APPENDICES

A. Rochester ATP Existing Document Review

B. Rochester ATP Community Survey Results Report (English)

C. Rochester ATP Community Survey Results Report (Spanish)

D. Rochester ATP 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

J. Policy, Program, and Process Recommendations Table

K. Project Recommendations Table

L. Project Prioritization Methodology

M. Pedestrian Focus Area Identification Methodology

APPENDIX A. ROCATP EXISTING DOCUMENT REVIEW

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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 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

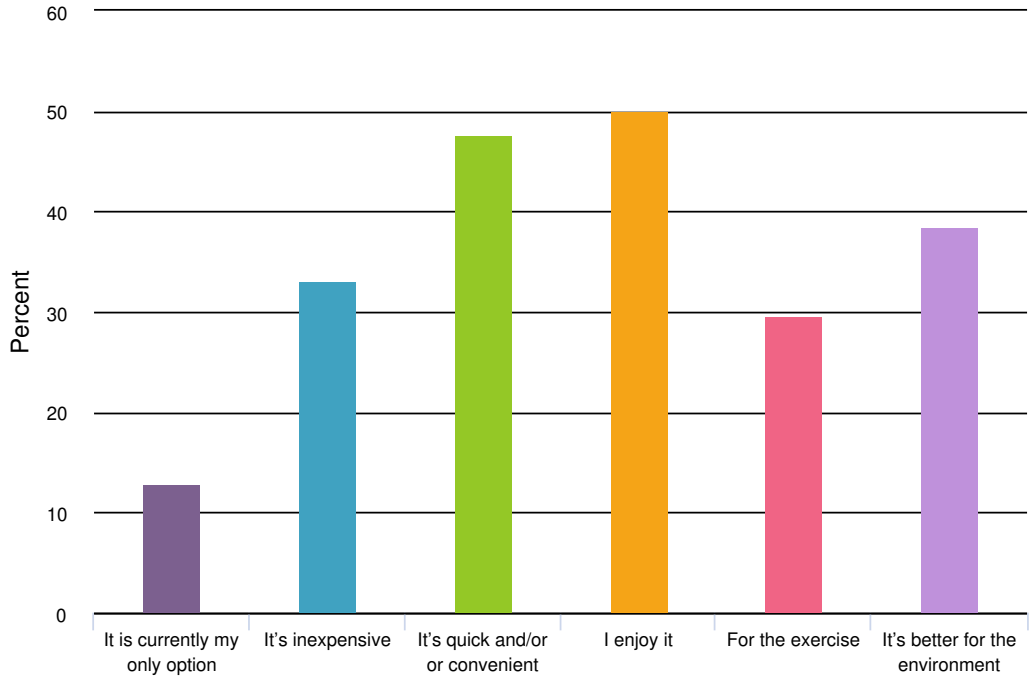
Completion Rate:	**100%**	
	Complete	959

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?

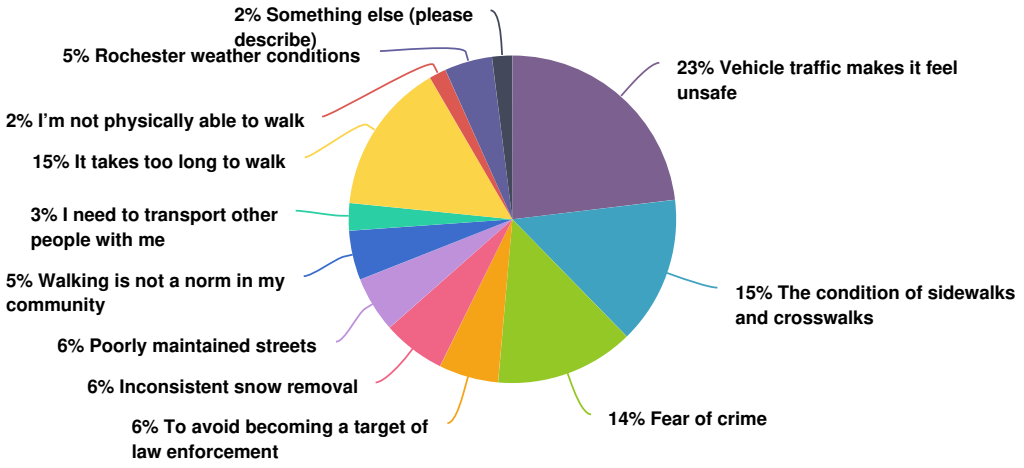


Value	Percent	Responses
It is currently my only option	12.8%	84
It's inexpensive	33.2%	218
It's quick and/or or convenient	47.6%	313
I enjoy it	50.2%	330
For the exercise	29.7%	195
It's better for the environment	38.4%	252

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%

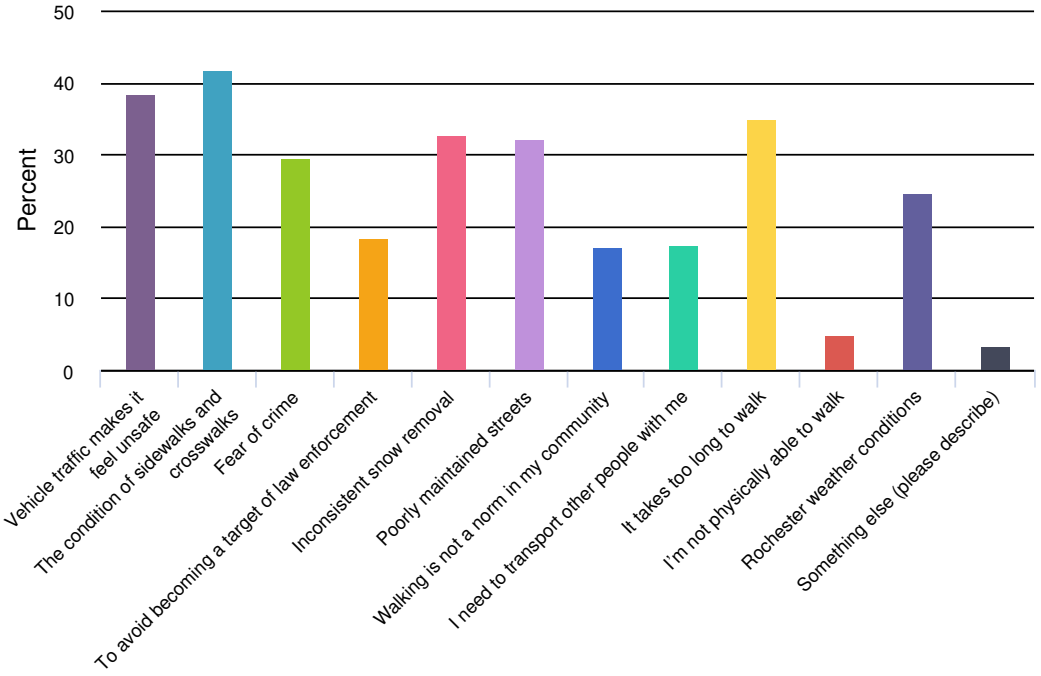
4. Which of these is the number one reason you are less likely to WALK around Rochester today?



