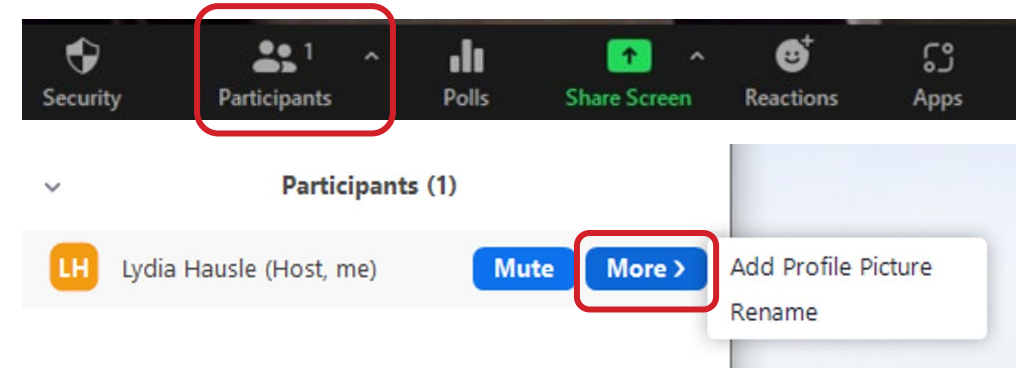# Agenda

1. Engagement Share Out
2. Building on Previous Work
3. Existing Conditions Highlights
4. Overview of Next Steps

Photo credit: Rashad Smith

Quick Zoom Reminders

- Make sure your name/pronouns and organization are reflected properly in you zoom name

- Drop into the Chat:

    - Your organization and role

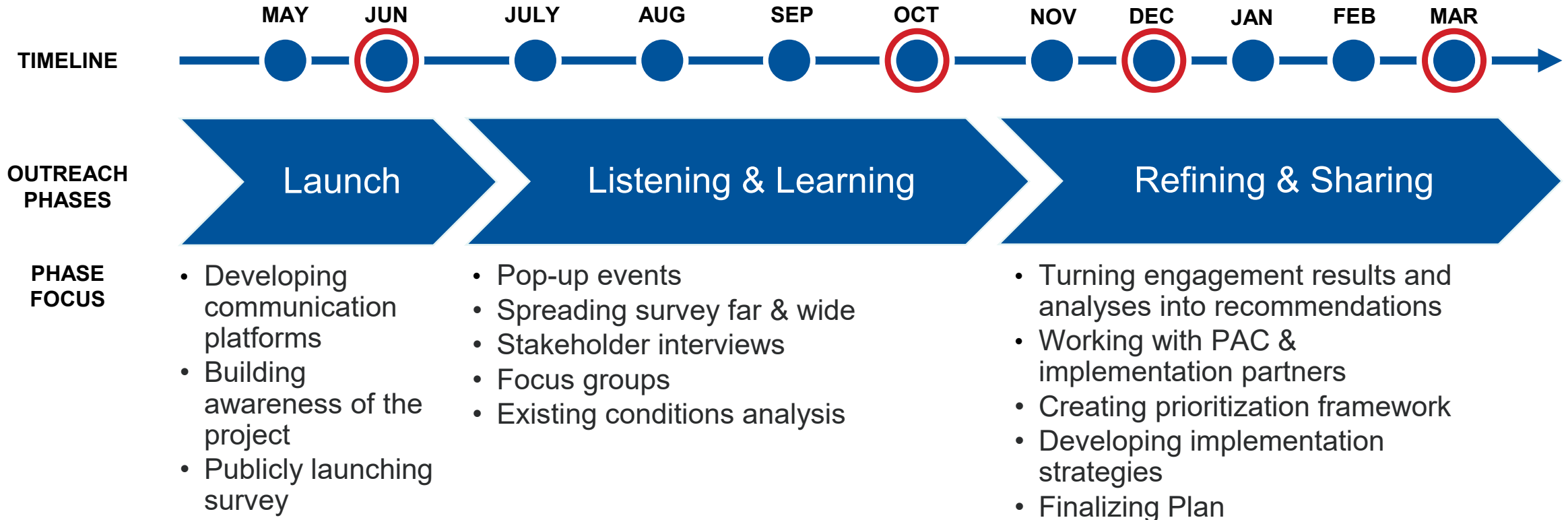   - In a few words, what do you think is Rochester's strongest active transportation asset? Why?

Engagement Share Out

TOOLE
DESIGN

Public Engagement Plan

TIMELINE

MAY · JUN · JULY · AUG · SEP · OCT · NOV · DEC · JAN · FEB · MAR

OUTREACH PHASES

| Launch | Listening & Learning | Refining & Sharing |

PHASE FOCUS

Launch
- Developing communication platforms
- Building awareness of the project
- Publicly launching survey

Listening & Learning
- Pop-up events
- Spreading survey far & wide
- Stakeholder interviews
- Focus groups
- Existing conditions analysis

Refining & Sharing
- Turning engagement results and analyses into recommendations
- Working with PAC & implementation partners
- Creating prioritization framework
- Developing implementation strategies
- Finalizing Plan

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Priority Populations & Engagement Approaches

Priority Populations (from engagement plan)

- Black and brown communities
- People with disabilities
- LGBTQ+ communities
- Youth
- New Americans
- Health, wellness, and recreation-focused communities
- People who live car-free, including current pedestrians and bicyclists

Engagement Approaches

- Co-development of engagement materials with neighborhood consultants
- In-print and online survey in English and Spanish
- Pop-up events
- Website in English and Spanish
- Social media
- Radio ads
- Resident mailers
- In-print ads and stories
- Social media-optimized videos
- Local TV news reporting
- Stakeholder interviews

By the Numbers

~90,000 postcards sent direct to residents in City water bills

3 in-print & digital ads in targeted publications

4 promo videos produced featuring local community leaders

110+ radio ad plays on local stations

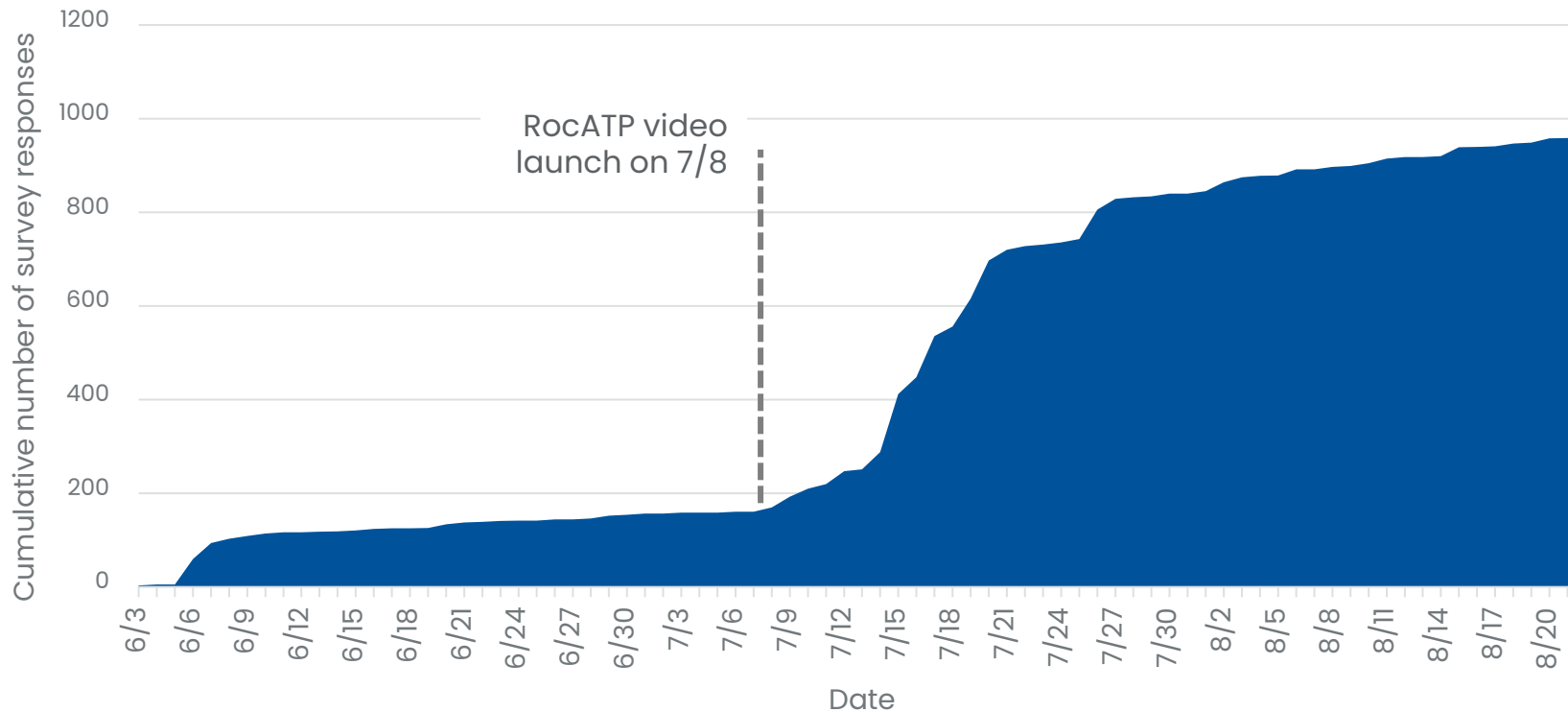**20+** pop-up events attended

800+ people engaged in person at pop up events

6,000+ video plays

1,200+ survey responses shared (80% complete, 20% partial)

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The Impact of Engagement Approaches
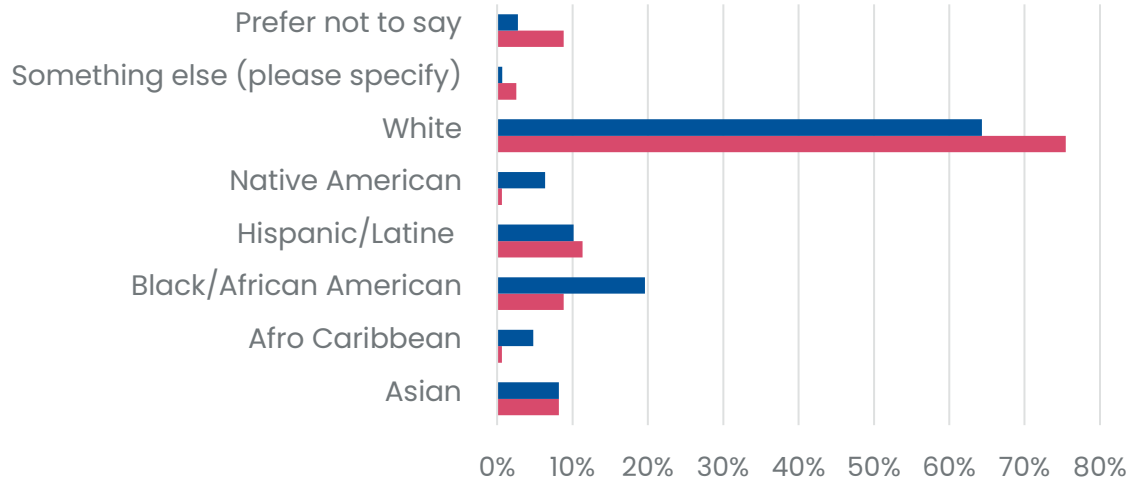
Completed Responses Over Time

