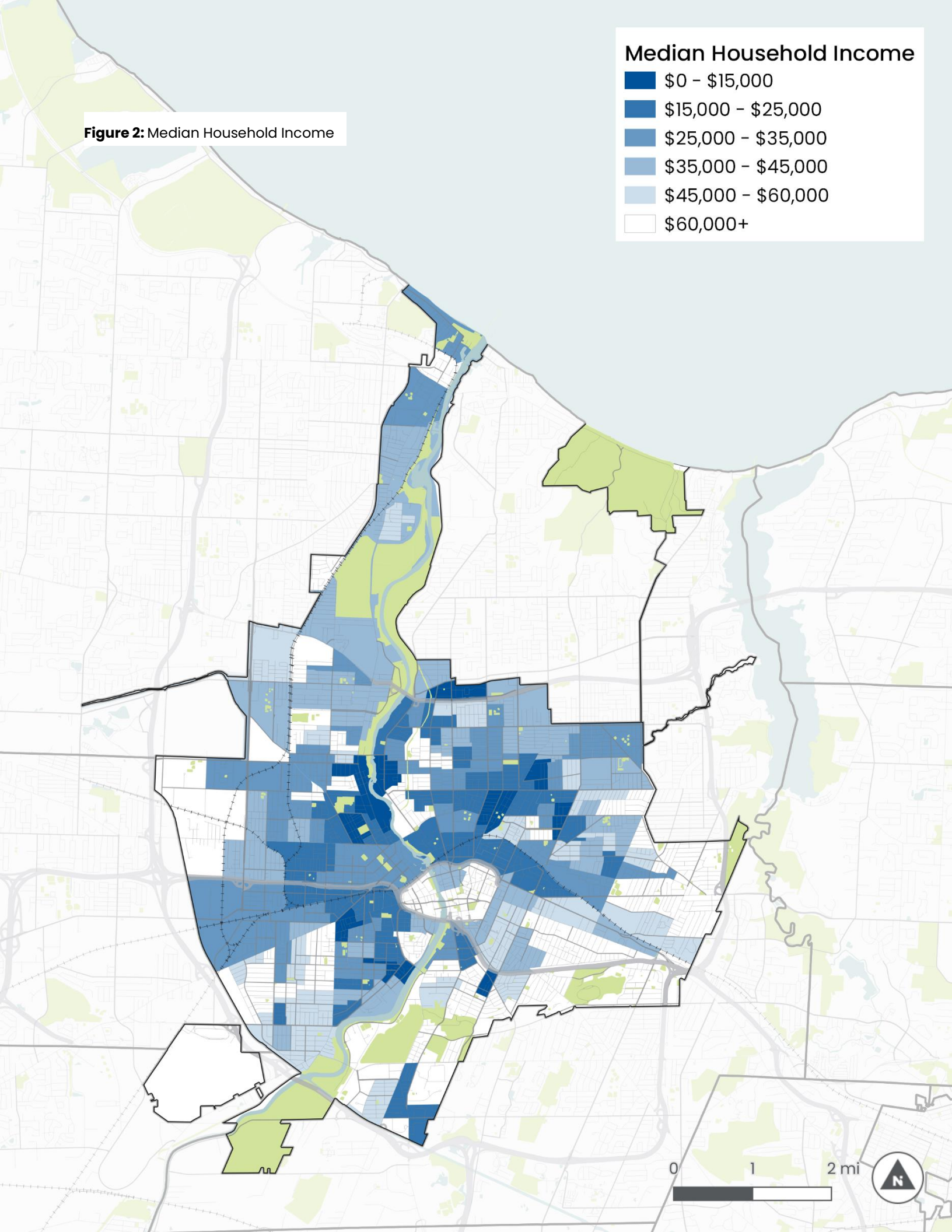


Figure 2: Median Household Income

Median Household Income

- \$0 - \$15,000
- \$15,000 - \$25,000
- \$25,000 - \$35,000
- \$35,000 - \$45,000
- \$45,000 - \$60,000
- \$60,000+



Households without Vehicle Access

- 0% - 5%
- 5% - 15%
- 15% - 25%
- 25% - 35%
- 35% - 45%
- 45%+

Figure 3: Households without Vehicle Access

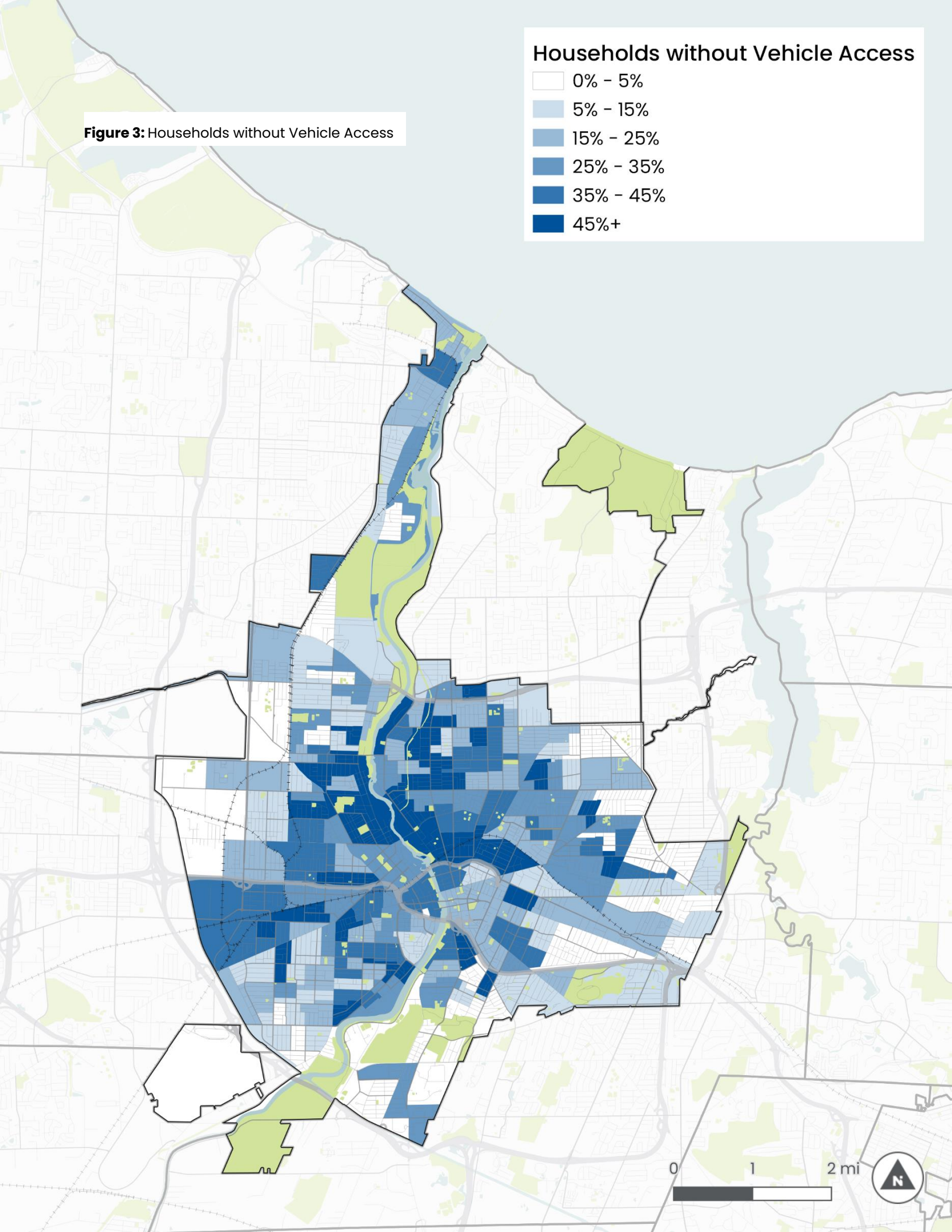
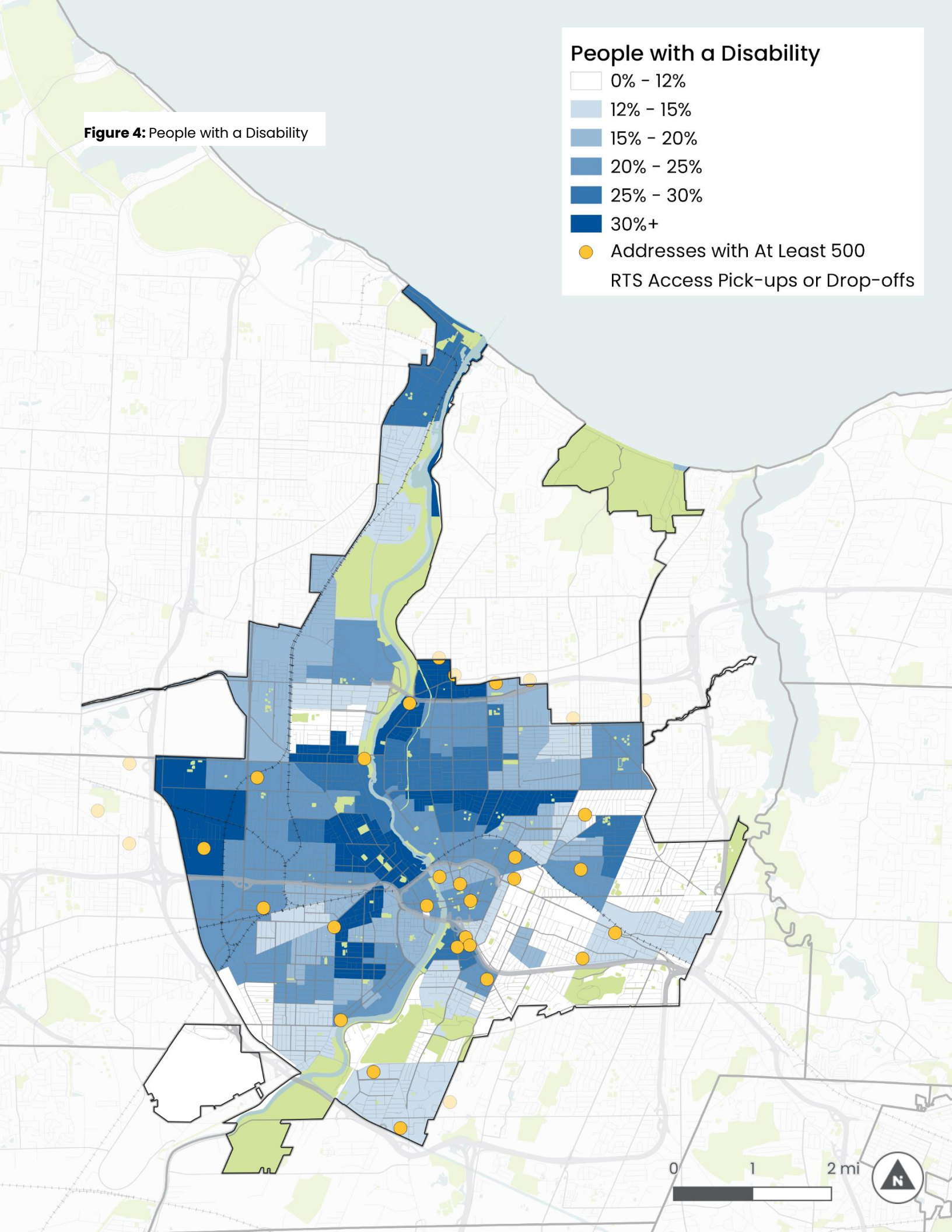


Figure 4: People with a Disability

People with a Disability

- 0% - 12%
- 12% - 15%
- 15% - 20%
- 20% - 25%
- 25% - 30%
- 30%+
- Addresses with At Least 500
RTS Access Pick-ups or Drop-offs



2. EXISTING CONDITIONS

This chapter evaluates existing active transportation conditions across Rochester. It explores where Rochester has made great progress and where attention should be focused in the future. Analyzing safety trends and existing networks for walking and biking creates a strong foundation for a targeted action plan and helps establish a baseline against which future investments in active transportation in Rochester can be measured.

UNDERSTANDING EXISTING CONDITIONS

The takeaways in this section represent a blend of data-driven analyses and community voices that have been interpreted together to paint a vivid and nuanced picture of the state of active transportation infrastructure and conditions in Rochester and how it affects people’s daily lives and experiences.

DATA SOURCES

Data analysis is a key pillar of the existing conditions findings. Especially at the City scale, spatial data is helpful for identifying general patterns and issues that are common across Rochester and for pinpointing specific areas that need special attention in the future. The existing conditions evaluations in this chapter make use of various kinds of publicly available data, including:

- Demographic data that show where people with different characteristics live ³
- Historic crash data that show where crashes have occurred in the past ⁴
- Street data that describe different characteristics of Rochester’s streets ⁵
- Public transit data that show where service is available and which bus stops people use ⁶

These data were used in a wide range of analyses, the methodologies for which can be seen in the appendices referenced throughout this document.

³ Data from 2015–2019 American Community Survey 5-year Estimates

⁴ Genesee Transportation Council (GTC) Crash Data, 2017–2021

⁵ OpenStreetMap (OSM), 2022

⁶ RGRTA Bus Stop and Route Data, 2021 (post ReImagine RTS network launch)

PUBLIC ENGAGEMENT

All data has limitations. Though data can reveal many important findings, public engagement is a critical tool for interpreting and providing context to what is learned through data. Feedback from the community can help confirm findings, challenge them, and supplement them with information that data analysis can't capture on its own. For this project, the community engagement process was built with the plan's priority populations in mind and so far has included:

- Working with a group of 10 Rochester community leaders who were sought out and paid to help design a citywide survey for the project, produce advertising material for the project, participate in focus group sessions, and spread the word about the project to their communities. An overview of work completed with these community leaders can be found in Appendix D.
- Developing a citywide multilingual survey focused on active transportation that was promoted through custom videos on social media, through radio ads, and in local publications. Survey respondents were presented with the opportunity to share their email for a chance to win a \$25 gift card to a local restaurant. Full survey results can be seen in Appendices B and C.
- Holding over 20 pop-up events at key destinations and events throughout Rochester.
- Hosting four listening sessions focused on key topics including walking and biking culture in Rochester, needs of residents with disabilities, and priorities for the future. A summary of focus group findings can be found in Appendix E.
- Working with a 20+ person steering committee comprised of City officials, partner agencies, and local transportation, health, and youth advocates.
- Mailing promotional postcards to households in City water bills.
- Developing an online landing page for the project to host all project materials (www.RocATP.com).

Statistics, quotes, and common themes from engagement conducted throughout the summer of 2022 are threaded throughout this report. Around 1,200 community members responded to the community survey, which was open for two months and collected community feedback on existing transportation patterns, concerns, and priorities.

While the survey reached a significantly more diverse group of respondents than in similar past efforts, survey respondents were still not fully representative of Rochester's population. In particular, the demographic composition of survey respondents suggest that most priority populations for the Roc ATP are still underrepresented in these data. Of the people who filled out the survey:

- » 25% have a household income below Rochester's median household income, compared to 50% of the City's population
- » 19% identify as Black or African American, compared to 39% of the City's population
- » 36% identify as people of color, compared to 64% of the City's population
- » 33% have a disability, compared to 19% of the City's population
- » 12% do not have access to a vehicle, compared to 24% of the City's population

- » 11% are transgender/non-binary/genderqueer compared to approximately 1.6% nationwide⁷

INTERNAL INTERVIEWS

Finally, in addition to data and engagement with the Rochester community, internal interviews with key stakeholder within the City of Rochester were used to inform this existing conditions report. Planning, building, and maintaining active transportation networks requires more than just physical infrastructure. The capacity, structure, and direction of City departments and other stakeholders play a vital role in moving Rochester toward its active transportation goals. The Roc ATP team conducted interviews with City staff to better understand what is working well and what issues present barriers to meeting Rochester’s active transportation goals. Listening sessions were held with representatives from the Department of Environmental Services Bureau of Architecture and Engineering and Bureau of Operations, the Department of Neighborhood and Business Development, and the Office of City Planning. Key findings from these discussions are included throughout this chapter to contextualize existing conditions findings and set the stage for recommendations that are responsive to City needs.

⁷ Brown, Anna. [“About 5% of young adults in the U.S. say their gender is different from their sex assigned at birth.”](#) Pew Research. June 7, 2022.

SAFETY

Data reveal that roadway safety is an urgent issue in Rochester. Between 2017 and 2021, 47,000 crashes were reported in Rochester, and 90 people died in traffic crashes. Nearly 1,000 more were seriously injured. Compared to other mid-sized cities in New York, Rochester has the highest overall crash rate per and the highest rate of fatal crashes per 100,000 residents, as shown in Table 2. For crashes involving people walking and biking, these figures are likely undercounted.⁸ Traffic injuries and deaths are often predictable and preventable, and the Rochester ATP will ultimately identify actions to make streets safer for all travelers.

“OUR ROADS ARE DESIGNED FOR PEOPLE WHO DON’T LIVE HERE TO USE THEM TO CUT THROUGH OUR NEIGHBORHOODS ON THEIR COMMUTES THROUGH THE HIGHWAYS... IT IS DANGEROUS AND UNSAFE SO I HAVE NO CHOICE BUT TO DRIVE MY CAR.”

- SURVEY RESPONDENT

Table 2: Comparison of Traffic Crashes Among Mid-Size Cities in New York State

	Population 2021 ¹⁰	Average Crashes per Year, 2017-2021 ⁹			Average Annual Crashes per 100,000 people, 2017-2021		
		Injury	Fatal	All Crashes	Injury	Fatal	All Crashes
Rochester	210,606	1,714	18	6,606	814	9	3,137
Buffalo	276,807	2,515	15	7,745	909	5	2,798
Syracuse	146,103	1,040	9	4,447	712	6	3,044
Albany	98,617	763	5	3,014	774	5	3,056

Serious and fatal crashes have serious and long-lasting impacts on the health, financial stability, and quality of life of families in Rochester. Even beyond these effects, addressing safety issues is a prerequisite to making walking and biking a realistic option for more Rochester residents. If streets were safer and more accessible, **over half** of Roc ATP survey respondents who currently drive

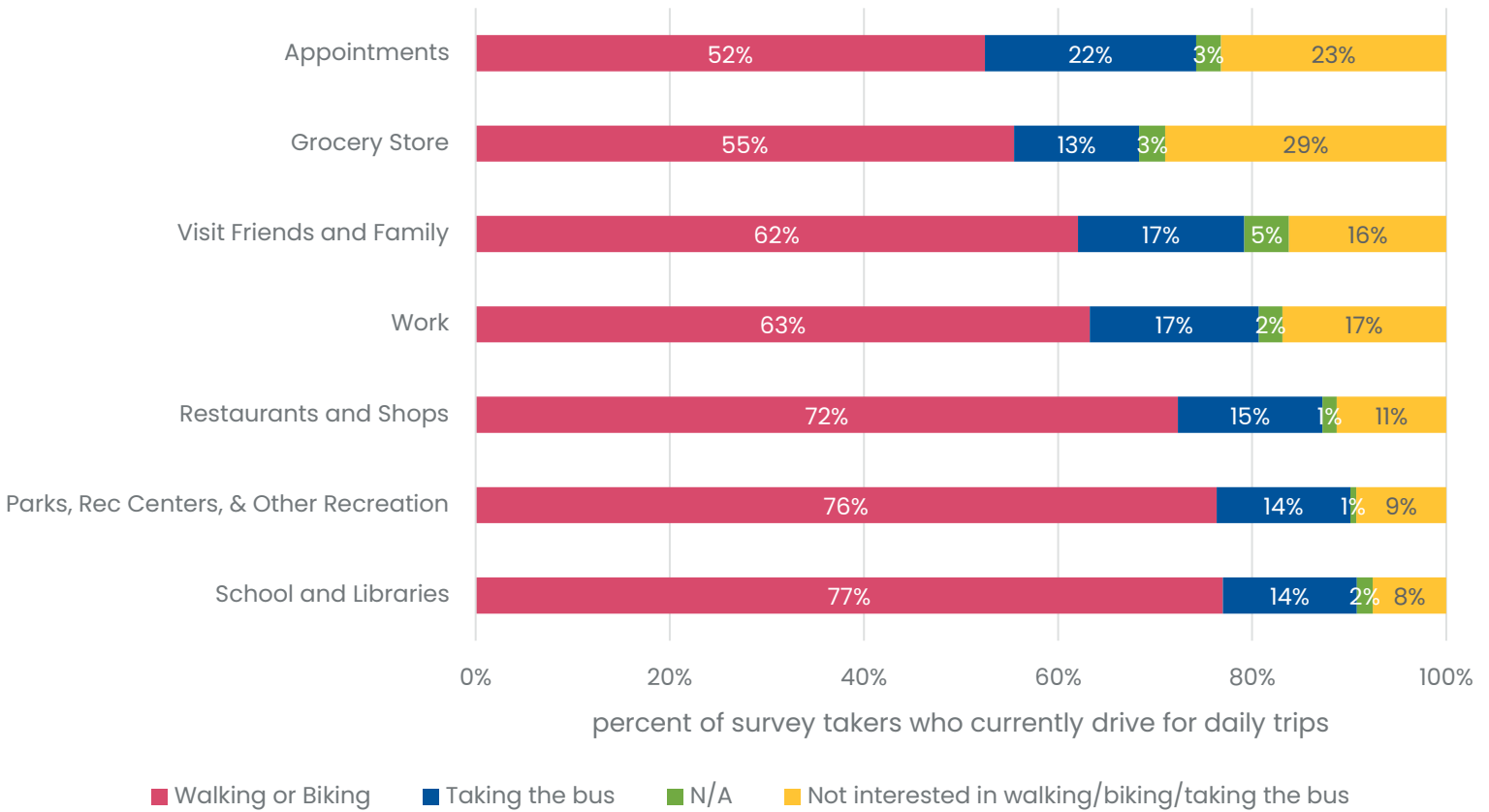
⁸ Bloomberg CityLab. [“The Car Crashes that Go Undetected,”](#) by Laura Bliss. July 15, 2021.

⁹ Summary crash data retrieved from itsmr.org, 10-26-2022

¹⁰ Population count data retrieved from Quick Facts on census.gov, 10-26-2022

indicated they would be interested in walking and biking for different kinds of daily trips (Figure 5). In particular, Rochester residents are interested in converting their existing driving trips to active transportation for neighborhood-oriented trips such as to schools and libraries, parks and rec centers, and restaurants and shops.

Figure 5: Interest in Active Transportation for Daily Trips Among Survey Respondents Who Currently Drive (Roc ATP Community Survey)



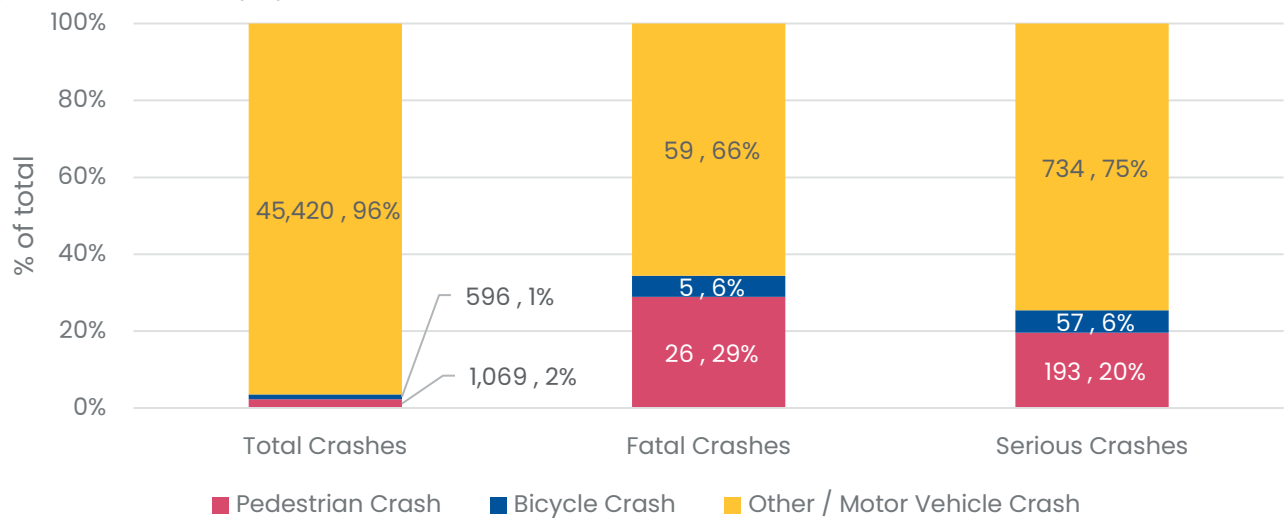
Today, staff capacity for addressing safety issues that prevent people from making daily trips by walking and biking is limited. The City of Rochester does not have a traffic or transportation department. Instead, in an arrangement described during internal interviews with City staff, the City partners with the Monroe County Department of Transportation (MCDOT) to monitor crashes on City streets. When a fatal crash occurs, MCDOT performs an analysis of the crash and may propose recommendations for changes to address safety issues; however, the City does not have any staff dedicated to traffic safety at the City level and ensure that City priorities are advanced.

The design of our streets directly influences user behavior in predictable ways, and streets can be designed to encourage driving at slower speeds, yielding to pedestrians in crosswalks, and other behaviors that reduce the risk of crashes. Even when individuals do make mistakes on the road, intentional street design can help reduce the risk of severe crashes resulting in serious injuries or deaths. In this context, the Rochester ATP has an important role to play in focusing internal capacity and infrastructure investments to support roadway safety in Rochester.

THE DISPROPORTIONATE IMPACT OF CRASHES

The vast majority of crashes that take place within Rochester are between two or more motor vehicles that result in property damage alone. Though crashes between motor vehicles and people walking and biking are far less common, these collisions are much more likely to result in a serious injury or death, as shown in Figure 6.¹¹ Between 2017 and 2021, crashes that involved people walking and biking made up just 2% and 1% of all crashes respectively, but accounted for 29% and 6% of all fatal crashes. Put another way, while 2% of crashes that involved only motor vehicles resulted in death or serious injury, 20% of crashes with pedestrians and 10% of crashes with bicyclists resulted in death or serious injury.

Figure 6: Crash Severity by Mode in Rochester, 2017-2021



¹¹ In accordance with the National Highway Transportation Safety Administration (NHTSA), a serious injury is defined any injury other than a fatal injury that results in one or more of the following: severe laceration resulting in exposure of underlying tissues/muscle/organs or resulting in significant loss of blood; broken or distorted extremity (arm or leg); crush injuries; suspected skull, chest, or abdominal injury other than bruises or minor lacerations; significant burns (second and third degree burns over 10% or more of the body); unconsciousness when taken from the crash scene; or paralysis.

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813251>

Figure 7: Pedestrian Crashes, 2017-2021

Pedestrian Crash Locations (2017-2021)

- Fatal Pedestrian Crash
- Serious Injury Pedestrian Crash
- Less Severe Pedestrian Crash

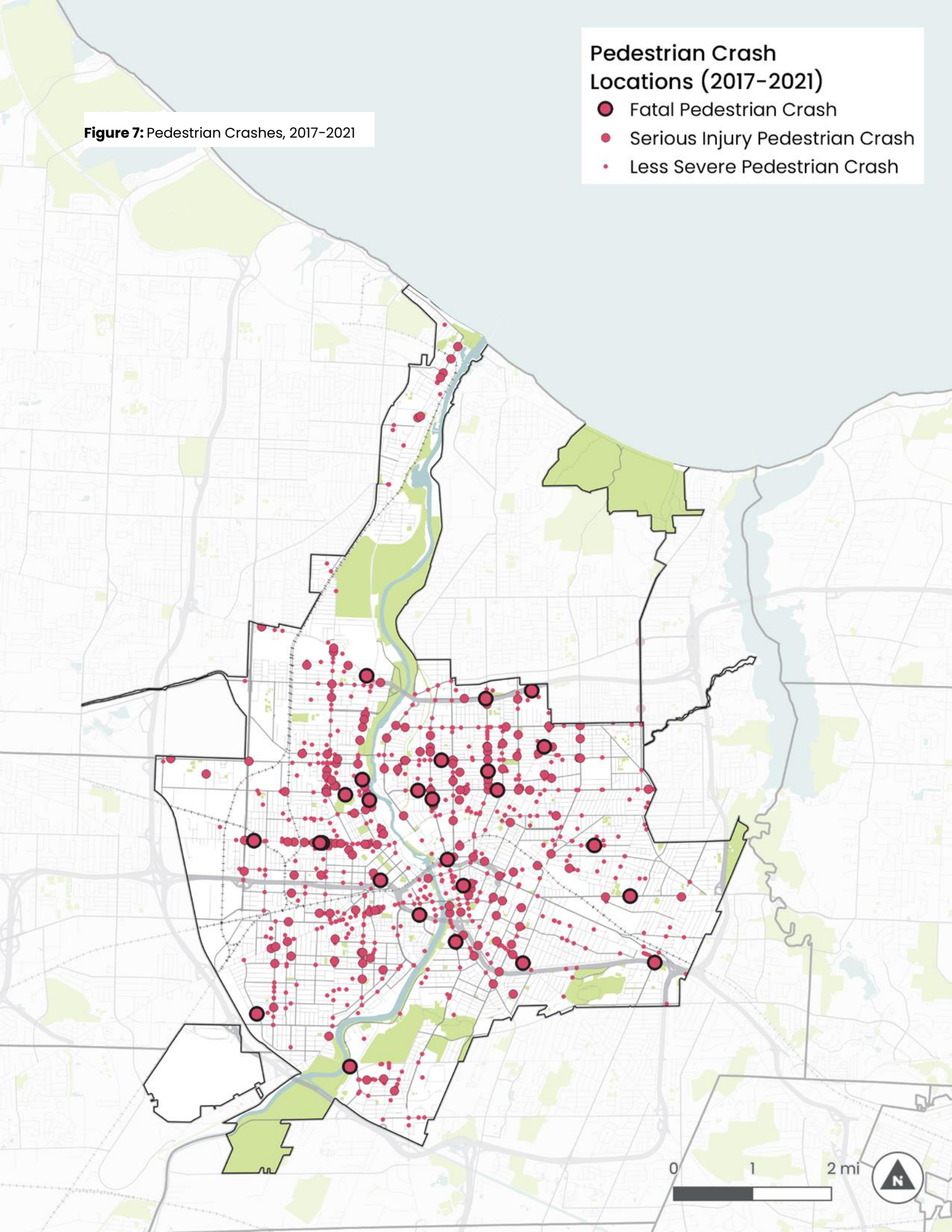
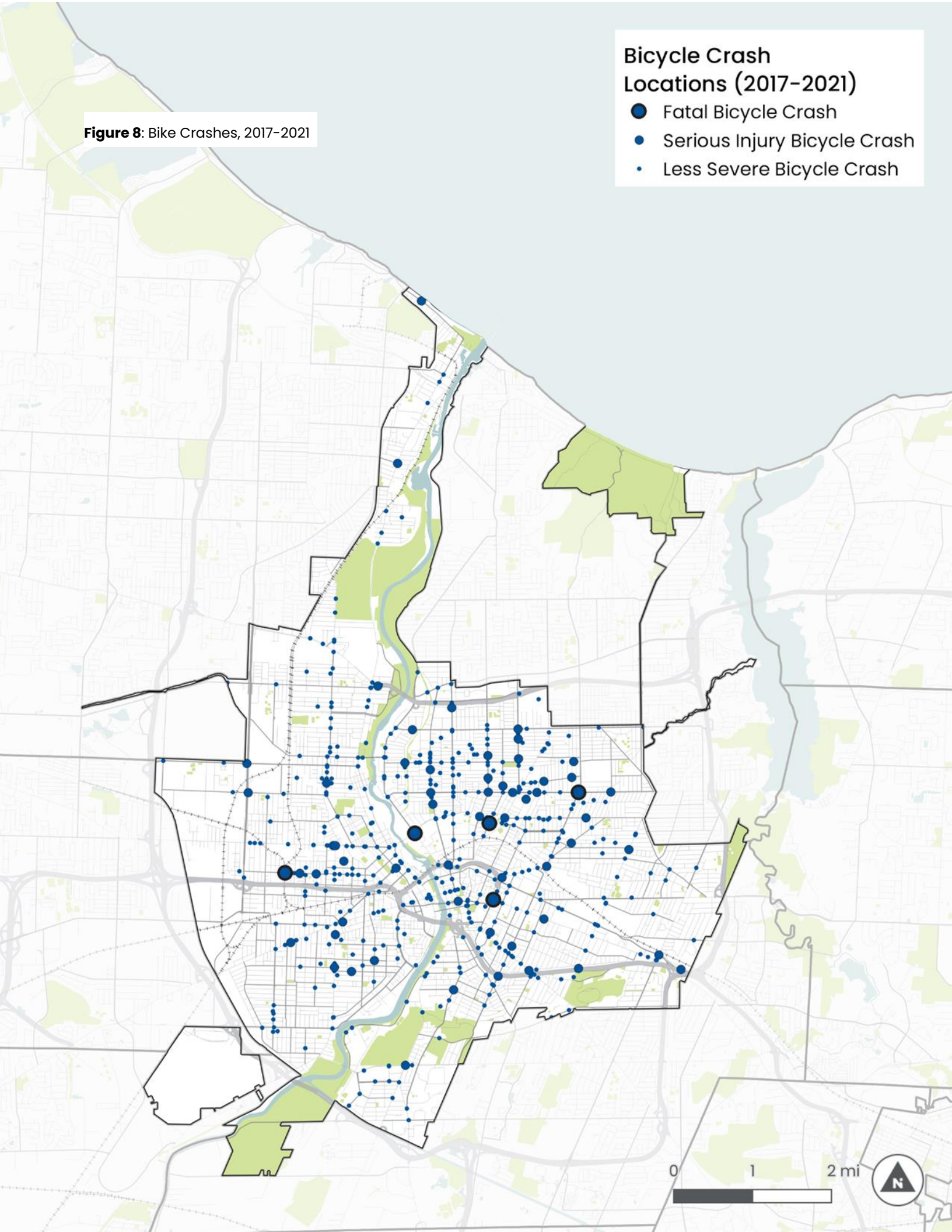


Figure 8: Bike Crashes, 2017-2021

Bicycle Crash Locations (2017-2021)

- Fatal Bicycle Crash
- Serious Injury Bicycle Crash
- Less Severe Bicycle Crash



In addition, crash severity trends in Rochester are worsening. Over the past five years, 2021 was the worst for crashes causing fatalities or serious injuries for all modes. This trend is consistent with national statistics; as of 2021, pedestrian fatalities nationally had increased 62% since 2009.¹² These trends have emerged concurrently with a general increase in the size and popularity of trucks and SUVs, increased distracted driving as a result of widespread smartphone use and sophisticated onboard car technology, and street designs that facilitate or encourage fast driving.^{13 14}

Figure 9: All Fatal and Serious Injury Crashes in Rochester

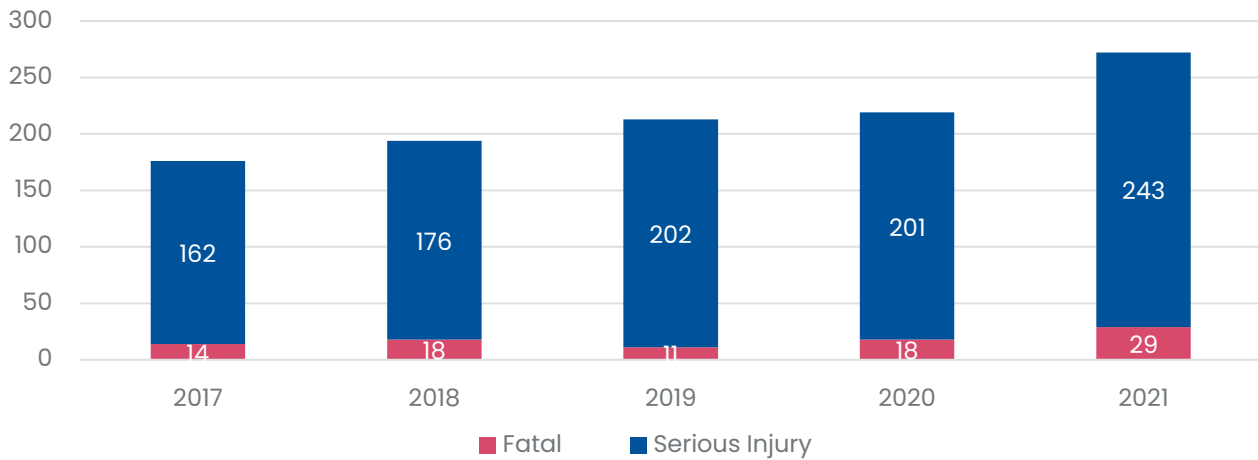


Figure 10: Pedestrian Fatal & Serious Injury Crashes

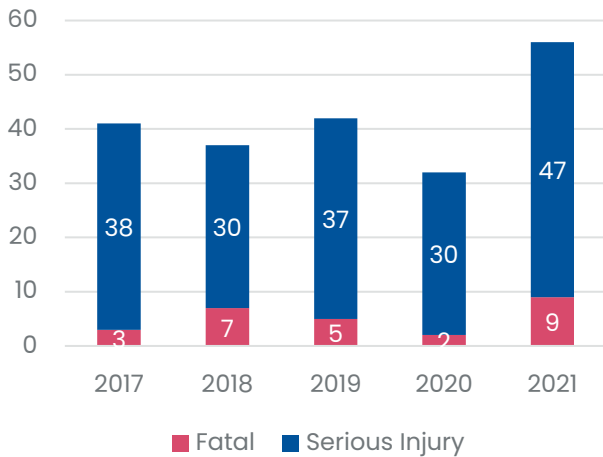


Figure 11: Bicyclist Fatal & Serious Injury Crashes



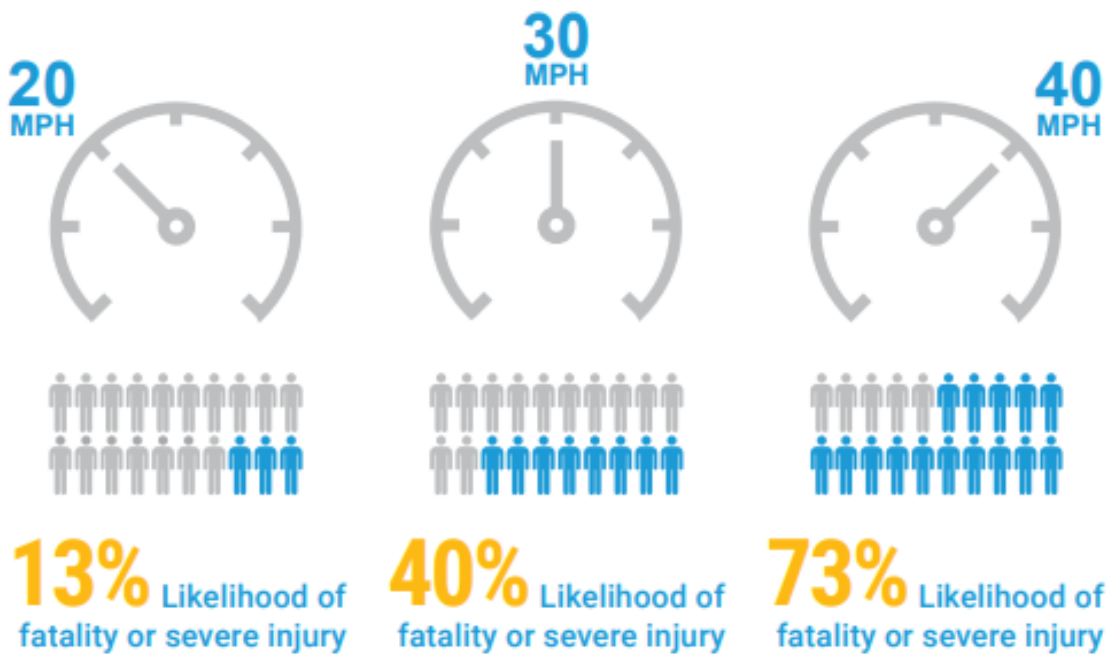
¹² Smart Growth America and the National Complete Streets Coalition [“2022 Dangerous by Design Report,”](#) p. 4.