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

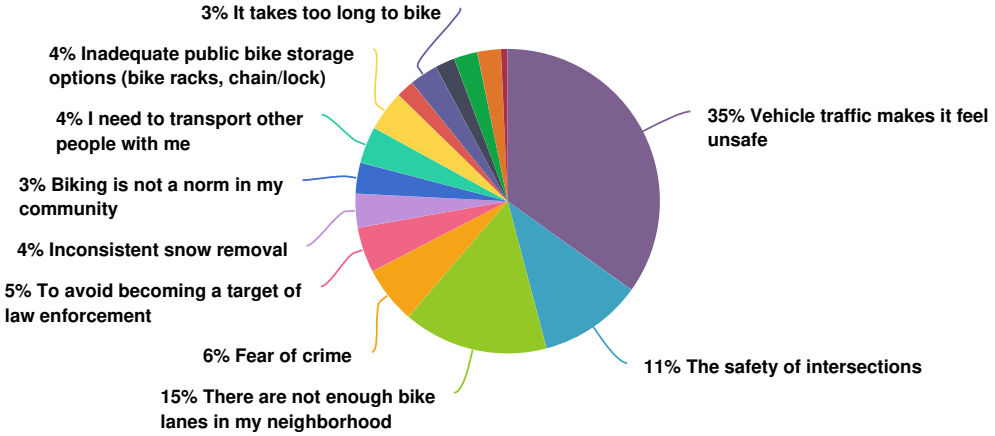
Totals: 937

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

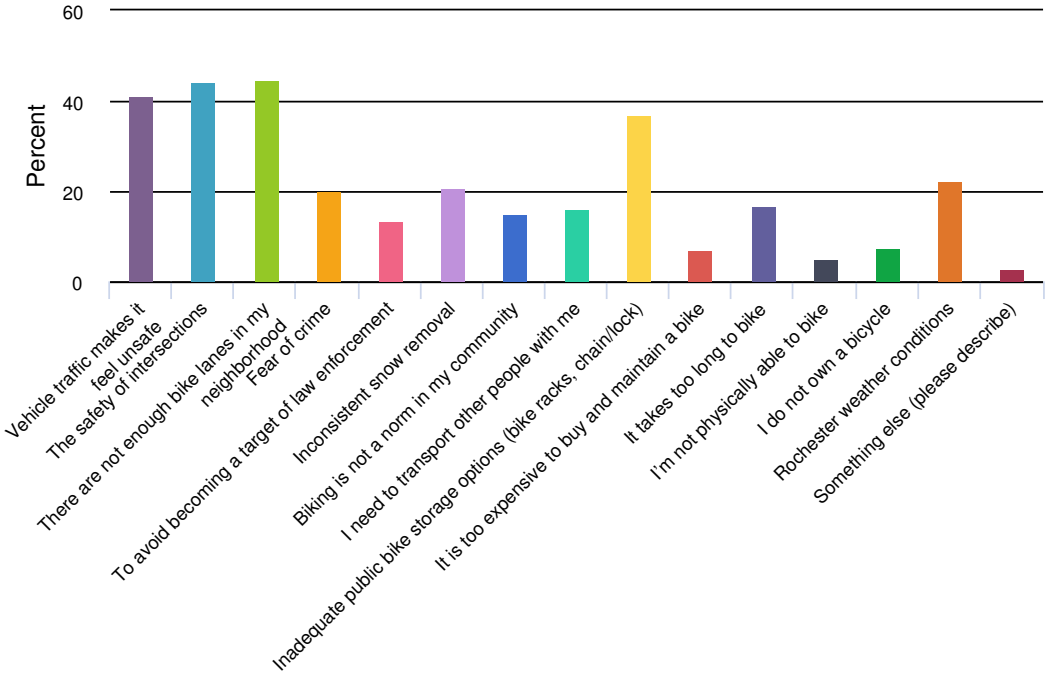
6. Which of these is the number one reason you are less likely to BIKE around Rochester today?



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

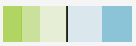
Totals: 937

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

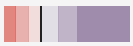
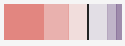


Value	Percent	Responses
Vehicle traffic makes it feel unsafe	41.2%	383
The safety of intersections	44.3%	412
There are not enough bike lanes in my neighborhood	44.7%	415
Fear of crime	20.1%	187
To avoid becoming a target of law enforcement	13.3%	124
Inconsistent snow removal	20.9%	194
Biking is not a 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

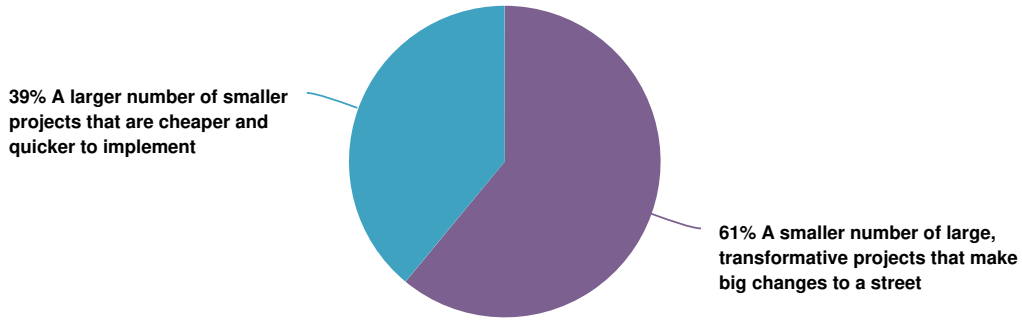
11. Please complete the sentence: “Projects that _____ are the most important to me.” Rank as many options as you would like.

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

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

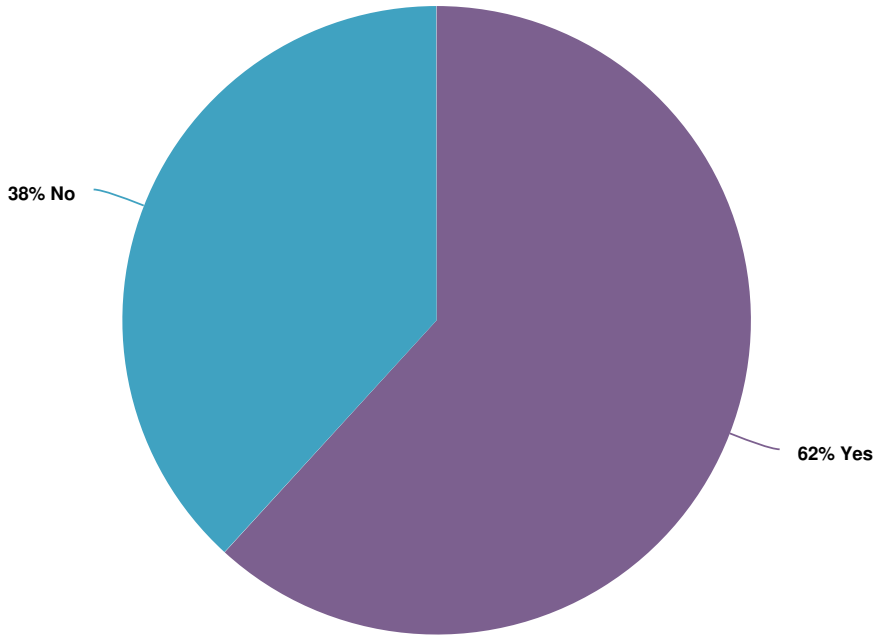
13. I feel it is more important to focus on:



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

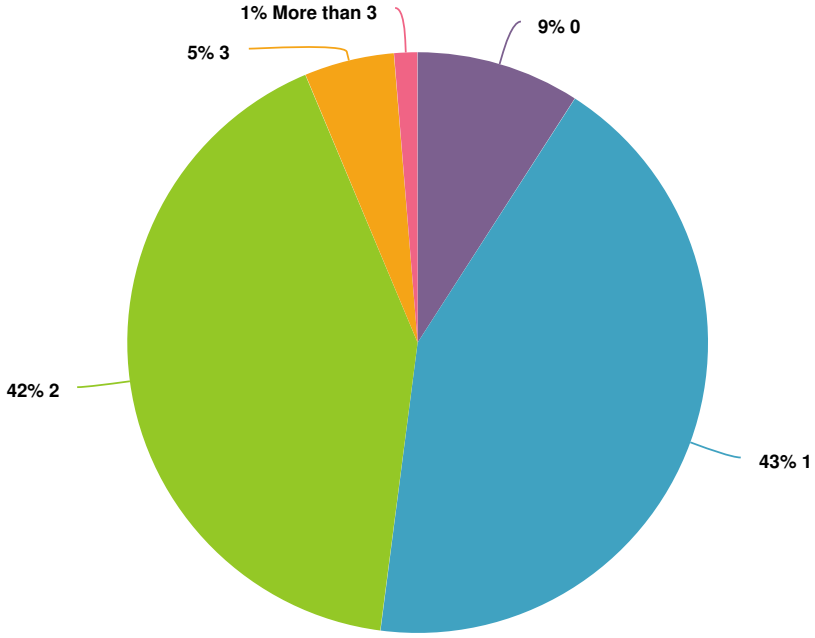
14. Do you think most of the current infrastructure projects in Rochester are happening in places where you live, work, or play?



Value	Percent	Responses
Yes	61.8%	573
No	38.2%	354

Totals: 927

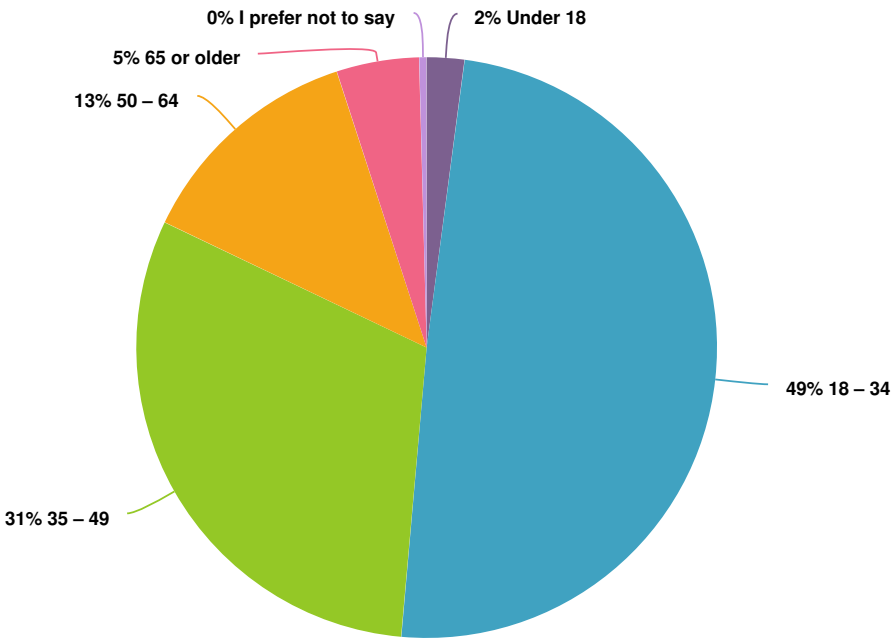
17. How many cars are available to your household?



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

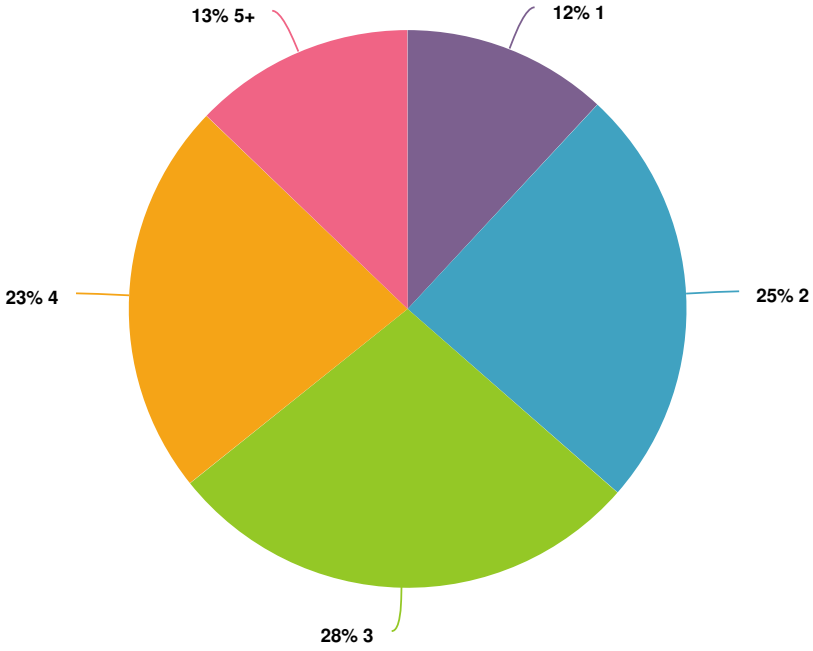
18. How old are you?



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

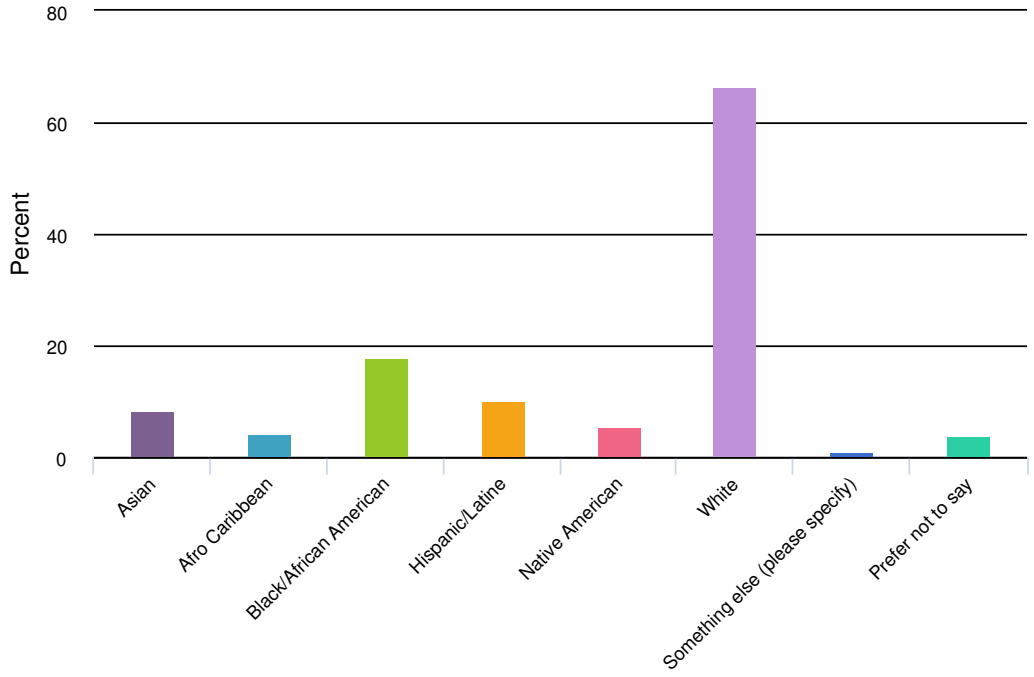
19. How many people are part of your household?