- Some approaches were stronger than others at turning out survey responses
- Demographic makeup of respondents became more representative of Rochester as more responses came in
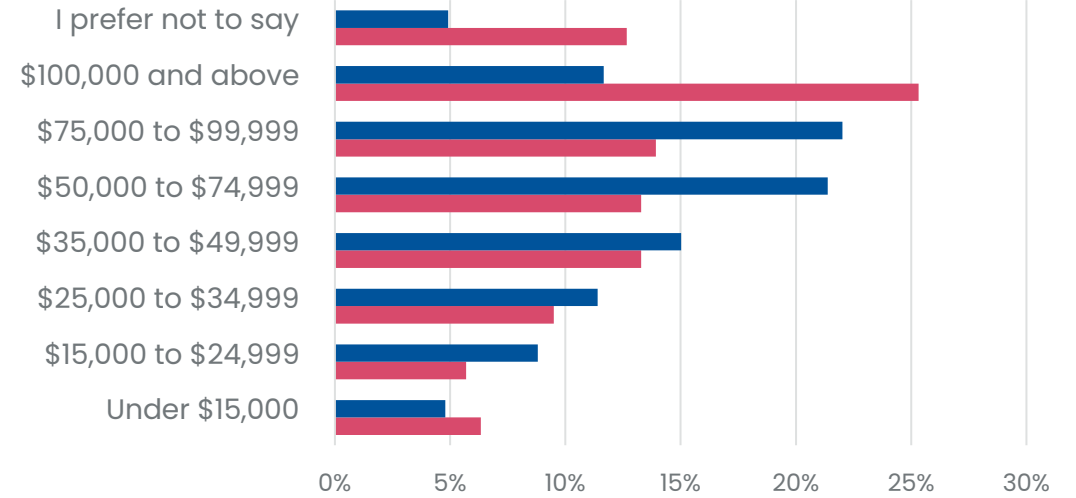
Changing Response Demographics

Demographic Characteristics of Respondents Before and After Video Launch

■ After 7/8 video launch
■ Before 7/8 video launch

Household Income

- I prefer not to say
- $100,000 and above
- $75,000 to $99,999
- $50,000 to $74,999
- $35,000 to $49,999
- $25,000 to $34,999
- $15,000 to $24,999
- Under $15,000

0% 5% 10% 15% 20% 25% 30%

Race and Ethnicity

- Prefer not to say
- Something else (please specify)
- White
- Native American
- Hispanic/Latine
- Black/African American
- Afro Caribbean
- Asian

0% 10% 20% 30% 40% 50% 60% 70% 80%

Disability Status

- None of the above
- Something else
- Cognitive/mental disability
- Mobility disability
- Vision disability
- Hearing disability

0% 20% 40% 60% 80% 100%

Survey Overview

- Open from early June to Mid August
- Asked respondents about:
  - How they currently move around Rochester for specific types of trips
  - How they would like to move around Rochester if streets felt safer and more accessible
  - Key barriers to walking and biking today
  - What kinds of investments should be prioritized and where
  - Demographic questions

CITY OF ROCHESTER ACTIVE TRANSPORTATION PLAN

Thank you for taking this 5-10 minute survey about your transportation habits and priorities for Rochester. At the end you will have the opportunity to enter a raffle to win one of 20 gift cards ($25) to a local retailer or restaurant.

GETTING AROUND ROCHESTER | Answer these questions by drawing a line between each destination type and a mode of getting around.

How do you usually get around Rochester?

When I travel to… _____ *I usually…*

When I travel to…	I usually…
Work	Walk
The grocery store	Bike
School & libraries	Take the Bus
Restaurants & shops	Drive
Parks, r-centers, etc	Get a ride
Appointments	Take an Uber/taxi
Visit friends & family	N/A
	Other

If streets were more safe and accessible, how might you make these trips?

For getting to… _____ *I'd be interested in…*

For getting to…	I'd be interested in…
Work	Walking
The grocery store	Biking
School & libraries	Walking or biking
Restaurants & shops	Taking the bus
Parks, r-centers, etc	None of these
Appointments	N/A
Visit friends & family	

BARRIERS TO ACTIVE TRANSPORTATION IN ROCHESTER | Answer these questions by ranking as many of the options as you'd like, one (1) being most important.

Which of these are reasons you are less likely to WALK around Rochester today?

Rank	Barrier to Walking
_____	Vehicle traffic makes it feel unsafe
_____	The condition of sidewalks and crosswalks
_____	Fear of crime
_____	To avoid becoming a target of law enforcement
_____	Inconsistent snow removal
_____	Poorly maintained streets
_____	Walking is not a norm in my community
_____	I need to transport other people with me
_____	It takes too long to walk
_____	I'm not physically able to walk
_____	Rochester weather conditions
_____	Something else (*please describe below*)

Which of these are reasons you are less likely to BIKE around Rochester today?

Rank	Barrier to Biking
_____	Vehicle traffic makes it feel unsafe
_____	The safety of intersections
_____	Not enough bike lanes in my neighborhood
_____	Fear of crime
_____	To avoid becoming a target of police
_____	Inconsistent snow removal
_____	Biking is not a norm in my community
_____	I need to transport other people with me
_____	Inadequate public bike storage/locking
_____	Too expensive to buy & maintain a bike
_____	It takes too long to bike
_____	I'm not physically able to bike
_____	I do not own a bicycle
_____	Rochester weather conditions
_____	Something else (*please describe below*)

Next Page →

Survey takers already walk, bike, and use transit at high rates, but are more likely to drive for less flexible types of trips

	Walk	Bike	Take the bus	Drive	Get a ride	Take an Uber/Lyft/ Taxi	Not applicable	Other
I usually _ _ _ _ _ to **work**.	10%	17%	19%	40%	5%	2%	7%	1%
I usually _ _ _ _ _ to **the grocery store**.	18%	19%	11%	45%	5%	2%	0%	1%
My family usually _ _ _ _ _ to **school and libraries**.	18%	18%	18%	33%	4%	1%	8%	0%
I usually _ _ _ _ _ to **restaurants and shops**.	18%	16%	12%	45%	6%	3%	0%	0%
I usually _ _ _ _ _ to **parks, rec centers, and other recreational activities**.	22%	20%	11%	36%	6%	3%	1%	0%
I usually _ _ _ _ _ to **appointments**.	6%	9%	10%	59%	8%	6%	1%	1%
I usually _ _ _ _ _ to **visit friends and family**.	7%	11%	9%	59%	9%	4%	1%	1%

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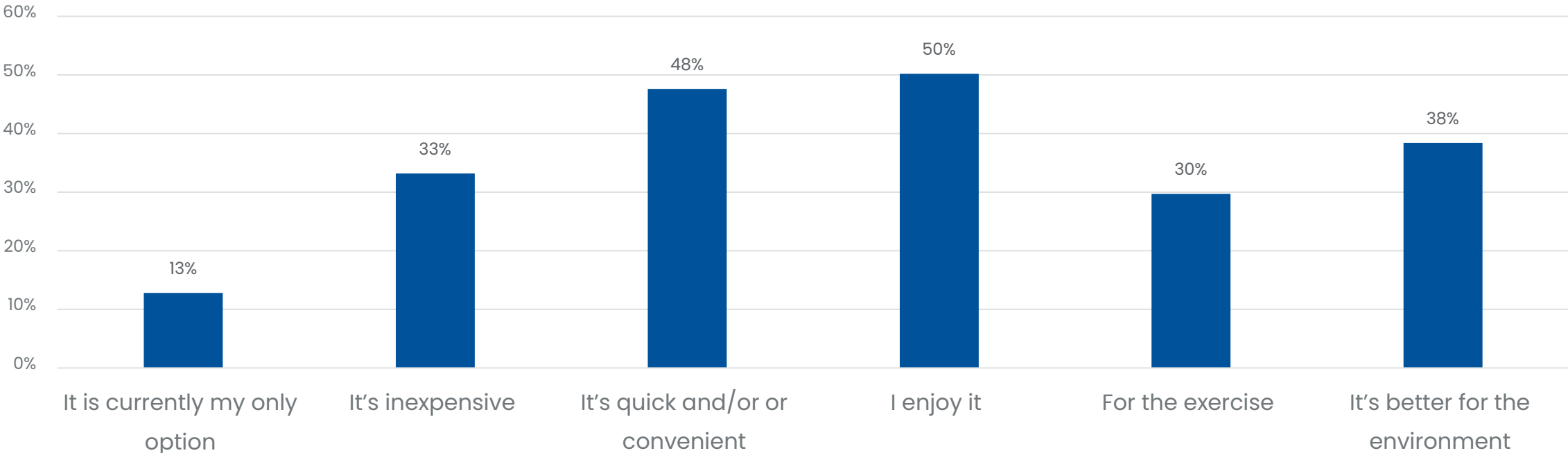
Institute for Human Centered Design

