

# Rochester Active Transportation Plan

Project Kickoff Meeting

May 25, 2022



# Agenda

---

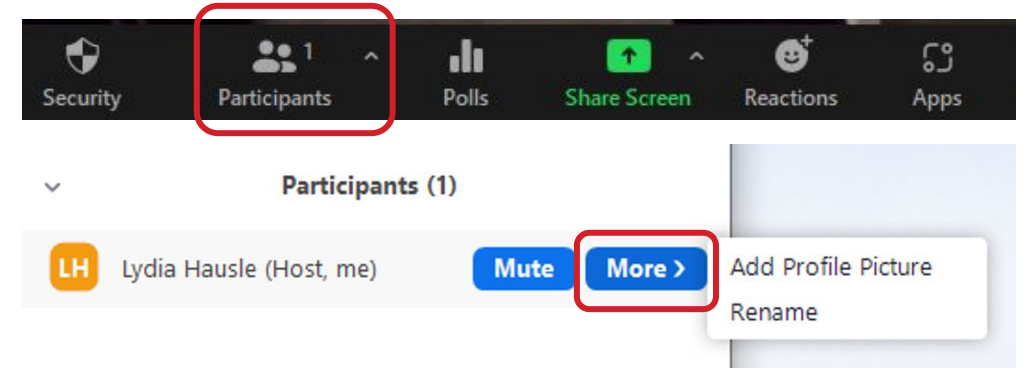
1. Introductions
2. PAC Roles and Responsibilities
3. Project Overview
4. Public Engagement Plan
5. Action Items and Next Steps



Photo credit: Rashad Smith

# Introductions (Zoom Chat Edition)

- Make sure your name/pronouns and organization are reflected properly in your zoom window
- Drop into the Chat:
  - Your organization and role
  - In a few words, what is your priority for active transportation in Rochester?



# Project Team

---



**Lydia Hausle, AICP**  
Project Manager



**Alexis Vidaurreta**  
Deputy Project  
Manager



**Tamara Leigh**  
Engagement and  
Equity Co-lead



**Rashad Smith**  
Engagement and  
Equity Co-lead



**Valerie Fletcher**  
Inclusive Policy and  
Design



**Reggie Ramos**  
Inclusive Policy and  
Design



**Adrienne Davis**  
Flower City  
AmeriCorps





# PAC Roles and Responsibilities

---

## Role of the PAC

- Attend and actively participate in 7-8 Meetings
- Help spread the word to networks and partners
- Collaborate on the development and iteration of recommendations
- Review project deliverables and share feedback

## Anticipated PAC Meetings

1. Project Overview and Engagement Plan
2. Media Launch, Engagement Update, and Early Existing Conditions
3. Existing Conditions Findings
4. Draft Recommendations Workshop 1
5. Draft Recommendations Workshop 2
6. Review Prioritization Results
7. Final Plan and Project Closeout
8. *Floater if needed*