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

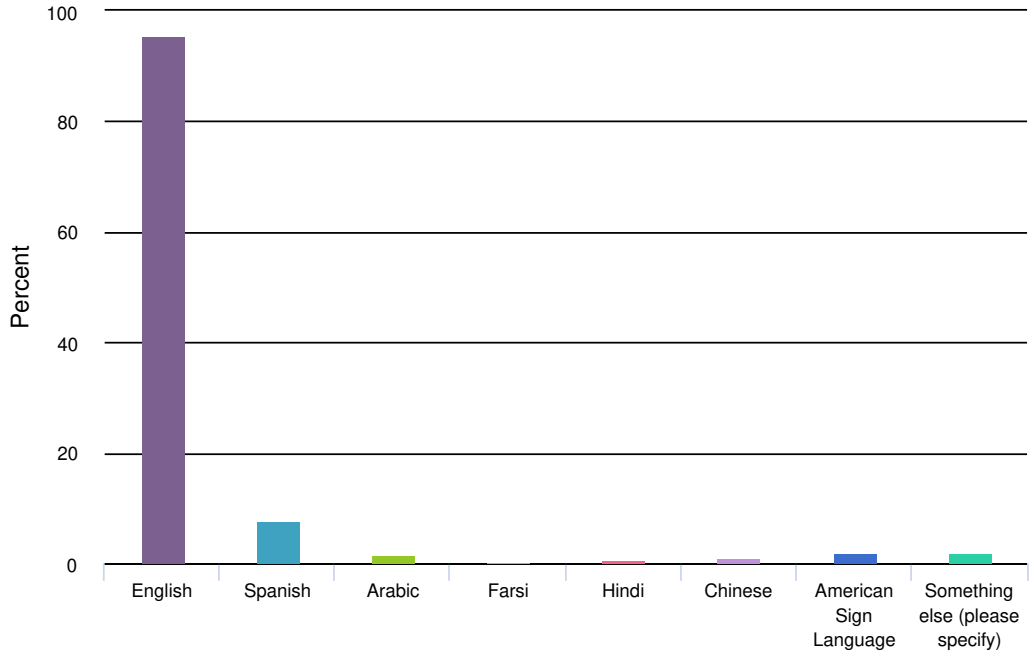
Totals: 930

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



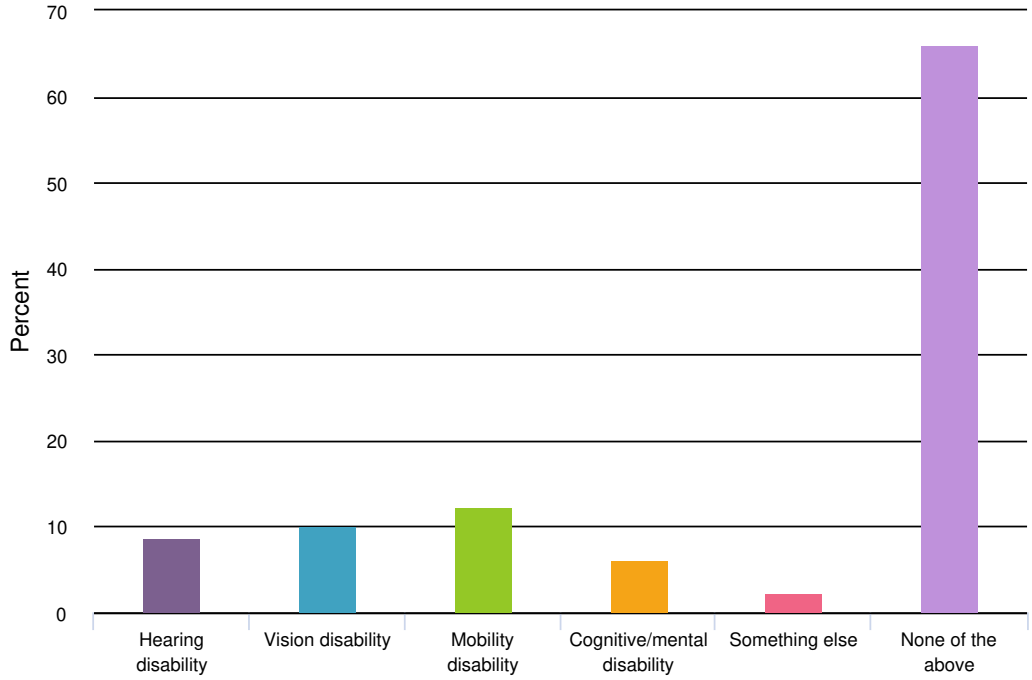
Value	Percent	Responses
Asian	8.2%	76
Afro Caribbean	4.1%	38
Black/African American	17.7%	165
Hispanic/Latine	10.3%	96
Native American	5.4%	50
White	66.2%	616
Something else (please specify)	1.0%	9
Prefer not to say	3.8%	35

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



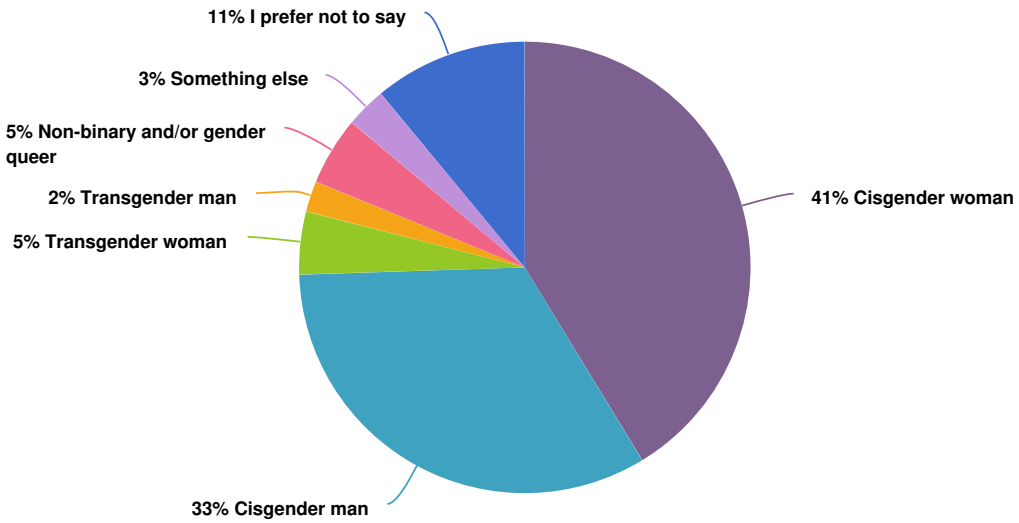
Value	Percent	Responses
English	95.5%	892
Spanish	7.6%	71
Arabic	1.6%	15
Farsi	0.4%	4
Hindi	0.6%	6
Chinese	1.0%	9
American Sign Language	1.9%	18
Something else (please specify)	1.8%	17