Among survey respondents who currently drive, there is strong interest in converting their trips to an active mode if streets were safer and more accessible
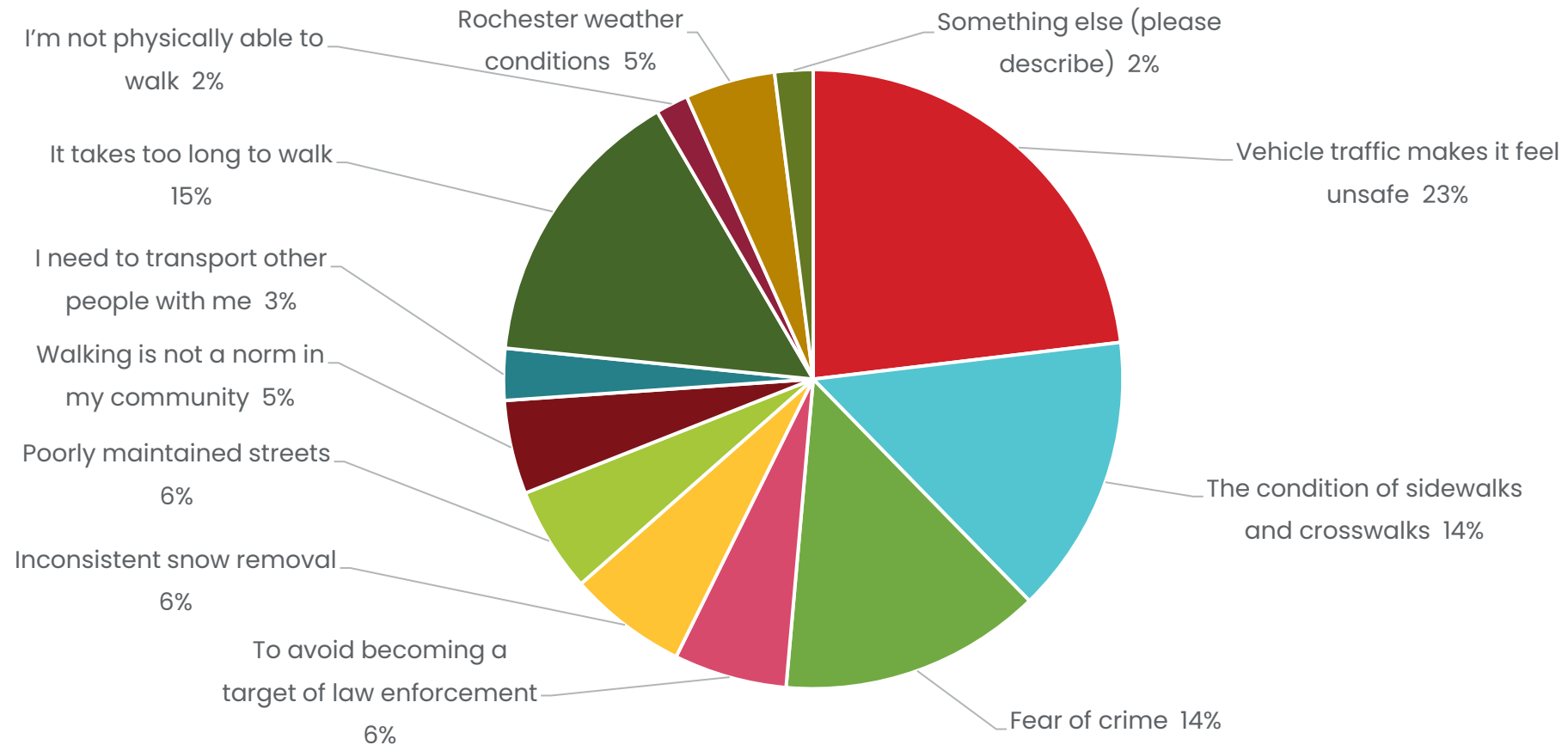
	Walking or Biking	Taking the bus	N/A	Not interested in walking/biking/ taking the bus
I usually drive to **work**, but would be interested in…	63%	17%	2%	17%
I usually drive to **the grocery store**, but would be interested in…	55%	13%	3%	29%
My family usually drives to **school and libraries**, but would be interested in…	77%	14%	2%	8%
I usually drive to **restaurants and shops**, but would be interested in…	72%	15%	1%	11%
I usually drive to **parks, rec centers, and other recreational activities**, but would be interested in…	76%	14%	1%	9%
I usually drive to **appointments**, but would be interested in…	52%	22%	3%	23%
I usually drive to **visit friends and family**, but would be interested in…	62%	17%	5%	16%

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Survey respondents who walk and bike today do so for enjoyment and convenience

Primary Reasons for Walking and Biking in Rochester Today

Category	Percentage
It is currently my only option	13%
It's inexpensive	33%
It's quick and/or or convenient	48%
I enjoy it	50%
For the exercise	30%
It's better for the environment	38%

The #1 reason people are less likely to <u>walk</u> around Rochester

Rochester weather conditions 5%

Something else (please describe) 2%

I'm not physically able to walk 2%

Vehicle traffic makes it feel unsafe 23%

It takes too long to walk 15%

I need to transport other people with me 3%

Walking is not a norm in my community 5%

Poorly maintained streets 6%

The condition of sidewalks and crosswalks 14%

Inconsistent snow removal 6%

To avoid becoming a target of law enforcement 6%

Fear of crime 14%

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The #1 reason people are less likely to <u>bike</u> around Rochester

I do not own a bicycle 4%
I'm not physically able to bike 2%
It takes too long to bike 3%
It is too expensive to buy and maintain a bike 2%
Inadequate public bike storage options 4%
I need to transport other people with me 4%
Biking is not a norm in my community 3%
Inconsistent snow removal 4%
To avoid becoming a target of law enforcement 5%
Fear of crime 6%
There are not enough bike lanes in my neighborhood 15%
Rochester weather conditions 3%
Something else (please describe) 1%
Vehicle traffic makes it feel unsafe 35%
The safety of intersections 11%

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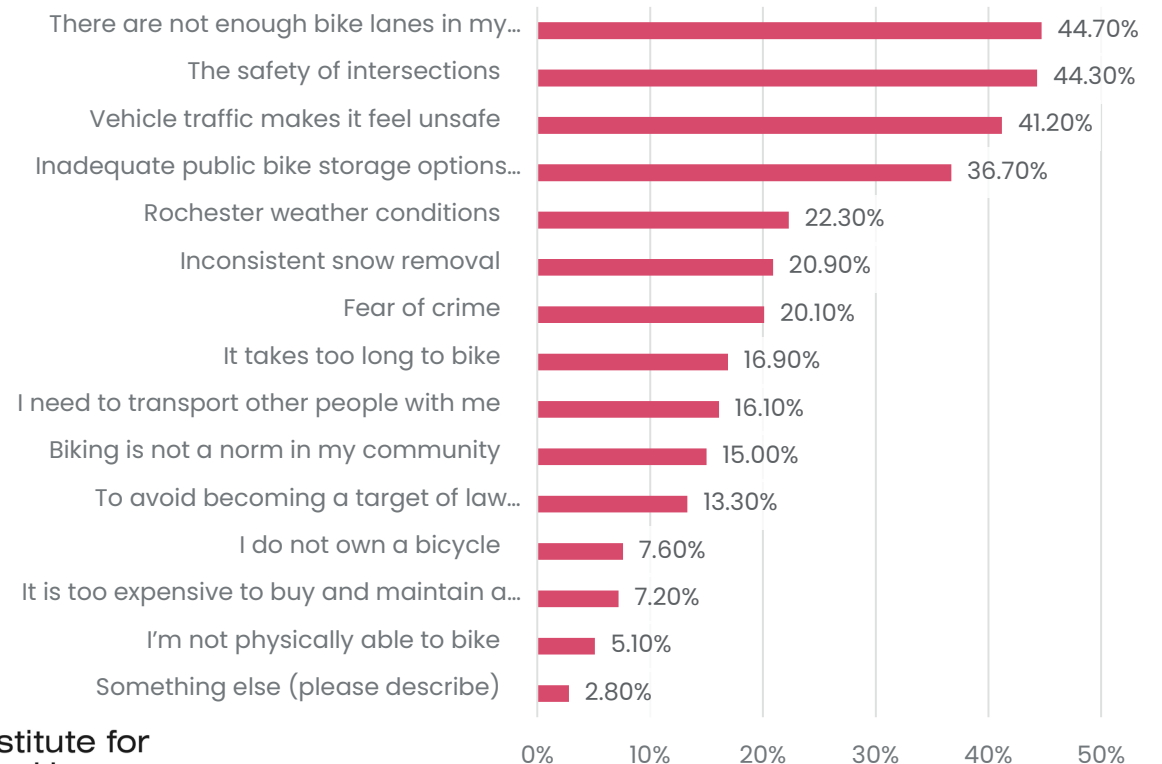Institute for Human Centered Design

Other major deterrents to walking & biking include inconsistent snow removal, inadequate bike storage, poor street maintenance, and local weather conditions

Additional Reasons People are Less Likely to WALK around Rochester

Reason	Percentage
The condition of sidewalks and crosswalks	41.80%
Vehicle traffic makes it feel unsafe	38.50%
It takes too long to walk	34.90%
Inconsistent snow removal	32.70%
Poorly maintained streets	32.20%
Fear of crime	29.60%
Rochester weather conditions	24.70%
To avoid becoming a target of law…	18.50%
I need to transport other people with me	17.50%
Walking is not a norm in my community	17.20%
I'm not physically able to walk	4.90%
Something else (please describe)	3.40%

Additional Reasons People are Less Likely to BIKE around Rochester

Reason	Percentage
There are not enough bike lanes in my…	44.70%
The safety of intersections	44.30%
Vehicle traffic makes it feel unsafe	41.20%
Inadequate public bike storage options…	36.70%
Rochester weather conditions	22.30%
Inconsistent snow removal	20.90%
Fear of crime	20.10%
It takes too long to bike	16.90%
I need to transport other people with me	16.10%
Biking is not a norm in my community	15.00%
To avoid becoming a target of law…	13.30%
I do not own a bicycle	7.60%
It is too expensive to buy and maintain a…	7.20%
I'm not physically able to bike	5.10%
Something else (please describe)	2.80%

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Pedestrian safety and addressing clear transportation needs are shared priorities

"Projects that _____ are the most important to me"

Item	Overall Rank	Rank Distribution
Add crosswalks and safer intersections for pedestrians	1	
Add bike lanes	2	
Slow down cars	3	
Make bus stops more comfortable to wait at	4	
Make the bus faster	5	

Lowest Rank — Highest Rank

"Which places do you think should be prioritized for future projects?"

Item	Overall Rank	Rank Distribution
Places where more people rely on walking/biking/the bus	1	
Places where a lot of crashes have occurred	2	
Near schools or rec centers	3	
Places where there are a lot of shops and grocery stores	4	
Near senior centers and elderly housing	5	
Near parks and trails	6	

Lowest Rank — Highest Rank

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Respondents favor fewer, larger projects

"I feel it is more important to focus on…"

A larger number of smaller projects that are cheaper and quicker to implement
39%
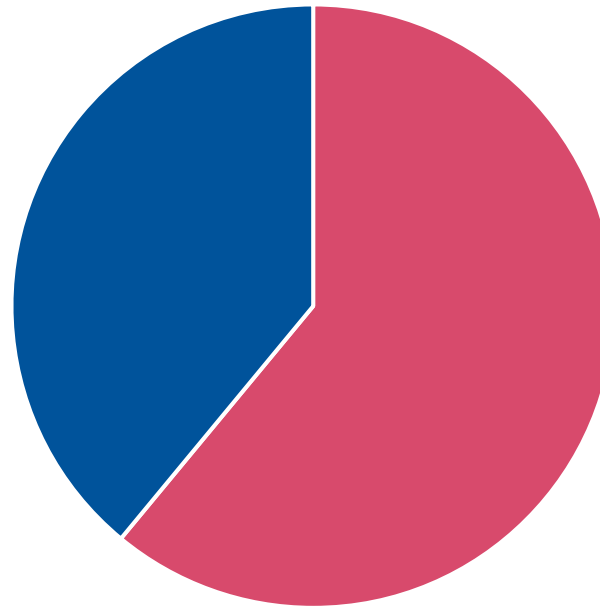
A smaller number of large, transformative projects that make big changes to a street
61%

Key Themes from Internal Interviews

City Capacity

- Staff capacity is a major factor affecting project implementation

- No single position or department oversees active transportation as a cohesive program

- The City contracts with Monroe County to assist with safety analysis and recommendations after serious and fatal crashes.