¹³ Justin Tyndall, Economics of Transportation. [“Pedestrian Deaths and Large Vehicles.”](#) 2021.

¹⁴ Selective Insurance Advocates for Highway & Auto Safety. [“Distracted Driving in America.”](#) March 2022

People walking and biking are especially vulnerable when involved in crashes because they are unprotected by the shell and systems of a car, creating a stronger imperative to design with their vulnerabilities in mind. High vehicle speeds are particularly dangerous for people walking and biking as shown in Figure 12. As speeds go up, so does the rate of death and serious injury. In the event of a crash with a car traveling 20 mph, a person walking has a 13% chance of being seriously injured or killed. In a crash with a car traveling 30 mph, a pedestrian has a 40% chance of being killed or seriously injured, and at 40 mph, the chance increases to nearly 75%. These risks demonstrate the importance of designing for slow speeds throughout the City.

Figure 12: Impact of Vehicle Speed and Pedestrian Risk ¹⁵



Though street design the best tool for controlling vehicle speeds, speed limits can also help encourage slower driving behavior. The default speed limit in Rochester is 30 mph unless posted otherwise. Comments from the public about speeding demonstrate that speeding is a pervasive traffic safety issue and community concern in Rochester. Though state law previously restricted the ability of cities and towns to lower speed limits below 30 mph, a law recently passed by the State of New York allows for default speed limits to be lowered to 25 mph.¹⁶

¹⁵ Tefft, Brian C. Impact speed and a pedestrian’s risk of severe injury or death. *Accident Analysis & Prevention*. 50. 2013.

¹⁶ New York State Senate. Assembly Bill A1007A. [Authorizes cities, villages and towns to reduce the speed limit to twenty-five miles per hour](#). 2021–2022 Legislative Session

ROCHESTER'S MOST CRITICAL STREETS

Though roadway crashes occur throughout Rochester, severe crashes are not evenly distributed across the City. Because Rochester's traffic safety issues cannot all be addressed at once, understanding where severe crashes happen at a greater rate is important for targeting safety interventions where they can have the greatest impact.

Rochester's high injury network identifies the streets in the City with the highest rates of severe crashes for people walking and biking as shown in Figure 13 and Figure 14. The ten worst half-mile segments for pedestrian and bicycle crashes are also identified. These street segments have had the highest concentration of serious and fatal crashes between 2017 and 2021 and help clarify where near-term action can have the greatest impact on safety. For a full report on Rochester's high injury network, see Appendix F.

Out of over 600 miles of streets in Rochester, the top 10 half-mile crash segments for pedestrians and bicyclists accounted for:

- » 16% of all pedestrian crashes including:
 - 25% of pedestrian crashes that caused serious injuries
 - 31% of pedestrian crashes that caused a fatality
- » 12% of all bike crashes including:
 - 20% of bike crashes that caused serious injuries
 - 32% of bike crashes that caused a fatality

The top 10 segments in the high injury network for both walking and biking are clustered in the northern quadrants of the City, where many of Rochester's priority populations are also concentrated. For both walking and biking, all top 10 crash segments within the City are within areas where at least one priority population is concentrated. Several streets – including Dewey Avenue, Lyell Avenue, East Main Street, Hudson Avenue, Clifford Avenue, and North Clinton Avenue – appear in the top 10 high injury network segments for both walking and biking, indicating that they are disproportionately dangerous for vulnerable users of all kinds.

Figure 13: Pedestrian High Injury Network

Pedestrian High Injury Network

— Fewer and Less Severe Crashes



— More and More Severe Crashes

== Top Ten Pedestrian Crash Corridors

Priority Population Indicators

□ No Overlapping Indicators

□ One Indicator

□ Two Overlapping Indicators

□ Three Overlapping Indicators

□ Four Overlapping Indicators

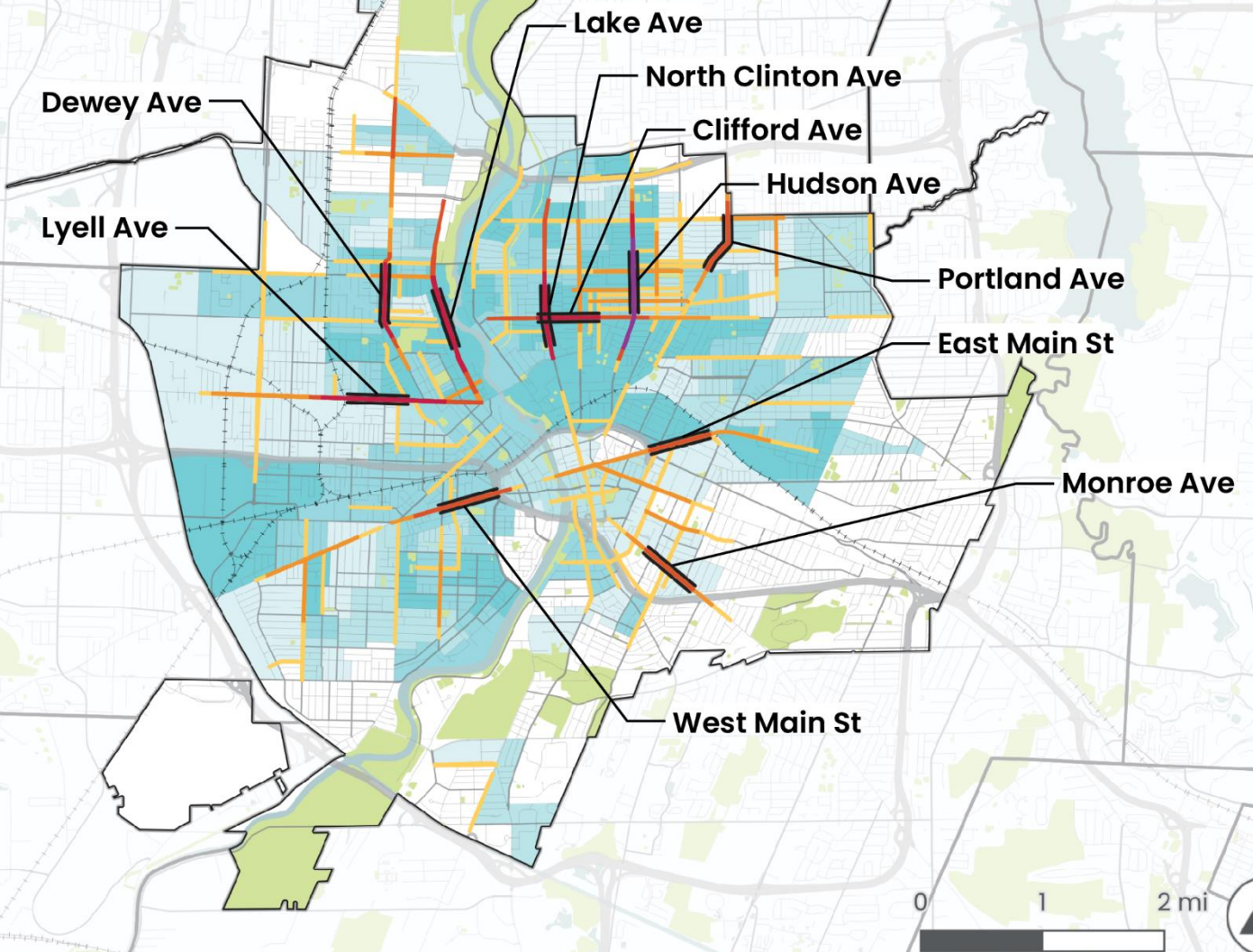


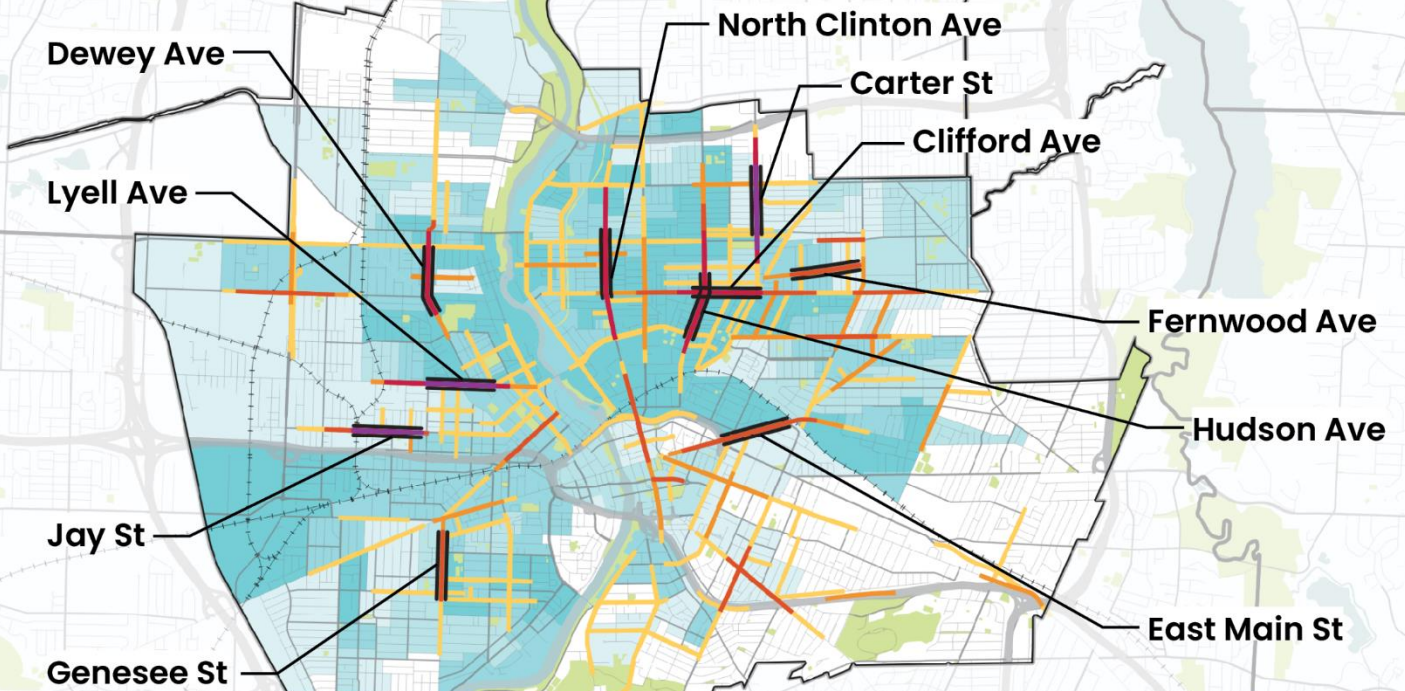
Figure 14: Bicycle High Injury Network

Bicycle High Injury Network

- Fewer and Less Severe Crashes
-
-
-
- More and More Severe Crashes
- == Top Ten Bicycle Crash Corridors

Priority Population Indicators

- No Overlapping Indicators
- One Indicator
- Two Overlapping Indicators
- Three Overlapping Indicators
- Four Overlapping Indicators



Many of the streets on Rochester’s high injury network have common characteristics. Take the segments identified in the section above as most dangerous for pedestrians: At least three of these streets have 12 or 13-foot lanes, which encourage high speeds and are more typically found on interstate highways.¹⁷ In addition, most of the streets in question do not provide frequent opportunities to cross the street. For example, along the segment of Hudson Avenue in question, most blocks range from about 150 to 350 feet in length, but intersections with crosswalks are only available every 1,300 feet on average. All of these street characteristics add up to an environment that facilitates fast vehicle through-travel, exposes people crossing the street to vehicle traffic for long periods, and forces pedestrians to choose between making long detours or crossing at unmarked locations.

In addition to having common design characteristics, the streets with the highest concentrations of injuries and fatalities are also streets where destinations and resources create substantial activity. Nine out of ten of the top segments in the pedestrian high injury network are along bus routes, including six high-frequency routes.¹⁸ Half of the top ten segments in the biking high injury network have unprotected bike facilities along them, and an additional four segments connect directly to streets with bike facilities. This pattern is predictable in Rochester and communities across the country; where the places people need to go overlap with streets designed to prioritize car travel, severe crashes occur regularly.¹⁹

“I OWN A BIKE AND WOULD LIKE TO BE ABLE TO BIKE TO MOST PLACES, BUT THERE ARE VERY FEW PROTECTED BIKE LANES. THE PAINTED LANES ARE BETTER THAN NOTHING, I GUESS... I END UP TAKING THE BUS, USUALLY.”

- SURVEY RESPONDENT

“I’VE DRIVEN PAST STRETCHES [OF LAKE AVENUE] WHERE KIDS ARE PLAYING AND RUNNING DOWN THE SIDEWALK, AND THE CARS ARE GOING BY AT 45 OR 50 MILES AN HOUR. IT SCARES ME.”

- SURVEY RESPONDENT

¹⁷ [Lane Width](#), NACTO Urban Street Design Guide

¹⁸ High frequency routes as identified in ReImagine RTS

¹⁹ What the high injury network likely fails to capture is the existence of streets in Rochester that feel so unwelcoming and dangerous for walking and biking that people using those modes avoid them altogether. Without comprehensive and reliable data on the rates at which people walk and bike across the City to put crash data in context, the high injury network only shows us where dangerous conditions and activity centers collide.

ROCHESTER'S ACTIVE TRANSPORTATION NETWORKS

In many ways, Rochester has all the makings of a great walking and biking City. Though conditions vary, sidewalks exist on virtually every street and create the bones of walkable neighborhoods. The City is also relatively compact, putting many destinations within biking distance of people's homes. And the Genesee River provides a continuous edge running north to south through the City, creating natural opportunities for continuous pathways.

That said, targeted active transportation investments are needed before these building blocks form useful, safe, and connected networks for walking and biking. Beyond just having sidewalks, a true pedestrian network must include conveniently spaced and safe places to cross the street, accessible walking and rolling surfaces, seamless transitions between the sidewalk and the street, and connections to the transit network. Similarly, for individual bike lanes to add up to a network, they must be connected to one another, offer direct routes between destinations, and carry people safely across barriers like major intersections and highways. Finally, routine maintenance of the City's walking and biking infrastructure is essential to ensure people can reliably and safely use active transportation networks.

A gap in a walking or biking network – like a long stretch of a major street with no places to cross or a bike lane that abruptly ends – has a strong influence on whether people will feel safe walking or biking. A circuitous detour to avoid unwelcoming or unsafe conditions can have the same effect, especially since people expend their own energy to walk or bike. This means that a strong network can't have weak links.

The following section explores Rochester's existing walking and biking networks in the context of these principles, with a special focus on accessibility for people with disabilities and on how well access to these networks is distributed among priority populations. Ultimately, the City aims to have walking and biking networks that support easy and safe mobility for people of all ages and abilities – because networks that meet the unique needs of children, older adults, and people with disabilities can work for anyone.

“IF THERE AREN'T MANY PEOPLE BIKING OR WALKING, IT'S BECAUSE IT DOESN'T FEEL SAFE, NOT BECAUSE PEOPLE AREN'T INTERESTED. BUILD THE INFRASTRUCTURE TO MAKE IT SAFE AND PEOPLE WILL USE IT.”

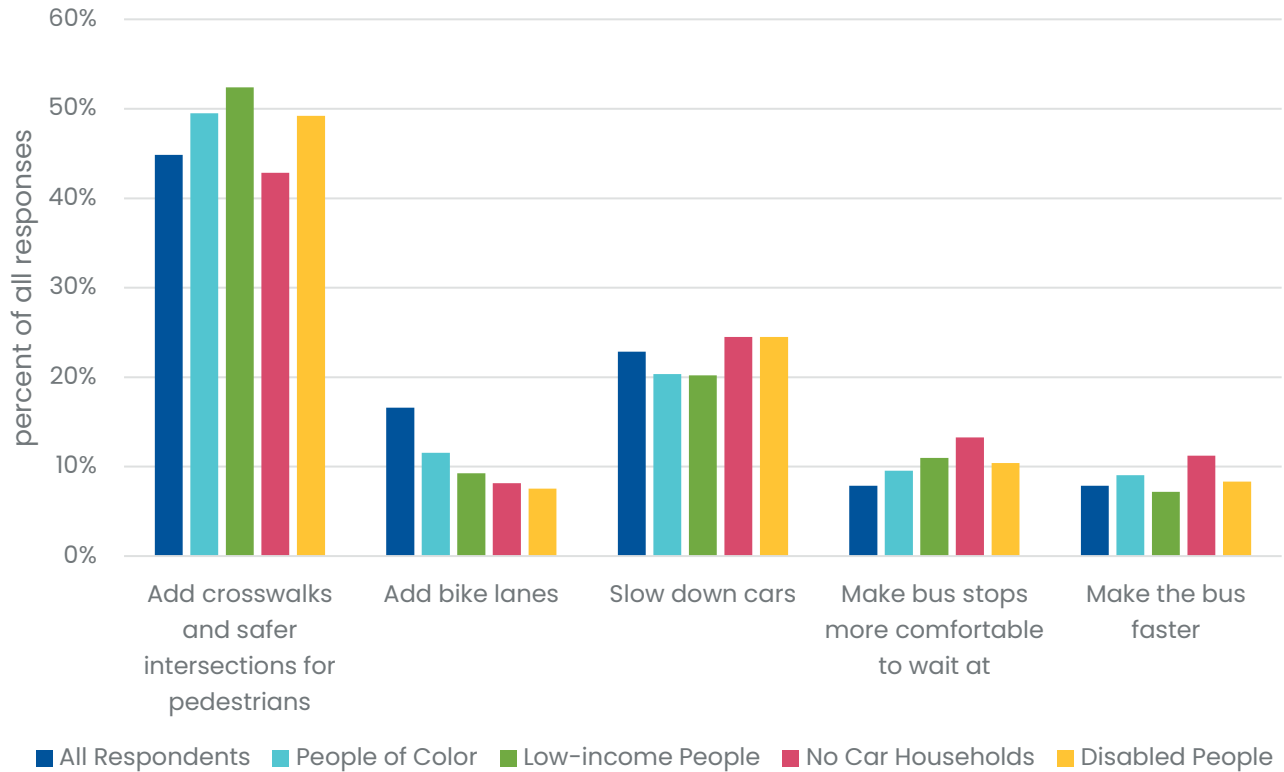
– SURVEY RESPONDENT

WALKING AND ACCESSIBILITY

With approximately 1,200 miles of sidewalks along Rochester's streets, it may be easy to think of Rochester's walking network as complete. While it's true that the vast majority of streets have

sidewalks connecting people from place to place, the quality of those sidewalks varies widely and crossings of major streets and other barriers (like highways, train tracks, and the Genesee River) strongly influence how feasible it feels to walk in the City. In addition, responses to the Roc ATP community survey revealed that safer crossings and intersections is the overwhelming top priority for Rochester residents, especially among this plan’s priority populations (see Figure 15).

Figure 15: Most Important Project Type Reported through Roc ATP Community Survey



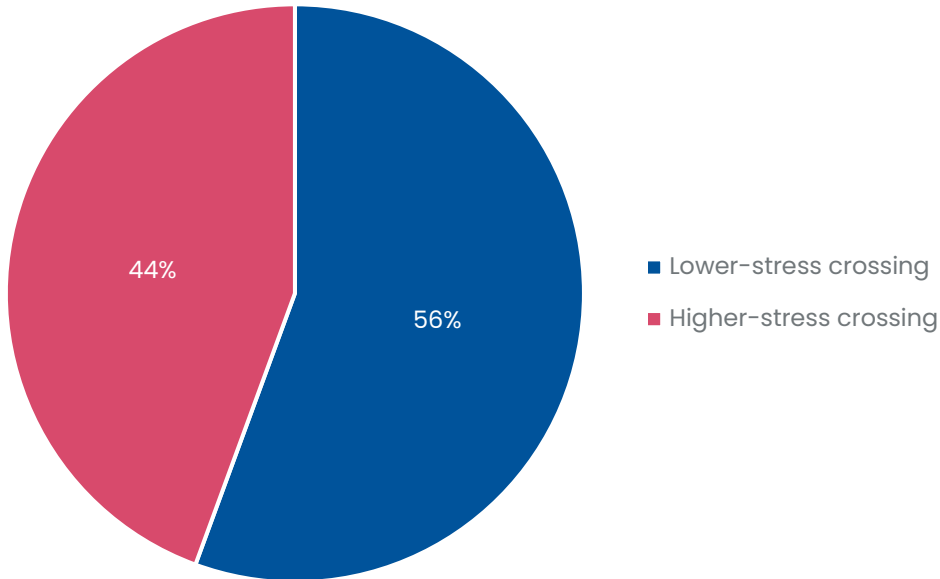
This will be the City of Rochester’s first plan focused on walking and accessibility, and there is a virtually endless number of worthwhile investments that could be identified to make walking better. Part of having a high-quality pedestrian network is prioritizing ongoing maintenance, which is largely a question of policies and dedicated funding sources. To help focus investments on specific pedestrian and accessibility projects, this existing conditions analysis seeks to identify places where the need for larger-scale pedestrian network improvements – like forging new connections where none exist and reconfiguring major intersections – is most pronounced based on equity and safety needs.

WALKING NETWORK BARRIERS

In addition to some of the more noted barriers described above like rivers and highways, every street that a person must cross represents a potential conflict point. A wide range of design factors, including how wide a street is, how much vehicle traffic is on the street, vehicle speeds, and whether a WALK signal is provided affect how safe and comfortable it feels to cross the street. A citywide evaluation of all intersections based on available data shows that 44% of crossings in Rochester

have characteristics that may make the crossing uncomfortable or increase the risk of future crashes, as shown in Figure 16 and Figure 17 (see Appendix G for detailed analysis criteria).²⁰

Figure 16: Distribution of Higher-stress and Lower-stress Crossings in Rochester

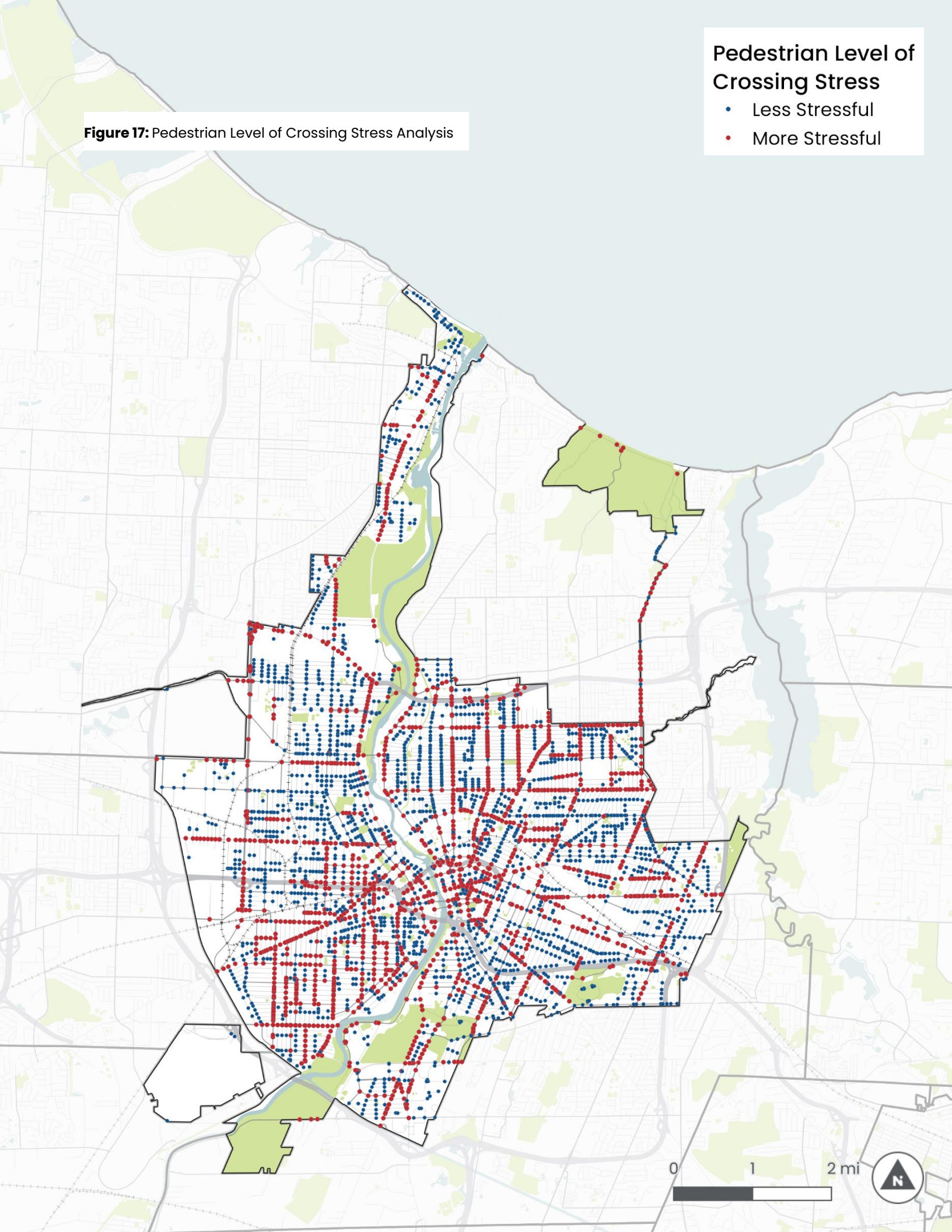


²⁰ This analysis is based on available data and has not been confirmed by comprehensive field work to confirm conditions.

Figure 17: Pedestrian Level of Crossing Stress Analysis

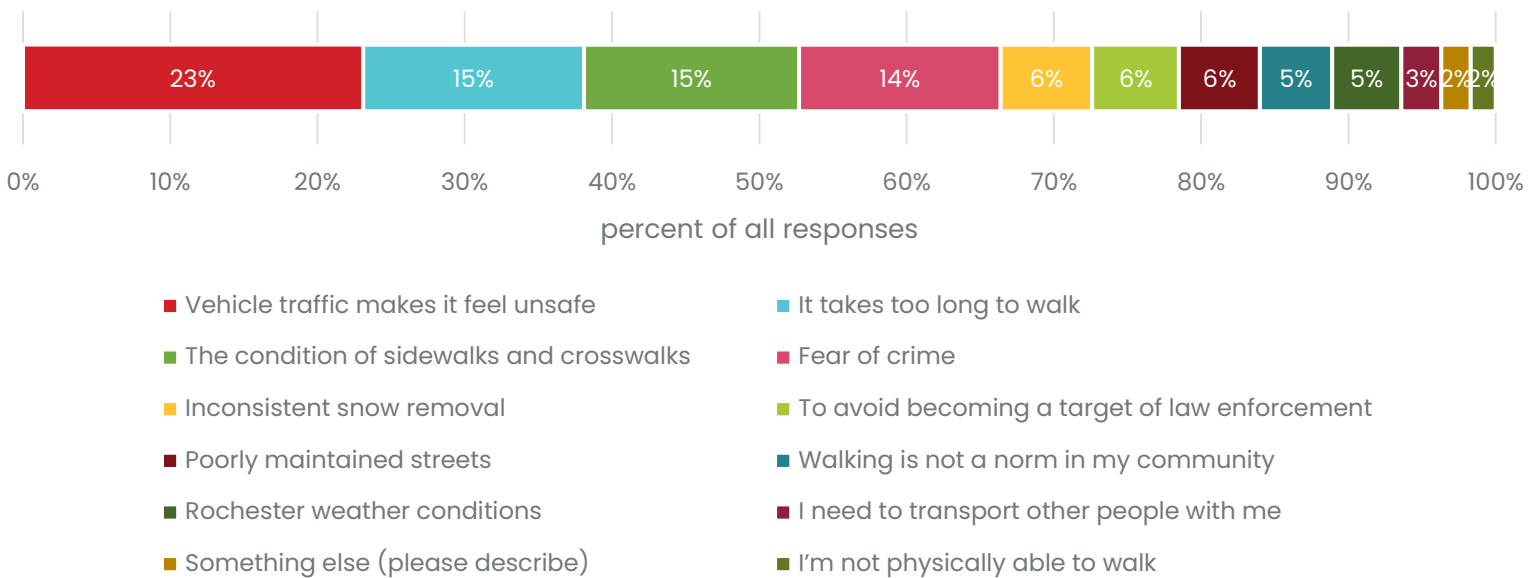
Pedestrian Level of Crossing Stress

- Less Stressful
- More Stressful



The Roc ATP community survey revealed additional vulnerabilities pedestrians face. When asked to select the top reason for not walking more in Rochester, only around 40% cited an infrastructure issue like vehicle traffic or sidewalk conditions (Figure 18). Fifteen percent of respondents noted that the main reason they do not walk is distance; the places people need to go are simply too far away to walk, making plain the relationship between land use and transportation. In addition, fear about crime and being a target of law enforcement together made up 20% of respondents’ top reasons for not walking more. Among Black respondents, these two concerns represent even larger barriers; 35% of Black respondents selected either fear of crime or being a target of law enforcement as their top reason for not walking. Concerns about public safety were also a dominant topic in the focus groups held with older people and people with disabilities in Rochester. The Rochester ATP will ultimately focus on recommendations for infrastructure projects, policies, and programs that address pedestrian safety, access, and comfort needs. However, results of engagement clearly illustrate how a broad range of citywide policies impact Rochester’s pedestrian environment.

Figure 18: Top reason people are less likely to walk around Rochester today



COMMON ACCESSIBILITY CHALLENGES IN ROCHESTER

Accessibility, which refers to a site, facility, environment, service, or program that is easy to approach, enter, operate, participate in, and/or use safely and with dignity by a person with a disability, is often thought of in terms of compliance with standards and regulations. Today, requirements and regulations laid out by the Americans with Disabilities Act (ADA), state architectural access boards, and the PROWAG (Public Rights-of-way Accessible Guidelines) help to ensure the needs of people with disabilities are incorporated into street and building design.²¹ While these standards and landmark legislative victories are important for ensuring baseline accessibility in the built environment, truly inclusive design encompasses every aspect of how people of all ages and abilities experience their environments, building upon compliant accessibility to anticipate the full range of physical, sensory and brain-based functional limitations common today.

Acknowledging this context, the common accessibility challenges identified in this section represent conclusions drawn from observations, measurements, and analysis completed on a selection of Rochester’s streets and focus group discussions held with people with disabilities and older adults in Rochester (see Appendices I and E, respectively). This accounting of common accessibility challenges is intended to help target infrastructure, policy, and other recommendations that can have the greatest impact on improving accessibility and inclusive design in Rochester. This analysis, however, is not comprehensive. Understanding the full scope of accessibility needs in Rochester will require additional data collection, auditing, and analysis that builds from this work.

Sidewalks

As mentioned above, Rochester’s sidewalk network has excellent coverage, with sidewalks provided on virtually all streets within the City. With this fundamental foundation of Rochester’s pedestrian network in place, expansion of the sidewalk network is not a significant need. However, the quality and maintenance of existing sidewalks is essential to the usefulness and inclusiveness of the pedestrian network, as is the availability of places to sit that can extend the walking range of people with mobility disabilities. In particular, Rochester’s sidewalk network suffers from the following shortcomings that impact accessibility:

- Deterioration of sidewalks has led to uneven surfaces and tripping hazards that are challenging for people with mobility disabilities to navigate.
- In some areas, sidewalks are too narrow. While wider sidewalks will always make it easier for people to pass each other or allow people to travel side-by-side, some sidewalks in Rochester do not consistently meet basic clear accessible width requirements.
- Many existing sidewalks have excessive cross slopes, which means they tilt to either side of the sidewalk too sharply and create an uneven and unbalanced environment, making it especially difficult for people using wheelchairs to negotiate turns.

²¹ PROWAG, which in general outlines higher-quality accessibility standards and requirements for streets and sidewalks than ADA, is currently in draft form. Once adopted by the federal government, local and state governments will be responsible for building to these standards.

- Some sidewalks have plantings or tree foliage that protrude into and obstruct the sidewalk, further reducing the usable width of the sidewalk.
- There are not enough benches or places to sit and rest throughout the sidewalk network.

Crosswalks and Pedestrian Signals

Where pedestrians cross the street, conditions become far more complex for both safety and accessibility. People with disabilities can take longer to cross the street, exposing them to vehicle traffic for a longer period of time and heightening the need for safety enhancements. In addition, people with disabilities need equal access to pedestrian signal buttons, which sometimes need to be pushed in order to trigger a walk signal phase. The following common issues exist at street crossings in Rochester:

- The infrequency of crossings on many urban corridors in Rochester is especially a problem for people who cannot travel as far due to mobility disabilities.
- The amount of time pedestrians are given to cross the street at intersections with signals is insufficient for people with disabilities to get fully across the street.
- Crosswalks tend to be faded, eroding the sense of pedestrian priority, and are installed in a wide range of styles, not all of which are consistent with best practices for maximizing driver yielding.
- Some pedestrian signal buttons require a high level of effort to operate, and therefore are inaccessible for people with a wide range of disabilities. Many lack audible communication systems for people who need audible cues for when to cross, and do not comply with current federal standards.
- Some pedestrian signal buttons aren't situated next to a clear, stable, and level sidewalk space. As a result, users are forced to navigate an inaccessible surface in order to press the button.

Curb Ramps and Transitions

Curb ramps facilitate transitions between the level of the sidewalk and the street at crossings. They are essential for people who use wheeled mobility devices like wheelchairs and are also important for people pushing strollers or carts. For people with impaired vision, fully accessible curb ramps are required by law to provide a tactile indication that they are entering the street, usually a plastic strip in a contrasting color with raised elements that are detectable by a cane. The following common issues exist with curb ramps in Rochester:

- Many curb ramps are not flush with the street, meaning that water and ice can accumulate where they transition from sidewalk to street.
- Some curb ramps have excessively steep slopes, and/or tilt to either side, making them difficult to use for people who use wheeled mobility devices.
- Some curb ramps lack detectable warning panels, and others have detectable warning panels in a color that doesn't contrast enough with the sidewalk or the street, making them difficult to see for people with vision disabilities.
- Some curb ramps are not connected or aligned with street crossings, meaning that they require people using them to enter the intersection then navigate to the crosswalk in order to cross. This includes diagonal curb ramps, which are common in Rochester and are technically compliant but create safety risks for users.

- Public trash bins, which are typically situated on street corners, often obstruct the sidewalk and/or curb ramp in a way that makes it more difficult for people using mobility devices to access and utilize the ramp.

Public Transit

Access to transit is a critical part of transportation for people with disabilities, who may be unable to drive a car. RTS buses are equipped with ramps that can be deployed onto the sidewalk at bus stops in order for people with disabilities to board, though the connecting sidewalks and crossings need to provide an accessible path of travel to the bus stop boarding area. People with disabilities also may need to rest more often while on the move, so benches and shelters at bus stops are especially important. The following common issues exist at bus stops in Rochester:

- Some areas around existing bus stops have not been well maintained and have deteriorated, resulting in uneven and inaccessible surfaces at bus boarding areas.
- Sidewalk conditions can be unreliable around bus stops and shelters, rendering shelters inaccessible to some riders.
- At some bus stops, a grass buffer between the sidewalk and the street creates a barrier to boarding for people who rely on smooth, level surfaces for mobility.
- Bus shelters are infrequent throughout the City and tend to be in poor condition.
- There is a desire among older people and people with disabilities for enhanced and accessible wayfinding signage and service information at bus stops, especially following the Reimagine RTS service changes.

Snow Removal

Snow and ice can create slipping hazards and impassable conditions for all pedestrians, and pose a persistent safety and quality of life issue for people with disabilities in particular. People with disabilities that affect their mobility rely on predictable and level surfaces to move around and may not be able to navigate sidewalks with accumulated snow at all. The City of Rochester sees about 100 inches of snow each winter on average and takes a more involved approach to snow removal on sidewalks than just about any city in the U.S., clearing 878 miles of sidewalks when at least 4 inches of snow have fallen. Even still, snow is a major impediment to day-to-day mobility for people with disabilities in Rochester during the winter. Some common accessibility issues related to snow removal in Rochester include:

- Wheelchair users often need to travel in the roadway because sidewalks aren't clear or do not provide enough clear width, and/or curb ramps are blocked by snow.
- People with sight and mobility limitations feel at risk in the winter because of unpredictable surface conditions.

"I LOVE WALKING WHEN I HAVE THE TIME, BUT IT'S SCARY TO WALK MUCH IN THE WINTER BECAUSE THERE'S SO MUCH ICE. I WORRY ABOUT PEOPLE WITH MORE MOBILITY ISSUES THAN I HAVE."

- SURVEY RESPONDENT

- Bus stops are not always cleared of snow, and/or end up blocked by snow cleared from the street, making boarding inaccessible and posing a visual obstruction that can prevent bus drivers from seeing people waiting at stops.

GETTING TO THE BUS

Though taking the bus itself may not be considered active transportation, nearly 90% of transit trips in Rochester start and end with a walk to the bus stop and highlight the importance of high-quality pedestrian environments around bus stops.²² Within the City, there are 1,090 bus stops. However, not all bus stops in Rochester are used equally. Just 5% of bus stops account for 21% of ridership within the City (see Figure 19). Of these high-use bus stops, most are located near:

- Grocery and big-box stores like Wegmans and Walmart
- Institutions like Strong Hospital
- Center City
- Other important transfer points for both fixed-route lines and RTS on-demand mobility services

Bus stop data, coupled with pedestrian safety and network quality findings shared above, offer a strong starting point for identifying where there are high levels of pedestrian activity and where pedestrian investments will have the greatest impact. As discussed above, high-quality access to transit is especially important for people with disabilities. Among respondents to the Roc ATP community survey, people with disabilities were significantly less likely to drive for daily trips, including 9% less likely to drive to work and 16% less likely to drive to the grocery store, largely taking these trips instead by walking or transit. Older people and people with disabilities also rated making bus stops more comfortable as a higher priority compared to all survey respondents as a whole.

One major barrier to getting to the bus, for all riders and especially for riders with disabilities, is snow removal at bus stops. Survey respondents and focus group participants shared that bus stops are not reliably cleared after storms, forcing riders to wait for the bus in the street and step up to board or deterring them from taking transit altogether. Even when bus stop boarding areas themselves are cleared, snow stored in between the vehicle travel lanes and the curb can still pose challenges for riders trying to board. And with sidewalks also not reliably cleared, transit riders may not have a safe or accessible way of getting to bus stops to begin with. Internal interviews with City staff confirmed that snow clearing around bus stops is the responsibility of RTS, though the City's Operations Department has agreements with RTS to clear some bus stops.