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

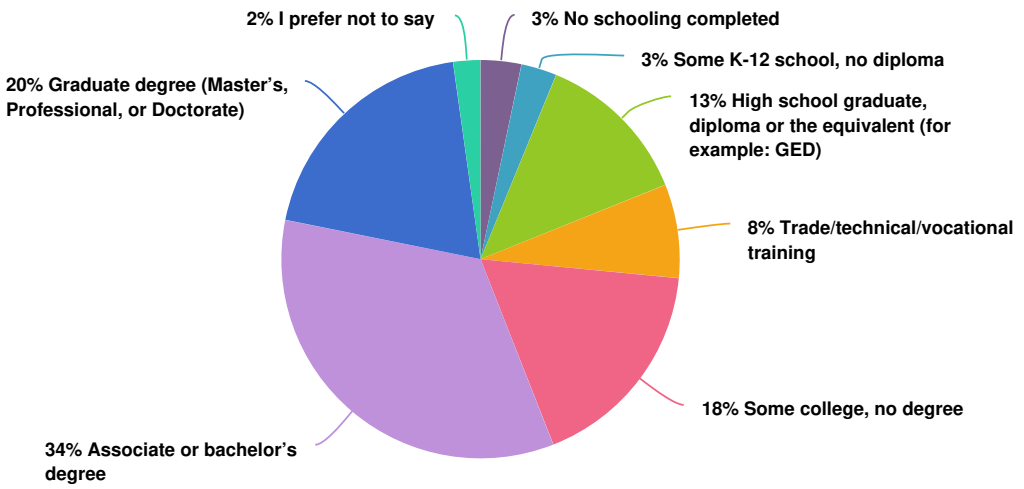
23. How do you identify?



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

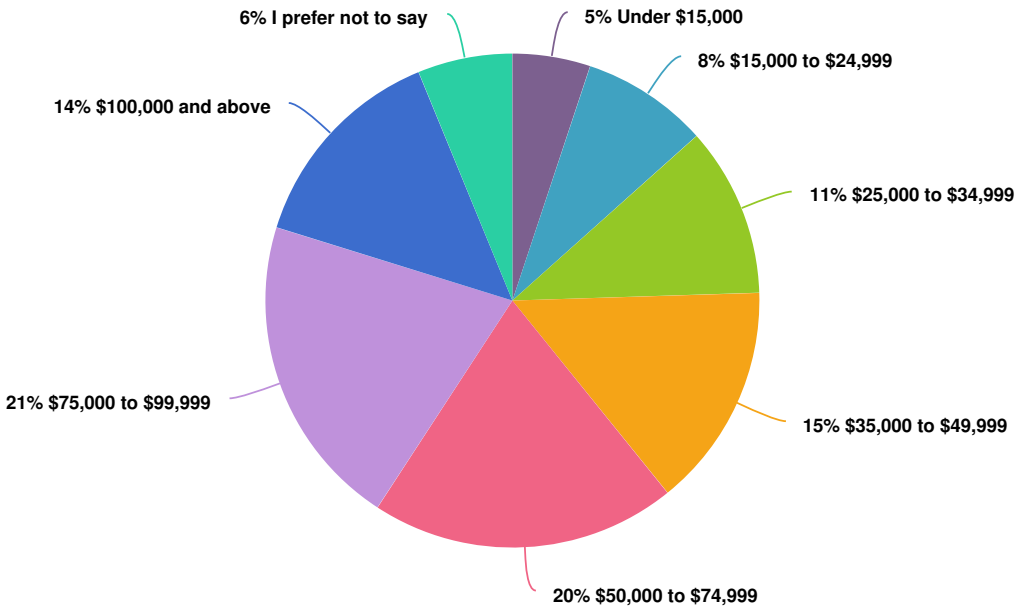
24. What is the highest level of school or college you have completed?



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

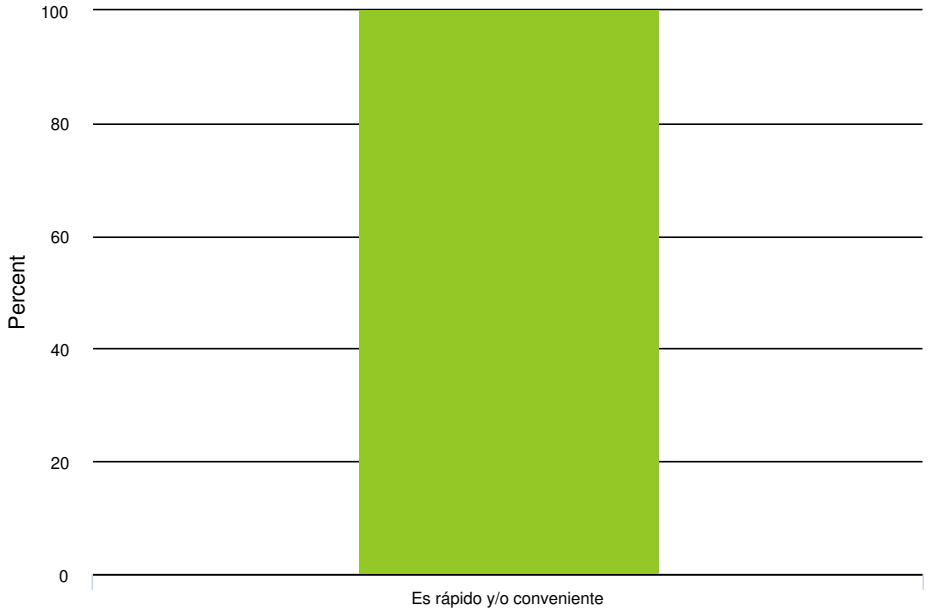
Completion Rate:	**50%**		
	Complete		2
	Partial		2

Totals: 4

1. ¿Cómo suele moverse por Rochester?