- The City does not have a traffic department and relies virtually fully on Monroe County for traffic analysis and recommendations

Funding Priorities and Project Initiation

- Projects emerge from a variety of sources, with pavement conditions strongly influencing where resurfacing projects take place

- Federal funding is used in almost all major reconstruction projects

- Full evaluation of curb ramps is included in all resurfacing and reconstruction projects

- Conventional bike lanes are typically striped as part of resurfacing "if they fit" with all other design elements

- Monroe County is involved in virtually all design projects because they manage signals, signs, and pavement markings

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Key Themes from Internal Interviews

Design and Implementation Processes

- Design direction is strongly influenced by the project manager, who sometimes must individually advocate for designs that support active transportation

- The Street Design Guide is not applied consistently to all projects

- The Street Design department performs parking studies and considers lane reductions as part of all projects

Operations and Maintenance

- Capacity for maintenance – especially snow removal – strongly influences design outcomes

- Bus stop maintenance is guided by a somewhat informal prioritization scheme based on ridership and concentrations of disabled people

External Collaboration

- Monroe County is tasked with several highly important elements of design and implementation within the City, including tasks related to signals, pavement markings, and signage

- The Street Design department coordinates with a wide range of external partners at the 30%, 50%, 90%, and 99% design phases.

Next Steps on Engagement

- Deep dive into survey results
- Reviewing nearly 1,000 free-form responses
- Listening session with Center for Disability Rights
- Focus group sessions with Neighborhood Consultants to dive deeper on the most prominent themes from survey
- Review results from Monroe County ATP outreach that pertain to Rochester

Discussion

- Are there any perspectives or takeaways about the engagement **process** that you would like to share?

- Are any of these **results** surprising?

- What themes or early findings would you like to see the team to explore more deeply as we continue analyses?

- Are there any other questions should we seek answers to?

Building on Previous Work

Key Documents

- Walk Friendly Communities Community Report Card (2022)
- League of American Bicyclists Bicycle Friendly Community evaluation (2020)
- Rochester 2034 Comprehensive Plan (2019)
- Rochester Comprehensive Access and Mobility Plan (CAMP, 2018)
    - CAMP Walkable City Report (2018)
    - CAMP Bikeable City Report (2018)
- Bicycle Boulevard Master Plan (2015)
- Bicycle Master Plan (2012)

Defining Focus Based on Previous Work

Analysis Focus for Roc ATP

- Digging deeper into safety

  - Comprehensive analysis of most recent 5-year crash history

  - Basic predicative analysis of both comfort and safety for walking and biking

- Analyzing common accessibility challenges in typical Rochester contexts

- Examining key equity factors (no car households, race, disability, income, etc.) in transportation-specific analyses

Defining Focus Based on Previous Work

Recommendations Focus for Roc ATP

- Building an active transportation program
- Promoting safety procedures and standards
- Identifying accessibility-focused projects
- Developing a clear, action focused bike network
- Identifying internal training needs
- Advancing winter maintenance priorities
- Defining performance measures and metrics
- Promoting walking, biking, and transit culture
- Looking for opportunities to strengthen active transportation through land use coordination
- Identifying transportation demand management actions

Existing Conditions Highlights

TOOLE DESIGN

Active trip potential analysis provides an understanding of where there is a high potential for daily walking and biking trips

- Scores are based on six weighted criteria:
  - Population Density (Weight: 2)
  - Employment Density (Weight: 2)
  - Households Without Vehicle Access (Weight: 1.5)
  - Below Median Household Income (Weight: 2)
  - Proximity to destinations (Weight: 1)
  - Proximity to frequent transit (Weight: 1)
- When compared with existing networks, understanding trip potential can be helpful to determine where high-priority gaps may exist

Active Trip Potential Index
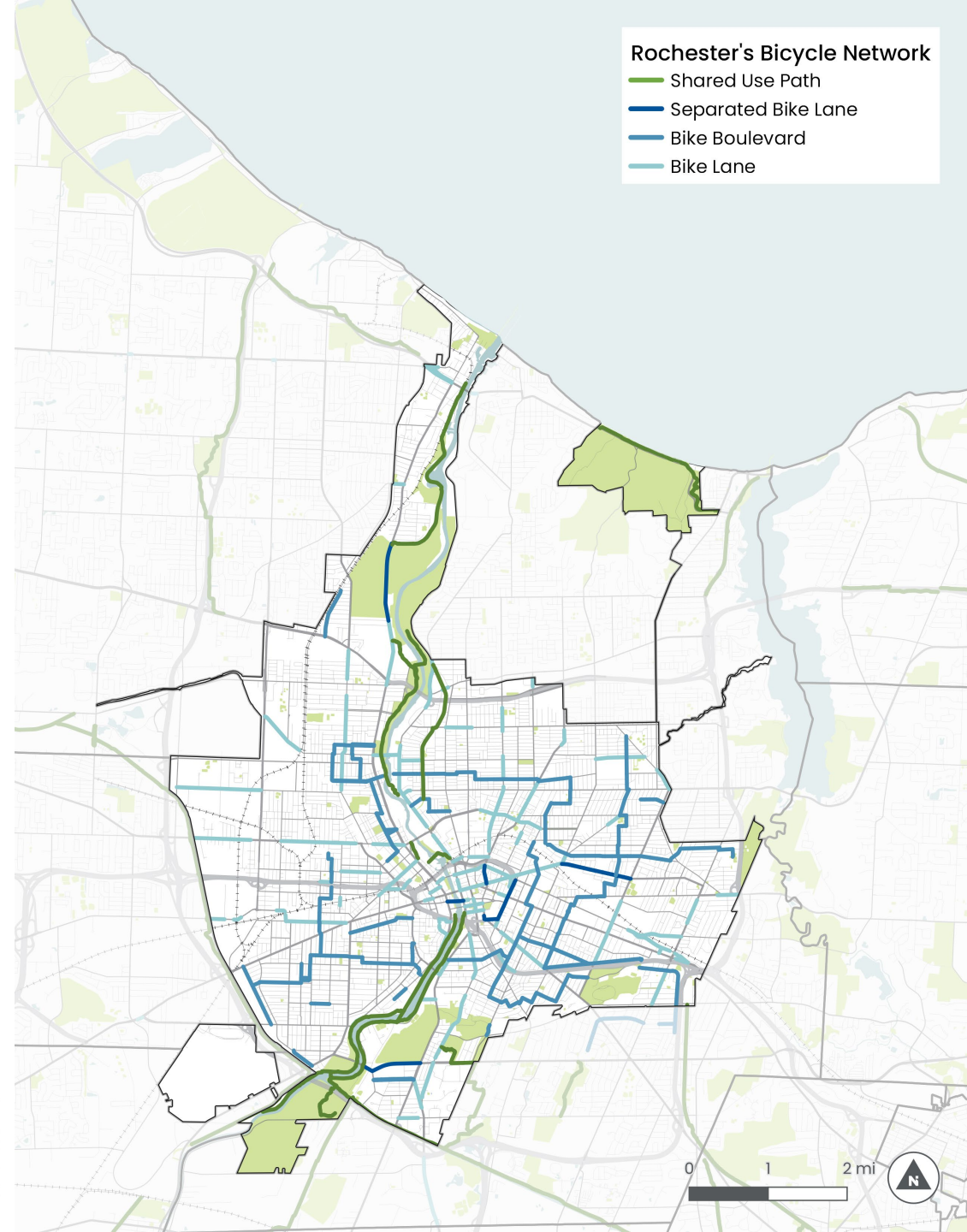
Lower Trip Potential

Higher Trip Potential

Five percent of bus stops account for 21% of all ridership

- Bus boardings help identify locations that draw significant pedestrian activity and priority areas for pedestrian investments

- The vast majority (94%) of stops in Rochester see fewer than 50 people each day. However, 49 bus stops see between 50 and 99 people each day and 12 bus stops see over 100 people.
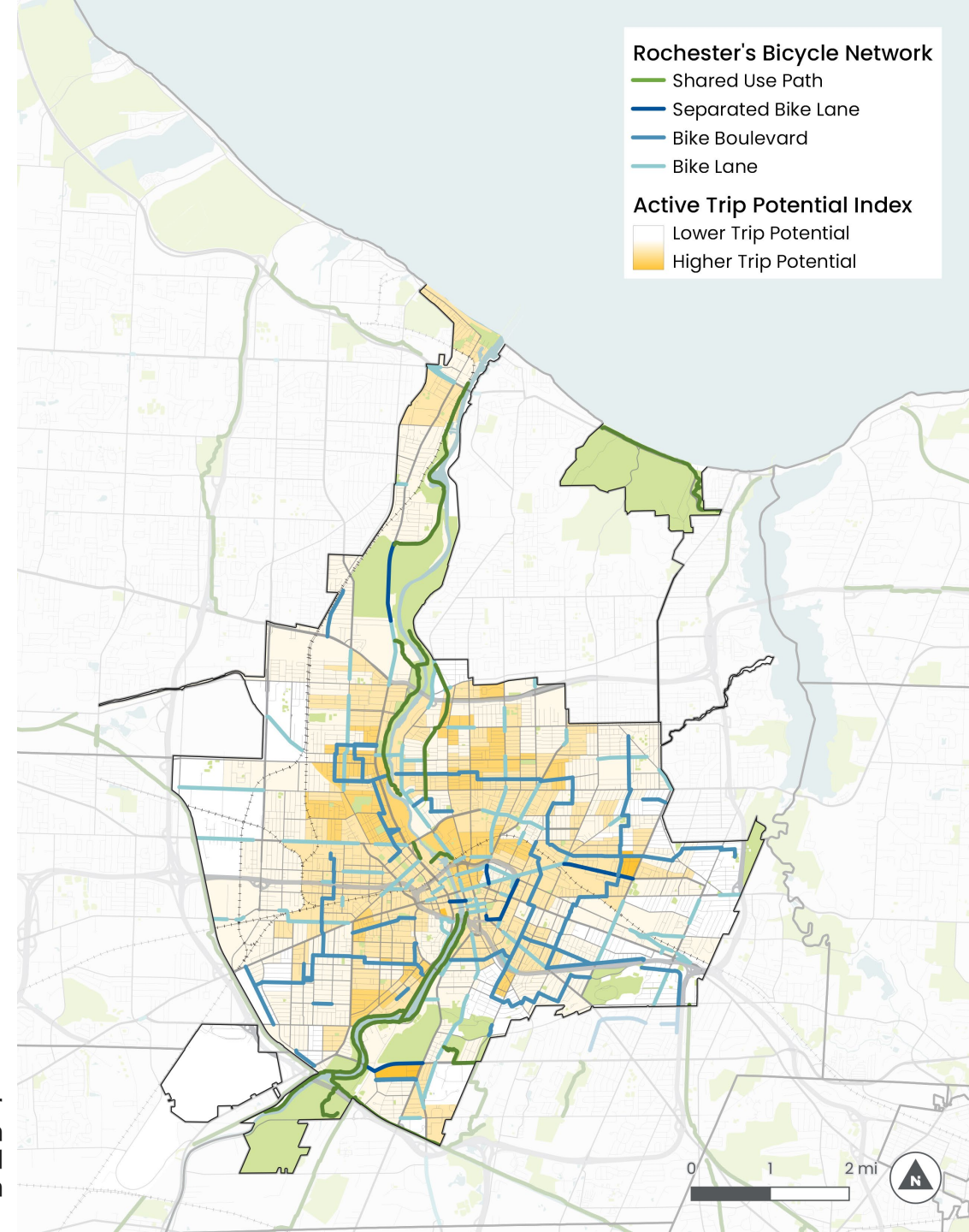