²² The ReImagine RTS Origin/Destination Study, completed ahead of the redesign of the RTS bus network, found that 88% of bus riders access transit by walking, 3% by biking, 4% by getting dropped off, 4% by driving and parking, and 1% by other means.

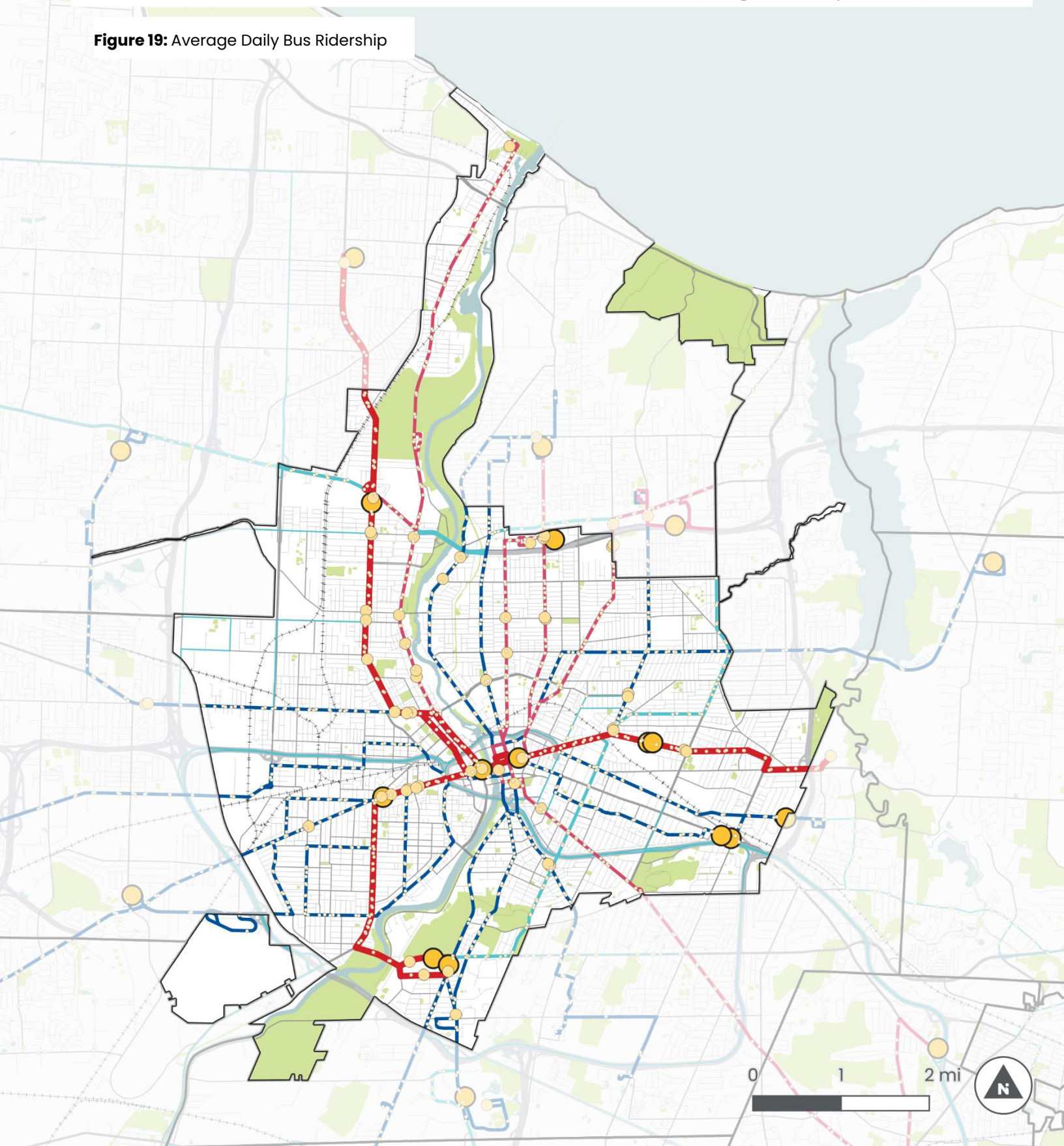
Average Daily Bus Stop Ridership (Boardings and Alightings)

- 0 - 49
- 50 - 99
- 100+

RTS Bus Routes

- Frequent (15-minute Headways)
- Frequent (Temporarily 30-minute Headways)
- Local Route (30-minute Headways)
- Crosstown
- Other Routes (Irregular Frequencies)

Figure 19: Average Daily Bus Ridership



BIKING

Rochester has made progress in recent years on developing its bike network. The City’s existing bike network includes a mix of on- and off-street bikeways including 17 miles of shared use paths, 8 miles of separated bike lanes, 33 miles of bike boulevards, and 73 miles of painted bike lanes. There are several separated bike lanes concentrated around Center City, with a separated bike lane also serving the University of Rochester and Strong Hospital. The City’s off-street paths are concentrated around the Genesee River and form the beginning of a north-south bikeway spine through the City, though connections to the path system are limited.

“I WOULD LOVE TO BIKE MORE BUT OUR MAIN ROADS HAVE FAST CARS AND SINCE MOST ROADS DO NOT HAVE PROTECTED LANES, IT FEELS UNSAFE.”

- SURVEY RESPONDENT

The current bikeway network is shown in Figure 20. With a bikeway provided on 18% of Rochester’s streets, Rochester has begun establishing on-street connections around the City, especially through residential neighborhoods and in downtown. The City has established a consistent process for implementing painted bike lanes as part of routine resurfacing projects, described in internal interviews with City staff. Each time a street is scheduled to be resurfaced or reconstructed, the Street Design Department considers whether bike lanes can be incorporated alongside existing travel and parking lanes based on existing traffic and parking utilization, and if so they are installed with the project. The result has been consistent growth in Rochester’s on-street painted bike lanes. To date, separated bike lanes have generally only been installed alongside larger reconstruction and signature projects.

Implementation of bike boulevards has been especially strong. The City’s 2015 Bike Boulevard Master Plan outlined a network of comfortable bikeways primarily along residential streets where car speeds and volumes are low. The network includes 50 miles of bike boulevards across the City, including 20 miles of priority routes. The vast majority of the priority route network has been installed as of 2022. With traffic calming features like speed bumps installed on many bike boulevards, these bikeways create comfortable connections within neighborhoods across the City. However, where bike boulevards meet major street crossings, conditions vary widely. Some bike boulevard crossings lack features that prioritize bike movements through the intersection. As a result, high vehicle speeds and poor driver yielding at many major street crossings limit the ability for bike boulevards to connect people between different neighborhoods. In addition, the bike boulevard system isn’t well marked with wayfinding in all locations, making the routes difficult to follow.

Some survey respondents shared that more bike lanes are needed on major streets where destinations are concentrated, as opposed to bike boulevards which largely direct people away from activity centers.

While Rochester’s bike network has grown, it has not grown to equitably serve Rochester’s priority populations. Compared to the City as a whole, few bike boulevards and separated bike lanes are located in areas with a median household income below the city median. Unequal access to

shared-use paths is also an issue across priority populations. Low-income areas, places with high concentrations of people of color, and places with greater populations of people with disabilities all have disproportionately low access to Rochester's off-street path network.

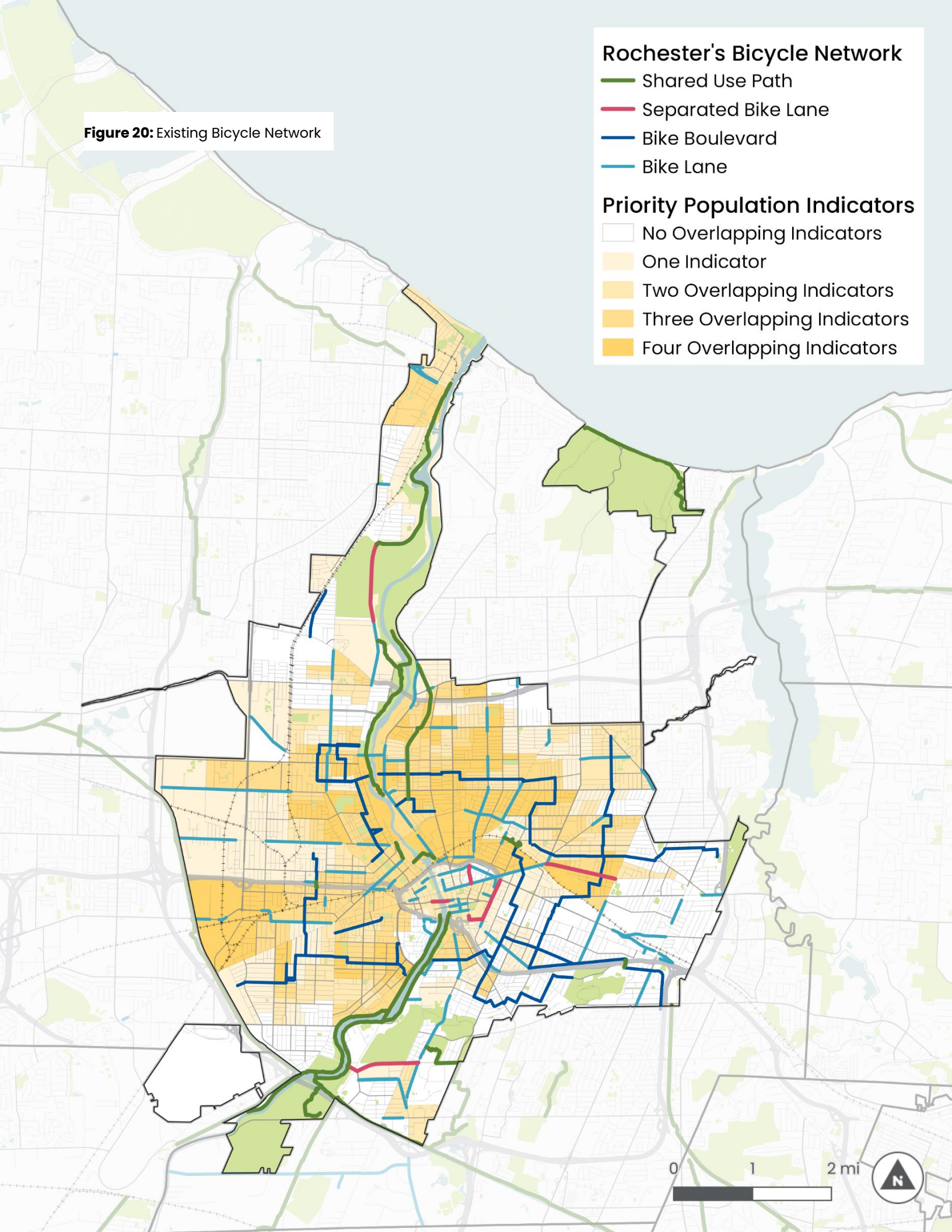
Figure 20: Existing Bicycle Network

Rochester's Bicycle Network

- Shared Use Path
- Separated Bike Lane
- Bike Boulevard
- Bike Lane

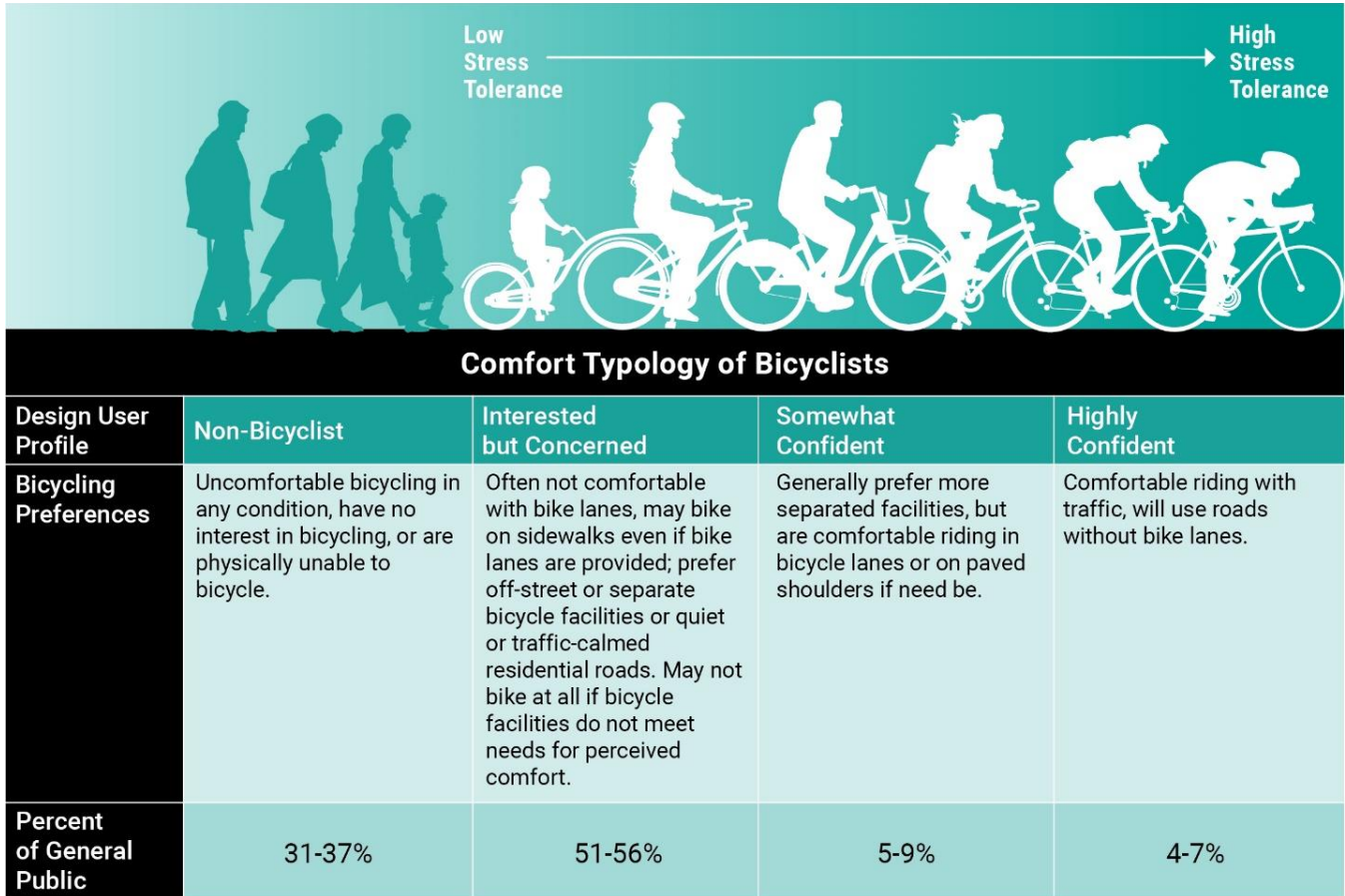
Priority Population Indicators

- No Overlapping Indicators
- One Indicator
- Two Overlapping Indicators
- Three Overlapping Indicators
- Four Overlapping Indicators



Not all bike lanes in Rochester offer people the same level of protection or comfort and research shows the vast majority of people are unwilling to bike in mixed traffic conditions. Nationwide research emphasizes the importance of investing in the quality of the bikeway network, in addition to providing coverage across the City.²³

Figure 21: Illustration of the "types of cyclists"

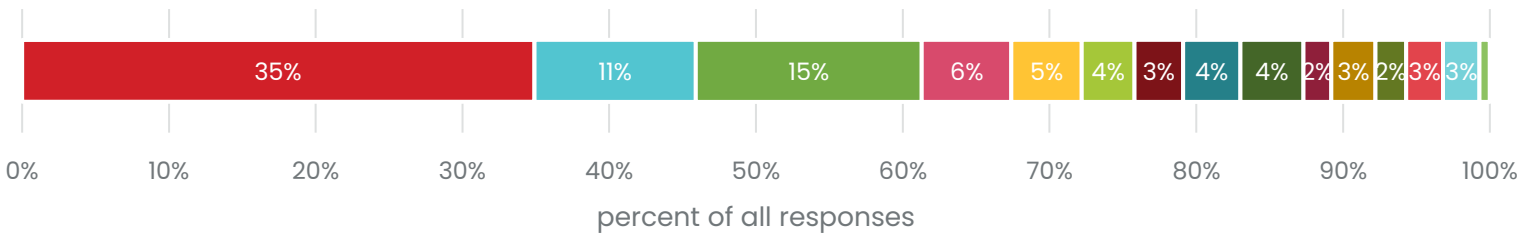


Community feedback direct from Rochester residents supports this research; almost half of survey respondents identified vehicle traffic or intersection safety as the number one reason they are less likely to bike in Rochester today (Figure 22). In survey comments, people also expressed that they are uncomfortable with bike lane designs that put bicyclists at risk of being “doored,” force cyclists to merge in and out of motor vehicle traffic, or disappear at major intersections. These issues represent

²³ Dill, J. McNeil, N. “Revisiting the Four Types of Cyclists: Findings from a National Survey” Transportation Research Board 95th Annual Meeting, 2016. Note that children and older adults have not been surveyed as a separate category but are understood to have a very low tolerance of roadway stress.

network gaps for most people. Some respondents added that implementing higher-quality bike lanes should be prioritized over implementing a greater quantity, if needed.

Figure 22: Top reason people are less likely to bike around Rochester today

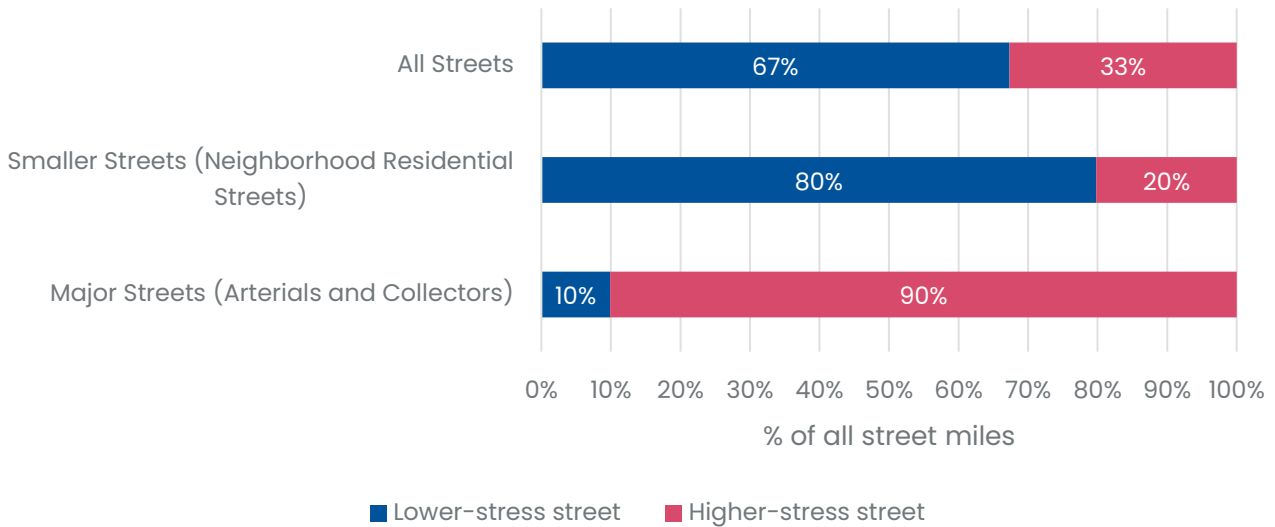


- Vehicle traffic makes it feel unsafe
- There are not enough bike lanes in my neighborhood
- To avoid becoming a target of law enforcement
- Biking is not a norm in my community
- Inadequate public bike storage options
- It takes too long to bike
- I do not own a bicycle
- Something else (please describe)
- The safety of intersections
- Fear of crime
- Inconsistent snow removal
- I need to transport other people with me
- It is too expensive to buy and maintain a bike
- I'm not physically able to bike
- Rochester weather conditions

A wide range of design factors affect how safe and comfortable it feels to bike along a street, including: whether and what kind of bikeway is provided; vehicle volumes and speeds; the number of vehicle lanes; presence of on-street parking; and more. A citywide evaluation of all streets in Rochester based on available data showed that one-third of Rochester’s streets have a combination of characteristics that may make the street uncomfortable to bike along (see Figure 23, and Appendix H for analysis criteria).²⁴ The vast majority of streets within Rochester that are lower-stress are smaller neighborhood streets that are primarily residential. On Rochester’s larger cross-town streets and commercial corridors, conditions are almost universally higher-stress for biking. Among Rochester’s higher-stress streets are nearly 80% of the streets in the City with existing painted bike lanes.

²⁴ This analysis is based on available data and has not been confirmed by comprehensive field work to confirm conditions.

Figure 23: Distribution of Higher-stress and Lower-stress streets for Biking in Rochester



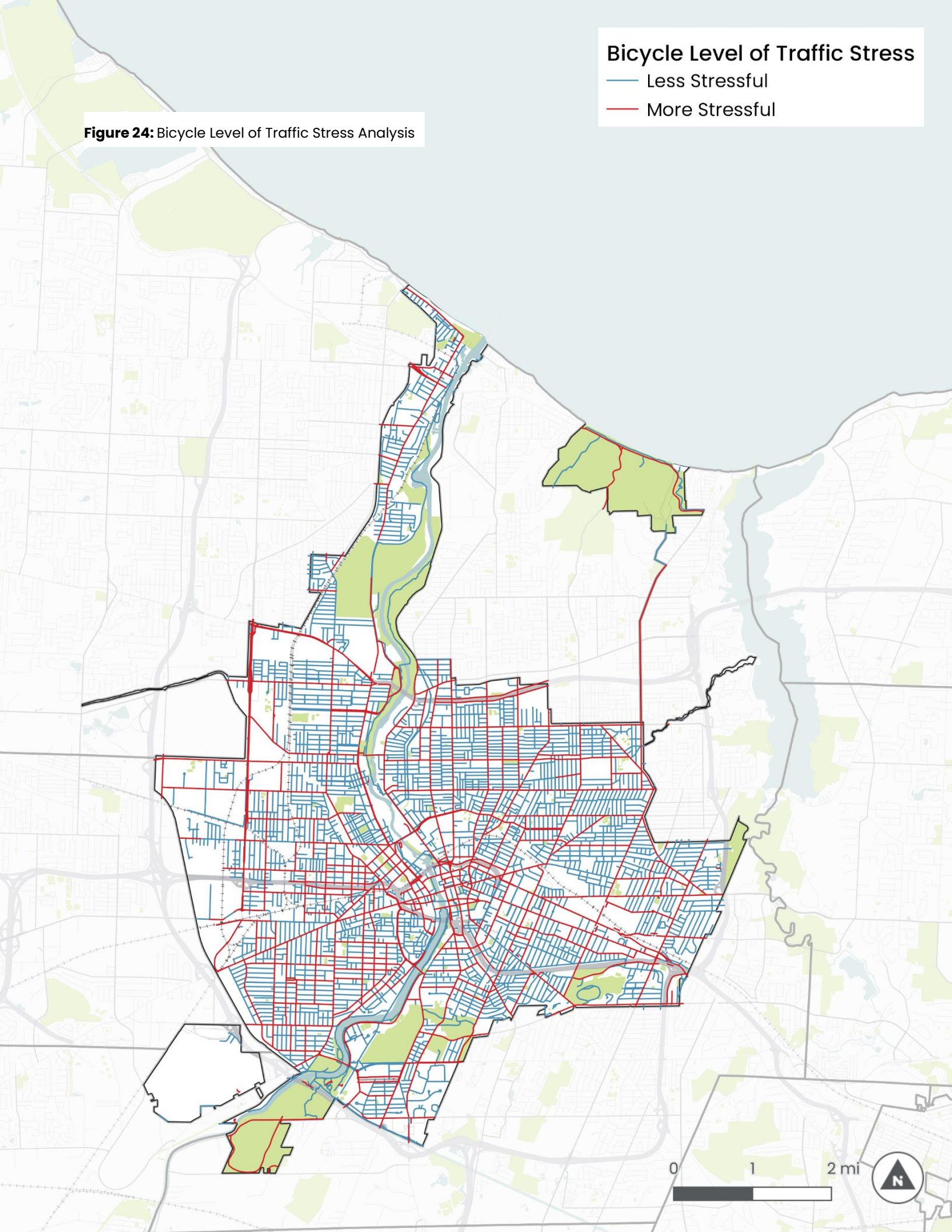
Some of these issues are downstream from the way in which the majority of bike lanes are implemented in Rochester. Painted bike lanes installed as part of resurfacing projects typically stop at major intersections and/or don't include changes to intersections that promote safety and comfort for people biking through. Up to now, the City has not routinely incorporated separated bike lanes as part of resurfacing projects, even if the characteristics of the street suggest a need for higher separation from vehicles in order to establish a comfortable biking connection. Though separated bike lanes do introduce additional complexity into street design and maintenance, cities around the country have begun expanding their separated bike lane networks using low-cost materials as part of routine resurfacing projects. Because all traffic signals within the City of Rochester are owned and operated by Monroe County, intersection changes at major intersections with traffic signals are subject to an additional layer of coordination and complexity.

Bicycle Level of Traffic Stress

— Less Stressful

— More Stressful

Figure 24: Bicycle Level of Traffic Stress Analysis



3. CONCLUSION AND NEXT STEPS

From this existing conditions foundation, the Rochester ATP will move into an exciting next phase: identifying actionable recommendations to achieve citywide safety, accessibility, and mode choice goals. The overview of previous work coupled with new analyses and engagement completed for this Existing Conditions Report have helped clarify direction for building recommendations. In addition to identifying discrete projects that will fill gaps in Rochester's existing active transportation networks, a focus on City processes and capacity will also be important to ensure those initiatives can realistically be carried forward. With an understanding of existing implementation pathways and funding limitations, prioritization will be an essential final step to deliver the highest impact projects to the neighborhoods that need it the most.

APPENDICES

- A. RocATP Existing Document Review**
- B. RocATP Community Survey Results Report (English)**
- C. RocATP Community Survey Results Report (Spanish)**
- D. RocATP Public Engagement Impact Report, prepared by Rashad J. Smith and Tamara Leigh**
- E. Summary Of Listening Sessions with Disabled and Older People, prepared by the Institute for Human Centered Design**
- F. Safer Streets Priority Finder Report**
- G. Level Of Crossing Stress Criteria Tables**
- H. Level Of Traffic Stress Criteria Tables**
- I. Rights-Of-Way Accessibility Evaluation Report, prepared by the Institute for Human Centered Design**

**APPENDIX A.
ROCATP EXISTING
DOCUMENT
REVIEW**

MEMORANDUM

August 9, 2022

Re: Rochester Active Transportation Plan – Existing Document Review

Introduction

The Rochester ATP project builds on a wealth of previous planning processes and studies. The project team seeks to make the most of this past work by using this initiative as an opportunity to bridge planning and implementation and closing knowledge and planning gaps. In particular, because of significant progress in bicycle planning, an emphasis here will be placed on pedestrian and accessibility planning.

The purpose of this document is to review the strategic directives embedded in recent plan and policy documents and pinpoint the ways existing and proposed goals, expectations, and recommendations intersect with the Rochester Active Transportation Plan. The review will be used as a guide for identifying gaps in past work that the Rochester ATP can fill, developing and deepening policy recommendations, and carrying forward past work through different pieces of the Rochester ATP. The following documents, identified in collaboration with the City, were evaluated:

Document Reviewed	Description
Rochester Comprehensive Access and Mobility Plan (CAMP, 2018)	Guiding strategy document for Rochester’s goals around multimodal transportation
CAMP Walkable City Report (2018)	Supplementary document to the CAMP focused on analyses and recommendations specific to walking
CAMP Bikeable City Report (2018)	Supplementary document to the CAMP focused on analyses and recommendations specific to biking
Bicycle Master Plan (2012)	Rochester’s existing bike network plan
Bicycle Boulevard Master Plan (2015)	Rochester’s bicycle boulevard network plan and implementation guide
Rochester 2034 Comprehensive Plan (2019)	The City’s comprehensive plan guiding Rochester’s future across a wide range of interconnected subject areas
Walk Friendly Communities Community Report Card (2022)	A “report card” with recommendations from Walk Friendly Communities in response to the City’s application for recognition
League of American Bicyclists Bicycle Friendly Community evaluation (2020)	An evaluation of Rochester’s bicycle friendliness based on LAB criteria, with recommendations for advancing recognition levels

Key Findings and Direction for the Rochester Active Transportation Plan

A more complete review of the documents listed above is provided in the pages below. From these documents, the project team extracted key findings and direction for the Rochester ATP.

Focus for Rochester ATP Analyses

Significant time and resources have been spent conducting a range of analyses related to active transportation in Rochester. As part of the Rochester ATP, the project team will update and dive deeper on a range of analyses that directly build from or put into action recommendations from previous planning efforts. In addition, the project team will strongly consider the results of a broad public engagement campaign and equity-based demographic analysis with a focus on centering the needs of BIPOC and disabled communities.

- High Injury Network Analysis
 - » Build on past crash analyses by more clearly calling out the highest priority locations based on the frequency of higher-severity crashes
 - » Use crash history and severity as a stronger driver of recommendations and project prioritization than past efforts like the Bicycle Master Plan and the CAMP
- Level of Crossing Stress Analysis
 - » Identify intersections and intersection types across Rochester that should be a focus for pedestrian safety and accessibility enhancements
 - » Prioritize locations for pedestrian safety and accessibility project implementation
- Level of Traffic Stress Analysis for Biking
 - » Expand upon LTS analysis conducted for the CAMP (that was limited in scope to 7 select corridors)
 - » Set the stage for more granular recommendations that deepen the already-planned bike network vision to incorporate differentiation of bike lane types, including by the level of separation needed to achieve low-stress connections based on LTS scores
- Active Trip Potential Analysis
 - » Assess active trip potential again 4 years after the CAMP incorporating changes to Rochester's transportation network and adjustments to the original methodology
 - » Take into account new RTS service patterns and frequencies put into effect by Reimagine RTS, which brought/will bring high-frequency routes to more of Rochester
 - » Broaden one of the main inputs, "Activity Centers," to capture a wider range of short trip-generating destinations throughout Rochester, following concern that the way they were defined initially was too narrow and not inclusive of important places for all Rochester residents
- Accessibility Evaluation of Typical conditions in Rochester
 - » Identify common accessibility challenges present in 3 different small areas with street design, land use, and urban design contexts that representative of a wider range of conditions in Rochester
 - » Use findings as a starting point for scoping a full ADA inventory and transition plan, estimating level of effort that will be required and highlighting early priority actions

Focus for Rochester ATP Recommendations

A long list of recommendations has been prepared through previous planning efforts. In some cases, implementation has begun and in others, implementation has stalled. Through the Rochester ATP, the project team seeks to focus on advancing and eliminating implementation barriers to the highest-impact recommendations developed through previous efforts and identified separately through this planning process. Upon review of these documents and recently completed stakeholder interviews, past recommendations in the

following areas are suggested as focus areas for further development and advancement via the Rochester ATP. These determinations may be revisited and confirmed or altered once the Community Survey closes. New recommendations may also emerge from other Rochester ATP existing conditions analyses.

Safety

- **Design standards and speed reduction:** The City should move towards applying street design guidance with an eye towards reducing speeds, particularly on streets with excess lane capacity.
 - » CAMP (Walkable City Action 1.1) and Rochester 2034 (TRN-5b) include implementation actions related to modifying street design standards to achieve lower vehicular traffic speeds, matching design speeds of reconstructed streets to their posted speeds.
 - » The Rochester 2034 Moving Forward progress report (2021) notes the adoption of the City of Rochester Street Design Guide as a completed implementation action.
- **Safety data monitoring:** Especially as funding at the federal level begins to be guided by systemic safety goals and principles, the City of Rochester should begin monitoring, analyzing, and reporting on crash data on an ongoing basis. Plans like this that prioritize future safety enhancements based on safety analyses are a good start, and the City can move toward a safe systems approach from here.
 - » A central implementation action for Rochester 2034’s street safety-related goal is for the City to work with NYSDOT to pursue a multimodal traffic safety initiative modeled on Vision Zero (TRN-5a). This approach is underpinned by data-driven strategies and frequent crash data assessments to evaluate successes and areas for improvement.
 - » The CAMP Bikeable City Report includes “a decrease in per capita injury severity” as a performance measure but does not specify a reporting mechanism.
 - » Rochester’s Walk Friendly Communities Report Card called the creation of a dedicated pedestrian safety action plan based on a comprehensive analysis of safety data the “primary recommendation” for the City with regards to planning.
 - » The Bicycle Friendly Communities evaluation report recommended that Rochester work with area hospitals and emergency responders to collect and track data about bike crashes, improve data collection and management around crashes overall, and use data to identify where projects can mitigate safety issues.

Accessibility

- **ADA-transition plan:** Using analyses that will be conducted as part of the Rochester ATP as a guide, the City should conduct or complete a sidewalk and curb ramp quality inventory and develop a full ADA transition plan.
 - » Rochester’s Walk Friendly Communities Report Card recommended that the City complete an inventory and create an ADA transition plan to bring the public right-of-way into compliance with legal requirements.
 - » Though Rochester 2034 does not specify that an ADA transition plan should be developed, action items include developing a complete inventory of pedestrian facilities to complete a Pedestrian Environmental Quality Assessment (TRN-2a) and assessing where to focus ADA-compliant accessibility improvements to work toward achieving a fully accessible pedestrian network (TRN-2c).
 - » One of the goals of the CAMP Walkable City Report is to complete the citywide pedestrian network.

Implementation Processes

- **Performance measures and metrics:** Holistic and easily measurable performance metrics are needed to evaluate progress on an ongoing basis, assess the efficacy of different approaches to meeting transportation goals, and build momentum around successes. Useful performance metrics will also require buy-in from the public and across city departments and implementation partners.
 - » The CAMP provides performance measures, but some need further development in order to be measurable and a process for reporting is needed.
 - » Rochester 2034 calls for development of holistic performance measures for transportation (TRN-1i).
 - » At the level of a corridor or intersection, Rochester 2034 includes as an implementation action adopting the use of Multimodal Level of Service (MMLOS) to inform alternatives analysis, project design, and performance evaluation (TRN-1h).
- **Active transportation program:** The creation of an active transportation program would institutionalize progress on active transportation in the City of Rochester and designate a person or department to carry forward all associated implementation actions.
 - » Rochester 2034 includes creation of an active transportation program as an implementation action (TRN-1k).
 - » The CAMP recommended creating an active transportation program connected with TDM efforts to streamline funding allocation to pedestrian projects (Walkable City Action 1.4).
 - » The Walk Friendly Communities Report Card recommended creating a full-time pedestrian coordinator position dedicated to walkability and pedestrian safety.
 - » The Rochester Compete Streets Policy gives the City Engineer broad discretion to define exceptions to the requirement that bicycle, pedestrian, and transit facilities be incorporated into all projects conducted in the city. An active transportation program would serve to designate people with proximity to and influence over project delivery processes as advocates for the implementation of active transportation planning.
- **Internal training:** Given the decentralized nature of the City of Rochester's implementation processes and the discretion afforded to individual project managers, internal training is needed around systemic safety, multimodal infrastructure, right-of-way width trade-offs and prioritization, and other topics that might assist them in implementing projects consistent with Rochester's Street Design Guide and transportation goals.
 - » The Bicycle Boulevard Master Plan recommended conducting internal training to educate City staff across departments who are involved in active transportation plan implementation about relevant issues to guarantee that all City staff are working with a shared understanding of walking and biking issues and opportunities.

Mode Shift

- **Culture of walking and biking:** Driving in Rochester is convenient and represents the norm for most. Fostering a culture around walking and biking can counteract this and spur forward ongoing multimodal infrastructure evolution, boosting the popularity of new facilities and increasing the demand for more.
 - » Rochester 2034 recommends increasing education and outreach around community-based initiatives like traffic calming and BoulevArt programs to encourage more people to participate (TRN-5d), continuing to grow the City's recreational and safety-oriented bike program for a wide range of audiences and linking together efforts across City departments and community groups

- (TRN-5h), and pursuing “safe routes to…” programs for key community destinations to promote bike culture in Rochester (TRN-5h).
- » Another implementation action for Rochester 2034 is to expand Rochester’s bikeshare system (TRN-3d), which can facilitate wider access to biking and support greater generation of bike trips as a connected network of low-stress bike facilities forms.
 - » One of the overarching CAMP Bikeable City Report goals is to make biking more attractive to a wider demographic.
 - » The Bicycle Boulevards Master Plan recommends holding fun awareness days (e.g., Bike to Work Day, Car Free Day, Trails Day)
 - » The Bicycle Friendly Communities evaluation report recommends working with advocacy groups and parents to bring Safe Routes to School programming to Rochester schools.
- **Connected bike network:** The City’s strategic approach to bike network implementation has long been guided by the recognition that seamless connectivity is key for creating a bike network that people will use. The Rochester ATP should carry this principle forward through project identification and prioritization.
 - » Rochester 2034 emphasizes achieving a safe, interconnected “minimum grid” bike network that prioritizes connectivity to destinations and filling gaps (TRN-3a)
 - » The Bicycle Boulevard Master Plan route selection process prioritized planning for a connected network of bike boulevards over selecting the routes that scored highest using a prioritization framework, and all 20 miles of Priority Routes were implemented at once in 2021.
 - » The Bicycle Friendly Communities evaluation report recommends a focus on making the neighborhoods surrounding schools particularly safe and convenient for walking and biking.
 - **Coordination with land use:** Rochester’s largely dispersed and low-density land use patterns entrench the City’s large private vehicle mode share. In order for the multimodal transportation network to generate walking, biking, and transit trips, it must grow around and in tandem with the City’s evolving zoning and land use. Project prioritization should reflect the understanding that transportation and land use are interconnected and mutually reinforcing, and the Rochester ATP will seek to advance alignment between active transportation planning and land use planning.
 - » Analysis completed for the Walkable City Report found that high levels of pedestrian activity are located in Rochester’s downtown and adjacent neighborhoods, with other pockets of demand scattered throughout the city. Survey respondents also shared that the biggest barriers to walking were distance, a lack of destinations, and trip inconvenience. One of the key recommendations of the report is for the City to develop criteria regarding the coordination of land use policy, development approval, and transportation infrastructure.
 - » One of the overarching goals of the Placemaking Plan component of Rochester 2034 is to “create a comprehensive placemaking approach that goes beyond traditional land use planning, with a particular emphasis on aligning land use and transportation efforts.”
 - » The CAMP sets out a target to, by 2034, create a city of 10-minute neighborhoods by at least doubling the percentage of residents who can access a local activity center via a safe 10-minute walk from home (currently 27%). While progress can be made toward this target by focusing on transportation-related improvements, a land use approach of creating more amenities/activity centers where people live is important as well.
 - » The CAMP Bikeable City Report recommends that the City create bike parking guidelines, which represents an opportunity to build bike parking into zoning, especially as Rochester carries out the Zoning Alignment Project.
 - **Transportation demand management (TDM):** Implementation of TDM policies, including through partnerships with institutions and major employers, is an opportunity to incentivize people to shift

commuting trips away from private vehicles, increasing use of active modes like walking, biking, and transit and driving new demand for infrastructure and other investments that support these modes.