	Caminar	Ir en bicicleta	Tomar el autobús	Conducir	Compartir carro	Tomar un Uber/Lyft/Taxi	No aplicable	Otra	Responses
Suelo _____ al trabajo. Count Row %	1 50.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2
Suelo _____ a la tienda de comestibles. Count Row %	1 50.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2
Mi familia suele _____ a la escuela y a las bibliotecas. Count Row %	1 50.0%	0 0.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	2
Suelo _____ a restaurantes y tiendas. Count Row %	0 0.0%	1 50.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2
Suelo _____ a parques, centros de recreo y otras actividades recreativas. Count Row %	0 0.0%	0 0.0%	1 50.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2
Suelo _____ a las citas. Count Row %	1 50.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2
Suelo _____ para visitar a amigos y familiares. Count Row %	0 0.0%	1 50.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	2
Totals									14 100.0%

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

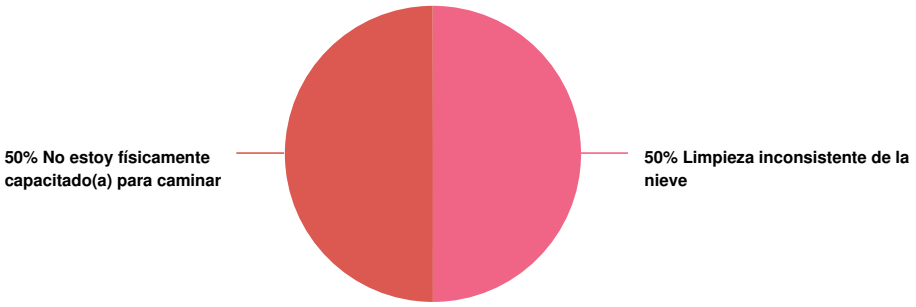


Value	Percent	Responses
Es rápido y/o conveniente	100.0%	1

3. Si las calles fueran más seguras y accesibles, me interesaría:

	Caminar	Ir en bicicleta	Caminar o ir en bicicleta	Tomar el autobús	(No estoy interesado en caminar/ir en bicicleta/tomar el autobús para este tipo de viaje)	No aplicable	Responses
_____ al trabajo. Count Row %	0 0.0%	1 50.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	2
_____ a la tienda de comestibles. Count Row %	0 0.0%	0 0.0%	1 50.0%	1 50.0%	0 0.0%	0 0.0%	2
_____ a la escuela y a las bibliotecas. Count Row %	0 0.0%	0 0.0%	1 100.0%	0 0.0%	0 0.0%	0 0.0%	1
_____ a restaurantes y tiendas. Count Row %	1 50.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	2
_____ a parques, centros de recreo y otras actividades recreativas. Count Row %	0 0.0%	0 0.0%	1 50.0%	1 50.0%	0 0.0%	0 0.0%	2
_____ a las citas. Count Row %	1 50.0%	0 0.0%	0 0.0%	1 50.0%	0 0.0%	0 0.0%	2
_____ a visitar a amigos y familiares. Count Row %	0 0.0%	0 0.0%	1 50.0%	1 50.0%	0 0.0%	0 0.0%	2
Totals							13 100.0%

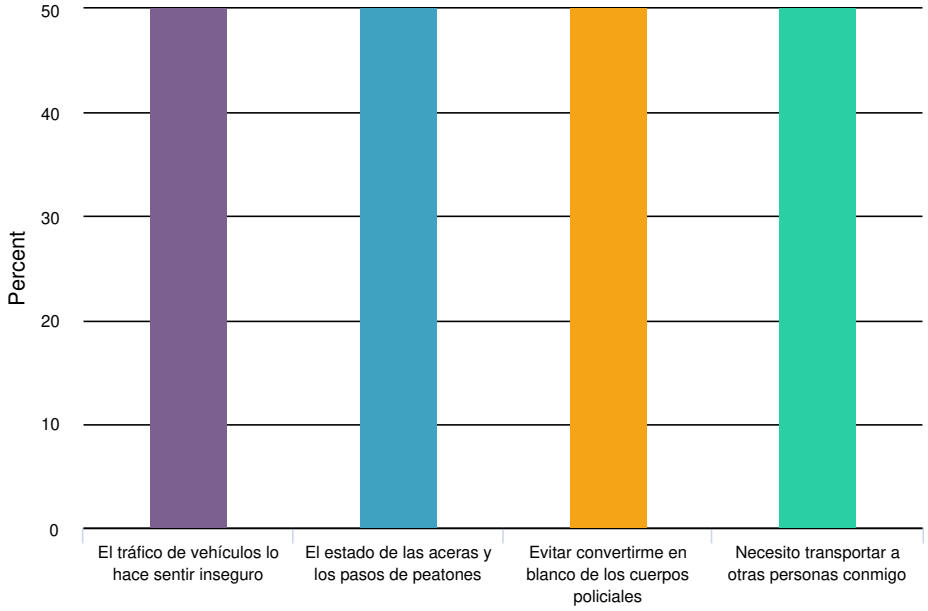
4. ¿Cuál es la razón número uno por la que es menos probable que CAMINE por Rochester hoy en día?



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

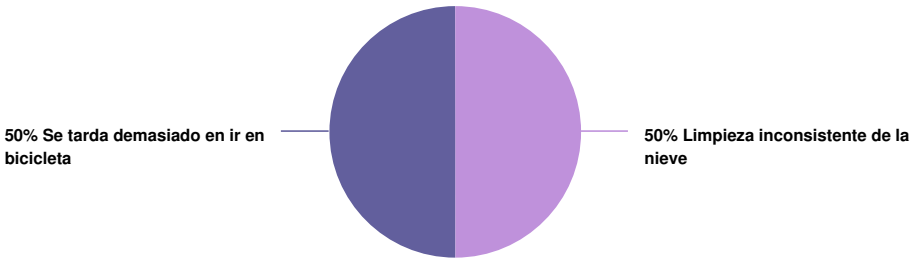
Totals: 2

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

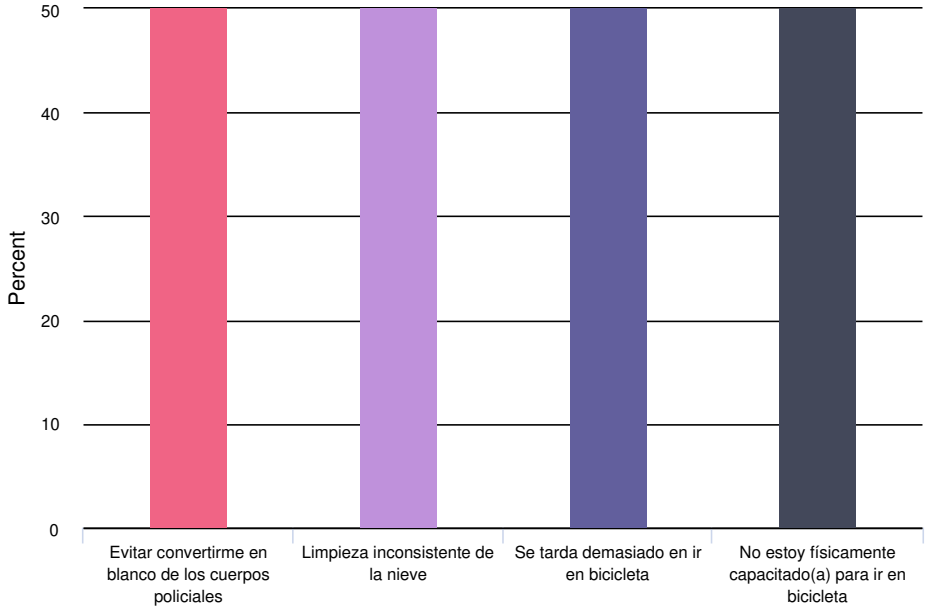
6. ¿Cuál es la razón número uno por la que es menos probable que vaya en BICICLETA por Rochester hoy en día?