Average Daily Bus Stop Ridership (Boardings and Alightings)
- 0 – 49
- 50 – 99
- 100+

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

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Active Trip Potential Index
- Lower Trip Potential
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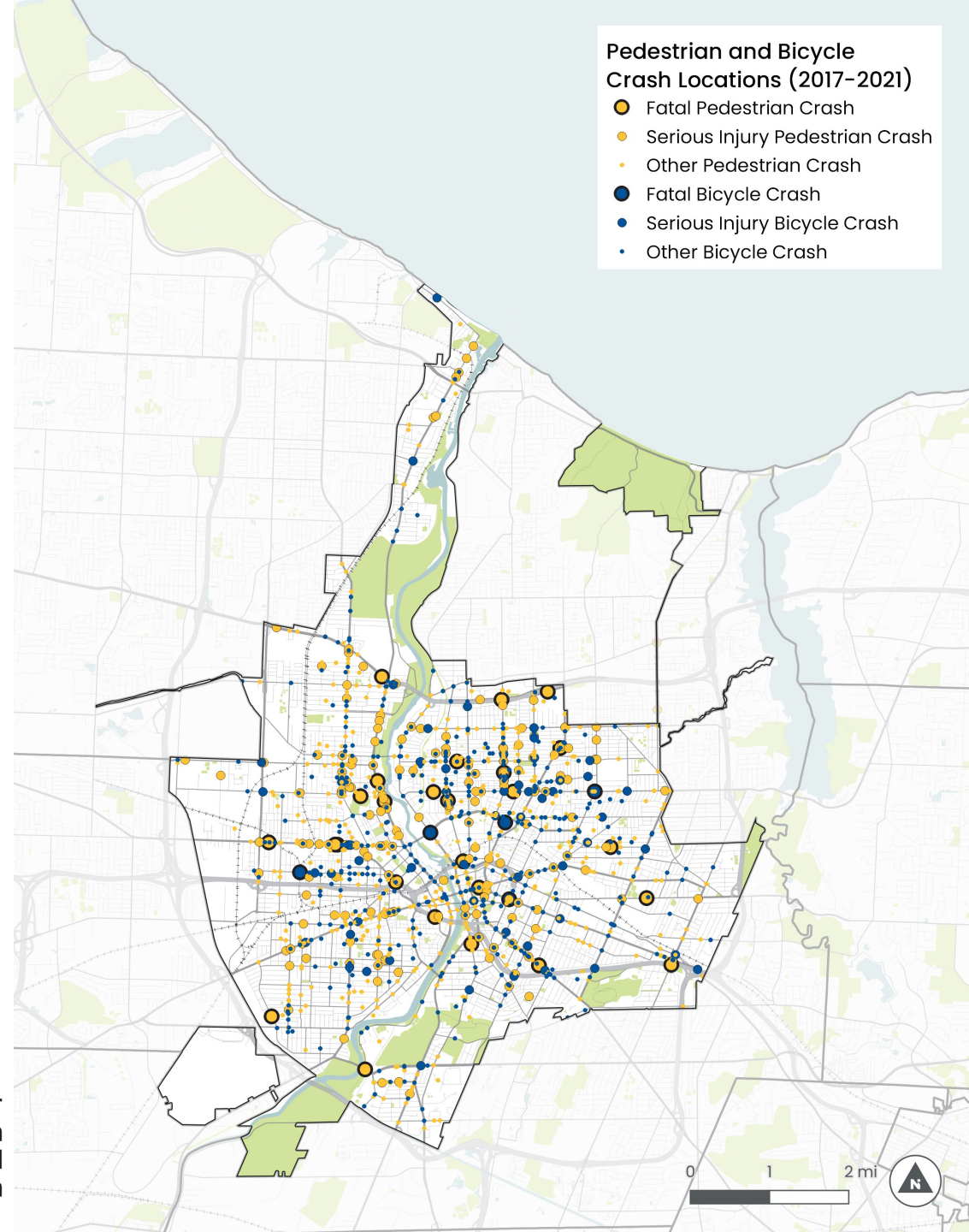- Crosstown
- Other Routes (Irregular Frequencies)

Though City investments have created the bones of a connected high-comfort network, key gaps still exist

- Today there are…
  - 17 miles of Shared Use Paths
  - 7 miles of Separated Bike Lanes
  - 33 miles of Bike Boulevards
  - 73 miles of Conventional Bike Lanes
- On-street facilities are mostly comprised of conventional painted bike lanes and bike boulevards, which provide connections through residential neighborhoods
- Off-street paths are concentrated around the Genesee River

Rochester's Bicycle Network
— Shared Use Path
— Separated Bike Lane
— Bike Boulevard
— Bike Lane

Though City investments have created the bones of a connected high-comfort network, key gaps still exist

- Today there are…

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Rochester's Bicycle Network
- Shared Use Path
- Separated Bike Lane
- Bike Boulevard
- Bike Lane

Active Trip Potential Index
- Lower Trip Potential
- Higher Trip Potential

90 people died in traffic crashes in Rochester from 2017 to 2021, and nearly 1,000 more were seriously injured

- Over 47,000 crashes were reported over the 5 years covering 2017-2021

- Crashes occur in all corners of the City, but are more concentrated in northern quadrants

Pedestrian and Bicycle Crash Locations (2017-2021)
- ○ Fatal Pedestrian Crash
- • Serious Injury Pedestrian Crash
- · Other Pedestrian Crash
- ● Fatal Bicycle Crash
- • Serious Injury Bicycle Crash
- · Other Bicycle Crash

People walking and biking make up a relatively small share of total crashes, but a much higher share of severe and fatal crashes

- People walking and biking made up 2% and 1% of all crashes, respectively, but accounted for a much larger share of fatal and serious injury crashes
- Put another way:
  - 1 out of every 5 pedestrian crashes resulted in a death or serious injury
  - 1 out of every 10 bike crashes resulted in a death or serious injury
  - 1 out of every 50 car crashes resulted in a death or serious injury

Crash Severity By Mode, 2017-2021

	Total Crashes	Fatal Crashes	Serious Crashes
Other / Motor Vehicle Crash	96%	66%	75%
Bicycle Crash		6%	6%
Pedestrian Crash		29%	20%

% of total

■ Pedestrian Crash   ■ Bicycle Crash   ■ Other / Motor Vehicle Crash
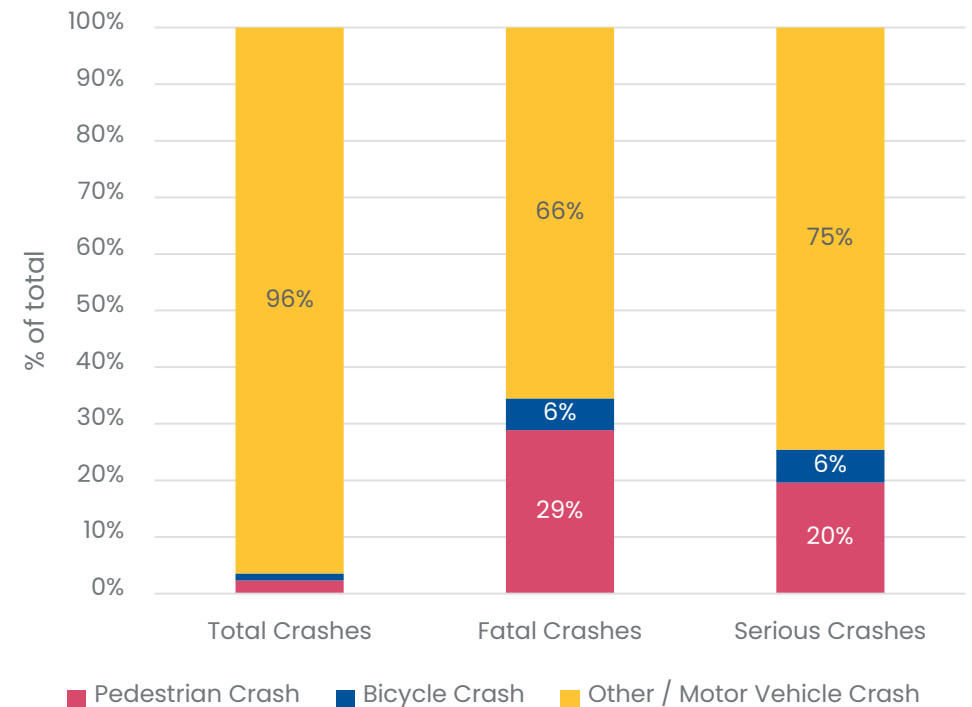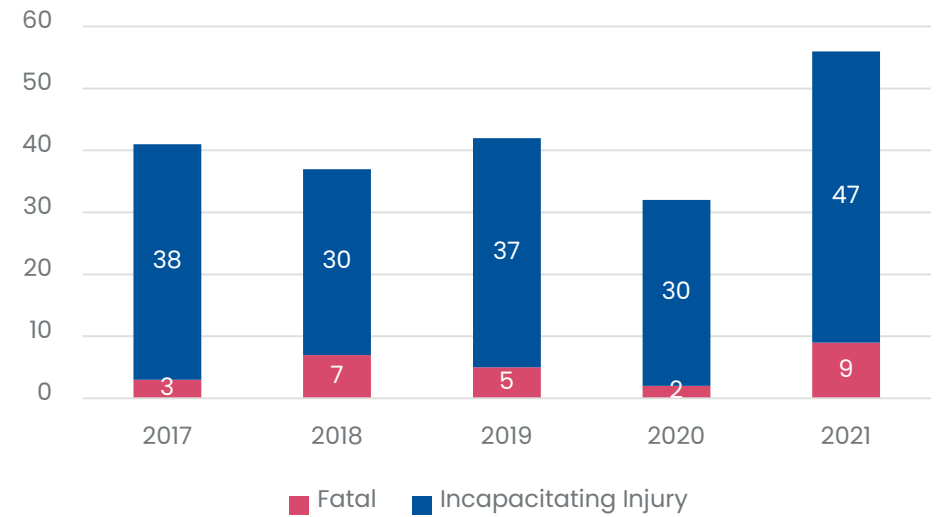
Fatal and serious injury crash trends are generally worsening, and 2021 was the worst year for all modes in the past five years

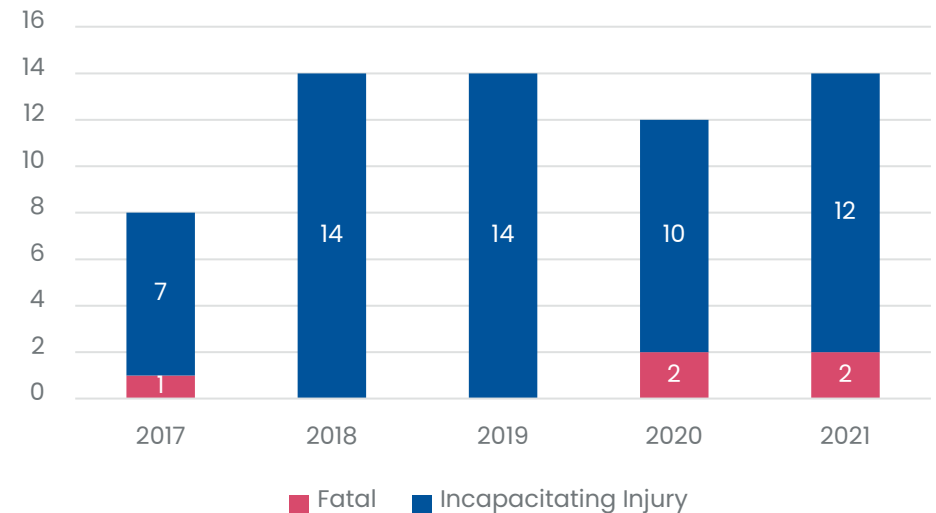## All Fatal and Incapacitating Injury Crashes