- » The Bike Master Plan recommended incentivizing or mandating in-building commuter showers and lockers through the Zoning Code.
- » The CAMP includes a focus area for transportation demand management, with the goal of maximizing the utility of existing parking and roadway capacity by incentivizing alternatives to driving alone.
- » One CAMP implementation action is to directly provide, promote, and encourage employers and private facility owners to provide a range of commuter programs that reduce driving alone (Transportation Demand Management, Action 2.1).
- » The Rochester 2034 transportation goals include a goal to develop TDM and transportation policies and initiatives that help encourage people to reduce drive-alone trips, particularly for workers and large employers (TRN-6)
- » The Bicycle Friendly Communities evaluation report recommended that Rochester develop a community-wide trip reduction ordinance/program, including a commuter incentive program and a guaranteed ride home program to encourage and support bike commuters.

Maintenance

- **Enhancement of winter maintenance:** While winter maintenance in Rochester is an example to many peer cities, the City should continue to seek opportunities for snow and ice removal operations to support progress on accessibility and mode shift to walking, biking, and transit. Gaps in designated responsibilities for sidewalk clearing, particularly around curb ramps and bus stops, need to be better understood and coordinated. This moment is particularly opportune for developing workable strategies for clearing separated bike lanes, as there are not yet enough of them implemented for public pressure to exist for snow removal.
 - » Winter maintenance and snow removal is a focus area for Rochester 2034, which recommended the identification of additional strategic winter maintenance activities for key walking and biking facilities and transit stops as an implementation action (TRN-1n)
 - » The CAMP recommends that the City create a winter maintenance policy to clarify and enforce sidewalk snow clearing responsibilities (Walkable City Action 1.2). It also recommends that the City assume responsibility for the clearing of bus stops within city limits and prioritize bus stops frequently used by elderly or disabled people (Transit Ready City Action 2.6).
 - » The CAMP Bikeable City Report notes as an action item that the City should procure and deploy snow-clearing equipment for cycletracks and paved trails, prioritize clearing bike facilities on streets with high bike volumes, and re-paint bike facilities regularly following winter wear.

**APPENDIX B.
ROCATP
COMMUNITY
SURVEY RESULTS
REPORT (ENGLISH)**

Report for RocATP Community Survey

Response Counts

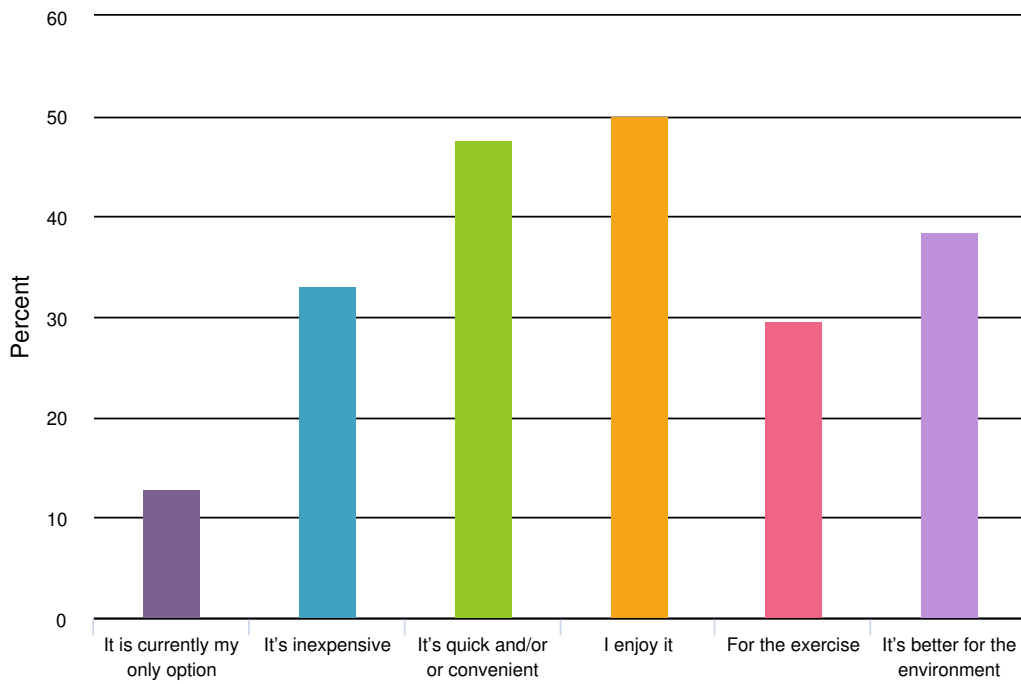
Completion Rate:	100%		
	Complete		959







Totals: 959

1. How do you usually get around Rochester?

	Walk	Bike	Take the bus	Drive	Get a ride	Take an Uber/Lyft/Taxi	Not applicable	Other	Responses
I usually _____ to work. Count Row %	96 10.3%	157 16.8%	177 19.0%	376 40.3%	43 4.6%	15 1.6%	61 6.5%	9 1.0%	934
I usually _____ to the grocery store. Count Row %	171 18.3%	178 19.0%	100 10.7%	416 44.5%	47 5.0%	14 1.5%	2 0.2%	7 0.7%	935
My family usually _____ to school and libraries. Count Row %	167 17.9%	168 18.0%	169 18.1%	306 32.8%	34 3.6%	9 1.0%	78 8.4%	3 0.3%	934
I usually _____ to restaurants and shops. Count Row %	166 17.8%	147 15.8%	111 11.9%	419 45.0%	57 6.1%	26 2.8%	2 0.2%	4 0.4%	932
I usually _____ to parks, rec centers, and other recreational activities. Count Row %	207 22.2%	187 20.0%	106 11.4%	337 36.1%	57 6.1%	29 3.1%	6 0.6%	4 0.4%	933
I usually _____ to appointments. Count Row %	59 6.4%	85 9.1%	94 10.1%	550 59.2%	70 7.5%	59 6.4%	6 0.6%	6 0.6%	929
I usually _____ to visit friends and family. Count Row %	65 7.0%	98 10.5%	82 8.8%	547 58.6%	83 8.9%	41 4.4%	9 1.0%	8 0.9%	933
Totals									6530 100.0%

2. What are your primary reasons for walking or biking today?

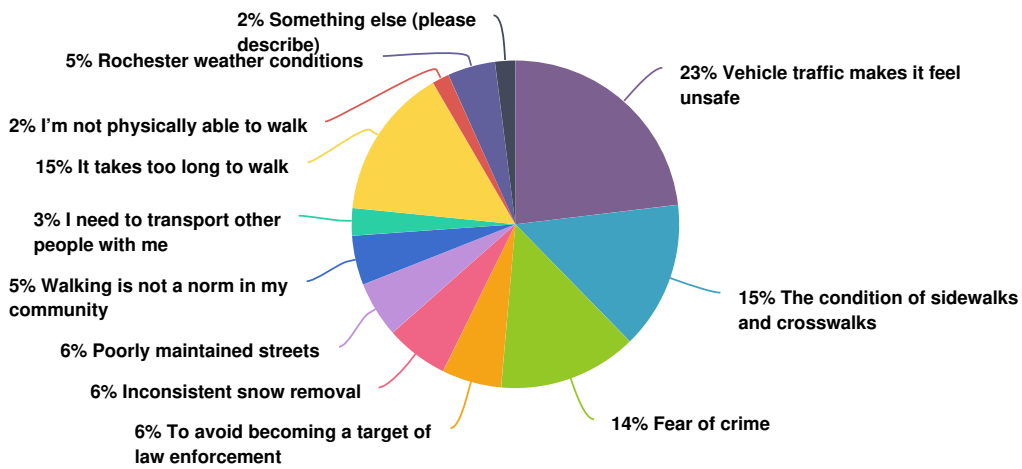


Value		Percent	Responses
It is currently my only option		12.8%	84
It's inexpensive		33.2%	218
It's quick and/or or convenient		47.6%	313
I enjoy it		50.2%	330
For the exercise		29.7%	195
It's better for the environment		38.4%	252

3. If streets were more safe and accessible, I would be interested in:

	Walking	Biking	Walking or biking	Taking the bus	(Not interested in walking/biking/taking the bus for this kind of trip)	Not applicable	Responses
_____ to work. Count Row %	114 12.2%	269 28.9%	258 27.7%	151 16.2%	81 8.7%	58 6.2%	931
_____ to the grocery store. Count Row %	167 18.0%	257 27.7%	238 25.6%	113 12.2%	136 14.7%	17 1.8%	928
_____ to school and libraries. Count Row %	153 16.5%	260 28.0%	327 35.3%	112 12.1%	36 3.9%	39 4.2%	927
_____ to restaurants and shops. Count Row %	179 19.3%	226 24.3%	305 32.8%	148 15.9%	57 6.1%	14 1.5%	929
_____ to parks, rec centers, and other recreational activities. Count Row %	163 17.5%	225 24.2%	351 37.7%	135 14.5%	46 4.9%	10 1.1%	930
_____ to appointments. Count Row %	97 10.4%	223 24.0%	235 25.2%	207 22.2%	146 15.7%	23 2.5%	931
_____ to visit friends and family. Count Row %	110 11.8%	204 21.9%	296 31.8%	176 18.9%	103 11.1%	41 4.4%	930
Totals							6506 100.0%

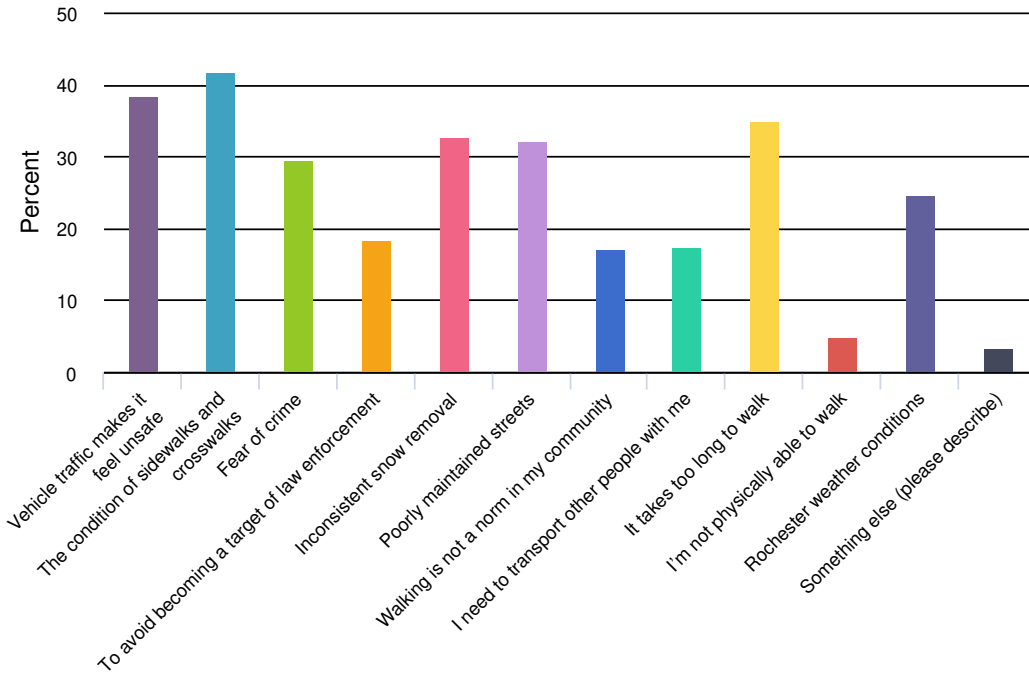
4. Which of these is the number one reason you are less likely to WALK around Rochester today?



Value	Percent	Responses
Vehicle traffic makes it feel unsafe	23.1%	216
The condition of sidewalks and crosswalks	14.6%	137
Fear of crime	13.7%	128
To avoid becoming a target of law enforcement	5.9%	55
Inconsistent snow removal	6.2%	58
Poorly maintained streets	5.5%	52
Walking is not a norm in my community	4.9%	46
I need to transport other people with me	2.7%	25
It takes too long to walk	15.0%	141
I'm not physically able to walk	1.7%	16
Rochester weather conditions	4.7%	44
Something else (please describe)	2.0%	19

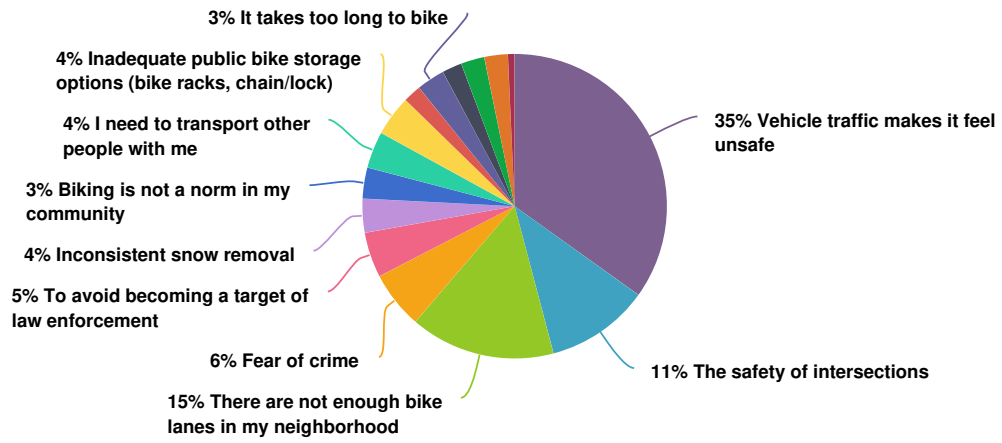
Totals: 937
















5. Which of these are also reasons you are less likely to WALK around Rochester today? Choose up to 5.



Value	Percent	Responses
Vehicle traffic makes it feel unsafe	38.5%	360
The condition of sidewalks and crosswalks	41.8%	391
Fear of crime	29.6%	277
To avoid becoming a target of law enforcement	18.5%	173
Inconsistent snow removal	32.7%	306
Poorly maintained streets	32.2%	301
Walking is not a norm in my community	17.2%	161
I need to transport other people with me	17.5%	164
It takes too long to walk	34.9%	326
I'm not physically able to walk	4.9%	46
Rochester weather conditions	24.7%	231
Something else (please describe)	3.4%	32

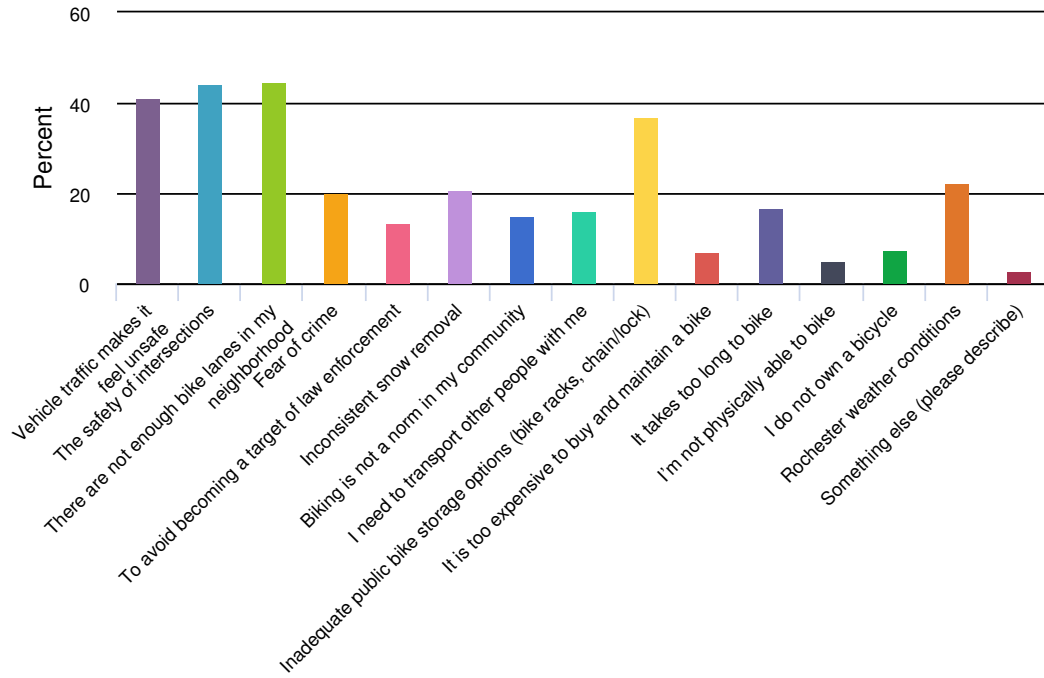
6. Which of these is the number one reason you are less likely to BIKE around Rochester today?


















Value		Percent	Responses
Vehicle traffic makes it feel unsafe		34.9%	327
The safety of intersections		11.0%	103
There are not enough bike lanes in my neighborhood		15.4%	144
Fear of crime		6.1%	57
To avoid becoming a target of law enforcement		4.8%	45
Inconsistent snow removal		3.6%	34
Biking is not a norm in my community		3.3%	31
I need to transport other people with me		3.9%	37
Inadequate public bike storage options (bike racks, chain/lock)		4.3%	40
It is too expensive to buy and maintain a bike		1.9%	18
It takes too long to bike		3.0%	28
I'm not physically able to bike		2.1%	20
I do not own a bicycle		2.5%	23
Rochester weather conditions		2.5%	23
Something else (please describe)		0.7%	7


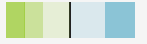

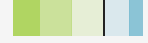

Totals: 937


7. Which of these are also reasons you are less likely to BIKE around Rochester today? Choose up to 5.






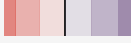
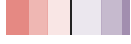
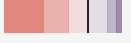
Value		Percent	Responses
Vehicle traffic makes it feel unsafe		41.2%	383
The safety of intersections		44.3%	412
There are not enough bike lanes in my neighborhood		44.7%	415
Fear of crime		20.1%	187
To avoid becoming a target of law enforcement		13.3%	124
Inconsistent snow removal		20.9%	194
Biking is not a norm in my community		15.0%	139
I need to transport other people with me		16.1%	150
Inadequate public bike storage options (bike racks, chain/lock)		36.7%	341
It is too expensive to buy and maintain a bike		7.2%	67
It takes too long to bike		16.9%	157
I'm not physically able to bike		5.1%	47
I do not own a bicycle		7.6%	71
Rochester weather conditions		22.3%	207
Something else (please describe)		2.8%	26


11. Please complete the sentence: “Projects that _____ are the most important to me.” Rank as many options as you would like.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Add crosswalks and safer intersections for pedestrians	1		3,092	764
Add bike lanes	2		2,314	708
Slow down cars	3		2,193	681
Make bus stops more comfortable to wait at	4		1,959	708
Make the bus faster	5		1,748	637


 Lowest Rank Highest Rank

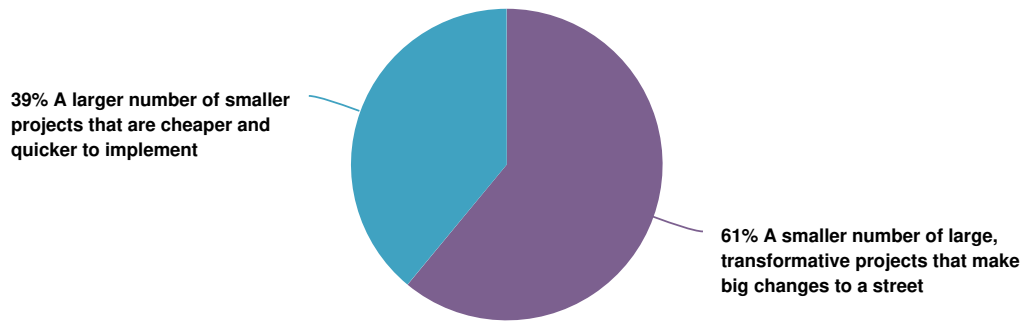
12. Which places do you think should be prioritized for future projects? Rank as many options as you would like.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Places where more people rely on walking/biking/the bus	1		3,619	766
Places where a lot of crashes have occurred	2		3,066	707
Near schools or rec centers	3		2,676	701
Places where there are a lot of shops and grocery stores	4		2,586	723
Near senior centers and elderly housing	5		2,237	686
Near parks and trails	6		1,766	671



 Lowest Rank Highest Rank

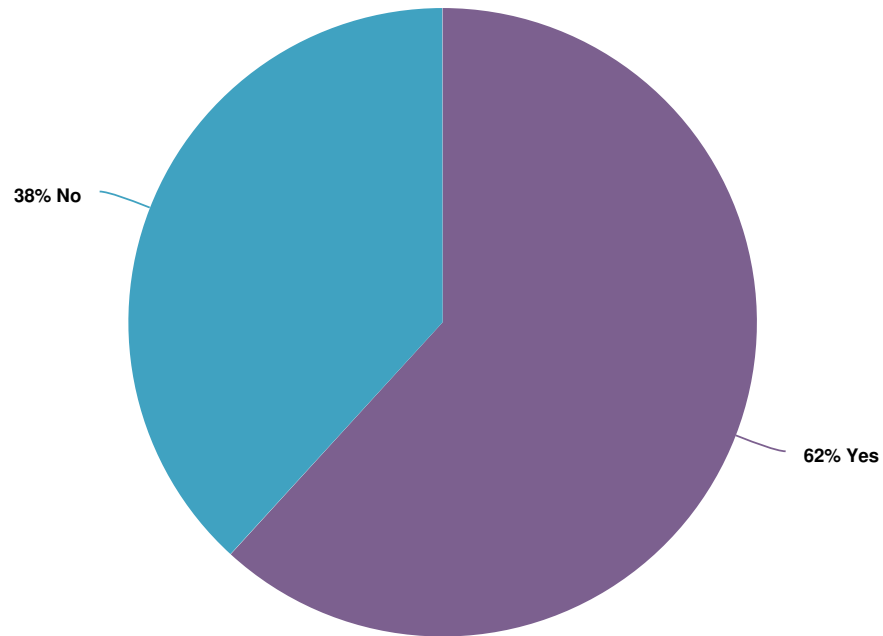
13. I feel it is more important to focus on:



Value	Percent	Responses
A smaller number of large, transformative projects that make big changes to a street	61.0%	564
A larger number of smaller projects that are cheaper and quicker to implement	39.0%	360

Totals: 924

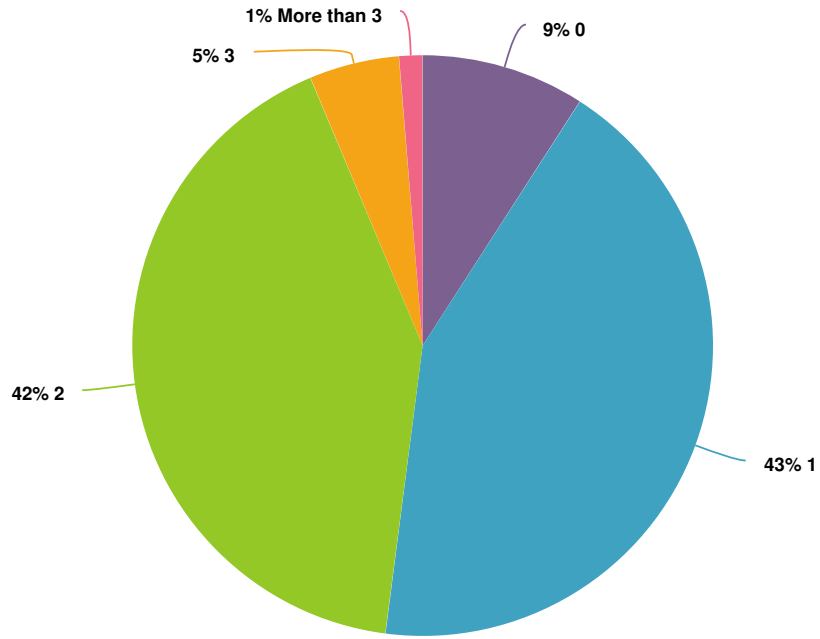
14. Do you think most of the current infrastructure projects in Rochester are happening in places where you live, work, or play?



Value	Percent	Responses
Yes	61.8%	573
No	38.2%	354

Totals: 927

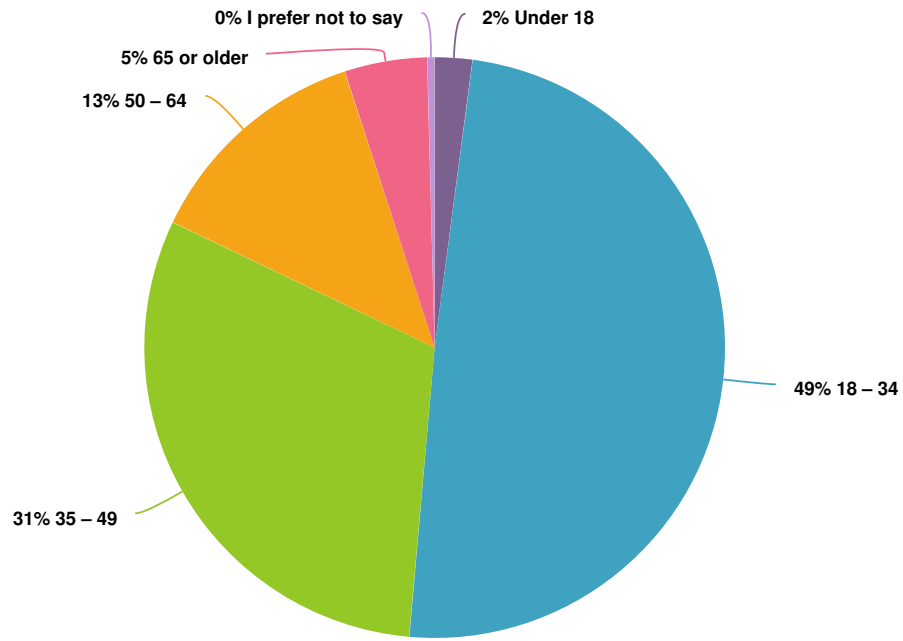
17. How many cars are available to your household?



Value	Percent	Responses
0	9.1%	85
1	42.9%	400
2	41.6%	388
3	5.0%	47
More than 3	1.3%	12

Totals: 932

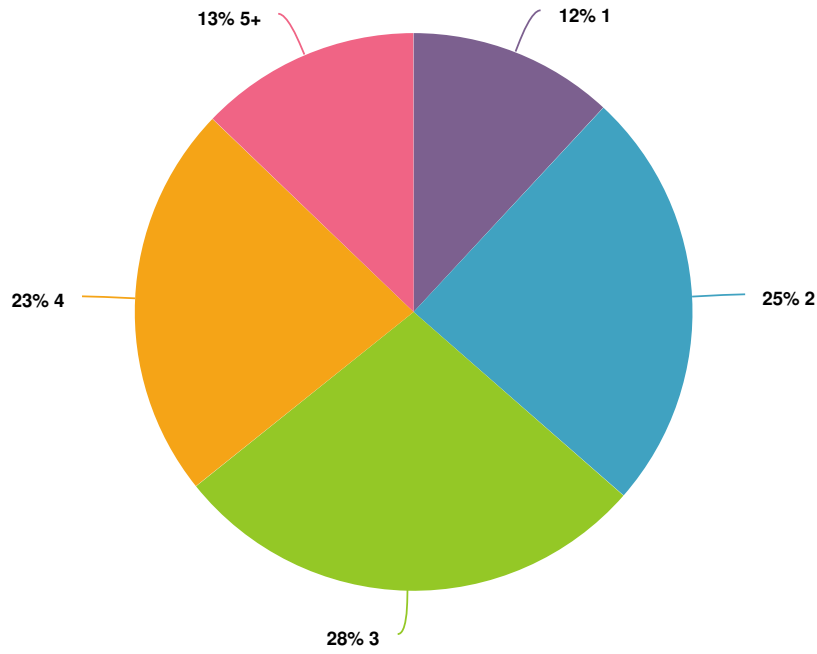
18. How old are you?



Value	Percent	Responses
Under 18	2.1%	20
18 - 34	49.3%	461
35 - 49	30.7%	287
50 - 64	12.9%	121
65 or older	4.6%	43
I prefer not to say	0.4%	4

Totals: 936

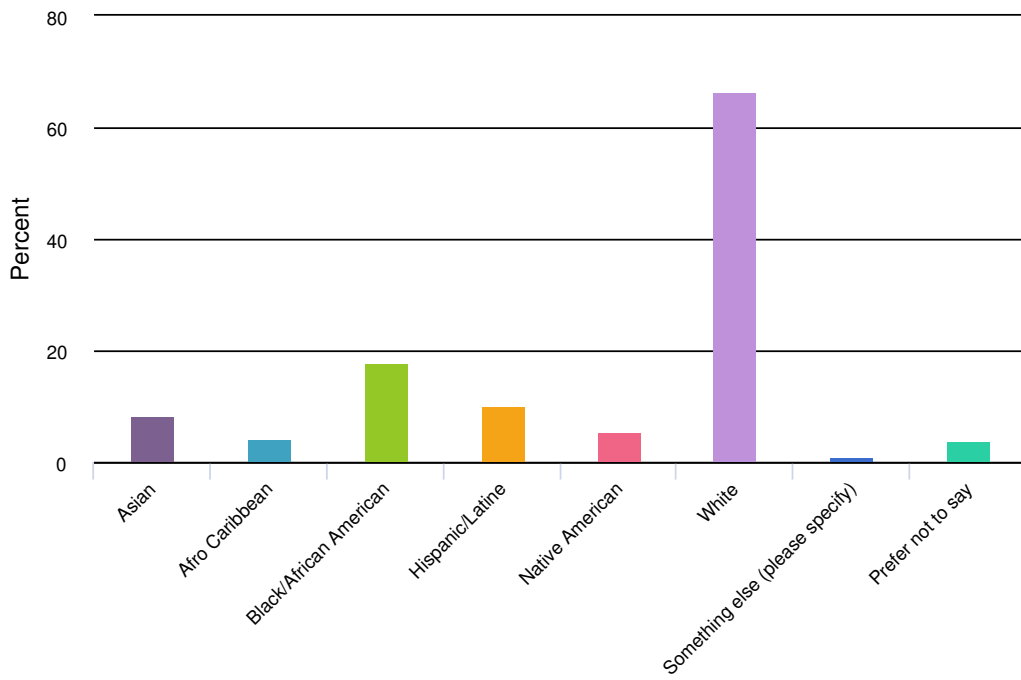
19. How many people are part of your household?



Value	Percent	Responses
1	11.9%	111
2	24.5%	228
3	27.8%	259
4	22.9%	213
5+	12.8%	119

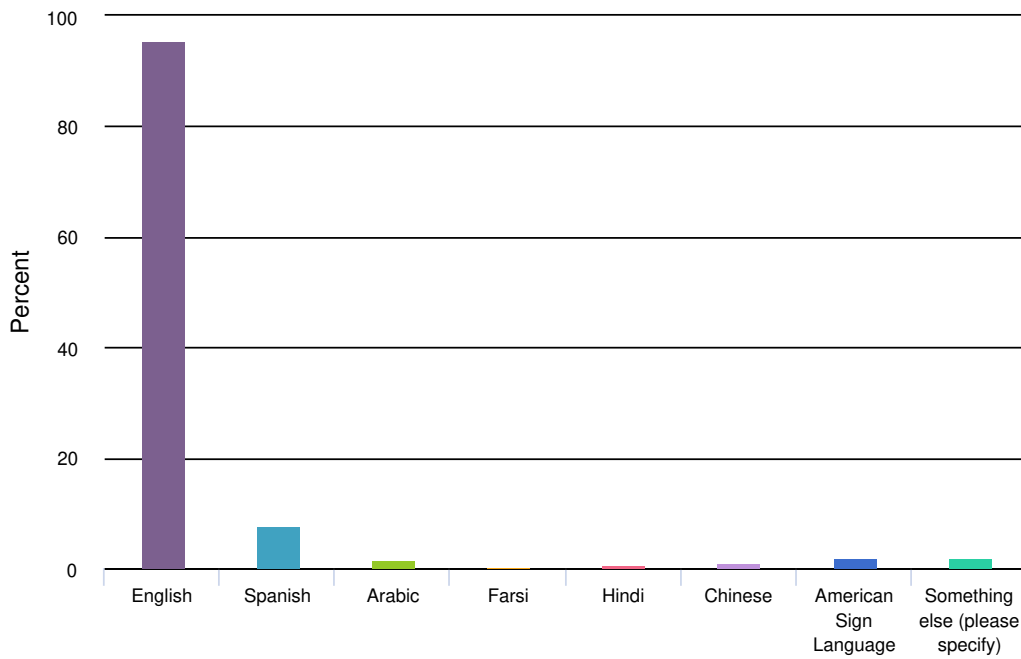
Totals: 930

20. What races/ethnicities do you identify with? Select all that apply.



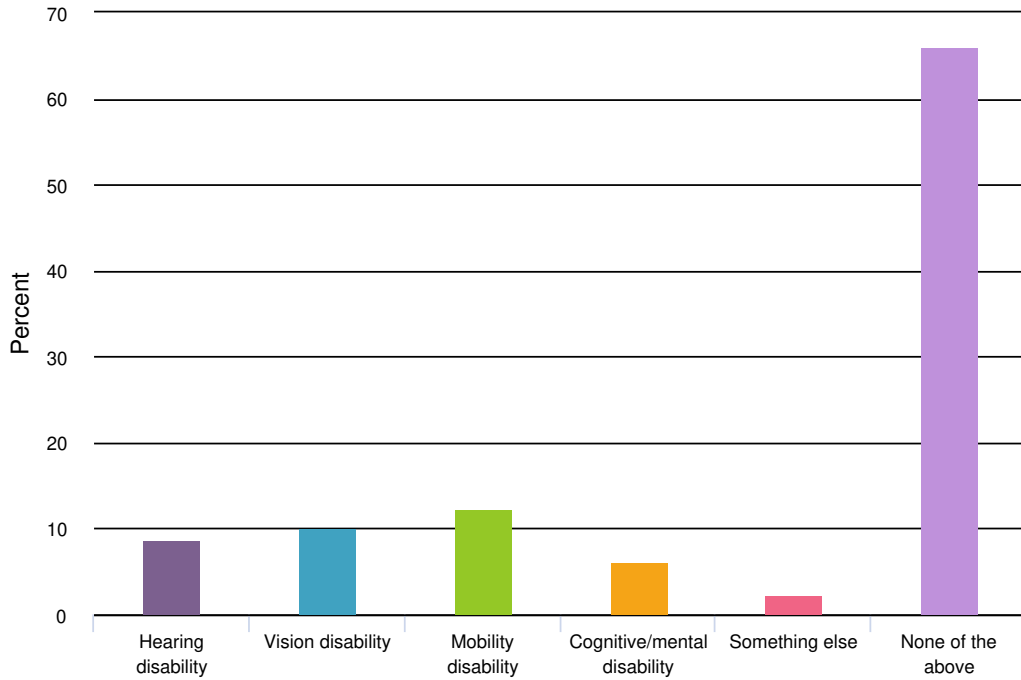
Value	Percent	Responses
Asian	8.2%	76
Afro Caribbean	4.1%	38
Black/African American	17.7%	165
Hispanic/Latine	10.3%	96
Native American	5.4%	50
White	66.2%	616
Something else (please specify)	1.0%	9
Prefer not to say	3.8%	35

21. What languages do you speak at home? Select all that apply.



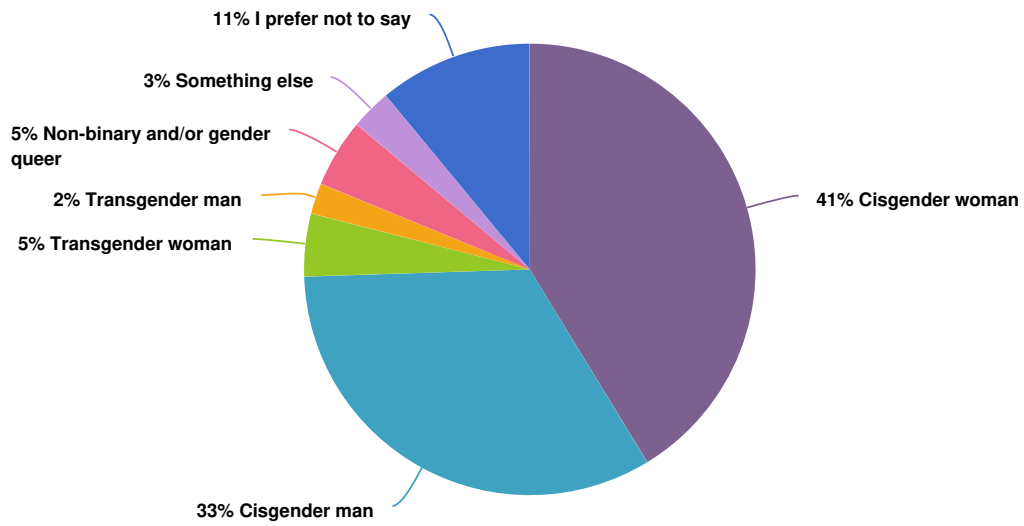
Value	Percent	Responses
English	95.5%	892
Spanish	7.6%	71
Arabic	1.6%	15
Farsi	0.4%	4
Hindi	0.6%	6
Chinese	1.0%	9
American Sign Language	1.9%	18
Something else (please specify)	1.8%	17

22. Do you have a disability or disabilities that affect(s) how you get around Rochester? Select all that apply.



Value	Percent	Responses
Hearing disability	8.6%	79
Vision disability	10.1%	93
Mobility disability	12.3%	113
Cognitive/mental disability	6.1%	56
Something else	2.2%	20
None of the above	66.0%	606

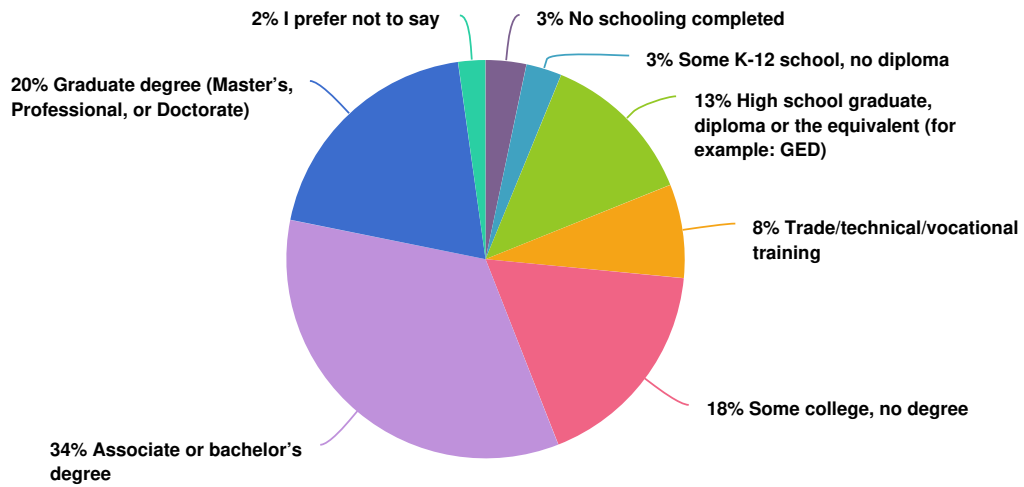
23. How do you identify?