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

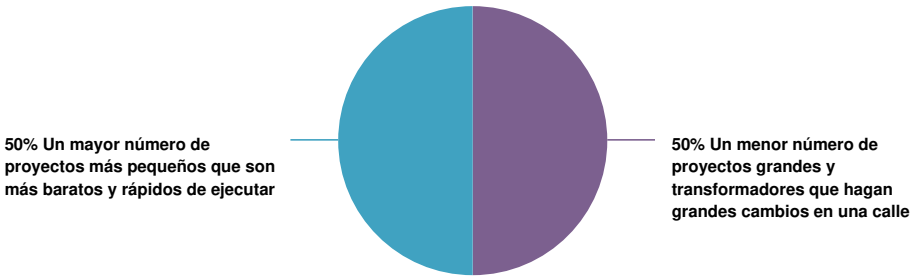
9. Por favor complete la frase: "Los proyectos que _____ son los más importantes para mí." Clasifique tantas opciones como desee.

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

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

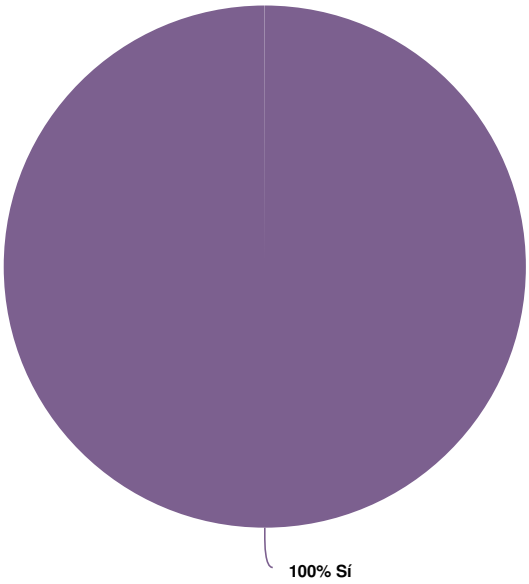
11. Creo que es más importante enfocarse en:



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

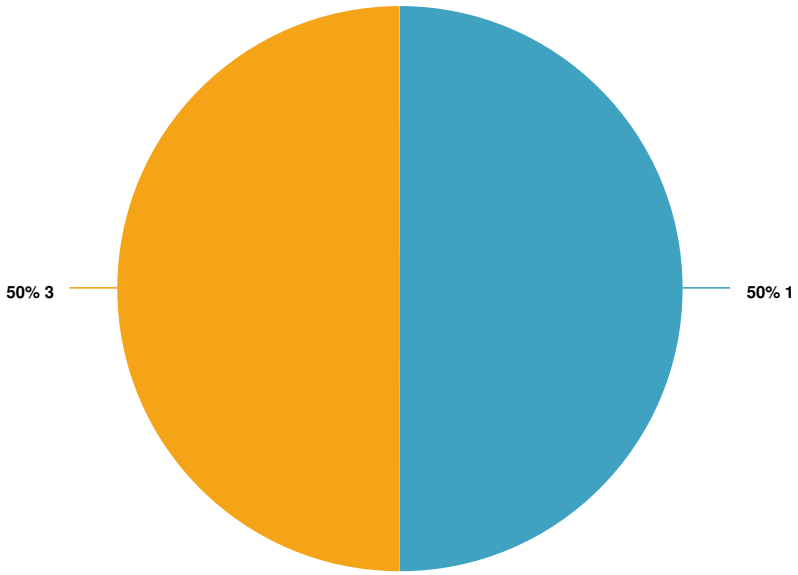
12. ¿Cree que la mayoría de los proyectos de infraestructuras actuales en Rochester se están llevando a cabo en lugares donde usted vive, trabaja o juega?



Value	Percent	Responses
Sí	100.0%	2

Totals: 2

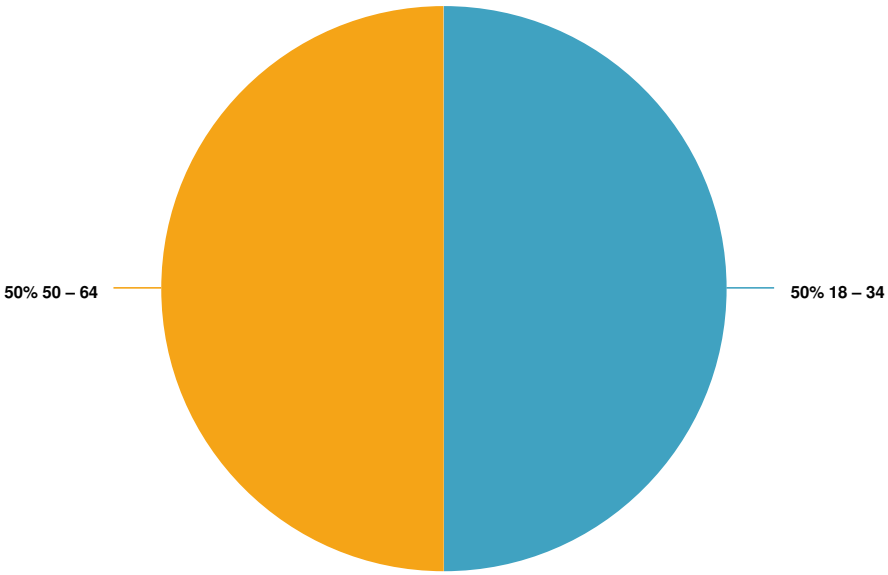
15. ¿Cuántos carros estan disponibles en su hogar?



Value	Percent	Responses
1	50.0%	1
3	50.0%	1

Totals: 2

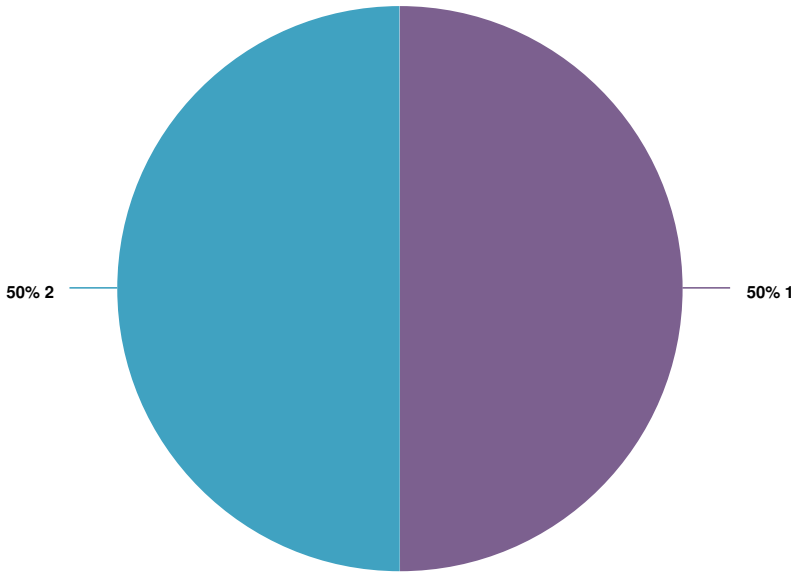
16. ¿Cuántos años tiene?