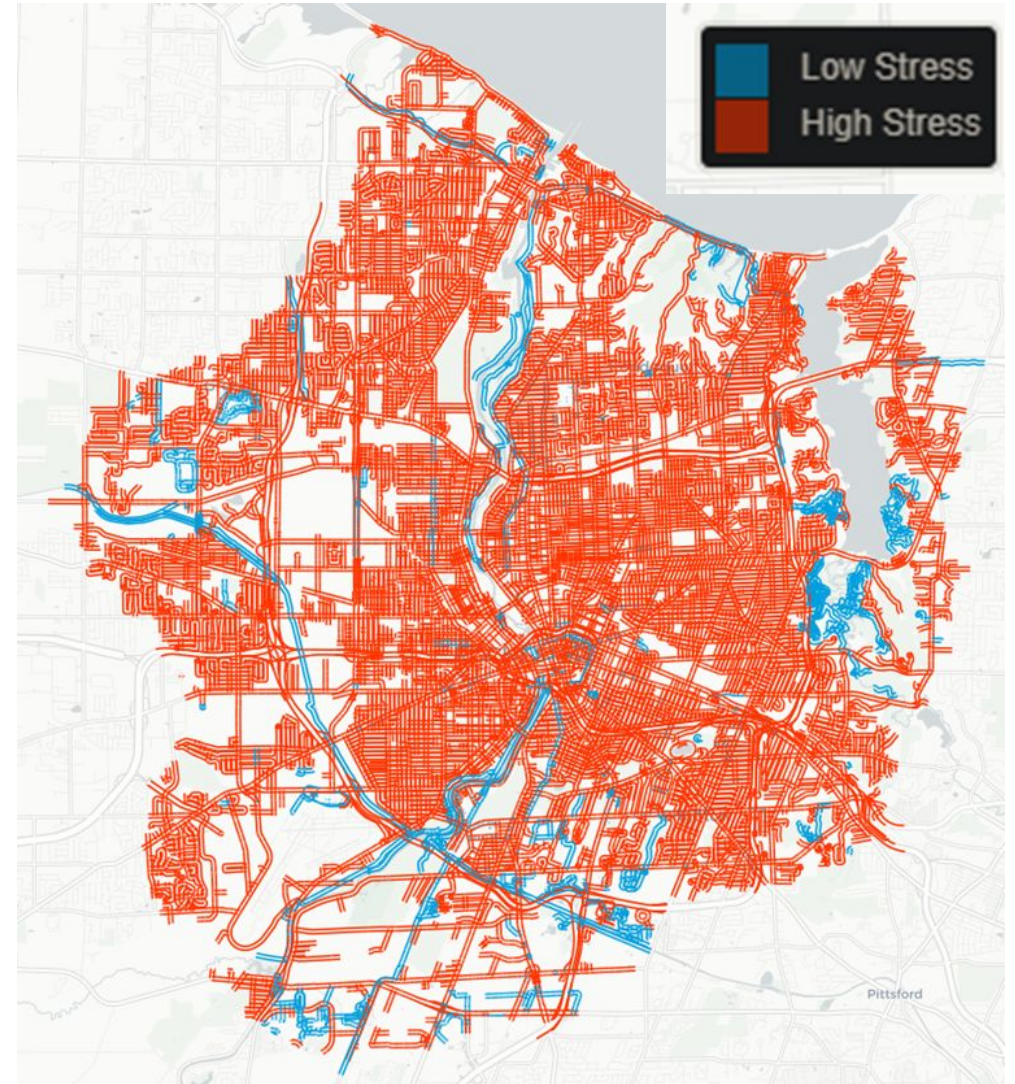
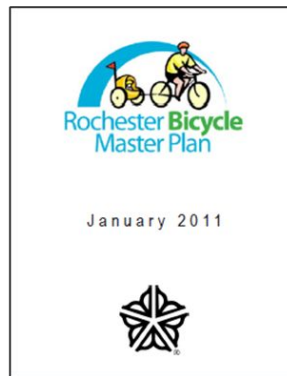
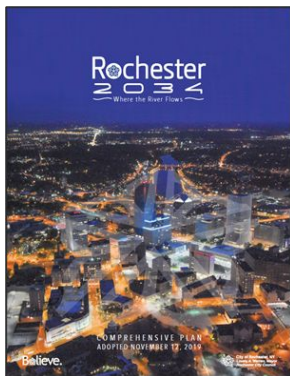
# Project Overview

---



# Why Roc ATP?

- Update and align bike network plans
- Put strategic direction of past plans into practice



# Why Roc ATP?

---

- Elevate proactive pedestrian and accessibility planning
- Begin rectifying disability justice issues





# When the Roc ATP process concludes, we will have:

---

- **Generated community awareness and groundwork for sustained conversation** about active transportation in the city
- **Identified and prioritized projects** for bike, pedestrian, and transit access
- **Advanced the state of pedestrian accessibility work** in Rochester
- **Identified active transportation implementation barriers** and charted a path toward eliminating them
- **Tested new pathways** for engaging in this work collaboratively and equitably

# Process Overview

---

## Existing Conditions (Jun - Oct)

- Understanding of baseline physical, operational, design, policy conditions
- Methods including data-based analyses, interviews, and public engagement
- PAC to review report

## Recommendations Development (Sept - Jan)

- Project-level recommendations
- Supporting policies and programs
- Guidance on operational best practices
- PAC to workshop

## Prioritization Framework & Final Plan (Jan - May)

- Draft and final reports
- List of projects prioritized using framework underpinned by equity
- Metrics for tracking progress over time
- PAC to review prioritized project list and draft plan

# Public Engagement Plan



# Purpose of Engagement

---

Invite the public to provide **direct inputs to the planning process** at the existing conditions phase

Deepen **trust around transportation investments** with members of communities that have been negatively impacted by past decision making and disinvestment

Build on previous engagement processes with a **focus on centering the most impacted and marginalized**