Value	Percent	Responses
Cisgender woman	41.3%	382
Cisgender man	33.2%	307
Transgender woman	4.5%	42
Transgender man	2.2%	20
Non-binary and/or gender queer	4.9%	45
Something else	2.9%	27
I prefer not to say	11.0%	102

Totals: 925

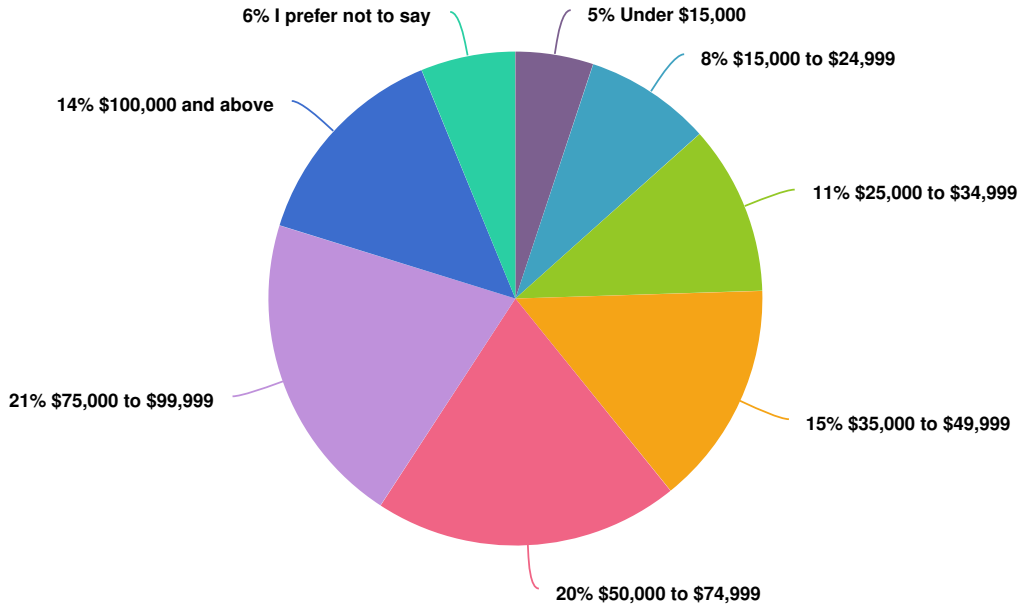
24. What is the highest level of school or college you have completed?



Value	Percent	Responses
No schooling completed	3.3%	31
Some K-12 school, no diploma	2.9%	27
High school graduate, diploma or the equivalent (for example: GED)	12.7%	118
Trade/technical/vocational training	7.6%	71
Some college, no degree	17.5%	163
Associate or bachelor's degree	34.1%	317
Graduate degree (Master's, Professional, or Doctorate)	19.6%	182
I prefer not to say	2.2%	20

Totals: 929

25. What is your annual pre-tax household income?



Value	Percent	Responses
Under \$15,000	5.1%	47
\$15,000 to \$24,999	8.3%	77
\$25,000 to \$34,999	11.1%	103
\$35,000 to \$49,999	14.7%	137
\$50,000 to \$74,999	20.0%	186
\$75,000 to \$99,999	20.6%	192
\$100,000 and above	14.0%	130
I prefer not to say	6.2%	58

Totals: 930

**APPENDIX C.
ROCATP
COMMUNITY
SURVEY RESULTS
REPORT
(SPANISH)**

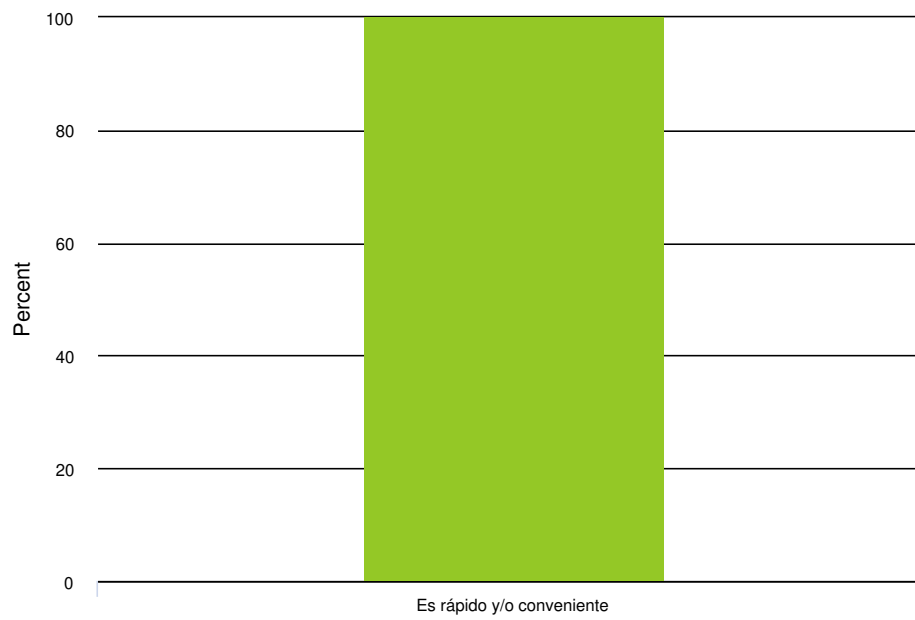
Report for Encuesta comunitaria del Plan de Transporte Activo de Rochester (RocATP)

Response Counts



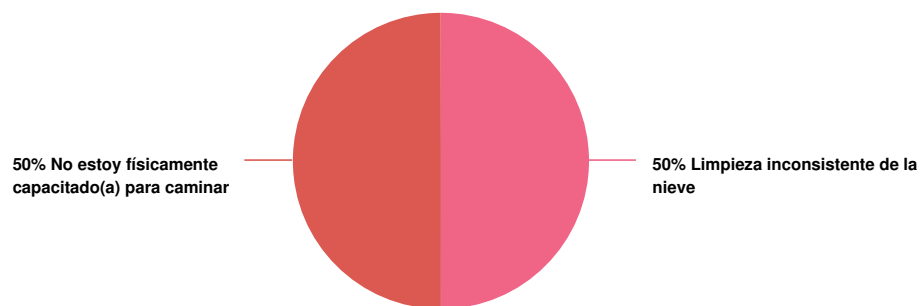
Totals: 4

2. ¿Cuáles son las principales razones por las que hoy camina o va en bicicleta?



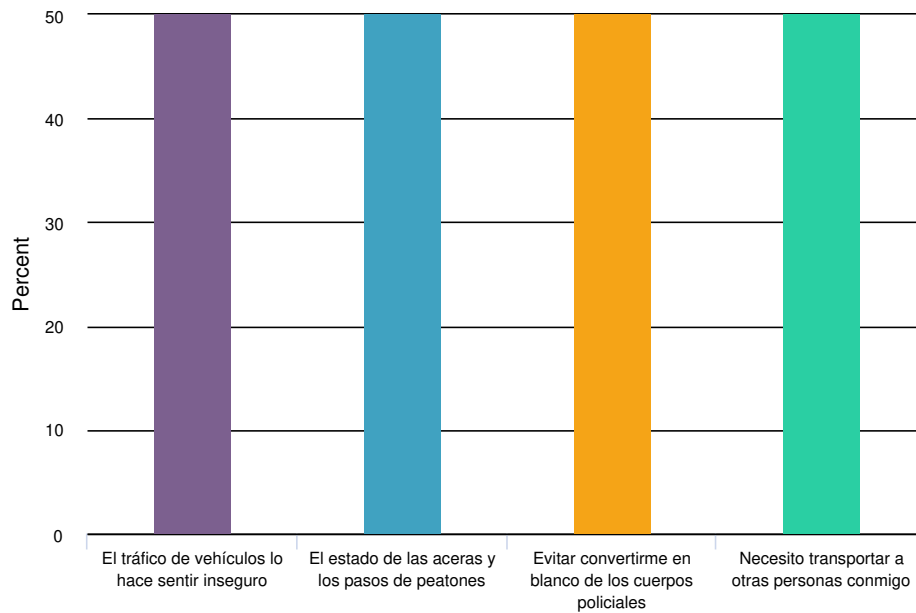
Value	Percent	Responses
Es rápido y/o conveniente	100.0%	1





4. ¿Cuál es la razón número uno por la que es menos probable que CAMINE por Rochester hoy en día?



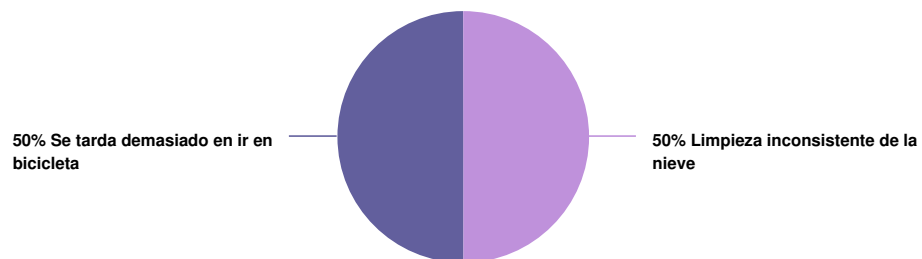
Value		Percent	Responses
Limpieza inconsistente de la nieve		50.0%	1
No estoy físicamente capacitado(a) para caminar		50.0%	1
			Totals: 2

5. ¿Cuáles son también las razones por las que es menos probable que CAMINE por Rochester hoy en día? Elija hasta 5.



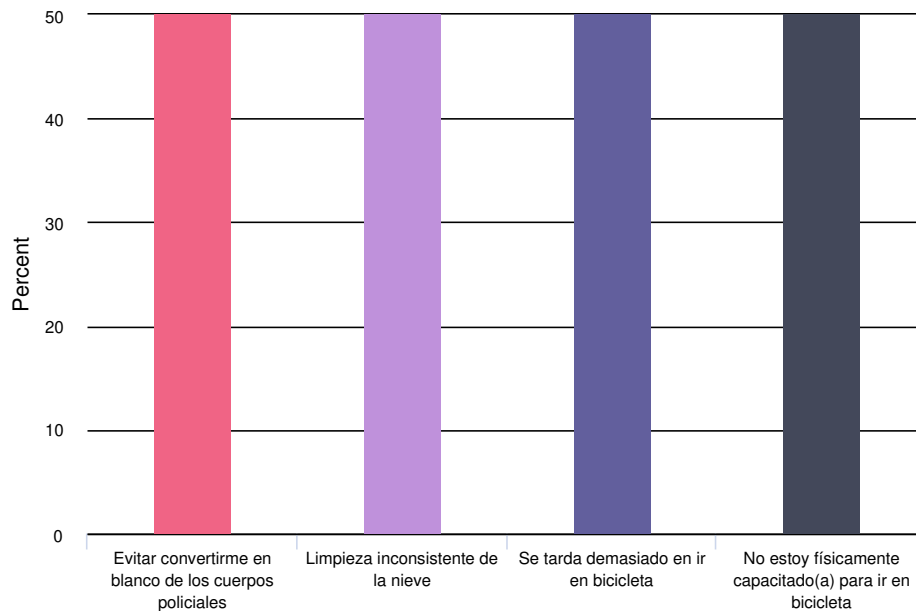
Value		Percent	Responses
El tráfico de vehículos lo hace sentir inseguro		50.0%	1
El estado de las aceras y los pasos de peatones		50.0%	1
Evitar convertirme en blanco de los cuerpos policiales		50.0%	1
Necesito transportar a otras personas conmigo		50.0%	1

6. ¿Cuál es la razón número uno por la que es menos probable que vaya en BICICLETA por Rochester hoy en día?



Value	Percent	Responses
Limpieza inconsistente de la nieve	50.0%	1
Se tarda demasiado en ir en bicicleta	50.0%	1
Totals: 2		

7. ¿Cuáles son también las razones por las que es menos probable que vaya en BICICLETA por Rochester hoy en día? Elija hasta 5.









Value	Percent	Responses
Evitar convertirme en blanco de los cuerpos policiales	50.0%	1
Limpieza inconsistente de la nieve	50.0%	1
Se tarda demasiado en ir en bicicleta	50.0%	1
No estoy físicamente capacitado(a) para ir en bicicleta	50.0%	1


9. Por favor complete la frase: "Los proyectos que _____ son los más importantes para mí." Clasifique tantas opciones como desee.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Hacen que el autobús sea más rápido	1		7	2
Reducen la velocidad de los coches	2		5	1
Añaden pasos de peatones e intersecciones más seguras para los peatones	3		4	1
Hacen que las paradas de autobús sean más cómodas para esperar	4		3	1
Añaden carriles para bicicletas	5		1	1

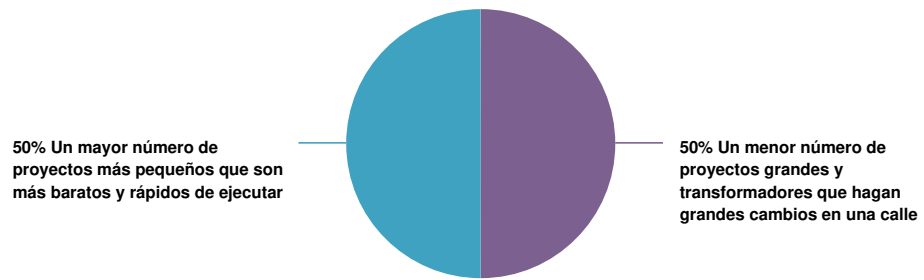
Lowest Rank Highest Rank

10. ¿Qué lugares cree que deberían ser priorizados para futuros proyectos? Clasifique tantas opciones como desee.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Cerca de centros de ancianos y viviendas para mayores	1		10	2
Cerca de escuelas o centros de recreo	2		6	1
Lugares donde se han producido muchos choques	3		5	1
Lugares en los que hay muchas tiendas y supermercados	4		3	1
Cerca de parques y senderos	5		2	1
Lugares en los que la gente depende más en caminar, bicicleta o el autobús	6		1	1


Lowest Rank
Highest Rank

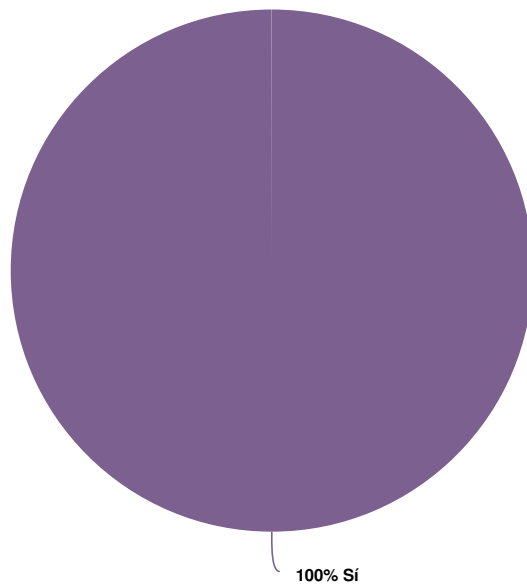
11. Creo que es más importante enfocarse en:



Value	Percent	Responses
Un menor número de proyectos grandes y transformadores que hagan grandes cambios en una calle	50.0%	1
Un mayor número de proyectos más pequeños que son más baratos y rápidos de ejecutar	50.0%	1

Totals: 2

12. ¿Cree que la mayoría de los proyectos de infraestructuras actuales en Rochester se están llevando a cabo en lugares donde usted vive, trabaja o juega?



Value	Percent	Responses
Sí	100.0%	2

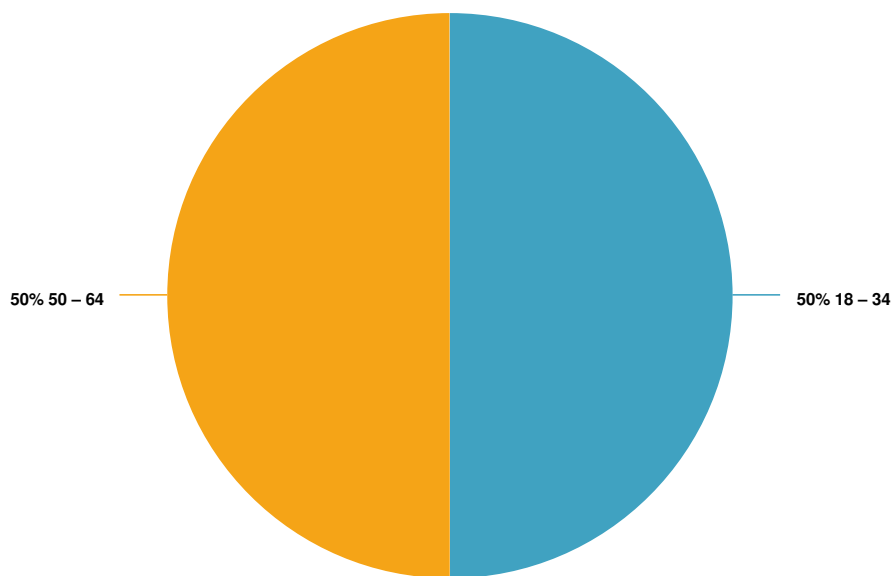
Totals: 2

15. ¿Cuántos carros estan disponibles en su hogar?



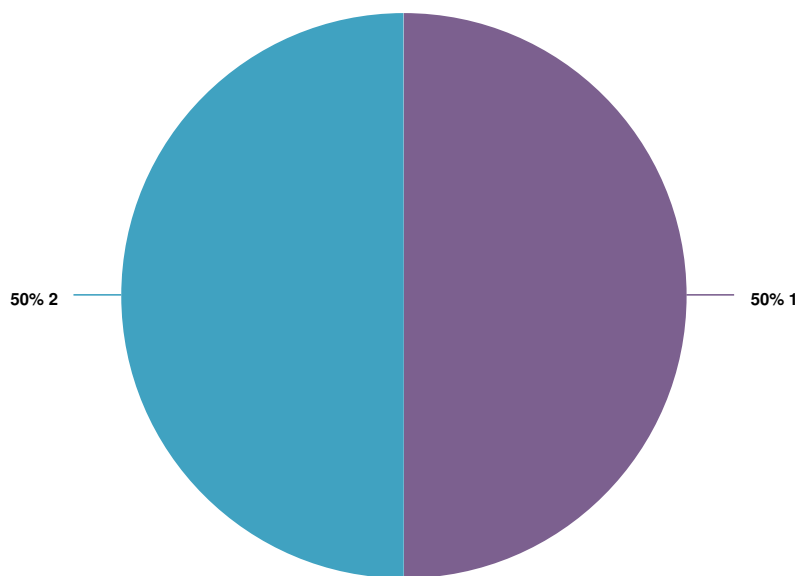
Value	Percent	Responses
1	50.0%	1
3	50.0%	1
		Totals: 2

16. ¿Cuántos años tiene?



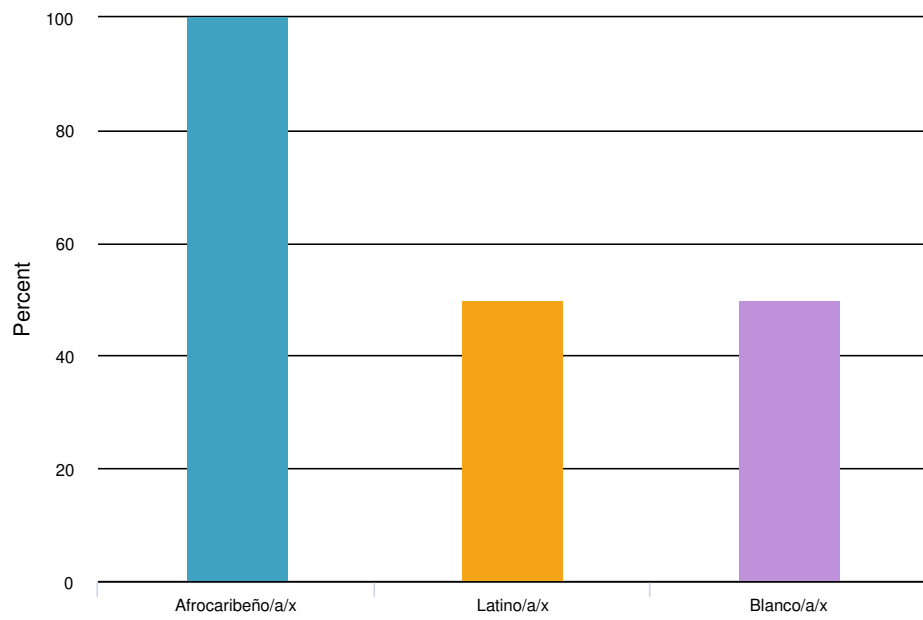
Value	Percent	Responses
18 - 34	50.0%	1
50 - 64	50.0%	1
		Totals: 2




17. ¿Cuántas personas forman parte de su hogar?



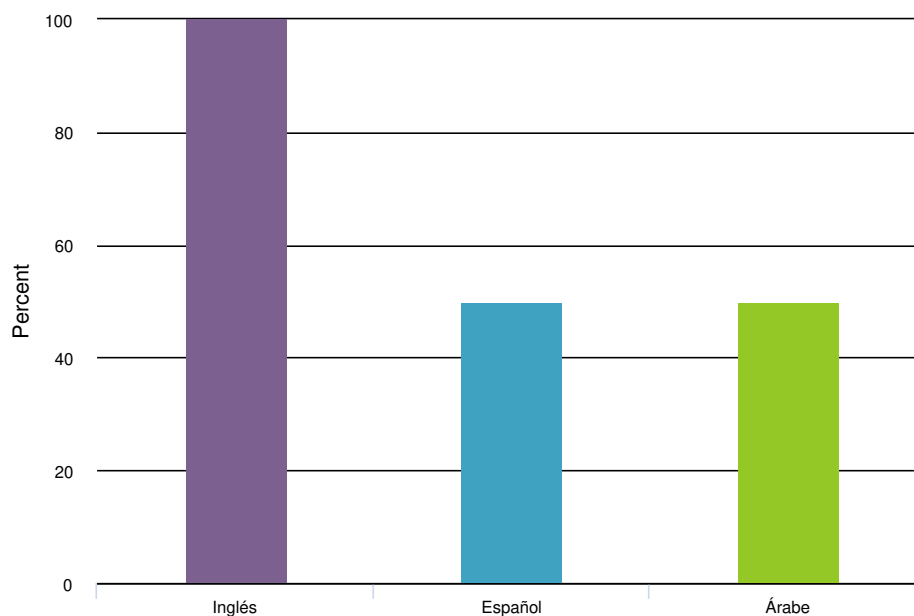
Value	Percent	Responses
1	50.0%	1
2	50.0%	1
		Totals: 2

18. ¿Con qué razas/etnias se identifica? Seleccione todas las que correspondan.



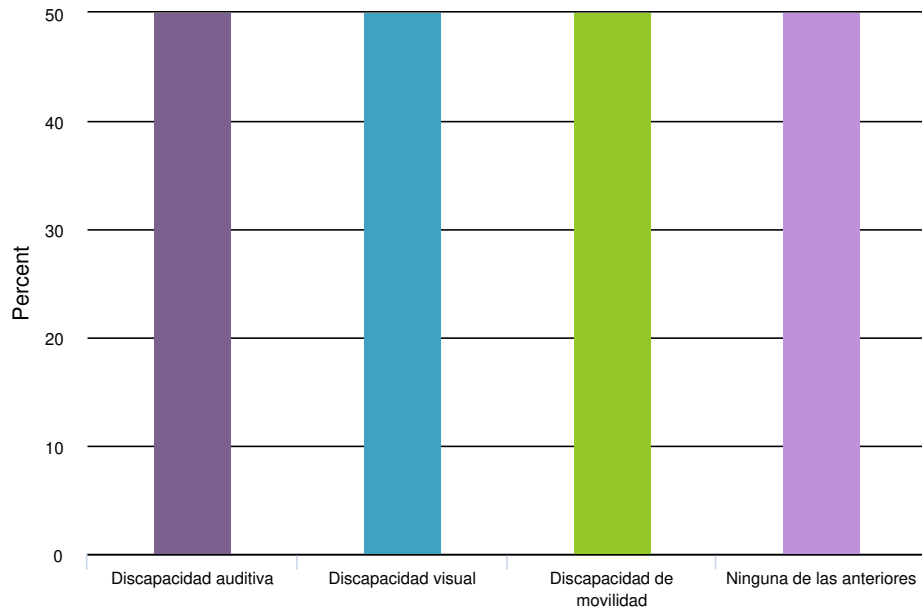
Value		Percent	Responses
Afrocaribeño/a/x		100.0%	2
Latino/a/x		50.0%	1
Blanco/a/x		50.0%	1





19. ¿Qué lenguajes habla en casa? Seleccione todas las que correspondan.



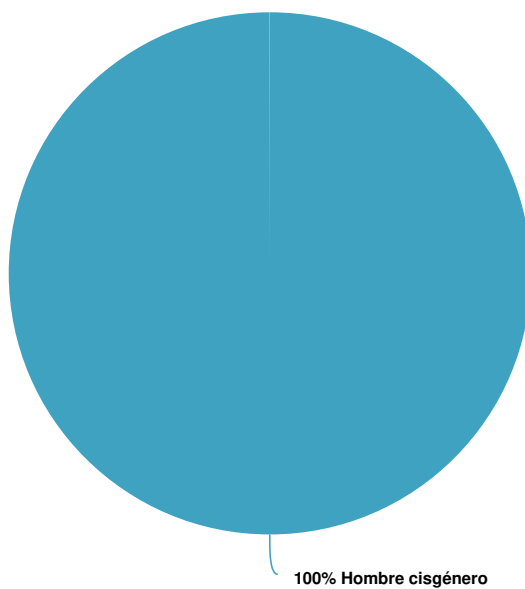
Value	Percent	Responses
Inglés	100.0%	2
Español	50.0%	1
Árabe	50.0%	1

20. ¿Tiene usted una o varias discapacidades que afecten a su forma de moverse por Rochester? Seleccione todas las que correspondan.



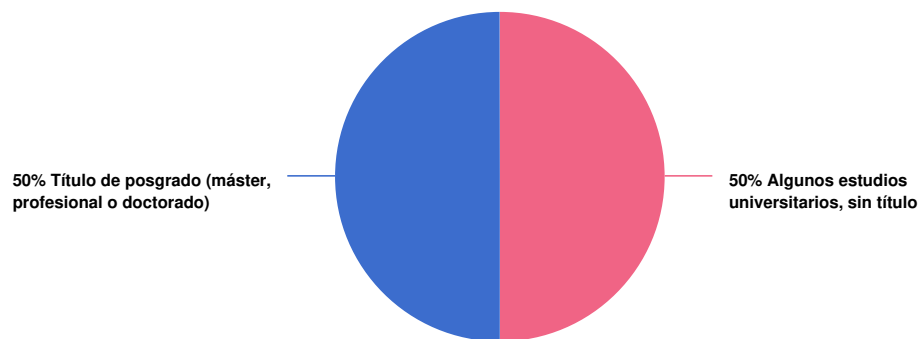
Value		Percent	Responses
Discapacidad auditiva		50.0%	1
Discapacidad visual		50.0%	1
Discapacidad de movilidad		50.0%	1
Ninguna de las anteriores		50.0%	1

21. ¿Cómo se identifica?



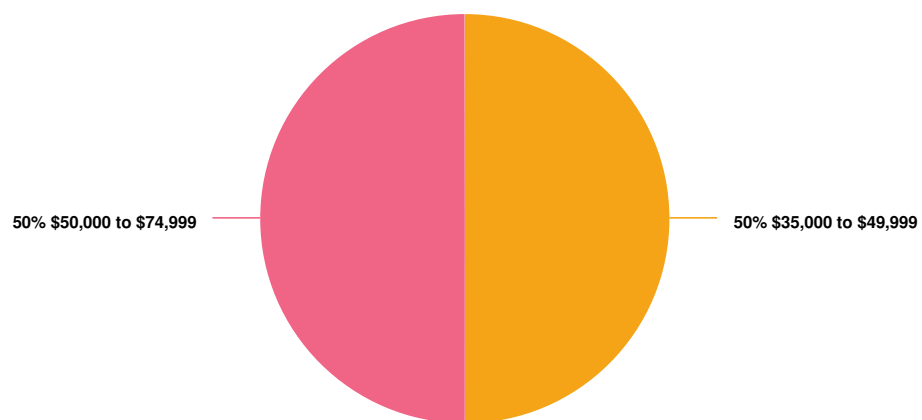
Value	Percent	Responses
Hombre cisgénero	100.0%	2
		Totals: 2

22. ¿Cuál es el nivel más alto de la escuela o universidad que ha completado?



Value	Percent	Responses
Algunos estudios universitarios, sin título	50.0%	1
Título de posgrado (máster, profesional o doctorado)	50.0%	1
		Totals: 2

23. ¿Cuáles son sus ingresos anuales antes de impuestos?



Value		Percent	Responses
\$35,000 to \$49,999		50.0%	1
\$50,000 to \$74,999		50.0%	1
			Totals: 2

APPENDIX D.
ROCATP PUBLIC
ENGAGEMENT
IMPACT REPORT



ROCHESTER ACTIVE
TRANSPORTATION PLAN

PUBLIC ENGAGEMENT Impact Report

RASHAD J. SMITH
TAMARA LEIGH

2022

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COMMUNITY
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Introduction

At the onset of the project, a very specific Public Engagement Plan was created to illicit community involvement and increase participation by community members that would be directly impacted by the proposed infrastructure advancements. Our goals were to:

- Utilize professional and personal resources to circulate the community survey to lead to results that better reflect the demographics of the city.
- Specifically target individuals with leadership roles within traditionally marginalized communities to circulate the information to their networks (Neighborhood Consultants)
- Leverage our relationships with local media to bolster their engagement with the project and increase reach of survey.
- Create a social media presence and "landing page" to increase the likelihood of the "Neighborhood Consultants [RJS] and Community Partners circulating the information by share opposed to seeking, framing and sharing the information on their own.
- Create a crisp, professional, edgy PSA featuring the Neighborhood Consultants to spread the word about the Community Survey

through the voice of community leaders they recognize and respect. (Created by a Rochester native BIPOC Creative)

The project encountered multiple challenges, including having to reframe and redesign the Public Engagement Plan due to circumstances outside of our control. However, the final project yielded impressive results. In the following report you will read the feedback to questions designed by the Contractor, Toole Design, gleaned from their analysis of the broader 6wk community surveying, a snapshot of the Social Media productivity and additional Media utilization to get the story and survey out to the community.

Neighborhood Consultants

The Neighborhood Consultants, a term coined by Rashad J. Smith, is a process/concept wherein "ordinary voices" of Rochester residents serve as "thought leaders" to help guide public engagement. In the case of ROC ATP, they also served as a sort of focus group to provide further insight into the data collected through the community-wide survey. In pages 3-9, The NCs respond to those clarifying questions provided by Toole Design.



Neighborhood Consultants Final Review Session

Meeting Topic 1: Culture of Walking and Biking

1 What aspects of walking and biking are uplifted or appreciated by mainstream Rochester culture today? What aspects are stigmatized?

Uplifted:

- Students/Youth enjoy being outside & utilizing trails (it correlates with their studies)
- Fairly bikeable city
- Bike & scooter stations

Stigmatized:

- Tension between bikers & drivers
- Lack of education
- Walking is great but lack of street lights & lack of proper city landscaping to make lights & sidewalks visible makes it feel unsafe
- Poor snow collection

Suggestions:

- More education about biking, for drivers
- Events like group rides, neighborhood rides to encourage active transportation

"The way bike lanes are done, it causes divisiveness between bikers & drivers. Because we have not fully embraced biking culture. Cars will drive on bike lanes because no work has been done to educate around it." -Melanie Funchess

2 What kinds of changes would make people more likely to consider walking and biking as part of their daily lives?

- Better snow removal
- Better lighting & landscaping
- Education, information sessions where people congregate (Community Centers, Places where ppl go to get assistance, Public Market, places people congregate) How do you get a bike? Can you bike with children? Where are bike paths? Bike etiquette
- Create marked routes around the city so folks know how to get to different places. (An app?)
- Addressing biking safety at night; from the way the bike lanes are formed to lightening

- General annoyance of drivers to bikers
- Not feeling safe biking outside of your own neighborhood
- It's not safe because you may "look suspicious". Police harassment of bikers and pedestrians because they are easier access and possess fewer search protections than drivers and passengers

"I can ride a bike for recreational purposes but my experiences with riding a bike is not gonna be the same as someone who does this everyday, 365. Whether it's 90 degrees, 15 [degrees] outside. Whether it's raining, its snowing. My doing it for recreational purposes is different from their every day transportation, their means for living. So the changes have to reflect different needs, lifestyles and reasons for biking." Brittan Hardgers

3 How do you think investments supporting walking and biking would be perceived in your communities?

- It would help to move people out of the idea of public transportation or active transportation being inconvenient
- People look at biking as laborious
- Will change people's outlooks in two ways: 1. away from it being a demonstration of poverty or 2. Only a form of exercise
- Begin to change mentalities/mindsets
- Naysayers in everything but people like the idea of promoting alternative transportation options
- Some people will see it as it was created as a further act of gentrification because it wasn't created "for them" "it wasn't made for us"

"This is the only place I've ever lived that makes such a direct connection to poverty and public transportation". Melanie Funchess

"We can do all the infrastructure stuff we want to but until we change the mind of the people, we won't get there." Melanie Funchess

"The white community don't use biking as a means to an end, they do it for enjoyment purposes. And the more that we can get our community engaged in [public transportation] even for everyday purposes or to do my part to effect climate change. Then you get adoption from policy makers at the local, state and federal level." Matt Drouin

4 How should messaging around bike and pedestrian investments reflect this understanding? How should the infrastructure investments themselves reflect this understanding?

- Message should be "Transportation should be safe for everyone" and built around the mindset shift (which is and can be walking, biking & public transportation)
- Remove the presence of cars so its the last things people think of
- Centering cost & saving money. It takes \$1 to take a bus, biking is free outside of equipment cost
- Addressing people feeling safe doing it (i.e. the threats to BIPOC, women, LGBTQIA+, Trans folks etc.)
- Change perception (i.e.) that there are places public transportation doesn't go
- Who is the messaging reaching? Who is it created by? Is it for people who are pre-literate? Non-English speaking? Where is being shared? Is it visual or audio opposed to just print? Who appears in the marketing? Do they wear hijabs? Are they women with children?
- Stress health benefits for New Americans who are acutely aware of how the American lifestyle can lead to weight gain
- Economic benefits for the many people who may never be able to afford to purchase and maintain a car.
- Push messaging through agencies that serve marginalized communities

Meeting Topic 2: Priorities

While the first topic and set of questions provided relatively straight-forward, short responses, Topic 2 became much more conversational and introduced specific themes expressed in different ways by all of the Consultants. You will find main ideas of those conversations in the segments below and additional pages that provide specific concerns & recommendations by the Consultants not specifically covered by the provided questions. We strongly encourage the reader to check bias and inherent defensiveness at the door to be able to digest the honest feedback from experts in their own experiences.

Prioritization Methods provided by Toole Design for Consultants to consider:

1. Focus on bike lane quality
2. Focus on quantity and reach investments
3. Focus on local need
4. Focus on regional connections

1 Do any of the approaches to prioritization that came up in the survey sound particularly right for Rochester to you? Or particularly wrong? Why?

There are pro's and con's to each option. Little projects may do more to change perspective but cheap and poor quality projects or ones that are just for the sake of meaningless ribbon cuttings serve no one. If projects are cheaper/faster will they really improve conditions? If you prioritize priority locations- whose priorities are those based on? Will those selections reflect bias? If you prioritize under-resourced

neighborhoods, if it a whole community initiative we need to bring every neighborhood up to baseline first. That may begin to shift culture.

2 **This plan will recommend infrastructure projects, policies, and programs to make walking and biking safer and more accessible. What would equitable outcomes from this plan look like to you?**

- Ensuring people get good customer service when inquiring about the parts of these changes that effect their lives (i.e. when contacting RTS about changing routes or RCSD or the City of Rochester about bus stop or crosswalk changes, when reporting unsafe conditions in their neighborhoods)
- Respecting people's time and how long it takes to get to/ from destinations by the people designing the changes and upgrades
- Ensuring the ability through active transportation to get them ANYWHERE they need to go.
- Employee incentives for staff that utilize active transportation/ Business incentives for having staff that utilize public or active transportation
- Making sure all options work in all seasons.
- Banning the employment application checkbox that asks if you have "reliable transportation" as in a vehicle. [There was a "Ban the Box" campaign in Rochester that successfully removed the box that required you to identify whether you had been convicted of a felony. (Chapter 63, Article II of the City of Rochester Municipal Code, enacted May 22, 2014 by Ordinance 2014-155.)]
- Creating secure places and ways to store your bike around the city.
- Free to low-cost bike repair clinics
- Free bikes

3 **What do you think is more important, and why: Upgrading existing sidewalks, crosswalks, and bike lanes, or making new pedestrian and bicycle connections where they did not exist previously?**

The group as a whole were very effected by this question. They felt it was "unfair". There is no way to prioritize one of two different things that are both required to make something work.

"By asking this question you are sending the message 'if you do make that choice, that the areas that already do have the crosswalks and bike lanes- that we want those to stay there, we are invested in it. And the places that don't have it, that they don't belong there,' discouraging the people who live in those areas to want to adopt the new active transportation culture."
Anderson Allen

Likewise, if you create new useable connections while ignoring areas that exist but need improvement, how does that encourage usage? The system doesn't work unless it is available for everyone AND fully functional and in good repair.

4

What do you think is more important, and why: prioritizing "quick win" bike and pedestrian safety investments that can be implemented quickly from a cost perspective, or prioritizing projects in the places that demonstrate the greatest need?

This question also elicited a very strong response from the Consultants. Many were actually visibly disturbed by it. The following quotes pretty well summarize the sentiments of the team.

"Why do we have to think dichotomously? If we're going to talk about changing culture, you need short term wins AND long term investments. Culture change takes time. In order for people to start buying in and getting it and seeing it, you need the short term wins. You need both. To say that we choose one or the other is to say you don't have an investment in doing this at all and it's just lip service." Melanie Funchess

"In the earlier question that basically asks the same thing, I could see the positive side of small changes but there is something really icky about how this question is posed. To me, the underlying messaging is, 'do we further invest in the already gentrified areas by making these quick changes to make bike culture better there? Or do we take a deep dive into these other communities and actually do the work? There is an uncomfortable feeling with this question.'" Pamela Kim

In Conclusion

To our understanding, the reason behind many of these questions was to provide clarity as to why the survey results yielded several differing directions of responses. To quote Mr. Hardgers, it is a very different experience to use active transportation as your all day, every day transportation opposed to utilizing it for recreation. Rochester, New York is an extremely segregated city. Socio-economically, educationally, racially, religiously, culturally, by status, even neighborhood to neighborhood. The work we did in the Public Engagement Plan was to engage a completely different type of audience, draw in actual community stakeholders and communicate with people in untraditional ways to hear the voices that are rarely captured and often never considered in structural change. Naturally, with a much broader cross section of survey respondents the areas, reasons and investment consideration will be much, much different than people of the same experience. Nevertheless, one theme rang true throughout all of the topics and questions, Rochester is a relatively bikeable, pedestrian-friendly city however the culture is not an active transportation aligned one. Rochesterians draw a strong correlation between the use of public transportation or active transportation and poverty. That line may be a justifiable one as typically, wealthier white residents who live in gentrified neighborhoods that have bike safety infrastructure adaptations in place will most often utilize those opportunities for recreation, leisure, exercise and to reduce their carbon footprints. While typically, less wealthy, undereducated and impoverished neighborhoods that include Black and Brown, LGBTQIA+, Trans, People with Disabilities and New Americans utilize active transportation because they don't have any other options. This creates stigma enforcing the idea that active and public transportation is a result of both poverty AND gentrification. Opposite ends of the same spectrum. If Rochester is indeed committed to a culture change amongst all of its citizens, regardless of station, toward being a greener transportation community-improvements must be made to existing systems to ensure they are even functional, to ensure they are complete and safe. They must prioritize BOTH those improvements and create new pathways in under-resourced neighborhoods. Taking into consider where, how and why they travel as well as incentivizing their use of active transportation as it may cost them convenience, employment opportunities, time and at least initially, reputation. It must overhaul systems and create partnerships with all of the applicable businesses, agencies and organizations to ensure the functionality, safety and respect of its residents that buy into this new mindset. But above all else, there needs to be vast education of communities new to this way of life to understand the benefits, maintenance and etiquette involved. To provide drivers and cyclists of all kinds the ability to garner respect for and understanding of each other to ensure rider and driver safety. There is zero ability to prioritize small, fast projects over long term, expensive projects as there is no way to prioritize repairing existing systems over creating new infrastructure in under-resourced neighborhoods. In order to create a culture change and really move the needle toward a new mindset, you need a true investment and a combination of all of the above.