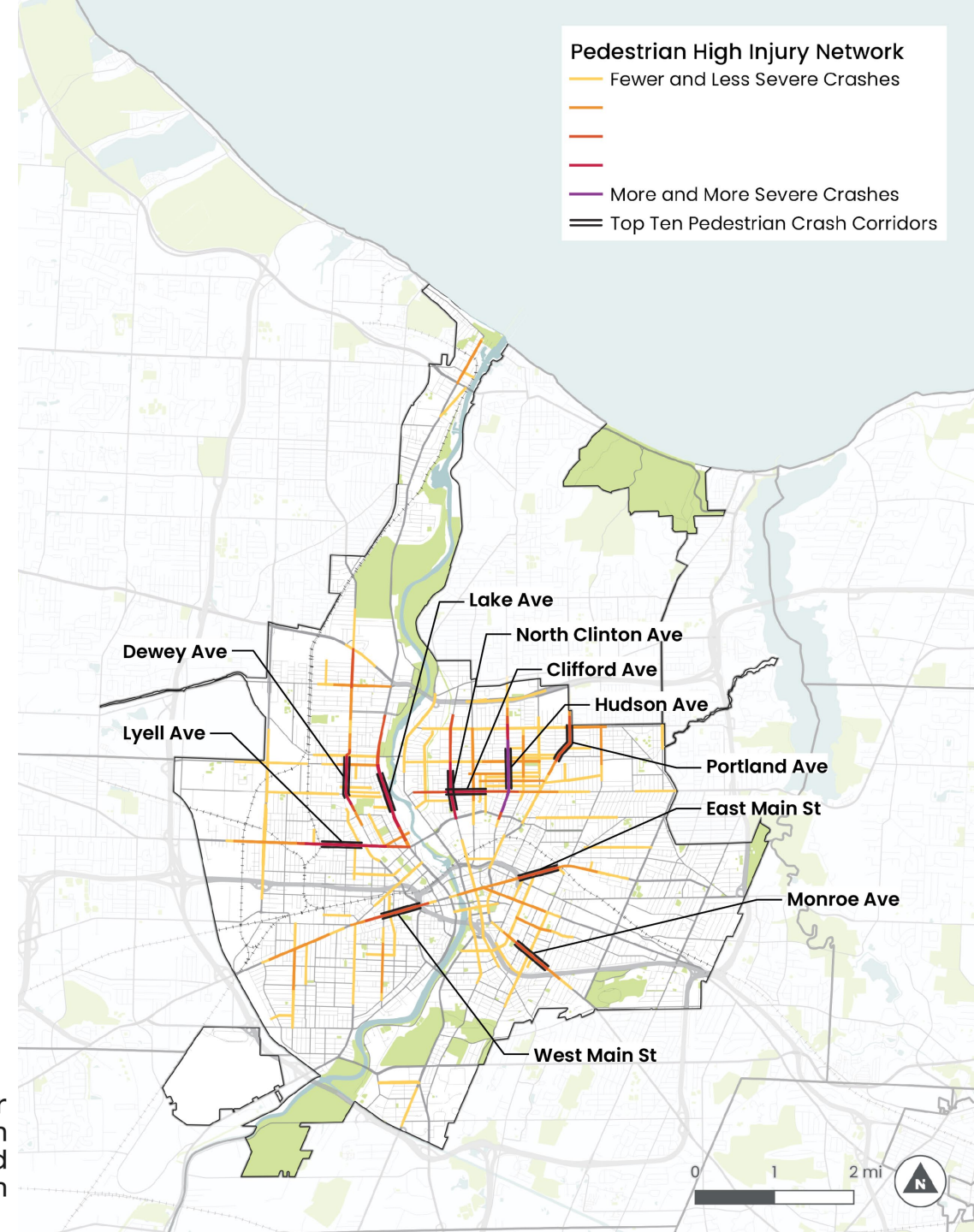| Year	Fatal	Incapacitating Injury
2017	14	162
2018	18	176
2019	11	202
2020	18	201
2021	29	243

Ped. Fatal & Serious Injury Crashes

Year	Fatal	Incapacitating Injury
2017	3	38
2018	7	30
2019	5	37
2020	2	30
2021	9	47
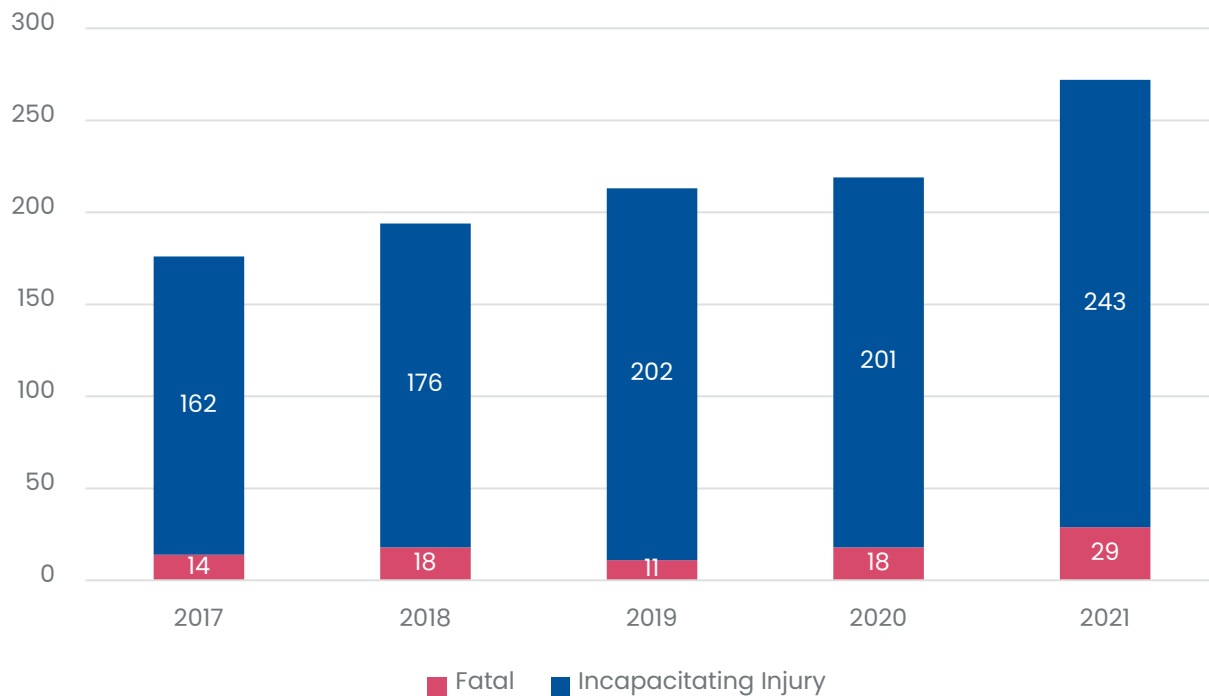
Bicyclist Fatal & Serious Injury Crashes

Year	Fatal	Incapacitating Injury
2017	1	7
2018		14
2019		14
2020	2	10
2021	2	12

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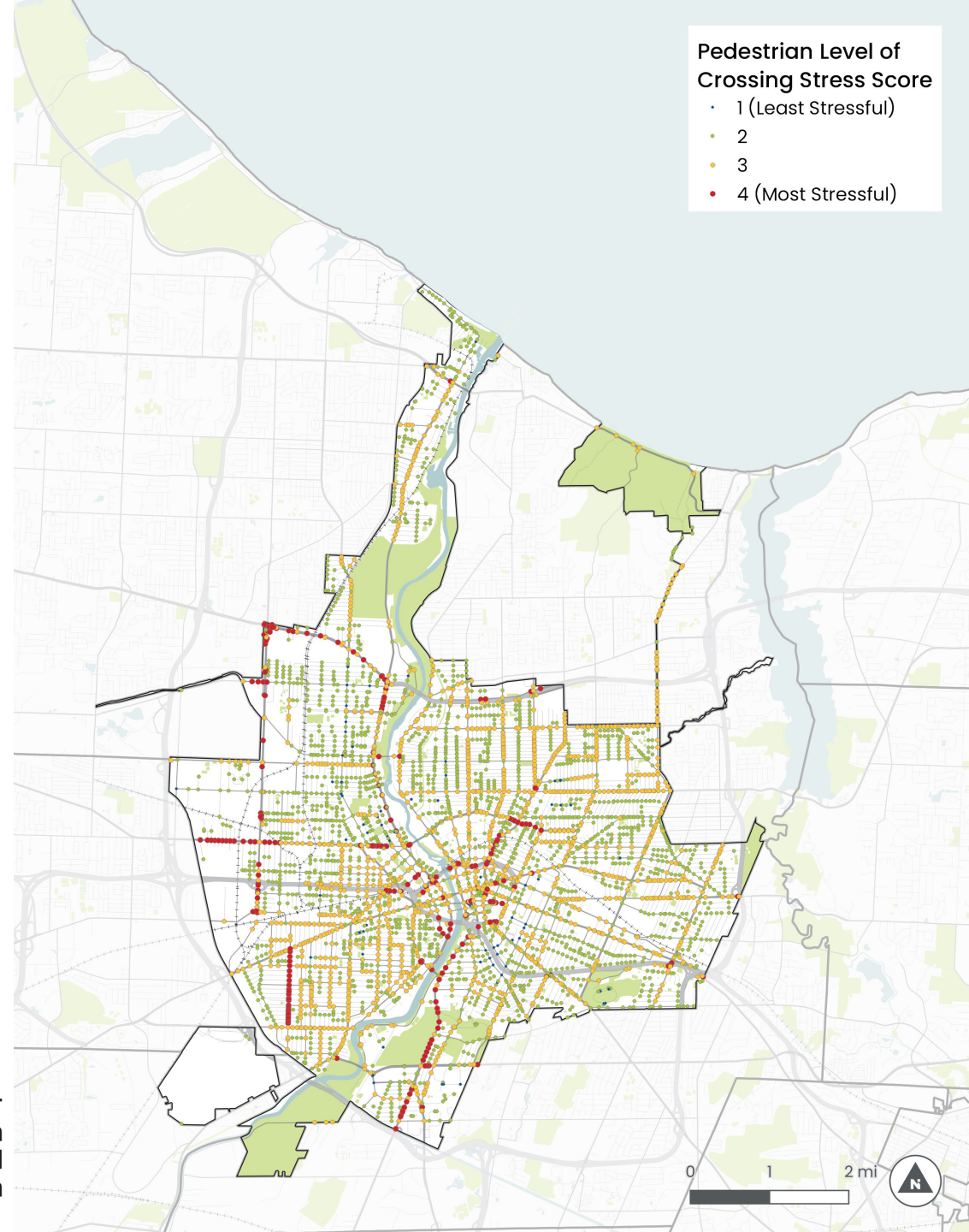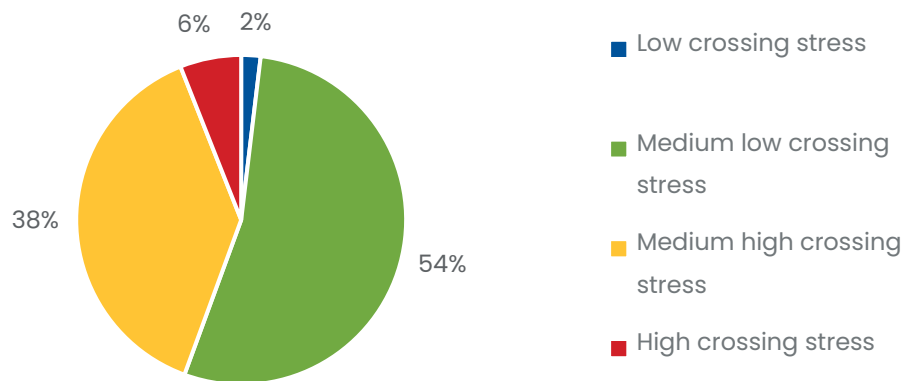
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31% of fatal pedestrian crashes and 25% of serious injury pedestrian crashes took place on just 10 street segments