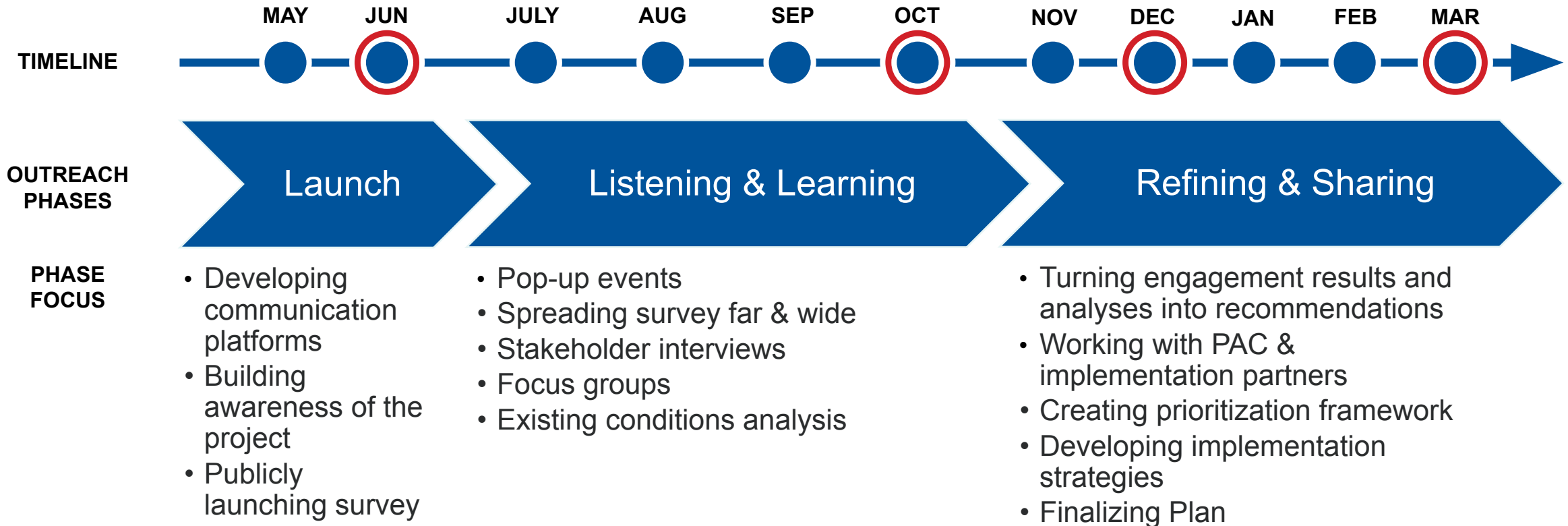
Establish **culturally-competent communication** that emphasizes the collective benefits of active transportation