In our in depth final conversation with the Neighborhood Consultants many valuable pieces of information surfaced that we felt were important to share despite them not being direct responses to Toole's posed questions. One of those subjects centered around what the team felt the Contractor "missed" in the data analysis from the survey results. We shared that information below.

What do you think was missed based on the questions you were asked?

"They need different people to go through the data to dissect the data with a more culturally responsive lens. To create different questions based on the data that they received. You read data through your lens." Melanie Funchess

"The lived experience was missing." Brittan Hardgers

"Questions were set up as 'winners and losers'. Either this or that. There is no true innovation in this or that thinking."

"Implicit bias is engrained in the questions. They were missing intersectionality."



Despite centering the conversation on active transportation and public transportation in general, many of the concerns raised and anecdotal accounts centered RTS. There may be little ability here to effect change there but if one wishes to invoke a culture change it is vital to understand everything that is working and everything that is not. The Consultants expressed concern regarding the following:

- Bus frequency & timeliness
- Where the routes do and do not go. (Specifically outside of the city and even to public schools making parents unable to reach their children in an emergency if they do not have access to a car)
- That public transportation may add hours and hours on to your trip depending on the location and time of day.
- Frequent changes in schedules, locations and stops at the Transit Center with no communication to riders (even those present IN the station)
- Poor experience with security at Transit Center
- Poor customer service by drivers and transit center staff

Additional Information from the NCs

Concerns:

- Employment often requires car and car insurance
- Making sure to consider the culture of each neighborhood
- Safer, better cross walks
- Correcting bike lanes with curb cuts, sidewalks to no where and bike lanes that just end leaving bikers to merge into traffic or onto a sidewalk
- Does it work? "If we are talking about making transportation work, making me feel safe, making me feel well- it has to work first. The existing transportations options in place have to be functional."
- Focus on the differences community to community

Suggestions:

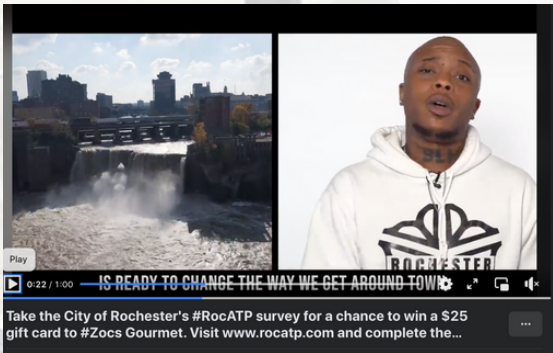
- Need for widestream education
- Implement concepts that worked in other places that made the culture shift like the Netherlands
- Adding dirt bike park and trails to decriminalize it and provide a safe place for recreational riding to prevent neighborhood deaths
- Free to low cost bike repair clinics
- Distributing free bikes, pads, lights and helmets consistently
- Creating culturally competent marketing material that "shows" all different kinds of people utilizing active transportation in their everyday lives. It must be translated in many different languages, be visual, written and audio to reach everyone and be distributed to all different kinds of people in places that they will actually have access to it from people they like, understand and trust.

Asset Development

A set of inclusive, diverse assets were exclusively produced to promote ROC ATP data collection efforts. A 60-second video and four ;15-second social media reels were produced to center Neighborhood Consultants and community voice. An audio asset was produced to resonate with audiences reflecting ROC ATP's primary audience. Visuals were created by Toole Design and reviewed by consultants to ensure alignment with each publication's audiences.

Each asset were respectively developed to highlight Rochester's biking community, public transportation, and walkable streets with a nod to Rochester's ongoing construction efforts to enhance neighborhood streets for walkers, bicyclists, and people using public transportation.

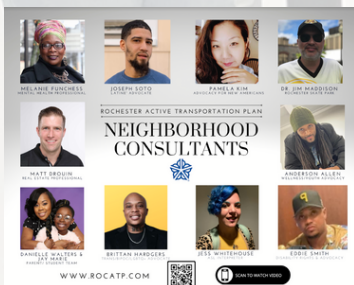
VIDEO PRODUCTION



AUDIO PRODUCTION



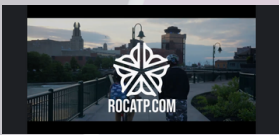



GRAPHICS

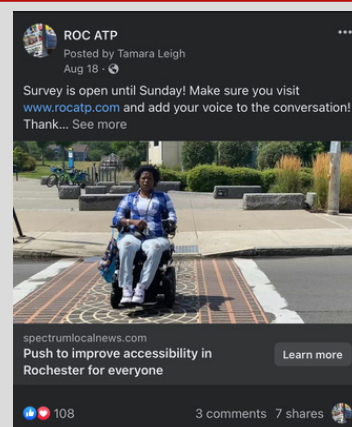


Social Media

The Public Engagement Team opted to create new social media pages for ROC ATP information at the onset of the project. Despite having to build an audience from scratch, it mattered who built it and who followed it in order to get less typical engagement results. In addition, with the utilization of City staff, the Neighborhood Consultants, Americorp staff, PAC team of orgs, Toole and the Public Engagement team to disseminate information, creating new social media pages that we had constant and immediate access to- we were able to backfill the page for folks seeking additional information, add our own audience and followers with ease, give the Americorp worker a place to post her own in-person engagement events and community photos as well as schedule months worths of writing prompts, information and survey links directly shareable by our community partners without the expectation of them searching through files for posts or prompts to then share on social media to their personal and professional networks. Below you'll see the numbers that correlate with each platform we utilized throughout the project.

PLATFORM	REACH	ENGAGEMENT
 ROC ATP PAGE	49,194	POSTS: 24.4K
	46,624	24, 434 7/24 \$100 45,304/6,634 8/18 \$25 1280/140
 ROC ATP SURVEY PSA	VIA SOCIAL MEDIA: 45,725	
	AVERAGE REACH: 22	HIGHEST PERFORMING TWEET: 468 IMPRESSIONS

SPECTRUM NEWS ROCHESTER NEWS STORY BROADCASTED 8/18/22 24HR LOOPING BROADCAST, SPECTRUM NEWS 1 ROCHESTER SOCIAL MEDIA (46K FOLLOWERS), PLACEMENT ON ROC ATP FB PAGE 1.3K VIEWS 7 SHARES






Media Buys

The communication consultants identified and negotiated advertising space with Rochester-area media organizations whose primary audience reflected the priority audience for data collection efforts.

Consultants led the development process of script writing, radio commercial production, story creation, and supported the development of visual advertisements -- all marketing assets used to produce resonating messages for media outlets. With a limited advertising budget of \$5,000, the consultants leveraged relationships with three local media outlets and reached agreements to support a short-term buy that centered a call to action: Take the ROC ATP Survey by August 15!

Below is an outline that describes each media channel, the specifications of the buy, additional valued added, and analytics from each buy as provided by the media outlet.

MEDIA OUTLET	AUDIENCE	BUY / ADDED VALUE	ENGAGEMENT
 <p>Bluelight Communications</p>	<p>Primary: African American women ages 25-44</p> <p>Secondary: African American adults ages 18-44</p>	<p>85 commercials at :60</p> <p>20 On-Air Radio Mentions</p> <p>2 Social Media Posts</p> <p>From August 1 - August 15, 2022</p> <p>ADDED VALUE</p> <p>Web Story</p> <p>6 Raffle Ticket Giveaways</p>	<p>200,000 radio listeners between August 1 - 15</p> <p>540 Facebook Video Views</p> <p>100 Website Views</p>
 <p>Challenger Community Magazine</p>	<p>Primary: African American men and women ages 25-34</p> <p>Secondary: African American men and women ages 35-44</p>	<p>8 1/2 Page Color ad, 5.105" x 11 or 10.375" x 5.5" August 11, 2022 Edition of Challenger Community News.</p> <p>1) Written articles in Challenger Community News on August 4, 2022 Edition</p> <p>ADDED VALUE:</p> <p>(1) Written articles in Challenger Community News on August 11, 2022 Editions</p>	<p>16,000 copies</p> <p>100,000 Readership</p>
 <p>Blaque/OUT Magazine</p>	<p>Primary: Queer and Trans people of color ages 24 - 36</p>	<p>1 Full Page Advertisement for month of August 2022</p>	<p>1000 Views</p> <p>740 Impressions</p> <p>44 Shares on Social Media</p> <p>Campaign: Month of August 2022</p>

Community Partnerships

Participants were awarded \$25 gift certificates for participating in ROC ATP Survey data collection efforts. Centering opportunities to support a local business constrained as a result of COVID-19, consultants identified ZOC Gourmet as a collaborator to support the distribution of all gift cards.

A total of 20 gift cards were purchased in the amount of \$500 which provided 25 survey participants a certificate to redeem 1 gourmet sandwich, salad or soup, and a healthy beverage at the restaurant.

The timely and strategic collaboration supported the re-opening of the Black-owned restaurant, which reopened for the first time since the pandemic, resulting in the largest single purchase during the restaurant's first week of business.



Zaaqi Johnson, Owner & Chef
Zoc's Gourmet

“

This was the first time I was asked to support a community effort that centered community voices and simultaneously supported my business.

We need more initiatives that identifies ways to engage with the Rochester community and at the same time support community business.

”

We thank you for
contracting with
Rashad J. Smith &
Blaque/OUT
Consulting in this
project

Acknowledgements

Through our work both collectively and as separate entities, we center EQUITY in everything that we do. From the contracting phase, to hiring of vendors and engaging of community, we seek to ensure the equitable contribution of under-resourced neighborhoods and underrepresented communities as a central priority. Those contributions should be highlighted, prioritized in the final product and fairly compensated.

Thank You to Toole Design Inc., GTS, and the City of Rochester for centering equity in a project of this kind. The work may not be easy but it always achievable with investment and and commitment.



Rashad J. Smith,
Communication Consultant



Tamara Leigh,
BLAQUE/OUT

**APPENDIX E.
SUMMARY OF
LISTENING
SESSIONS WITH
DISABLED AND
OLDER PEOPLE**



Inclusive Public Engagement

Listening Sessions

Rochester Active Transportation Plan

The Institute for Human Centered Design

Valerie Fletcher, Executive Director

Reggie Ramos, Director for Inclusive Public Transit

October 6 and 7, 2022



Inclusive Public Transit • IHCDesign.org



“Why design if it doesn’t change the human condition?”

- Niels Diffrient

- “We” don’t design for “them.” We design together for all of us.
- We believe absolutely that diversity of functional ability is inherent to the human condition. When we anticipate that diversity, we design inclusively and create richer experiences for everyone.

Diversity, Equity, Accessibility, and Inclusion

From the construction of the transcontinental railroad to the Montgomery Bus Boycott, *transportation has always been inseparable from America's struggle for racial and economic justice. At its best, transportation can be a powerful engine of opportunity, connecting people to jobs, education, and resources*—whether they live in a big city, a rural community, or anywhere in between. Ensuring *equity and accessibility* for every member of the traveling public is one of the Department of Transportation's highest priorities.

USDOT Equity Action Plan



Inclusive Public Transit

• IHCDesign.org

DE+A+I

People with disabilities – represented by “A” for accessibility-communicates that there is no inclusion without accessible design as a civil right. DEAI is current federal policy.

The highest rates of disability occur in Black, indigenous and brown communities – an intersectional reality.

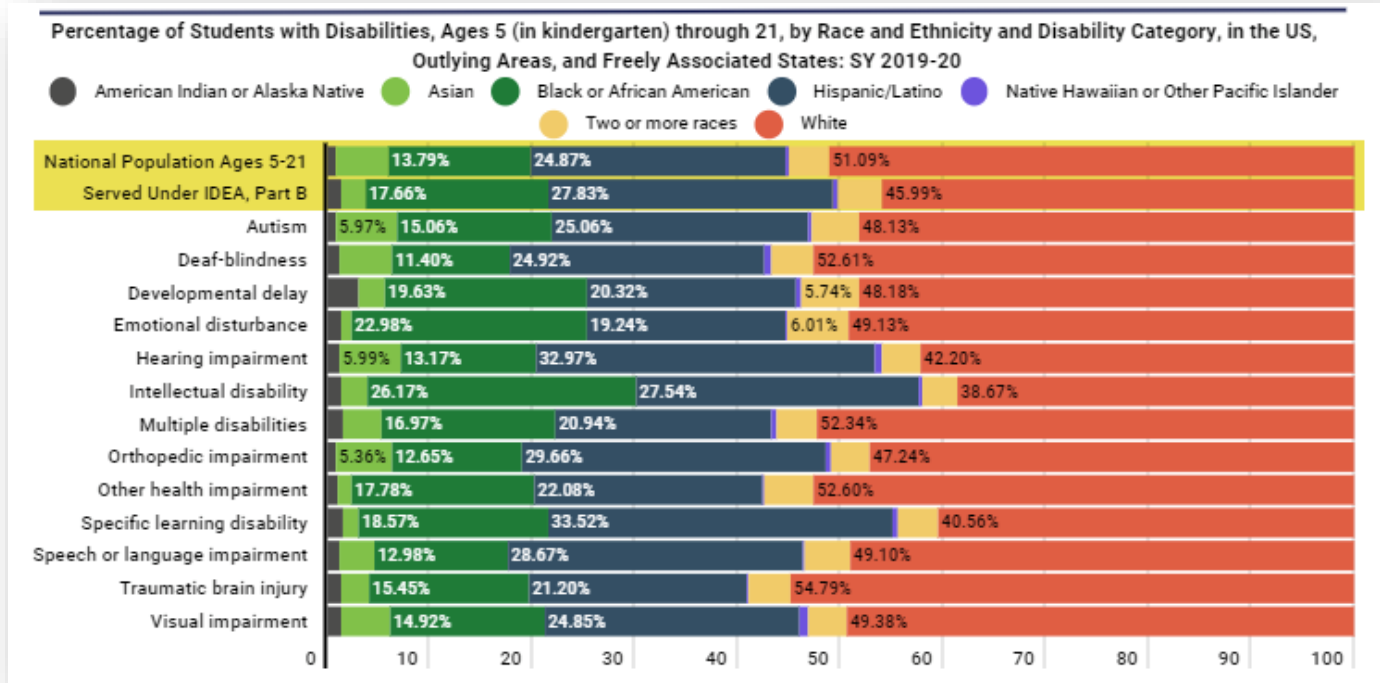


DE+A+I

Public Transportation must be accessibly and inclusively designed and reflect the diversity of people with disabilities and their intersectional identities.



It's not BIPOC individuals AND/OR people with disabilities



<https://sites.ed.gov/idea/osep-fast-facts-looks-at-race-and-ethnicity-of-children-with-disabilities-served-under-idea/>



If public transportation don't serve people with disabilities, they don't serve many other audiences completely either

AN ESTIMATED 3-5 MILLION LGBT PEOPLE HAVE DISABILITIES



2 in 5
transgender adults¹

1 in 4
LGB adults²
in California

40% of bisexual men
36% of lesbian women
36% of bisexual women
26% of gay men³
in Washington
reported having a disability

Disability and **COMMUNITIES**



Disability is especially common in these groups:

2 in 5 adults age 65
years and older
have a disability



1 in 4 women have
a disability



2 in 5 Non-Hispanic
American Indians/
Alaska Natives
have a disability



<https://www.lgbtmap.org/file/LGBT-People-With-Disabilities.pdf>

<https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html>



IHCDesign.org • 200 Portland Street Boston, MA 02114 • 617-695-1225



Intentional, Inclusive Public Engagement

- Listening to people's voices, and ensuring everyone's representation.
- If it works well for people at the edges of the spectrum, it works better for everyone.
- ***Many attendees commented on how this was the first time they have been engaged, and that usually meetings are held in the evening, in places they cannot access easily with the bus service, or are not accessible at all.***



Our Primary Audience: People with Disabilities People Who are Older

- 26% of the population are people with disabilities
- Disability prevalence in the U.S. highest among Black and Indigenous people
- 40% of people over 65
- Most disabilities are non-apparent
- Fastest rising reasons for disability are brain-based and chronic health conditions
- We listened to about 75 to 80 people with intersecting, compounding marginalization and functional limitations



4 Listening Sessions on October 6 and 7, 2022

1. Hubbard Springs Apartment
154 Union Square, North Chili
2. Lily Café at the Maplewood YMCA
25 Driving Park Ave., Rochester
3. Wolk Café at Sibley Square
25 Franklin St., Rochester
4. Center for Disability Rights
497 State St., Rochester



4 Listening Sessions on October 6 and 7, 2022

- In each session, we shared the overview of the Rochester Active Transportation Plan and the high level data from the survey and a few map-based data points.
- We explained IHCD's role on the team and that we were there to listen specifically to people with disabilities or who are older. We structured the discussion for each session in a sequence of topics that included buses, sidewalks, benches, crosswalks, intersections, bike use, snow.
- The majority of participants were from communities of color and ranged from their 20s to their 80s.



Reasons why folks are less likely to walk or bike

- **Safety, crime and police interaction - an overwhelming consideration**

“It is not so much vehicular threats, it is threats from gun fire. You have to be a low-rider when you drive for fear of drive-by shooting.”

“ I walk with my head down.”

“It is safer to walk than getting in a bus, but when you walk, have your pockets turned inside out.”

Walking, Biking and Taking the Bus

- Most folks drove or were driven around by family/friends
“I can’t even take the bus anymore because of mobility – friends take me around - but you can only ask so many times.”
- They preferred walking over taking the bus
- Older folks who live in the downtown area love to walk but mentioned safety as an issue

Bikes and Scooters

- Scooters and Bikes are left in random places, causing a trip hazard
“Scooters are the bane of my existence”
“Bikes are getting people killed. It’s dangerous to bike in the City.”
- Bike theft is rampant, why you don’t see a lot of bikes
- Ability to bike is dependent on neighborhood
- Folks preferred to bike in the suburbs even though there are no bike lanes there
“I don’t go down St. Paul, and never cross Ridgewood, it’s too dangerous.”



Walking, Biking and Taking the Bus

Bike Lanes

- Half of the drivers don't pay attention to them
- Their location are inconsistent – sometimes they are located in the same lane with cars, others, their on the sides, on a single stretch of road
- Too often the bike lanes are intermittent and you have to jump into traffic or go on the sidewalk when it disappears.
- Markings have been erased, which makes it even harder to make out
- Understanding what qualifies a road to have bike lanes, and what doesn't

*“Bikes and Scooters are a great initiative but not everyone is able to do this. And they should not be allowed on sidewalks. **Sidewalks should be prioritized for pedestrians.**”*

Sidewalks, Crosswalks and Signals

Sidewalks

“Sidewalks can be a bad joke.”

- Sidewalks are in a state of disrepair
- Walking surfaces are severely uneven
- Sidewalk improvement seems to be fragmented and not comprehensive
- Slope is an issue – both cross and running slope are problems
- Obstructions are an issue- trash cans but also shared scooters and bikes littered on the sidewalk
- Unreliable sidewalk conditions at bus stops and shelters.

Crosswalks and Signals

Crosswalks

- Crossing times are insufficient for people to negotiate the entire crosswalk
- Markings are erased - erodes the feeling of safety, pedestrian priority
- Prefer ladder markings on crosswalks – feels safer
- Ensure that curb-cuts align exactly into the crosswalks
- Complaints about a pattern of both cars and bikes not stopping at stop signs
- Confused about when pedestrians have the right of way over cars and bikes – should there be signs?

Accessible Pedestrian Signals

- Ensure that signals are working and uniformly present in intersections
- Enough time to cross – sometimes can't make it to the other side.
- Unclear on the priority for where the accessible pedestrian signals are required. There are some but they're not common. Can they ask for them?
- Prefer to have detectable warnings at curb cuts, think that they should also be present and installed in the standard location and maintained

Bus Shelters, Benches and Street Furniture

Bus Shelter

- Non-existent or in disrepair
- Bus shelters have been taken out and folks have observed this
- Bus shelters are essential to protect from the elements and as a place to rest
- Removing shelters because of the unhoused does not address the needs of public transit users

Benches

“I stopped taking the bus, because they took out the benches. I can walk only so far without needing to sit.”

- They are an important component of walking
- Perches can be a supplement for leaning without risk of people sleeping on them but not a replacement for benches

Bus Shelters, Benches and Street Furniture

Bus Stop

- Bus stop is a few feet from the bench
- Wish they were covered
- Bus will not stop if you are not directly under the bus stop sign
- Bus stops are sometimes on the grass without an accessible route to the bus.

-

- Not as prominent
- Improve wayfinding signages
- Provide more information at bus stops

“Removing bus stops - in some cases that makes sense - some of them. You got to stop thinking in terms of ‘businesses are what’s important, and people with mobility problems are not’”

Snow Removal

- A persistent safety issue
- ***Where does the responsibility lie?***
- Housing Code Violation - Does anyone ever get fined?
- Icicles can be dangerous
- Snow damages the sidewalk surface

“We got to stand on the street, and the bus driver can’t get you on the bus stop either.”

“Main Street and Lake Avenue – see how many folks are at bus stops where the snow is waist-high, where they have a space dug up where people need to stand - that is looking so damn dangerous!”

Snow Removal

- Every session included numerous complaints about snow
- Snow compromised participants' sense of safety across the board. Wheelchair users travel in the roadway and are not visible.
- People with sight limitations feel anxious and at risk all winter
- Noted that bus stops are not always cleared of snow and, if they are, then end up with walls of icy snow piled from the street.

Public Transit Options

Bus Routes and Information

- Bus routes and frequency have been significantly cut/changed, most folks have the shared experience of not knowing in advance
- The reduction of service sets up a need for every trip to be at least two buses
- Especially since head times have increased, real-time bus information that is accessible, would be very helpful
- Bus route numbers and letter are confusing, and everything has changed
- With the cuts to bus service, it takes too long to travel by bus
- Educating folks about how and when to use the bus would go a long way
- Disseminate information in senior centers, disability centers



Public Transit Options

Transit Center

- Many, many complaints – every session - about the Transit Center with a dominant concern about crime there – a safety issue
- There were also a lot of comments about mentally ill and substance using people in large numbers all the time
- Given that it is now the hub for the bus system, you can't avoid it.
- Toilet availability

Public Perception/Attitudes Toward Transportation

- Drivers seem to not have the notion that people have the right-of-way
- Public transportation seems not to be for the people, seems not operated as a public service
- Lack of confidence that change can be made
- Feeling excluded from the conversation
- People spoke of a downward trend, a sense of insecurity and danger, a lack of vibrancy in the City
- People spoke repeatedly about cars as the only feasible option given time constraints and safety concerns
- People we talked to discouraged us from taking public transit, and walking too far

APPENDIX F.
SAFER STREETS
PRIORITY FINDER
REPORT

Safer Streets Priority Finder Report

Study ID: rochester | Date Report Created: 2022-08-18

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Introduction

This report summarizes input data (either user uploaded or based on open source defaults) and the resulting analyses driven by the Safer Streets Priority Finder tool. For more information on the tool, including methodology and FAQs, please visit www.saferstreetspriorityfinder.com.

Study Name and Location

rochester



Data Attribute Assignment

This section summarizes how user uploaded data or default data variables were assigned to the standard variables used in the tool during the initial load processing. Each table below includes information on how the original/user uploaded data variables relate to the standard variables, as well as the total count and proportion of each variable.

Crash Variables

Crash Severity

Your Dataset's Severity	Standard Severity	Total Count	Proportion
Fatality (K)	Fatality (K)	90	0.00
Incapacitating Injury (A)	Incapacitating Injury (A)	984	0.02
Non-Incapacitating Injury (B)	Non-Incapacitating Injury (B)	1219	0.03
Possible Injury (C)	Possible Injury (C)	6291	0.13
Property Damage Only (O)	Property Damage Only (O)	38480	0.82
Unknown Injury	Omit From Analysis	21	0.00

Crash Costs

Severity	Crash Cost	Total Count	Proportion
Fatality (K)	11326039	90	0.00
Incapacitating Injury (A)	651305	984	0.02
Non-Incapacitating Injury (B)	201223	1219	0.03
Omit From Analysis	0	21	0.00
Possible Injury (C)	120563	6291	0.13
Property Damage Only (O)	11096	38480	0.82

Crash Mode

Your Dataset's Mode	Standard Mode	Total Count	Proportion
Bicycle Crash	Bicycle Crash	596	0.01
Other / Motor Vehicle Crash	Other Crash	45420	0.96
Pedestrian Crash	Pedestrian Crash	1069	0.02

Road Variables

Road Functional Classification

Your Dataset's Functional Class	Standard Functional Class	Total Miles	Proportion
motorway	Expressway	44.95	0.06
motorway_link	Expressway	22.83	0.03
primary	Major Arterial	49.53	0.07
primary_link	Major Arterial	0.22	0.00

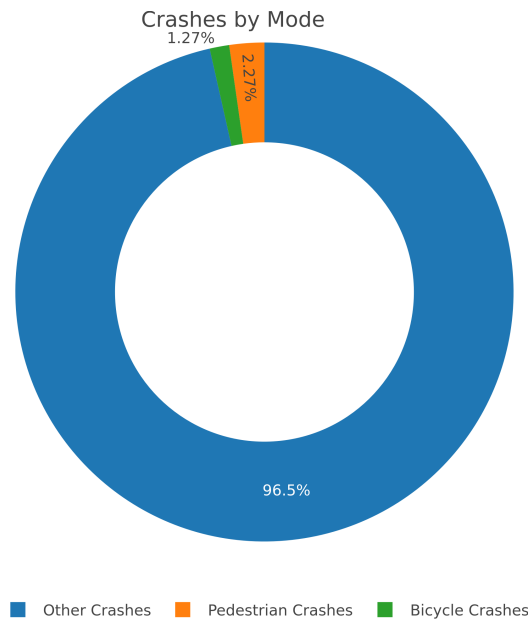
Your Dataset's Functional Class	Standard Functional Class	Total Miles	Proportion
residential	Local Road	406.68	0.58
secondary	Minor Arterial	70.64	0.10
secondary_link	Minor Arterial	0.36	0.00
tertiary	Major Collector	101.61	0.14
trunk	Major Arterial	6.56	0.01
trunk_link	Major Arterial	0.14	0.00

Descriptive Statistics of Crashes

Crash Counts

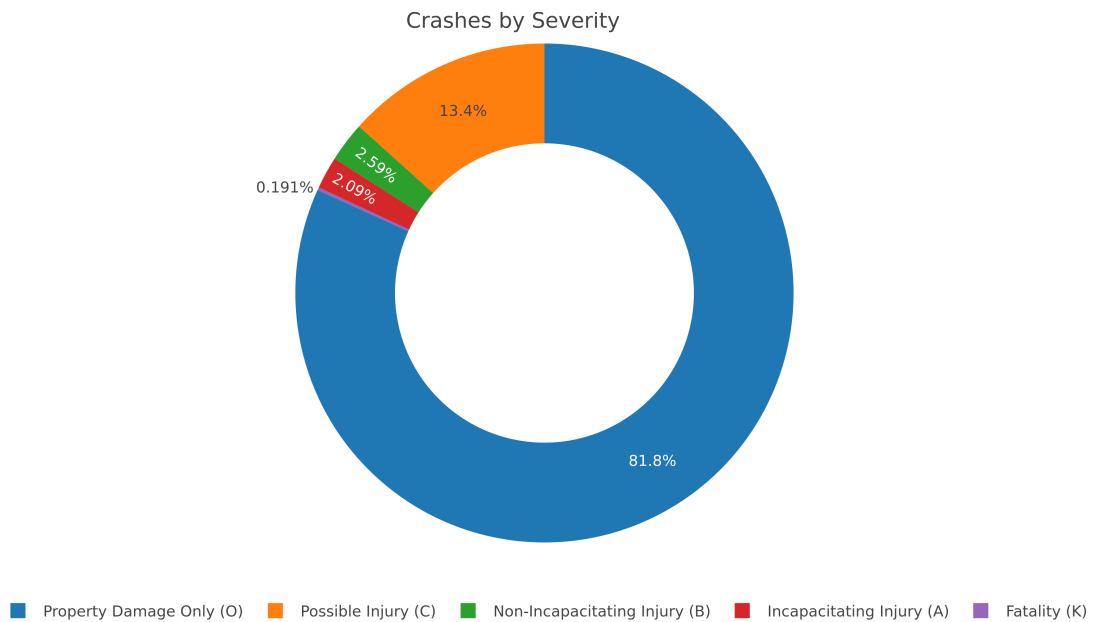
Crash.Type	Count
Total Bicycle Crashes Included	595
Total Pedestrian Crashes Included	1066
Total Other Crashes Included	45371
Total Crashes Omitted by Severity or Mode	21
Total Crashes Outside Study Area	32
Total Crashes	47085
Total Crashes Included in Analyses	47032

Crashes by Mode

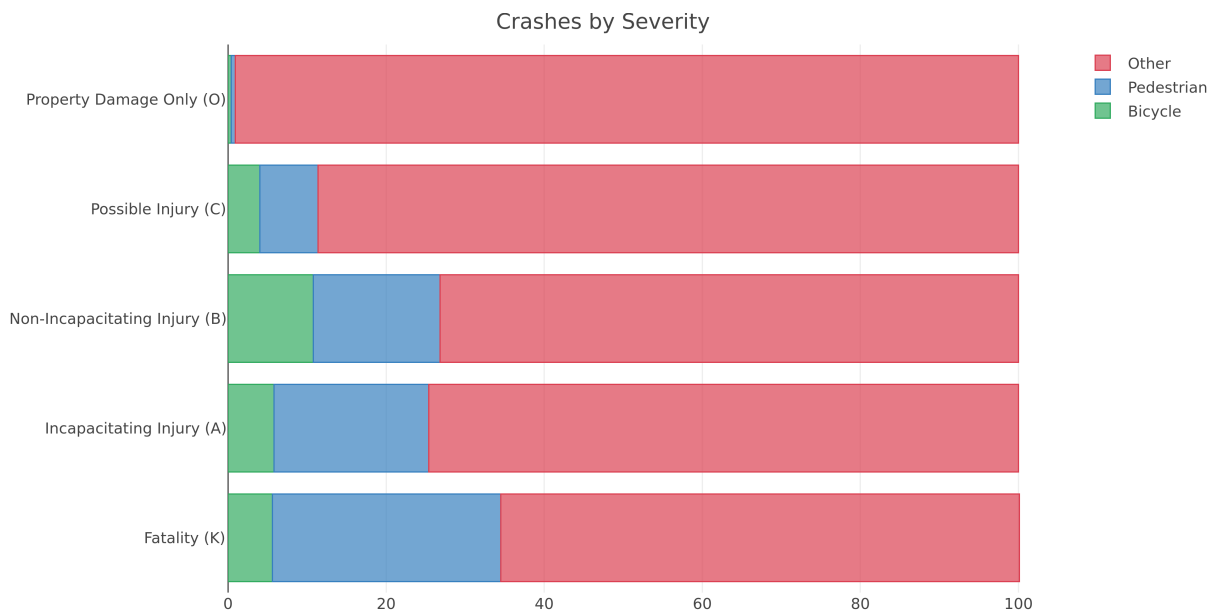


Crashes	Total Crashes	Percent of Total
Bicycle Crashes	595	1.27
Other Crashes	45371	96.47
Pedestrian Crashes	1066	2.27
Total	47032	100

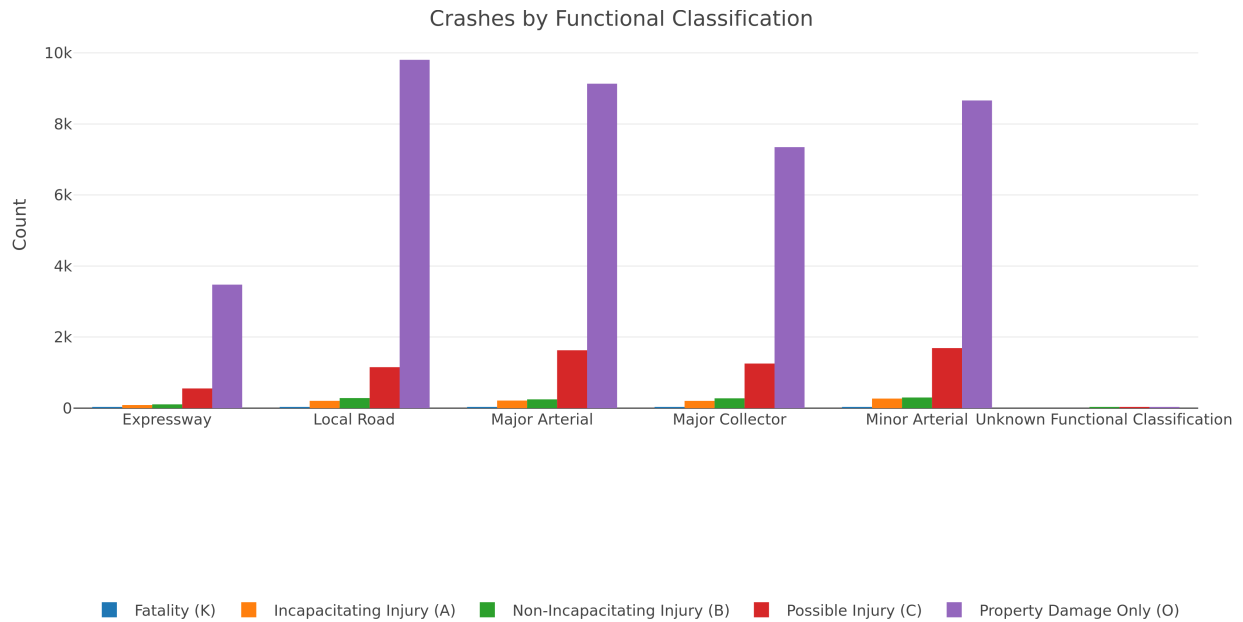
Crashes by Severity



Severity	Count	Percent of Total
Fatality (K)	90	0.19
Incapacitating Injury (A)	983	2.09
Non-Incapacitating Injury (B)	1217	2.59
Possible Injury (C)	6288	13.37
Property Damage Only (O)	38454	81.76
Total	47032	100

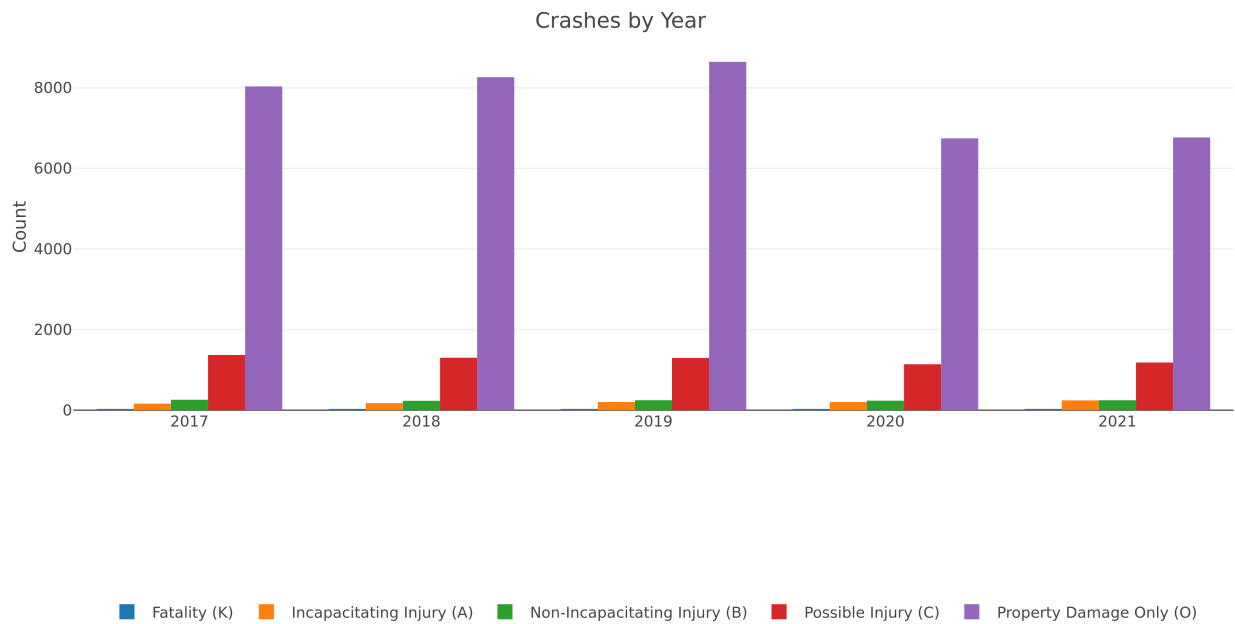


Crashes by Functional Classification



Functional Classification	Fatality (K)	Incapacitating Injury (A)	Non-Incapacitating Injury (B)	Possible Injury (C)	Property Damage Only (O)
Expressway	7	88	107	555	3478
Local Road	15	206	284	1154	9807
Major Arterial	26	214	248	1630	9135
Major Collector	19	205	277	1256	7349
Minor Arterial	23	270	300	1691	8663
Unknown Functional Classification	0	0	1	2	22

Crashes by Year



Year	Fatality (K)	Incapacitating Injury (A)	Non-Incapacitating Injury (B)	Possible Injury (C)	Property Damage Only (O)
2017	14	162	258	1369	8034
2018	18	176	232	1301	8263
2019	11	202	246	1296	8644
2020	18	201	236	1139	6745
2021	29	242	245	1183	6768

Sliding Windows Analysis Results

Method

This analysis takes the crashes and roads data within the study area and allocates the crashes to roads, measured on 1/2- mile sliding window segments stepped in 1/10-mile increments along the network. The sliding windows score weights the most severe crashes more heavily than lower severity crashes. The Sliding Windows Score is calculated by multiplying the number of Fatal (K) and Incapacitating Injury (A) crashes by 3, and multiplying the number of Non-Incapacitating Injury (B) crashes by 1. Once the weights are established and applied to the crashes, the total number of crashes are aggregated along a corridor while incorporating the crash severity weighting. Possible Injury (C) and Property Damage Only (O) Crashes are not reflected. If you used FARS data alone, only fatal crashes will have been used and visualized.