- The pedestrian high-injury network (HIN) shows the streets in Rochester that are disproportionately dangerous for people walking
- The top 10 streets in the pedestrian HIN account for 16% of all pedestrian crashes, but 26% of all serious and fatal pedestrian crashes

Pedestrian High Injury Network
— Fewer and Less Severe Crashes
— More and More Severe Crashes
= Top Ten Pedestrian Crash Corridors

Lake Ave
North Clinton Ave
Clifford Ave
Hudson Ave
Dewey Ave
Portland Ave
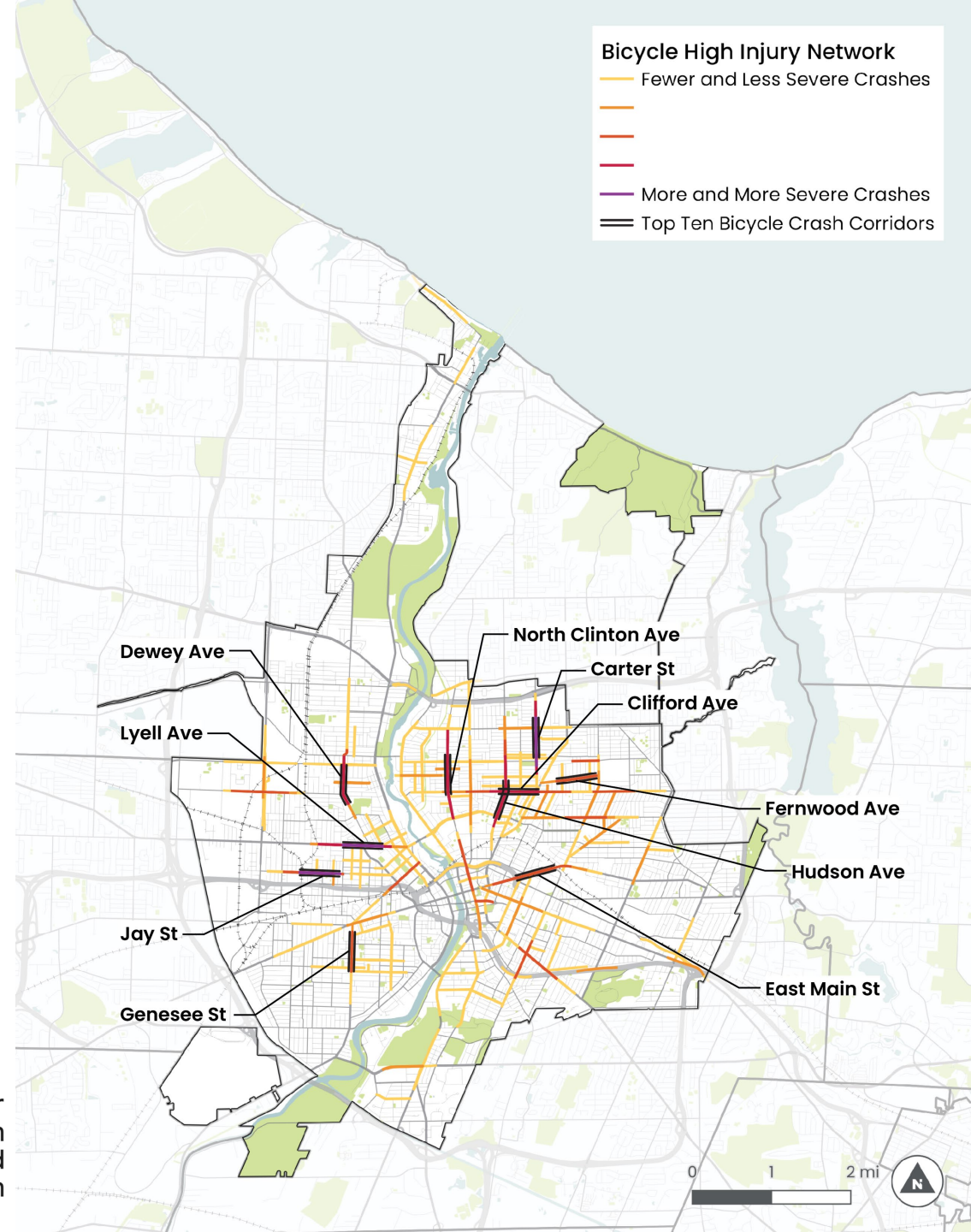Lyell Ave
East Main St
Monroe Ave
West Main St

Based on street characteristics, 44% of crossings in Rochester are medium-high or high stress for pedestrians

- This analysis considers street characteristics including street type (small residential street vs. large arterial), vehicle speeds, number of lanes, and whether a signal is present

- This analysis can help focus recommendations to those locations that have a high potential risk for future crashes based on known risk factors

Pie chart:
- 2% — Low crossing stress
- 54% — Medium low crossing stress
- 38% — Medium high crossing stress
- 6% — High crossing stress

Pedestrian Level of Crossing Stress Score
- 1 (Least Stressful)
- 2
- 3
- 4 (Most Stressful)

TOOLE DESIGN

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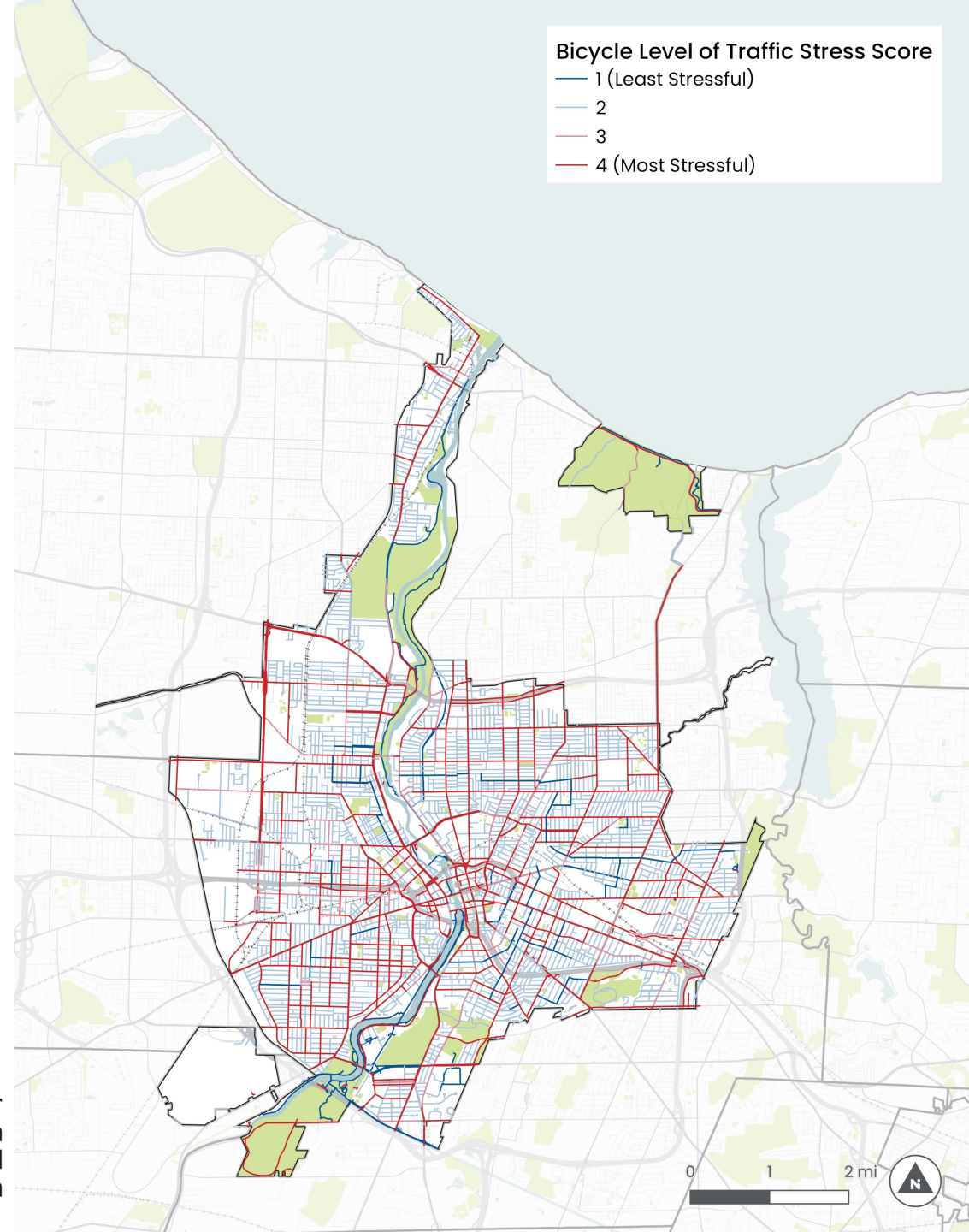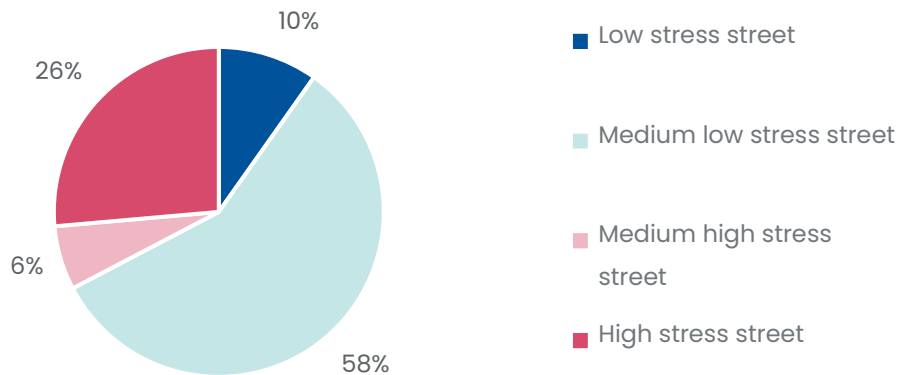
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32% of fatal bike crashes and 20% of serious injury bike crashes take place on just 10 street segments