# Public Engagement Plan

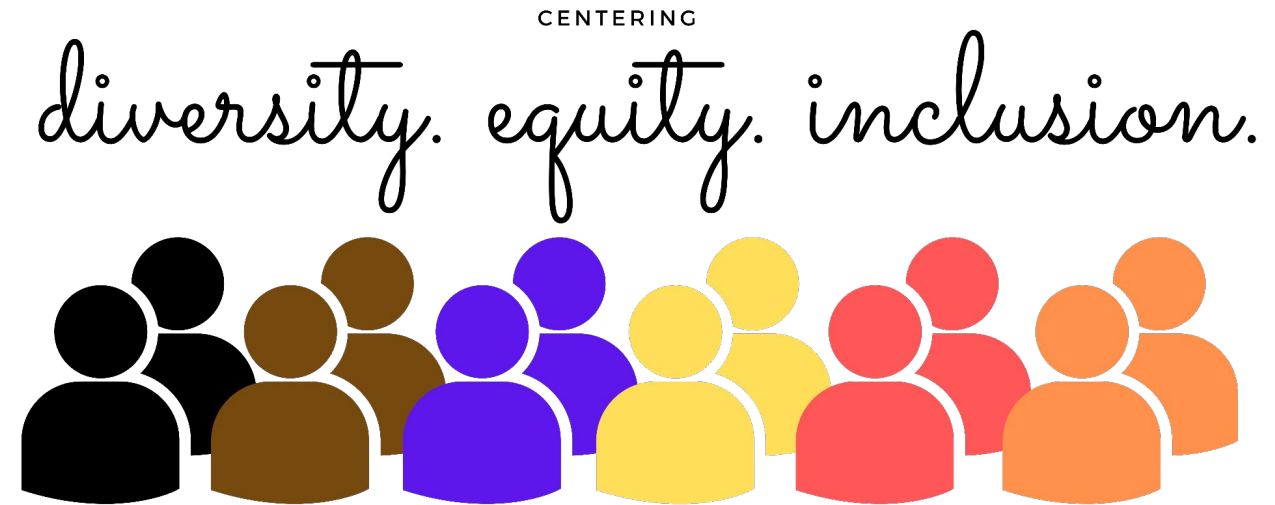
## Project Deliverables

1. Public Engagement Plan
2. Existing Conditions and Needs Assessment
3. Draft Recommendations
4. Final Plan



# Priority Communities

- Black and brown communities
- LGBTQ+ communities
- Youth
- Older adults
- People with disabilities
- New Americans
- Health, wellness, recreation-focused communities
- People who live car-free



# Neighborhood Consultants

---

## Role of the NCs

- Coalition of 11, compensated community members specifically selected to be a representative snapshot of community stakeholders
- Help to define direction for project based on lived experiences
- Co-creator of public outreach materials and plan prioritization methods

## Proposed NC Meetings

1. Project Overview and Community Survey Review/Development
2. Campaign material production (video participation)
3. Topic-specific focus discussion
4. Topic-specific focus discussion
5. Draft recommendations and prioritization methods

# Snapshot of Neighborhood Consultants (NCs)

Themes from initial work with the NCs:

- Time is essential
- NC members...
  - Are employed and volunteer for initiatives that center DEI, Active in the community
  - Have experience on similar efforts where community voice is centered
  - Have concerns that overall results may not be reflective of input based on past experiences
  - Are interested in the overall outcome of the work
  - Appreciate being compensated for their input
  - Expressed interest in bringing in others to help support the effort

## WHO ARE THE NEIGHBORHOOD CONSULTANTS?

- Active Public Transit Rider
- Student/Parent
- Roc City Skatepark rep
- Queer and Trans Advocate
- Disability Advocate
- ASL-English Interpreter
- Real-estate Developer
- Mental Health Consultant
- Refugee Advocate
- Health and Wellness Instructor
- Entrepreneur



# Communication Methods

---

## Communication Methods

## Timeline

- Owned media
  - Website ..... Throughout project
  - Social media and social media toolkits ..... Throughout project
  - Video production ..... May-June 2022
- Media buys with channels used by priority communities ..... June - September 2022
- Press conference / launch announcement ..... Tentative Date: June 29, 2022
- Unpaid media ..... Throughout project

# Key Message Strategy

---

## Launch Phase

- Importance and relevance of walking and biking for all Rochester communities
- Representative community involvement in planning process
- “Rochester, this is your opportunity to let your voice be heard”

## Listening Phase

- Sharing dates and times for pop-ups and opportunities to interact with the project team
- Significant takeaways from Existing Conditions analyses and surveys

## Refining & Sharing Phase

- Top priorities from the final plan
- Channels for ongoing updates operated by the City to stay engaged
- Focus on shifting transportation culture to normalize and support active transportation

# Direct Outreach: Community Survey

- Launched with a promotional video
- Pushed out through communications throughout the summer
- Mobile-optimized
- Building on previous outreach - shift from “what?” to “how?”
- Incentivized with \$25 Rochester restaurant raffle for 20 randomly selected participants





# Direct Outreach: Pop-up Events

---

- Meeting people where they are
- Diverse settings and time periods, accessibility
- Surveys and face to face conversations





# Direct Outreach: Pop-up Events

## Working list of locations:

- 19th Ward Community Association Fair
- Fast & the Furriest 5k
- Roc 'N Roll Community Bike Ride
- Party in the Park at MLK Park
- Rochester Juneteenth Celebration
- Corn Hill Festival
- Pride Fest & Parade
- 13th Annual Peace Fest
- Gospel Jubilee



**Discussion:** What makes a pop-up event accessible? What events or locations do you suggest?



# Direct Outreach: Virtual Public Workshop

- Review of draft existing conditions findings
- Alternative or supplement to attending pop-ups
- Facilitated breakout discussions