Results Visualization

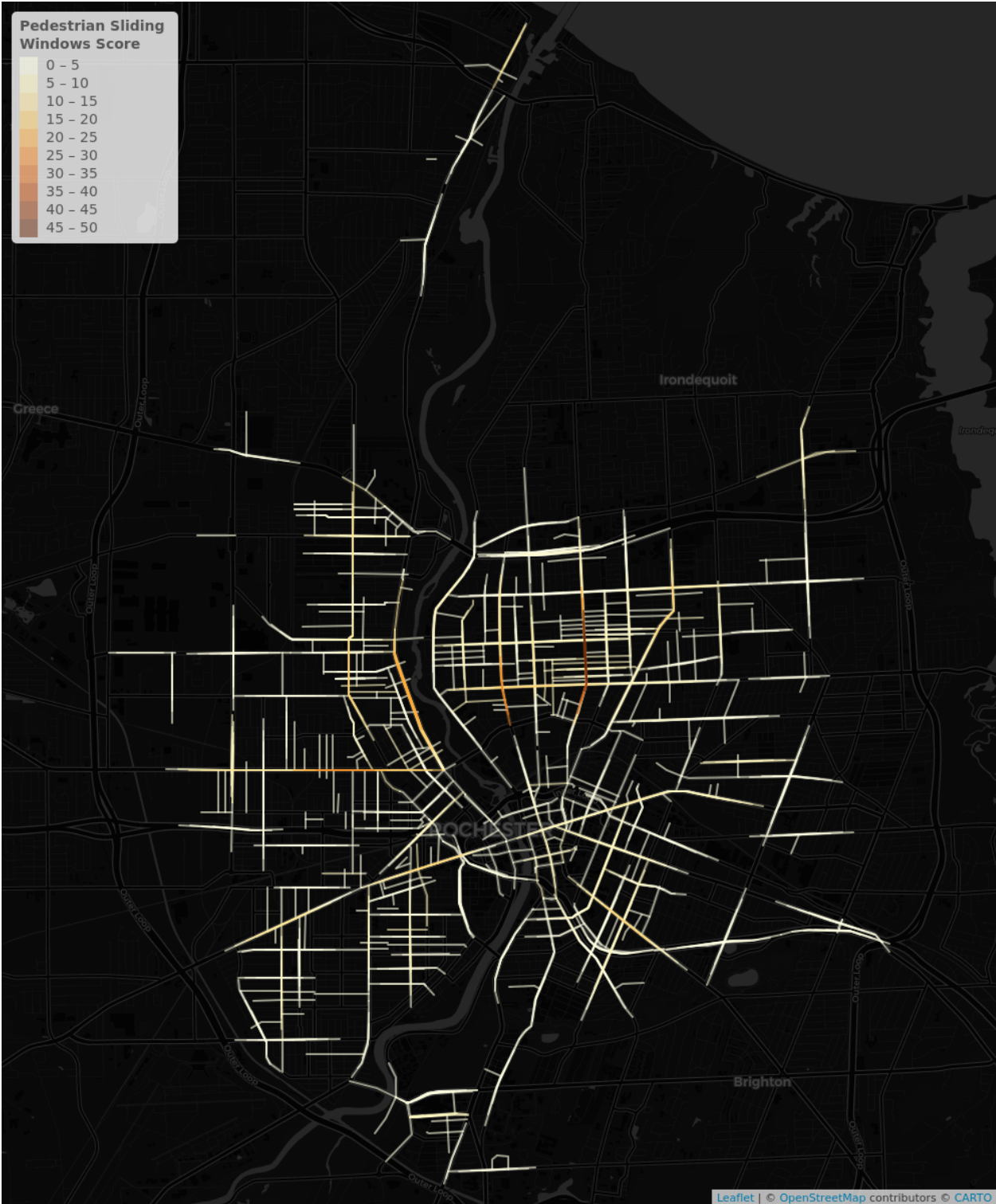
This map depicts severity-weighted pedestrian/bicycle/other crashes (including severities K, A, and B) per mile. Only segments with a crash score of 1 or more are visualized (please disregard the value of zero shown in the legend). Note that road geometries are simplified in order to visualize them in the browser.

Top Corridors

The table and maps below highlight the top ten crash corridors for each mode as measured by the total overall Sliding Windows Scores among the corridors for each unique road name.

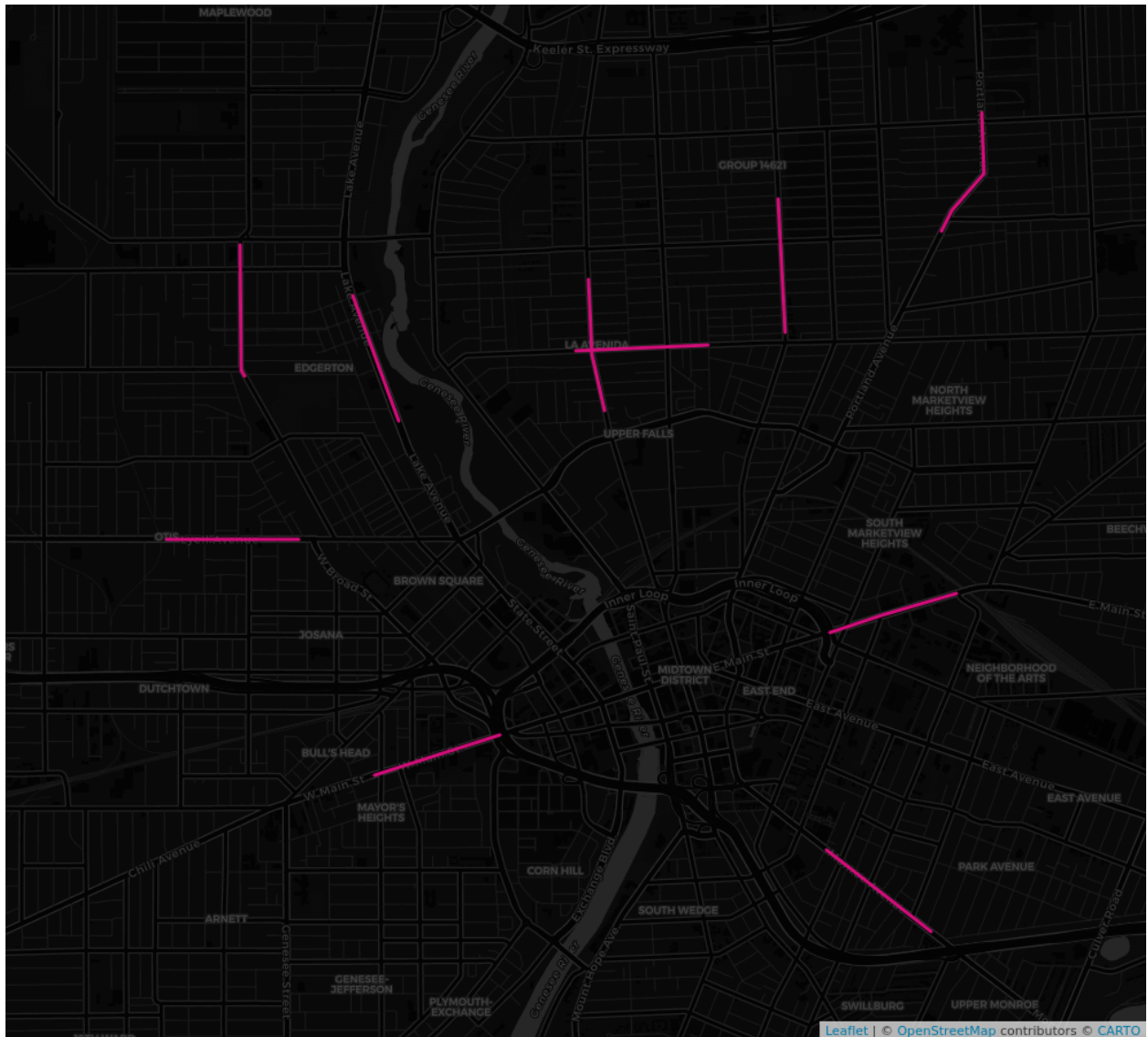
Pedestrian Sliding Windows Analysis

Pedestrian Sliding Windows Visualization



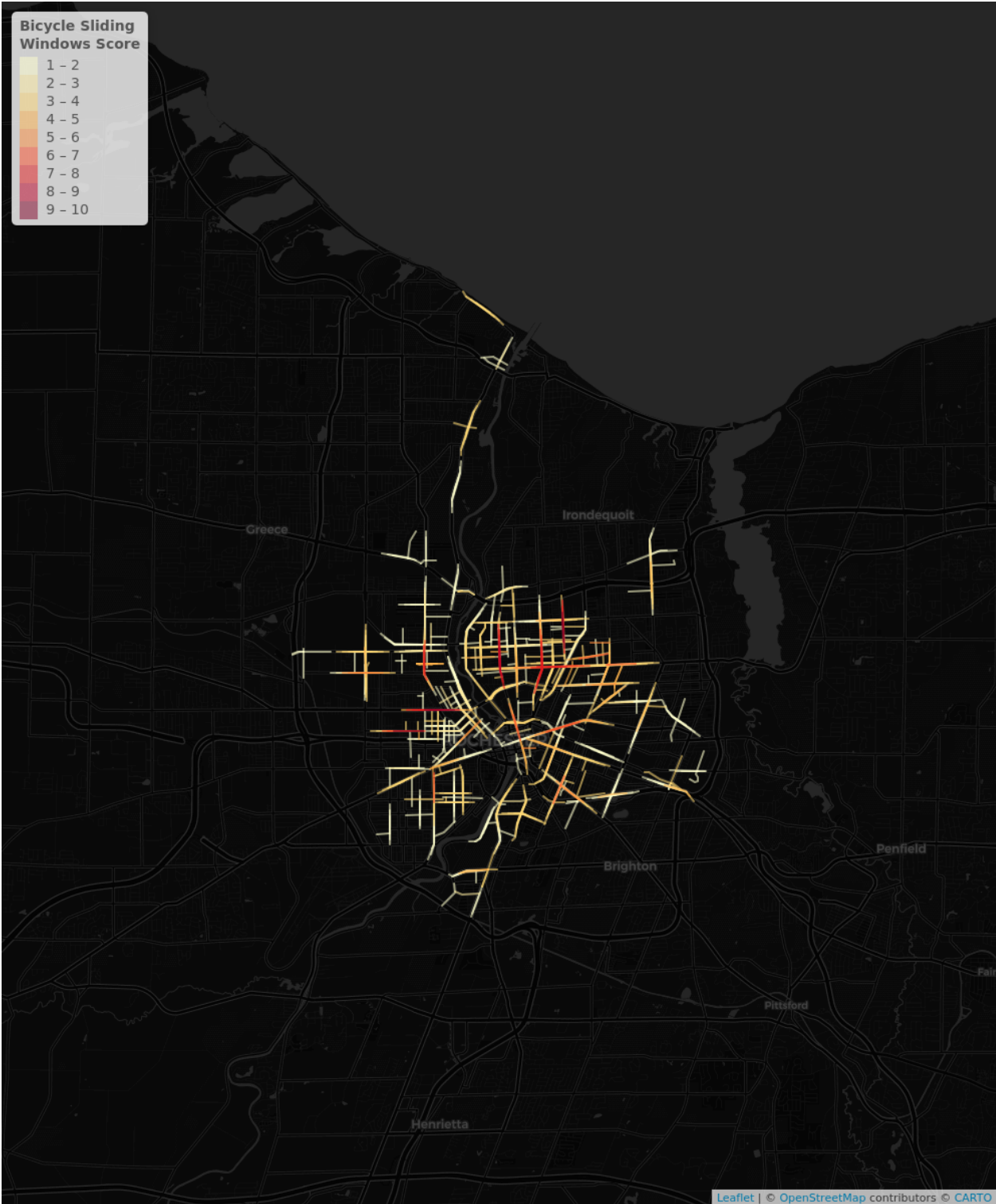
Top 10 Pedestrian Crash Corridors

Name	Functional Class	Crash Score
hudson avenue	Minor Arterial	47
north clinton avenue	Major Collector	26
lyell avenue	Minor Arterial	25
lake avenue	Major Arterial	24
clifford avenue	Minor Arterial	18
dewey avenue	Major Collector	18
portland avenue	Major Arterial	17
monroe avenue	Major Arterial	15
west main street	Major Arterial	15
east main street	Major Arterial	12



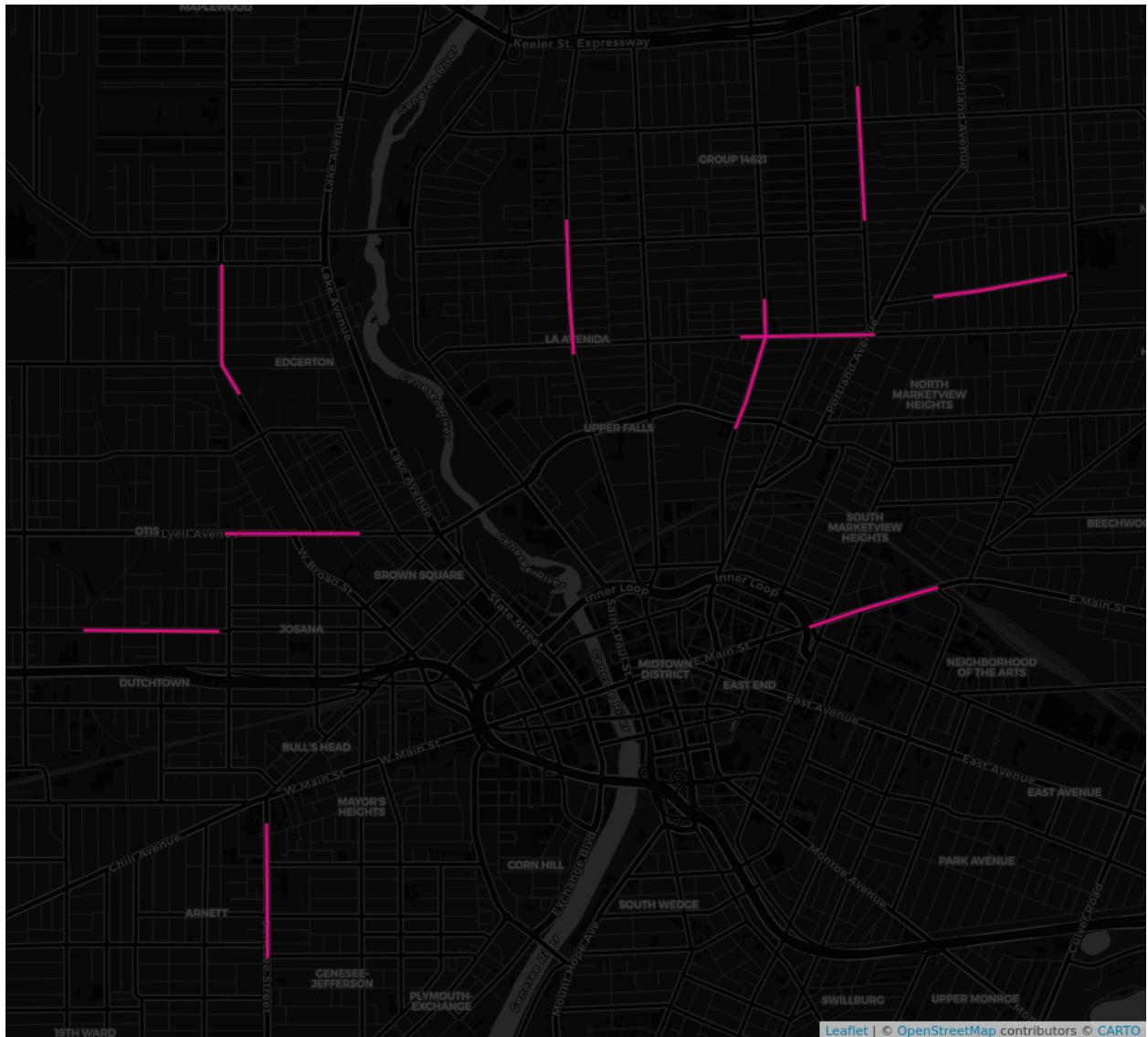
Bicycle Sliding Windows Analysis

Bicycle Sliding Windows Visualization



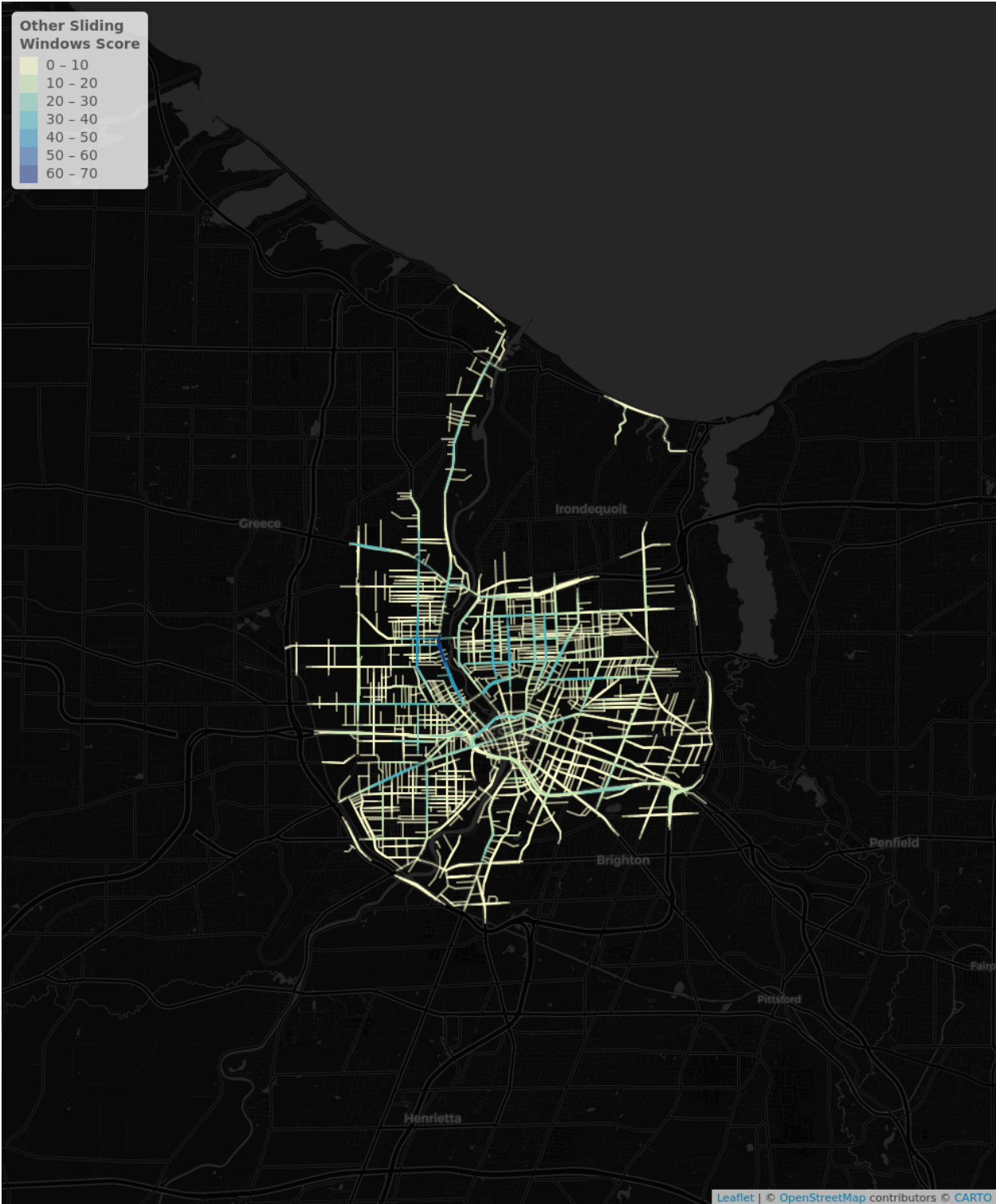
Top 10 Bicycle Crash Corridors

Name	Functional Class	Crash Score
carter street	Minor Arterial	10
jay street	Major Collector	9
lyell avenue	Minor Arterial	9
north clinton avenue	Major Collector	8
dewey avenue	Major Collector	7
clifford avenue	Minor Arterial	7
hudson avenue	Minor Arterial	7
fernwood avenue	Major Collector	6
genesee street	Major Arterial	6
east main street	Major Arterial	6



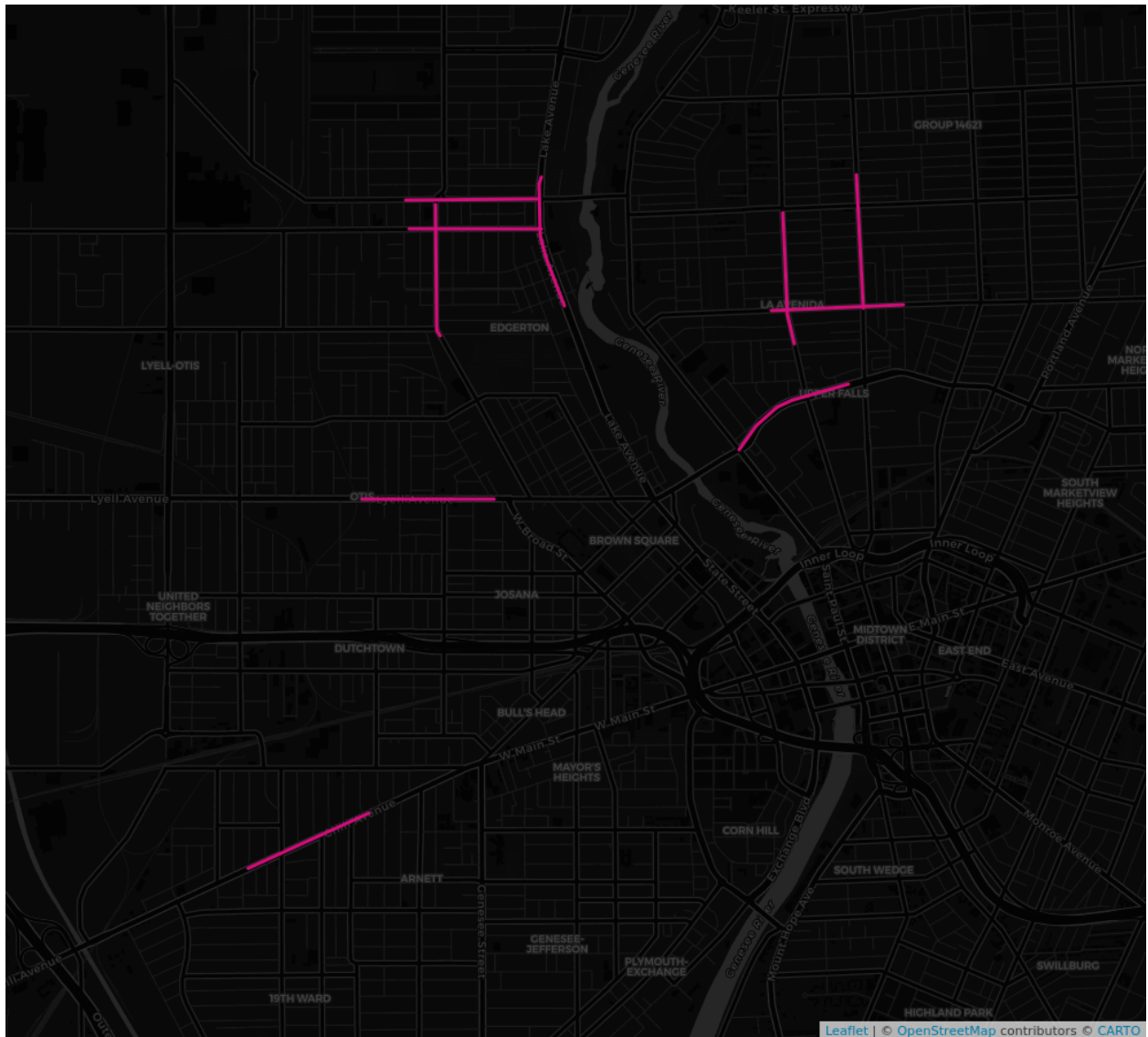
Other Sliding Windows Analysis

Other Sliding Windows Visualization



Top 10 Other Crash Corridors

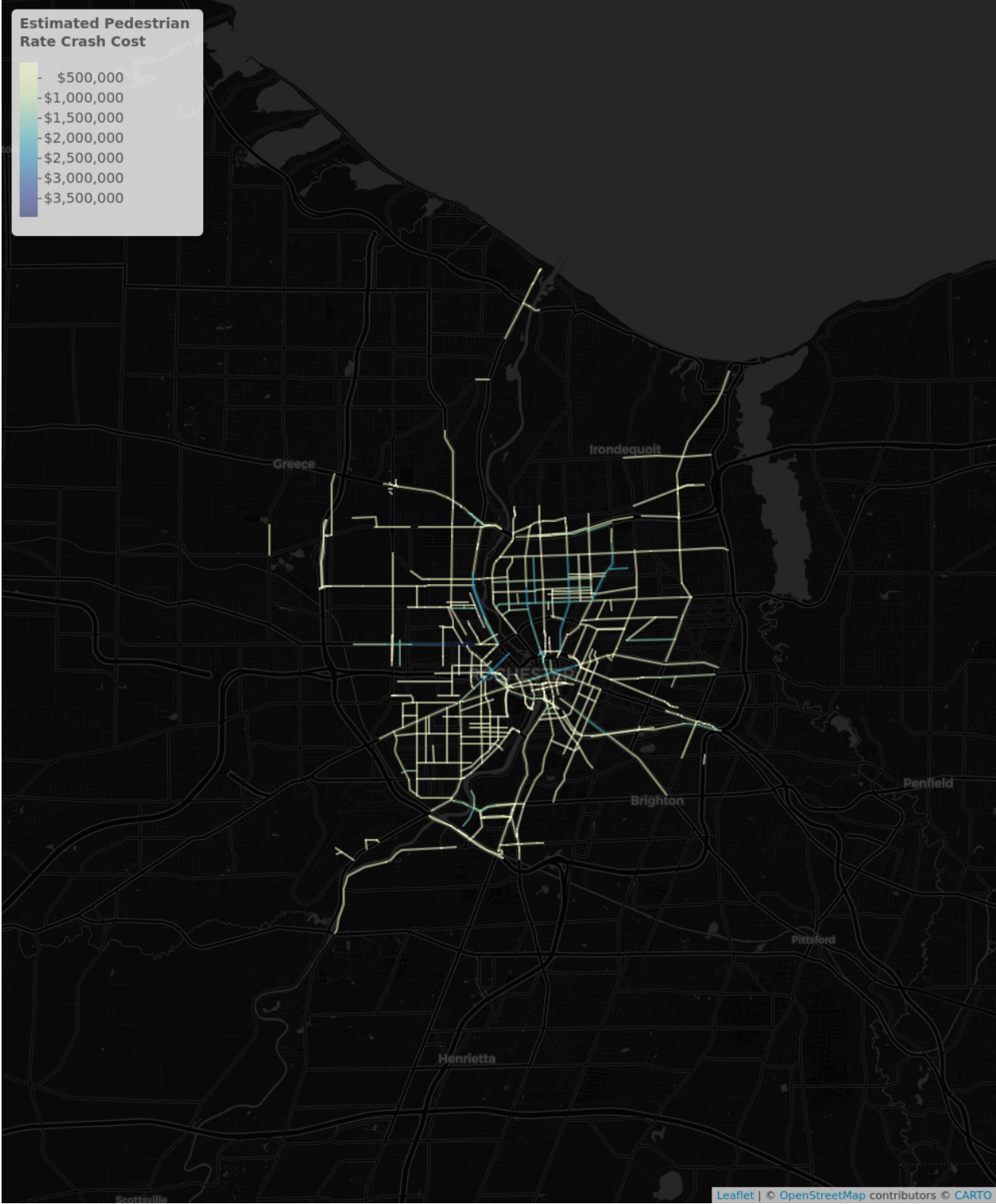
Name	Functional Class	Crash Score
lake avenue	Major Arterial	67
dewey avenue	Major Collector	44
joseph avenue	Minor Arterial	42
driving park avenue	Major Collector	40
upper falls boulevard	Major Arterial	39
clifford avenue	Minor Arterial	39
lexington avenue	Minor Arterial	38
chili avenue	Major Arterial	38
north clinton avenue	Major Collector	37
lyell avenue	Minor Arterial	37



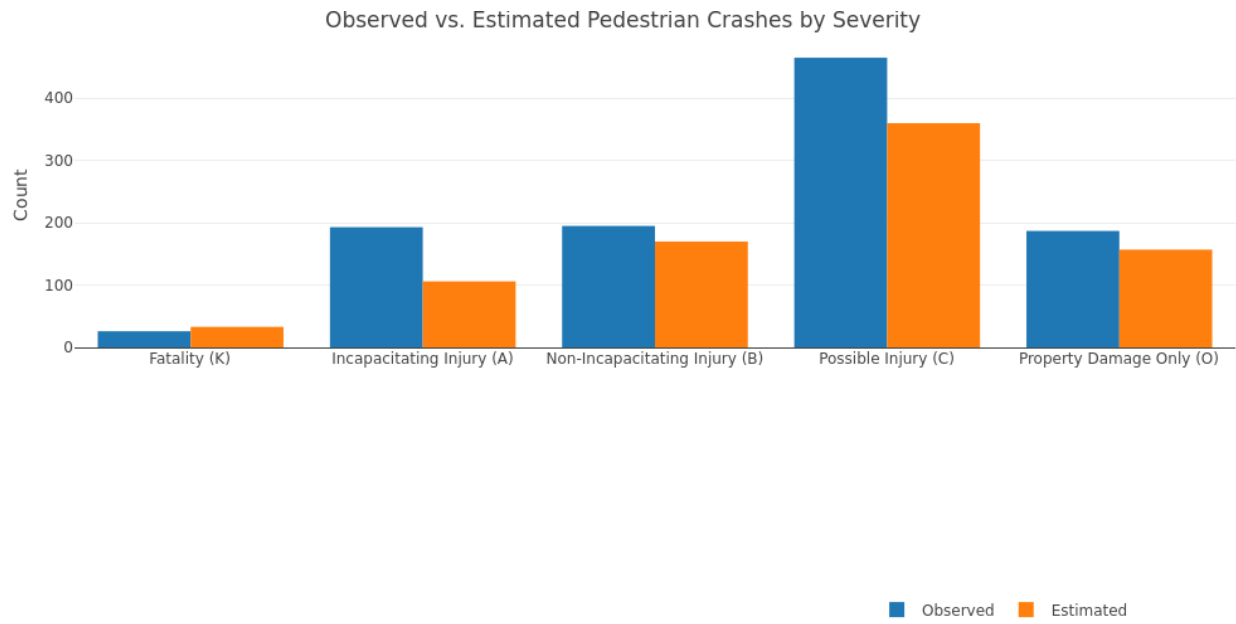
Safer Streets Model

This analysis uses a Bayesian modeling framework to assign risk values to segments for different severities of crashes over a one-year period. These values are then converted to crash cost estimates based on costs associated with each crash severity.

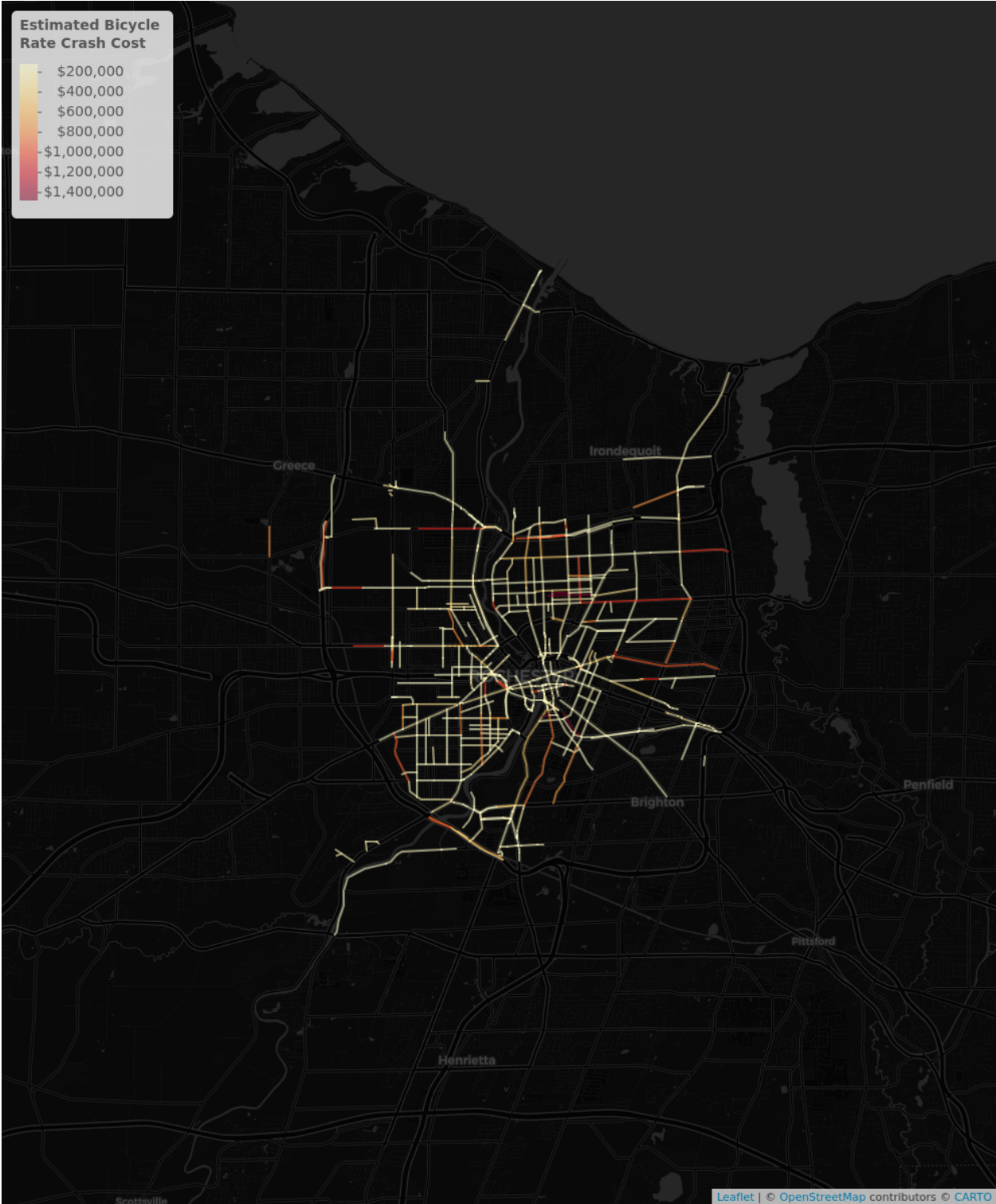
Pedestrian Safer Streets Model



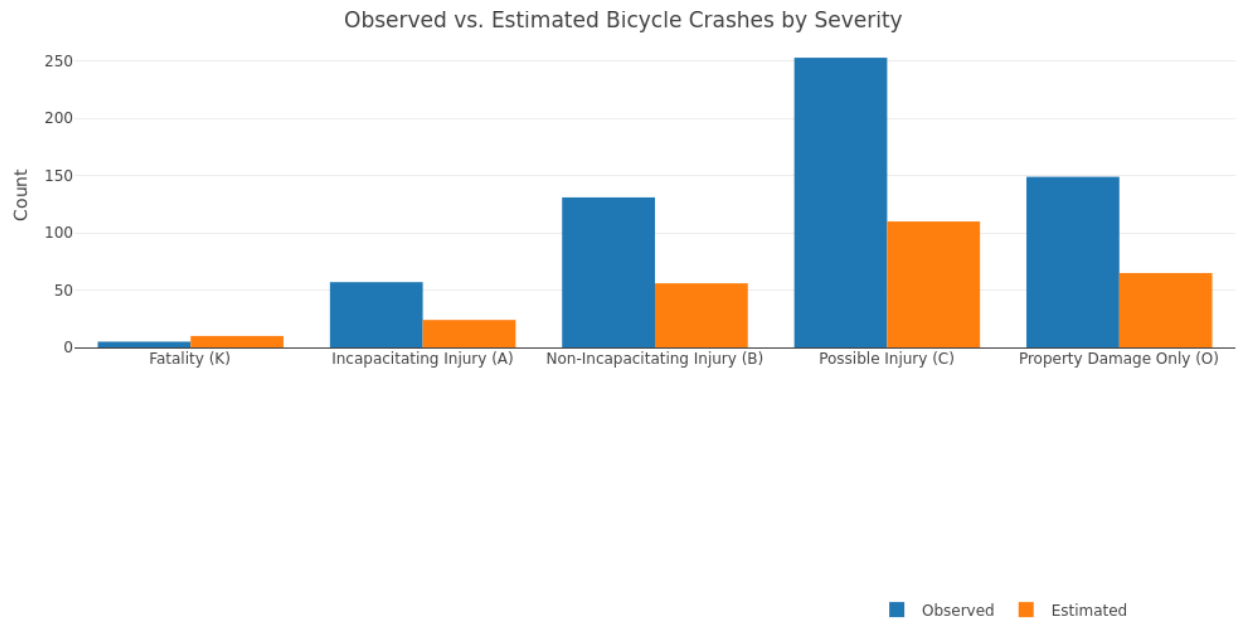
Observed vs. Estimated Pedestrian Crashes by Severity



Bicycle Safer Streets Model



Observed vs. Estimated Bicycle Crashes by Severity



APPENDIX G.
LEVEL OF
CROSSING STRESS
CRITERIA TABLES

Collector/Local Unsignalized Crossings

Speed Limit (mph)	Lanes Crossed at a Time	
	1 Lane	2 Lanes
≤ 25	LCS 1	LCS 1
30	LCS 1	LCS 2
35	LCS 2	LCS 2
≥ 40	LCS 3	LCS 3

[Source: ODOT Analysis Procedures Manual, Exhibit 14-25](#)

Arterial Crossings

Speed Limit (mph)	Lanes Crossed at a Time			
	1 Lane	2 Lanes	3 Lanes	4+ Lanes
≤ 25	LCS 1	LCS 2	LCS 3	LCS 4
30	LCS 2	LCS 3	LCS 3	LCS 4
35	LCS 2	LCS 3	LCS 4	LCS 4
≥ 40	LCS 3	LCS 4	LCS 4	LCS 4

[Source: ODOT Analysis Procedures Manual, Exhibits 14-26, 14-28, 14-29](#)

Other Factors

Signal Present	Subtract 1 LCS point, minimum LCS 1
----------------	-------------------------------------

**APPENDIX H.
LEVEL OF TRAFFIC
STRESS CRITERIA
TABLES**

Mixed traffic criteria

Number of lanes	Effective ADT*	Prevailing Speed						
		≤ 20 mph	25 mph	30 mph	35 mph	40 mph	45 mph	50+mph
Unlaned 2-way street (no centerline)	0-750	LTS 1	LTS 1	LTS 2	LTS 2	LTS 3	LTS 3	LTS 3
	751-1500	LTS 1	LTS 1	LTS 2	LTS 3	LTS 3	LTS 4	LTS 4
	1501-3000	LTS 2	LTS 2	LTS 3	LTS 3	LTS 4	LTS 4	LTS 4
	3000+	LTS 3	LTS 3	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4
1 thru lane per direction (1-way, 1-lane street or 2-way street with centerline)	0-750	LTS 1	LTS 1	LTS 2	LTS 2	LTS 3	LTS 3	LTS 3
	751-1500	LTS 2	LTS 2	LTS 2	LTS 3	LTS 3	LTS 4	LTS 4
	1501-3000	LTS 2	LTS 3	LTS 3	LTS 4	LTS 4	LTS 4	LTS 4
	3001-6000	LTS 3	LTS 3	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4
	6001-10000	LTS 3	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4
	10001+	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4
2 thru lanes per direction	0-6000	LTS 3	LTS 3	LTS 3	LTS 3	LTS 4	LTS 4	LTS 4
	6001-12000	LTS 3	LTS 3	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4
	12001+	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4
3+ thru lanes per direction	any ADT	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4	LTS 4	

* Effective ADT = ADT for two-way roads; Effective ADT = 1.67*ADT for one-way roads

Bike lanes and shoulders not adjacent to a parking lane

Number of lanes	Speed Limit					
	≤ 25 mph	30 mph	35 mph	40 mph	45 mph	50+ mph
1 thru lane per direction, or unlaned	LTS 2	LTS 2	LTS 3	LTS 3	LTS 3	LTS 4
2 thru lanes per direction	LTS 2	LTS 2	LTS 3	LTS 4	LTS 4	LTS 4
3+ lanes per direction	LTS 3	LTS 3	LTS 3	LTS 4	LTS 4	LTS 4

- Notes
1. If bike lane / shoulder is frequently blocked, use mixed traffic criteria.
 2. Qualifying bike lane / shoulder should extend at least 4 ft from a curb and at least 3.5 ft from a pavement edge or discontinuous gutter pan seam

Bike lanes alongside a parking lane

Number of lanes	Speed Limit				
	≤ 20 mph	25 mph	30 mph	35 mph	40+ mph
1 lane per direction	LTS 2	LTS 3	LTS 3	LTS 3	LTS 4
2 lanes per direction (2-way)	LTS 3	LTS 3	LTS 3	LTS 4	LTS 4
2-3 lanes per direction (1-way)	LTS 3	LTS 3	LTS 3	LTS 4	LTS 4
other multilane	LTS 3	LTS 3	LTS 3	LTS 4	LTS 4

- Notes
1. If bike lane is frequently blocked, use mixed traffic criteria.
 2. Qualifying bike lane must have reach (bike lane width + parking lane width) ≥ 12 ft

**APPENDIX I.
RIGHTS-OF-WAY
ACCESSIBILITY
EVALUATION
REPORT**



City of Rochester, New York

GIS Summary

October 2022

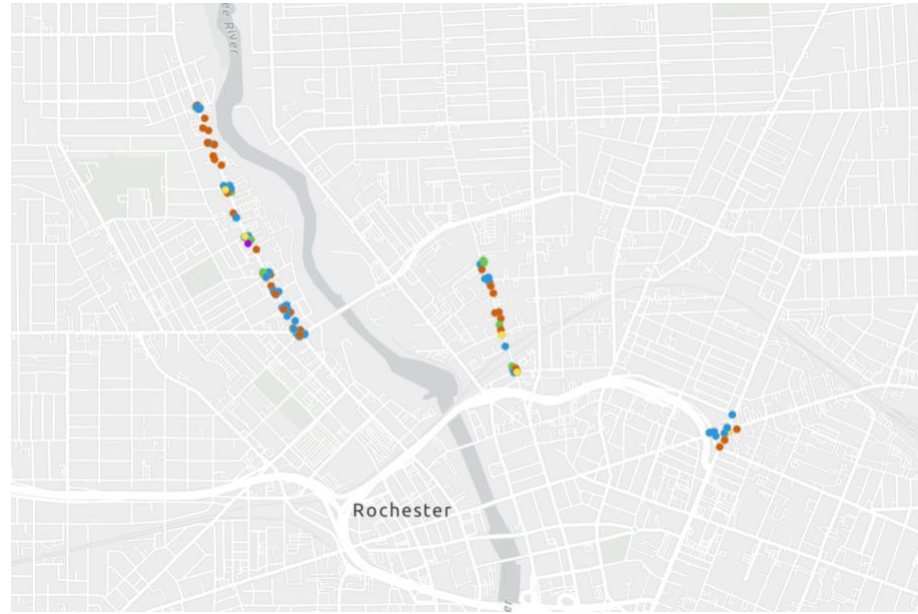


Prepared by the



Institute for Human Centered Design

Sidewalk and Walkway Accessibility Survey



City of Rochester

October 2022



Institute for Human Centered Design

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Background

The City of Rochester requested an ADA assessment of the Town’s sidewalks and walkways. Rochester is participating in the New York State Department of Transportation (NYSDOT) Complete Streets Funding Program as of December 2011.