- The bicycle high-injury network (HIN) shows the streets in Rochester that are disproportionately dangerous for people biking
- The top 10 streets in the biking HIN account for 12% of all bike crashes, and 31% of all serious and fatal bike crashes

Bicycle High Injury Network
- Fewer and Less Severe Crashes
- More and More Severe Crashes
- Top Ten Bicycle Crash Corridors

Dewey Ave
Lyell Ave
Jay St
Genesee St
North Clinton Ave
Carter St
Clifford Ave
Fernwood Ave
Hudson Ave
East Main St

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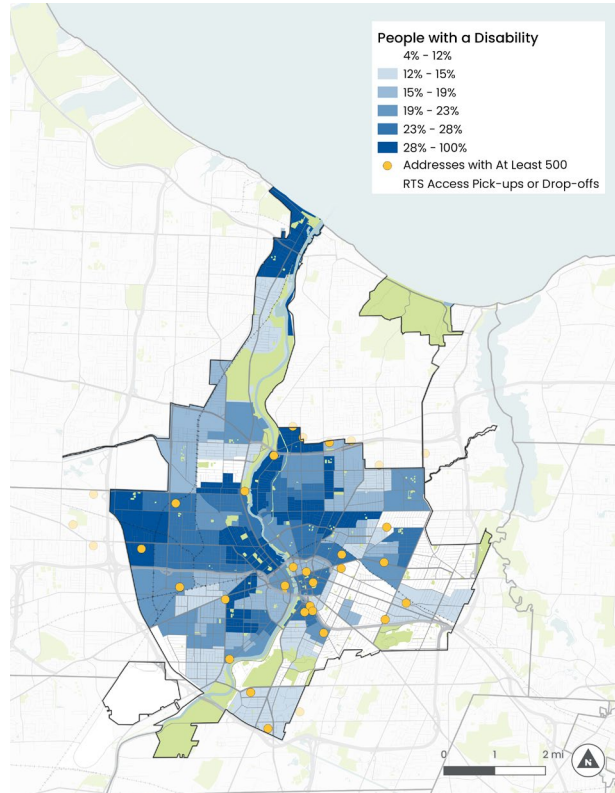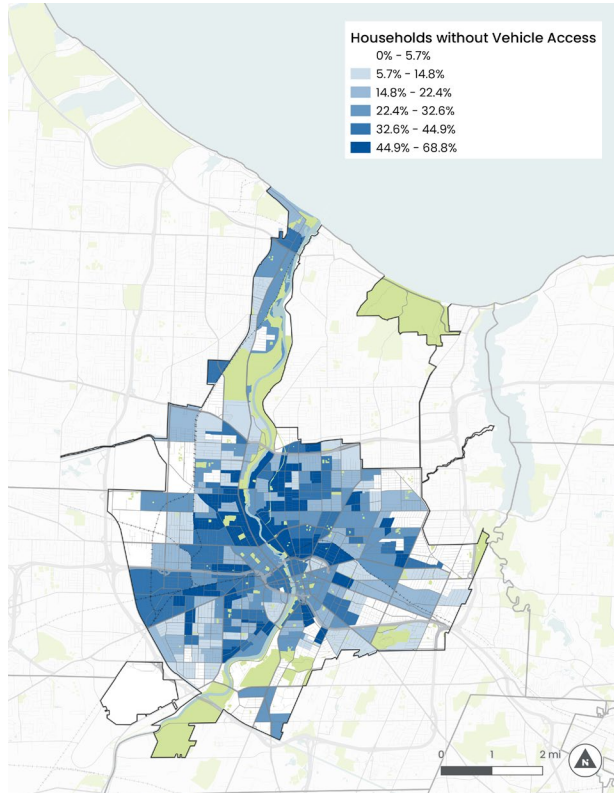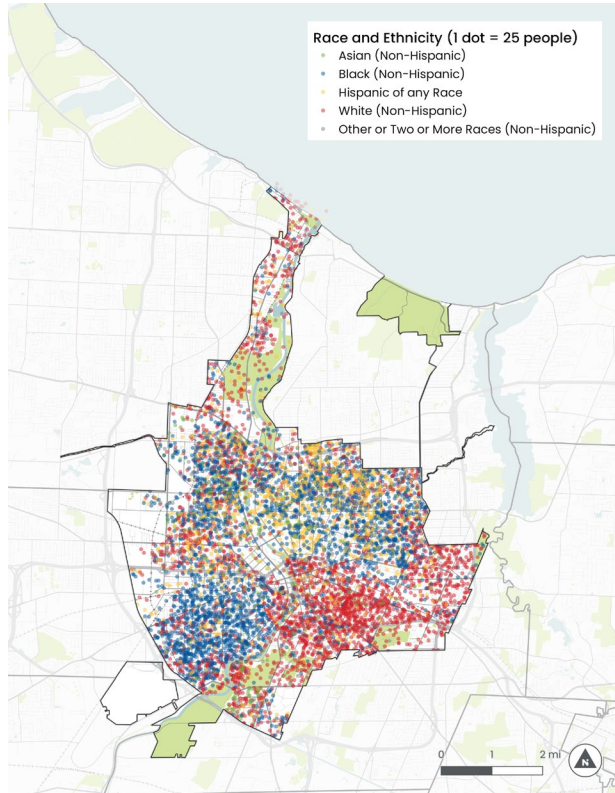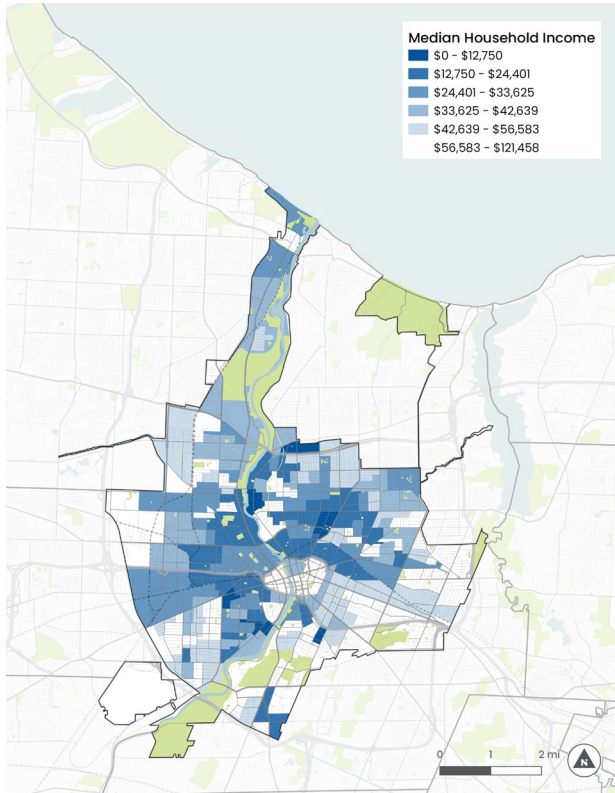
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One-third of Rochester's streets are medium-high or high-stress for biking, including streets with many destinations

- Analysis considers street characteristics including vehicle volumes, vehicle speeds, number of lanes, presence of on-street parking, and presence of/type of bike facility
- This analysis can help us focus recommendations to close network gaps and create a fully connected network of high-comfort bikeways

Pie chart:
- 10% Low stress street
- 58% Medium low stress street
- 6% Medium high stress street
- 26% High stress street

Bicycle Level of Traffic Stress Score
- 1 (Least Stressful)
- 2
- 3
- 4 (Most Stressful)

0   1   2 mi

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Priority Populations

Crossings of all quality – good and bad – are generally equally distributed across demographic populations. Most low-stress crossings are in areas where people without access to a car live.

	Below median income	Above median BIPOC population	Above median zero-car households	Above median disabled population
% of **high-stress crossings** that are in areas with…	45%	40%	60%	58%
% of **medium high-stress crossing**s that are in areas with…	51%	52%	64%	54%
% of **medium low-stress crossings** that are in areas with…	44%	47%	55%	52%
% of **low-stress crossings** that are in areas with…	52%	41%	73%	58%

Level of Crossing Stress (LCS)

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In general, the existing bike network is not equally accessible to low-income households. Several priority populations also have unequal access to shared-use paths.

		Below median income	Above median BIPOC population	Above median zero-car households	Above median disabled population
Level of Crossing Stress (LCS)	% of **high-stress crossings** that are in areas with…	45%	40%	60%	58%
	% of **medium high-stress crossing**s that are in areas with…	51%	52%	64%	54%
	% of **medium low-stress crossings** that are in areas with…	44%	47%	55%	52%
	% of **low-stress crossings** that are in areas with…	52%	41%	73%	58%
Bike Network	% of **conventional bike lanes** that are in areas with…	42%	38%	56%	64%
	% of **bike boulevards** that are in areas with…	39%	53%	46%	52%
	% of **shared use paths** that are in areas with…	19%	19%	54%	39%
	% of **separated bike lanes** that are in areas with…	38%	52%	79%	72%

Low-income and BIPOC areas are unequally burdened by higher-stress streets and have lower access to comfortable streets for biking.

		Below median income	Above median BIPOC population	Above median zero-car households	Above median disabled population
Level of Crossing Stress (LCS)	% of **high-stress crossings** that are in areas with…	45%	40%	60%	58%
	% of **medium high-stress crossing**s that are in areas with…	51%	52%	64%	54%
	% of **medium low-stress crossings** that are in areas with…	44%	47%	55%	52%
	% of **low-stress crossings** that are in areas with…	52%	41%	73%	58%
Bike Network	% of **conventional bike lanes** that are in areas with…	42%	38%	56%	64%
	% of **bike boulevards** that are in areas with…	39%	53%	46%	52%
	% of **shared use paths** that are in areas with…	19%	19%	54%	39%
	% of **separated bike lanes** that are in areas with…	38%	52%	79%	72%
Level of Traffic Stress (LTS)	% of **high-stress streets** that are in areas with…	47%	44%	59%	52%
	% of **medium high-stress streets** that are in areas with…	46%	45%	61%	59%
	% of **medium low-stress streets** that are in areas with…	36%	43%	45%	45%
	% of **low-stress streets** that are in areas with…	23%	27%	44%	38%

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Existing Conditions Next Steps

- Accessibility deep dive for typical contexts within Rochester
- Pairing engagement takeaways with data analysis results
- Compiling all engagement and analyses into Existing Conditions Report

Discussion

- Do these analyses ring true with your experiences moving around Rochester? Are any of the results surprising?
- What questions do you have?
- Is there anything else that you would like to share?