## What should be prioritized?





# Direct Outreach: Focus Groups

---

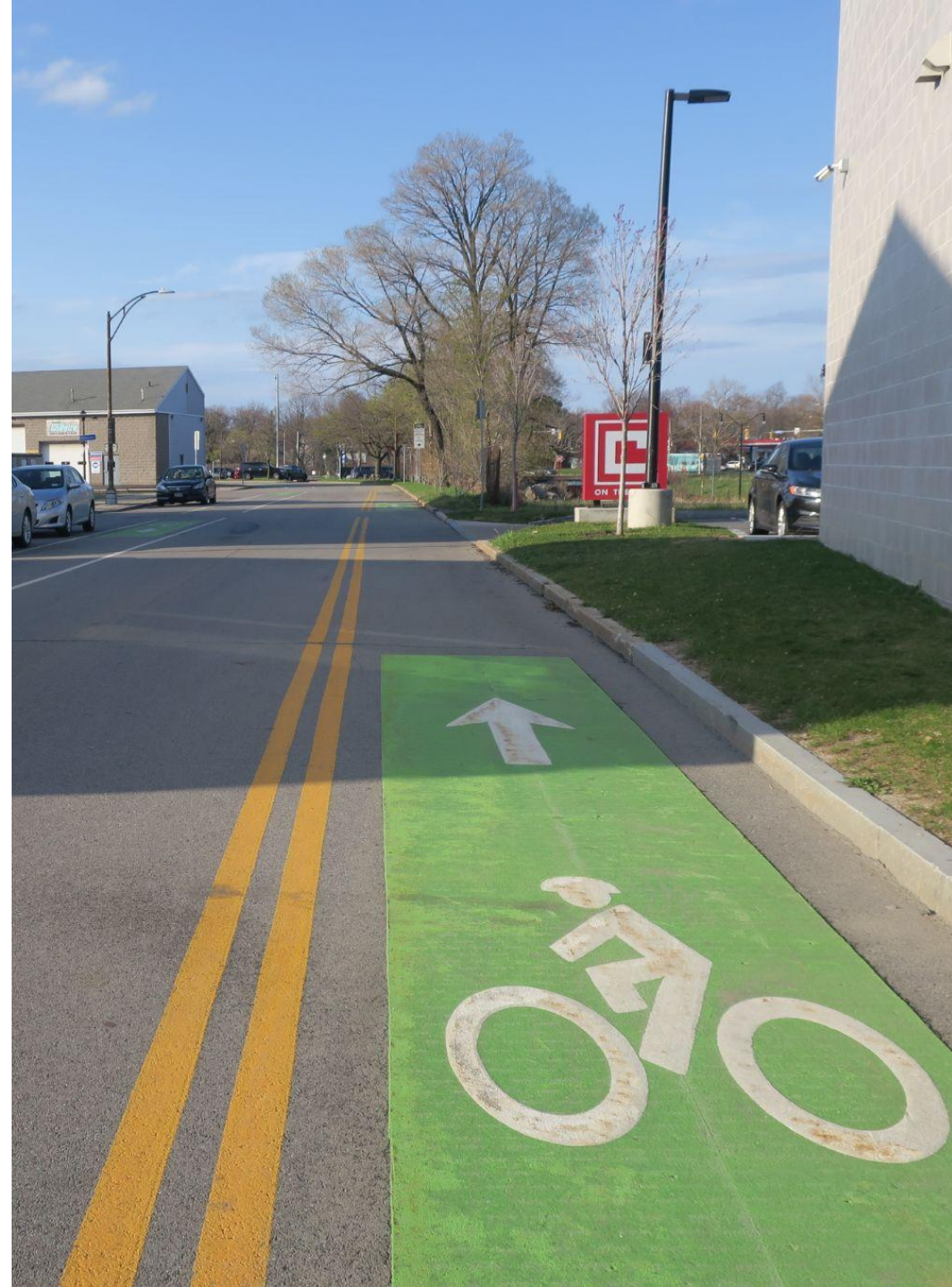
- Deeper dive discussions with Neighborhood Consultants
- Youth focus group(s) led by Adrienne
- Focus group with Center for Disability Rights led by IHCD



# Direct Outreach: Internal Stakeholder Interviews

---

- City staff with influence over implementation
- Four at beginning of project, two after existing conditions
- How are projects implemented now? How could processes be improved?





# Discussion

---

- From your perspective, is there anything missing from this engagement plan?
- Other Questions/Comments?



# Action Items and Next Steps

---

- Public engagement plan review – send any written comments by **Tuesday 5/31**
- Suggestions for Pop-up event locations
- Participation in media launch