“Complete Streets are designed to integrate the needs of all users – pedestrians, cars, trucks, freight, cyclists, transit riders, people with disabilities, and abutting businesses and residents - with a priority on safety and usability, within the context and constraints of the roadway. Types of projects include but are not limited to: bike lanes, safer street crossings, signage, traffic calming measures, ADA accessible curb ramps, speed feedback signs, and sidewalks”

The survey of the sidewalks, pedestrian crossings and curb ramps was performed through GIS. The survey included approximately 2.8 miles of sidewalk. To ensure the City is in compliance with Title II of the Americans with Disabilities Act (ADA), the Institute for Human Centered Design (IHCD) uses the U.S. Access Board’s Proposed Public Rights-of-Way Accessibility Guidelines (PROWAG). The 2020 Building Code of New York State that references IBC 2018 with amendments that were included where those requirements were more stringent than the 2010 Standards are also part of the survey.

Note: Title II of the Americans with Disabilities Act (ADA) requires that state and local governments ensure that persons with disabilities have access to the pedestrian routes in the public right of way. An important part of this requirement is the obligation whenever streets, roadways, or highways are altered to provide curb ramps where street level pedestrian walkways cross curbs. This requirement is intended to ensure the accessibility and usability of the pedestrian walkway for persons with disabilities. Alterations of streets, roads, or highways include activities such as reconstruction, rehabilitation, resurfacing, widening, and projects of similar scale and effect. Maintenance activities on streets, roads, or highways, such as filling potholes,

are not alterations. See *Department of Justice/Department of Transportation Joint Technical Assistance1 on the Title II of the Americans with Disabilities Act Requirements to Provide Curb Ramps when Streets, Roads, or Highways are Altered through Resurfacing at https://www.fhwa.dot.gov/civilrights/programs/ada/doj_fhwa_ta.cfm*

Three (3) areas were surveyed with the GIS tool. One (1) area included Lake Avenue between Ravine Avenue and the intersection at State Street, Smith Street, and Lyell Avenue. The second area included North Clinton Avenue between St. Bridgets Drive and Central Avenue. The third area included East Main Street between University Avenue and Alexander Street and North Union Street between University Avenue and Lyndhurst Street.

The deliverable includes a dashboard that identifies the top six (6) major accessibility issues, it also identifies eleven (11) accessibility issues by category. Those accessibility issues need to be addressed when the City undergoes the renovation/alteration of its streets. (See image 1.)

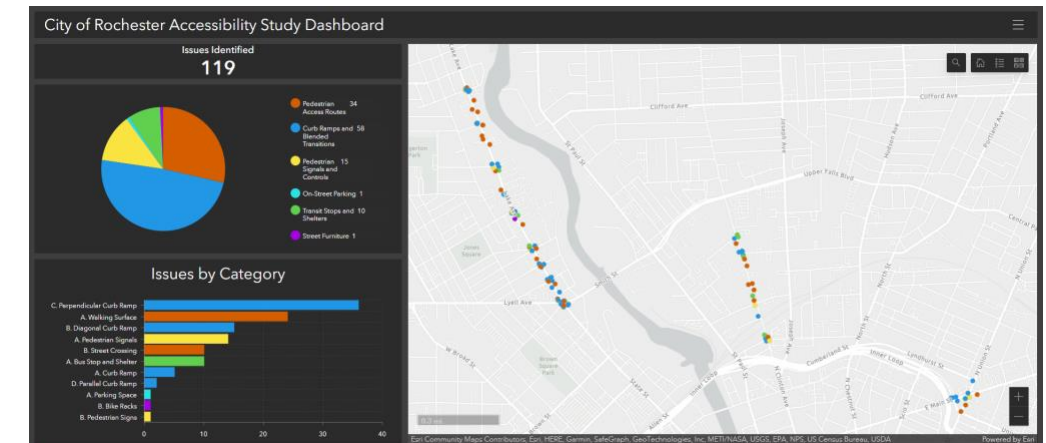


Image 1

The dashboard also provides an interactive map that identifies and shows the exact location of each accessibility issue along the areas that were surveyed. (See images 2 and 3.)

At the end of this report there are some examples of the different variations of the dashboard depending on the issue selected. (See images 4 - 9.)

In addition to the dashboard, there is a GIS layer that contains information of noncompliant elements through points collected during the survey. This digital information will allow the City of Rochester to use the data for corrective actions in the field with a precise location of accessibility issues and easy access to digital photos that illustrate the problems.

Key Accessibility Issues:

Exterior Routes

- Some areas along the existing sidewalks have deteriorated surfaces and lack maintenance. As a result, there are frequent instances of excessive changes in level, an uneven surface and areas that do not prevent accumulation of water.
- Some areas along the existing walkways are less than 36" wide, and lack passing spaces.
- Many of the existing sidewalks have frequent areas with excessive cross slopes.
- Some walkway areas have foliage that protrudes into the walkway. There are also a few instances where trees, plants, sand, deteriorated asphalt or other obstructions reduce the clear width to less than 36 inches and limit vertical clearance to less than 80 inches.

Curb Ramps

- Many curb ramps are not flush with the street. As a result, there are frequent instances of street crossings that do not prevent accumulation of water.
- Many of the curb ramps are not maintained in operable working condition.
- Some of the existing curb ramps have frequent areas with excessive cross slopes and running slopes.
- Some curb ramps have a detectable warning with a color that does not contrast with adjacent walking surfaces either light-on-dark, or dark-on-light.
- Some of the curb ramps were not connected or aligned with the street crossings.

Transit Stops and Shelters

- Some areas around the existing bus stops have deteriorated surfaces and lack maintenance. As a result, there are frequent instances of uneven surfaces and areas that do not prevent accumulation of water.
- Some sidewalks terminate without warning at grass or where no curb ramp or other means of accessible transition from the bus stop walkway to the bus loading zone is available.

Pedestrian Signals and Signs

- Some pedestrian signals lack clear ground space at controls and also lack a stable, firm and slip-resistant surface with a slope that is not greater than 2% in all directions.

- Some hardware at pedestrian signals were not operable with tight grasping, pinching or twisting of the wrist and lacked audible communication system.

Additional Accessibility Issues

- Lack of striping for the access aisle at accessible on-street parking spaces.
- Lack of an accessible route to one (1) bike rack.

Best Practice and Inclusive Design

Best practice and inclusive design recommendations include elements that are not required in the standards but may create enhanced experiences for all users.

- Recommend providing detectable warnings at all curb ramps.
- Recommend providing marked pedestrian crossings.
- At marked pedestrian crossings, recommend duplicating text on both sides of sign so that the sign in the middle of the crosswalk can be read from both walking directions.
- Recommend providing benches or perches at bus stops.
- In some locations, where street furniture is provided (e.g., benches), recommend providing a 36 inches minimum by 48 inches minimum stable, firm and slip-resistant clear floor space adjacent to benches.

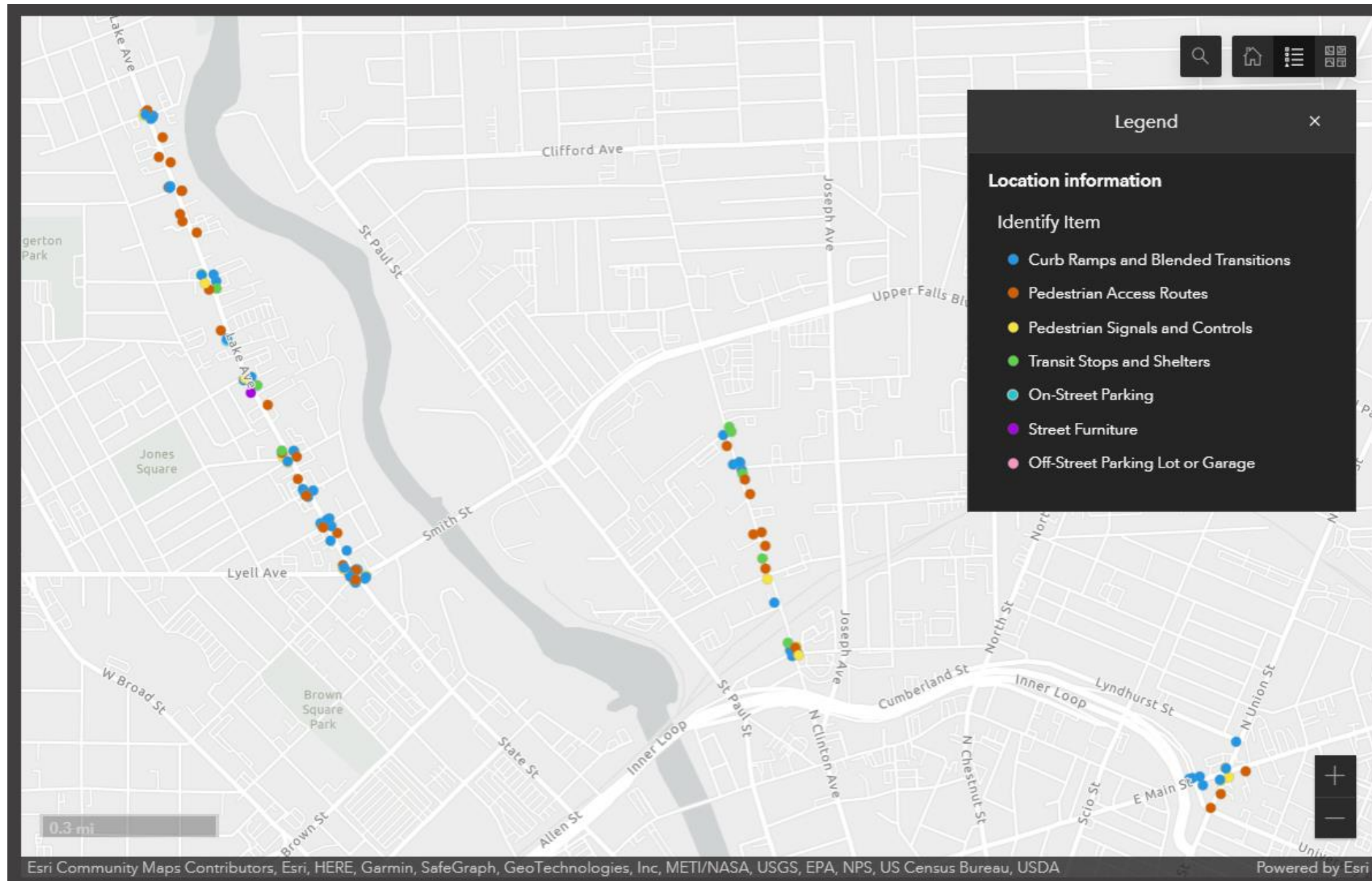


Image #2 - Map with identify items

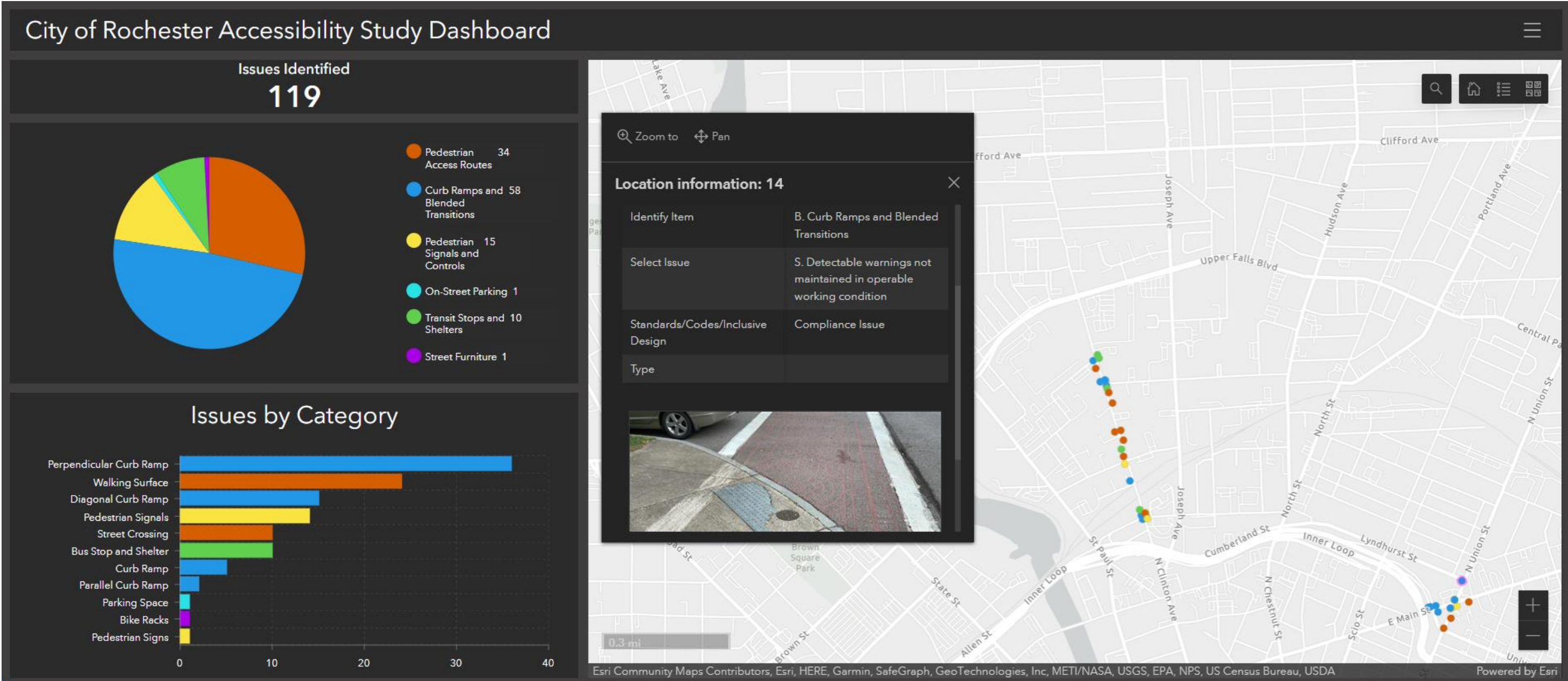


Image #3 – Interactive Dashboard with Accessibility Issues and Locations

The following images shows examples of the different configuration of the dashboard.

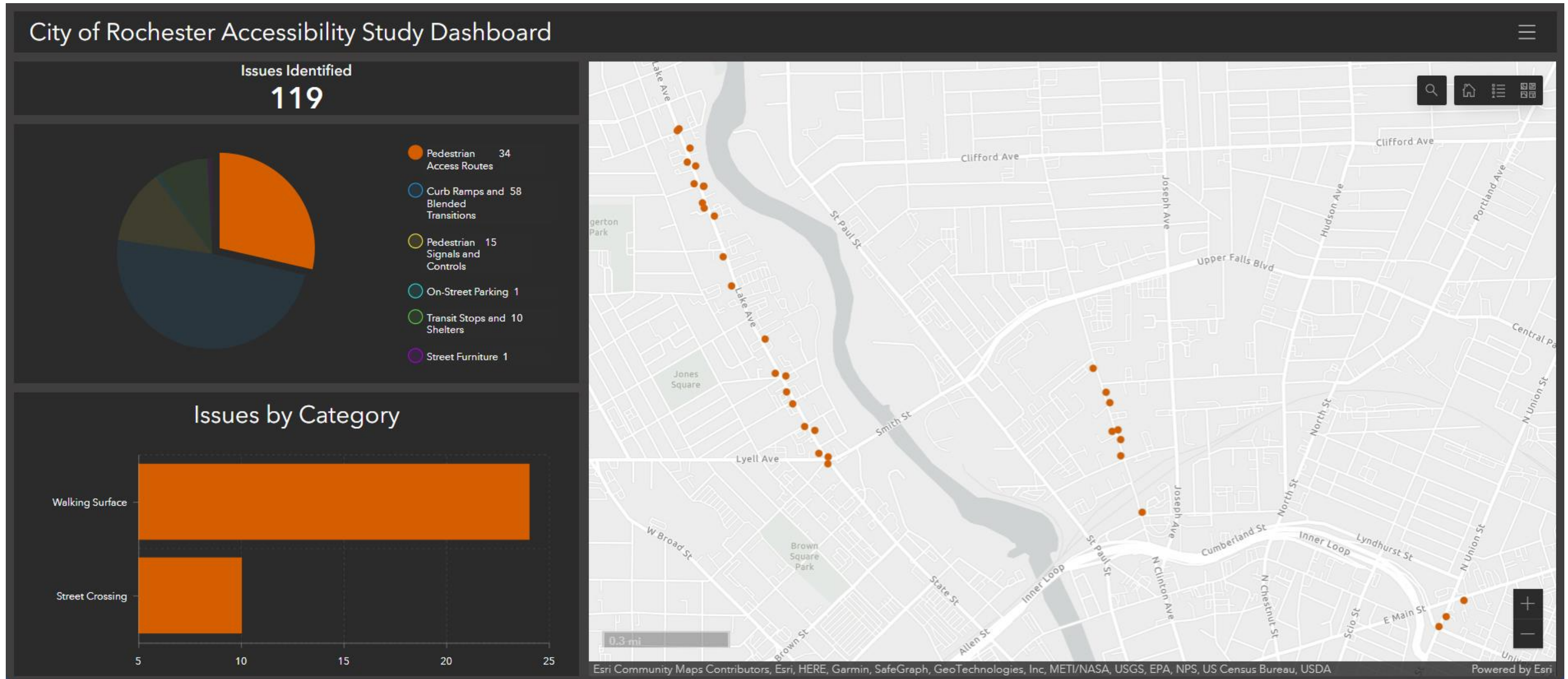


Image #4 – Accessibility Issues at Pedestrian Access Routes

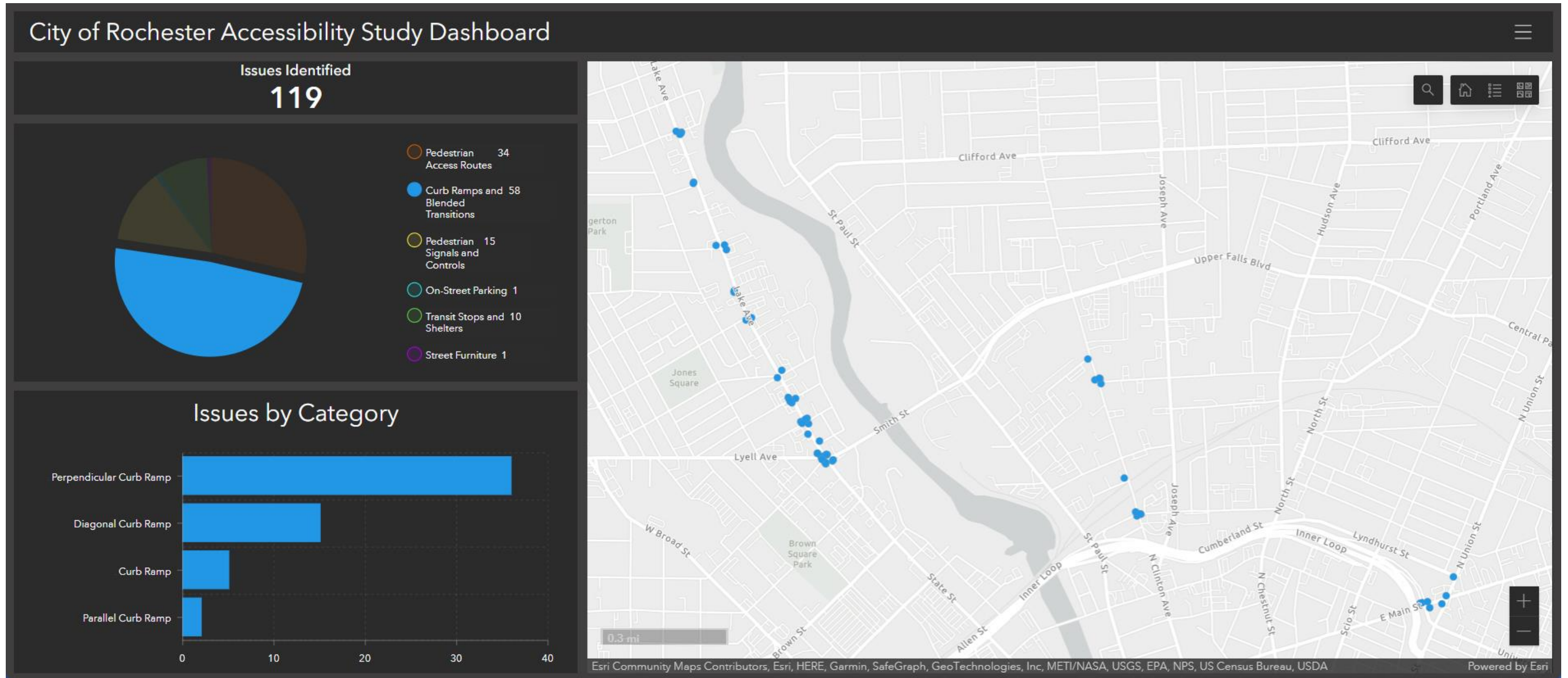
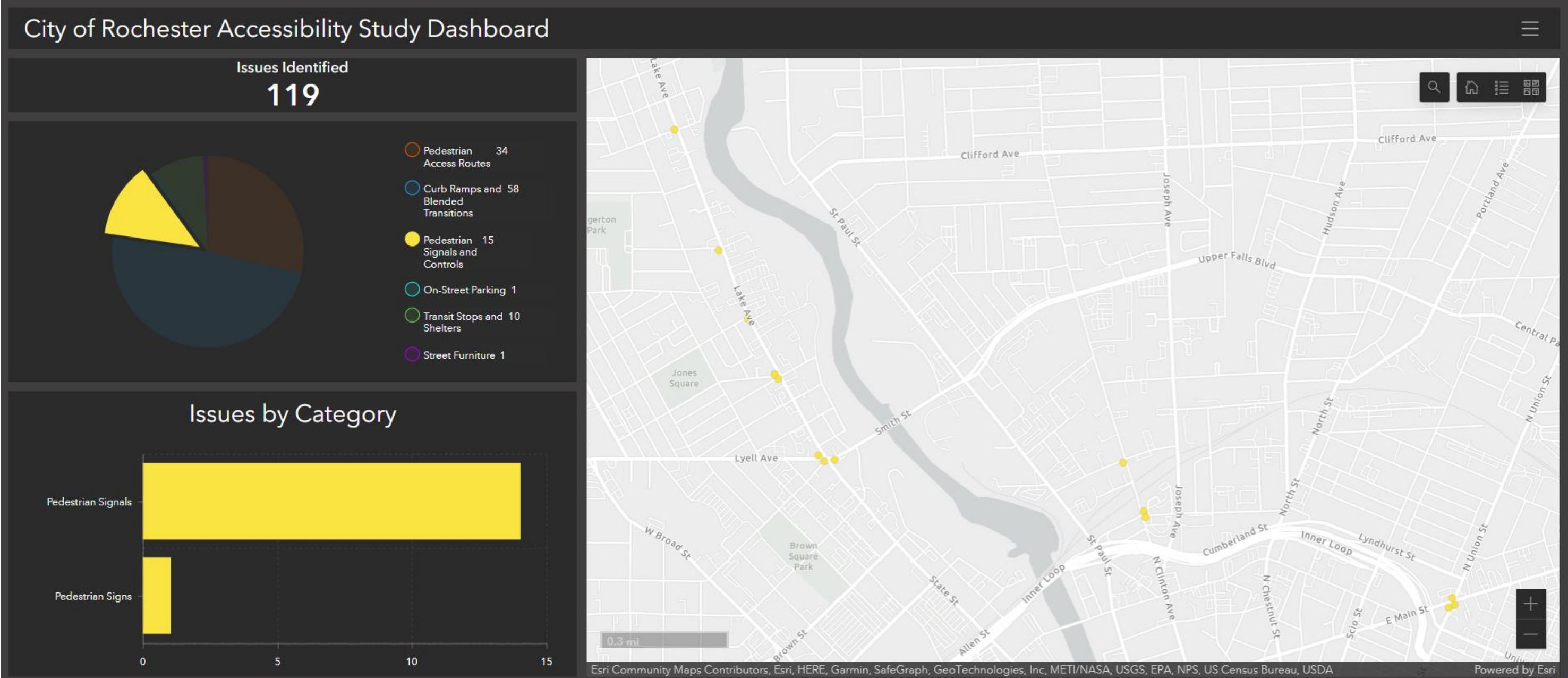


Image #5 – Accessibility Issues at Curb Ramps and Blended Transition



Images #6 – Accessibility Issues at Pedestrian Signals and Controls

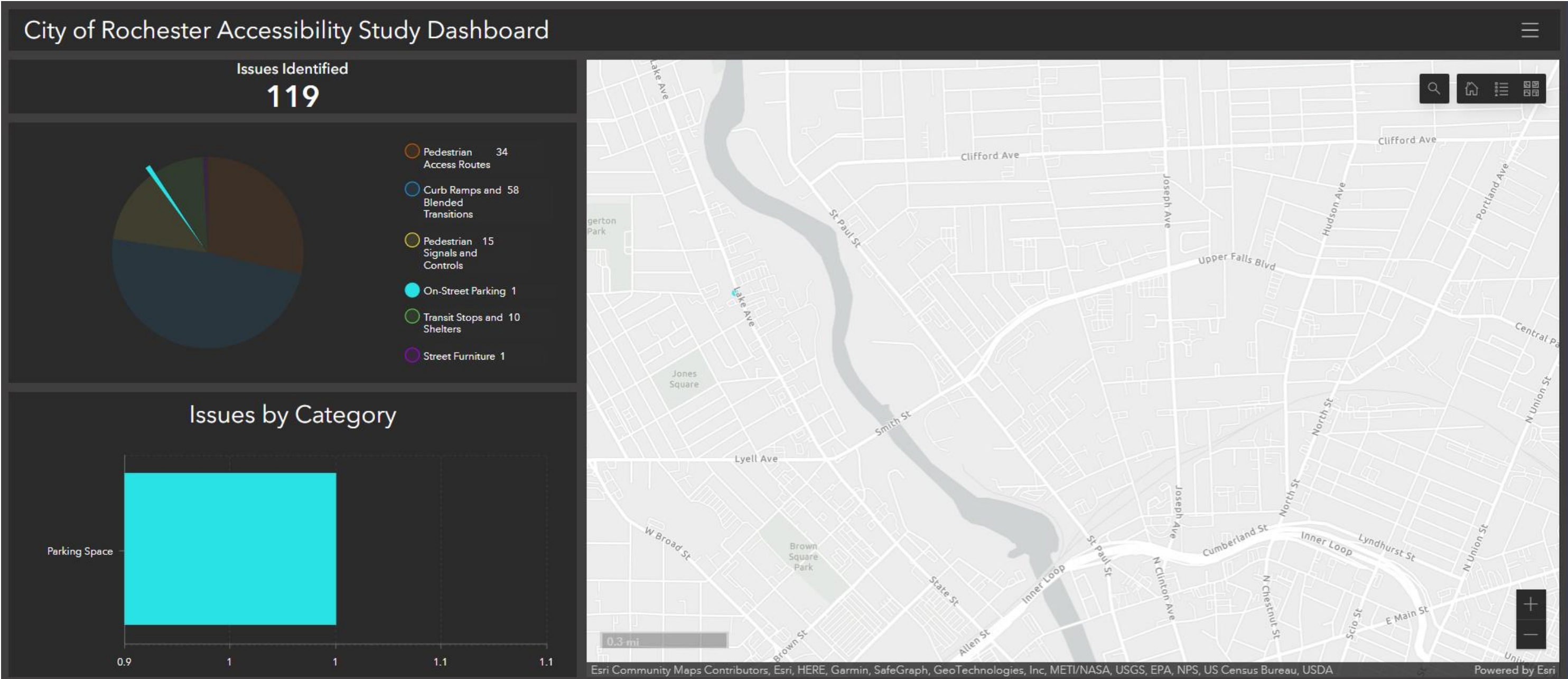


Image #7 – Accessibility Issues with On-Street Parking

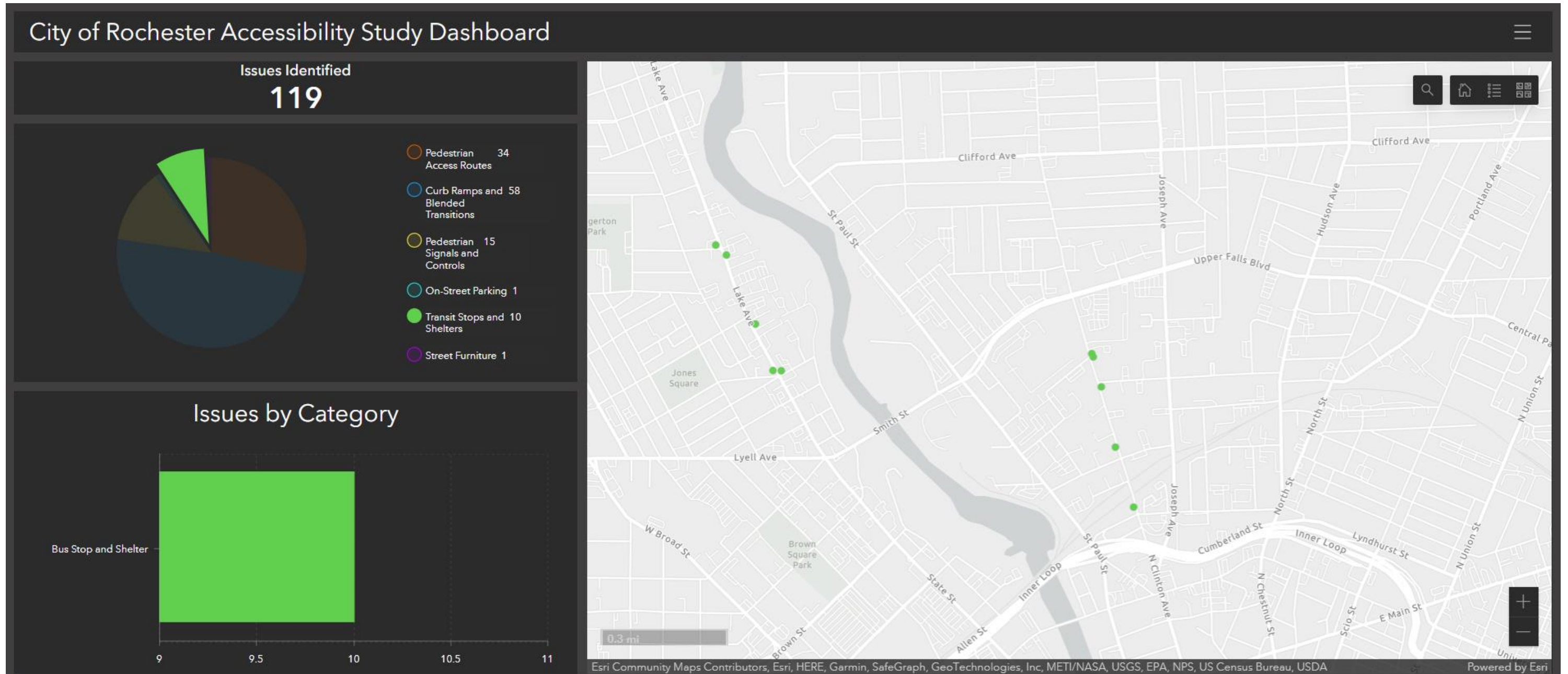


Image #8 - Accessibility Issues at Transit Stops and Shelters

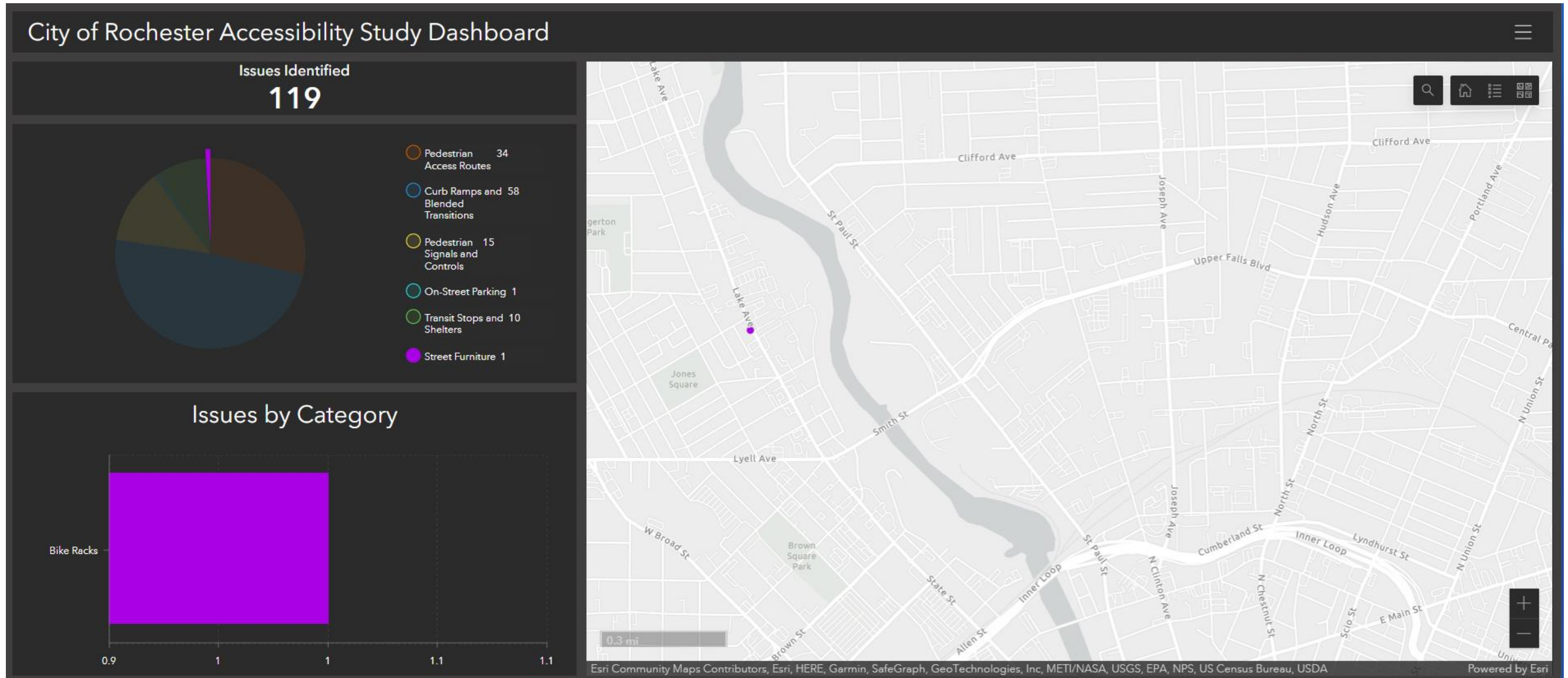


Image #9 - Accessibility Issues with Street Furniture