Value	Percent	Responses
18 – 34	50.0%	1
50 – 64	50.0%	1

Totals: 2

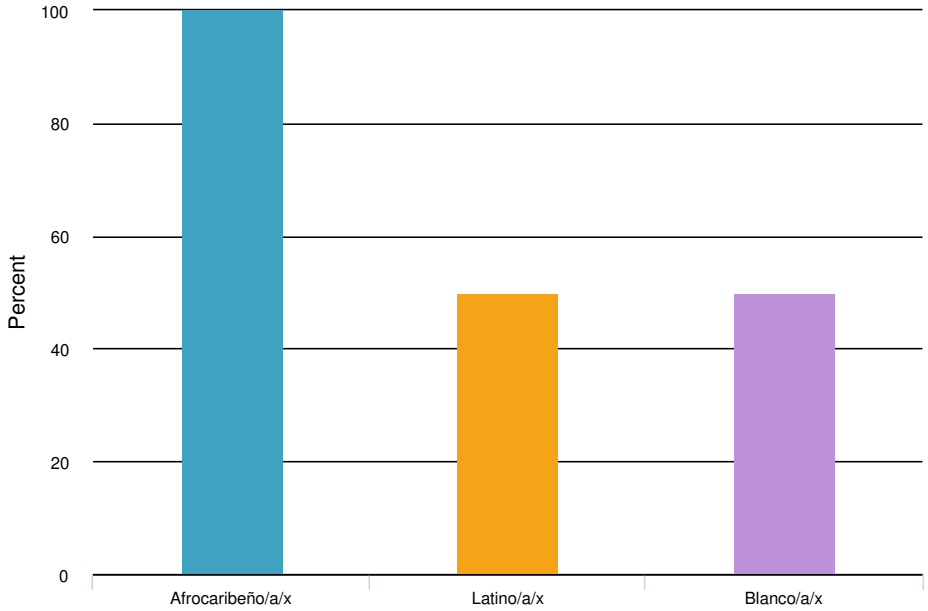
17. ¿Cuántas personas forman parte de su hogar?



Value	Percent	Responses
1	50.0%	1
2	50.0%	1

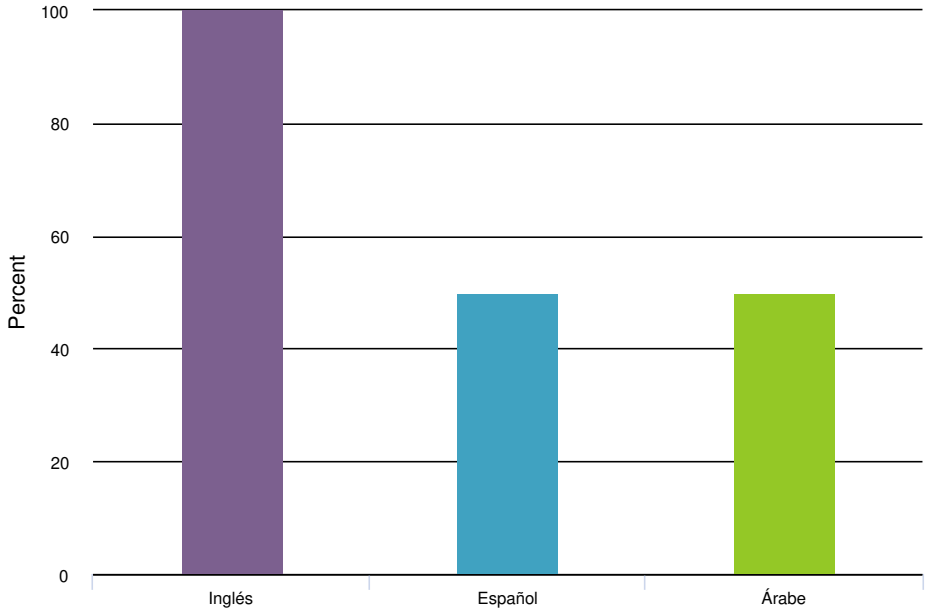
Totals: 2

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



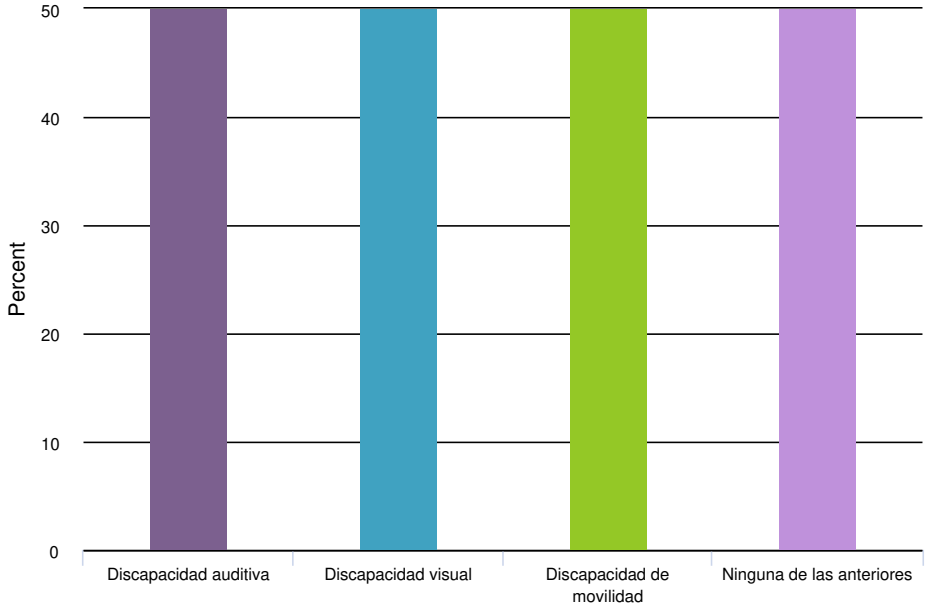
Value	Percent	Responses
Afrocaribeño/a/x	100.0%	2
Latino/a/x	50.0%	1
Blanco/a/x	50.0%	1

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



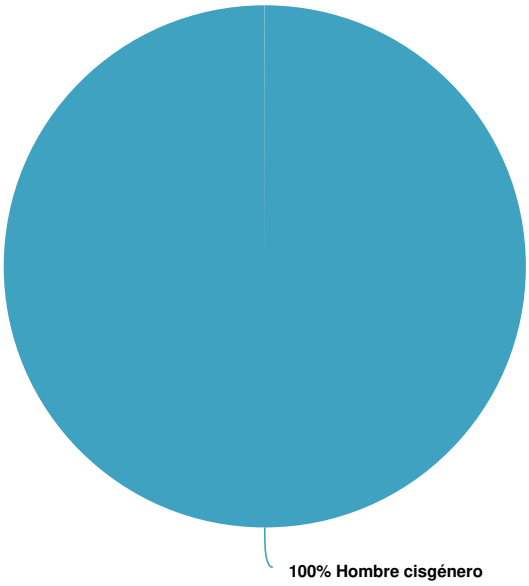
Value	Percent	Responses
Inglés	100.0%	2
Español	50.0%	1
Árabe	50.0%	1

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

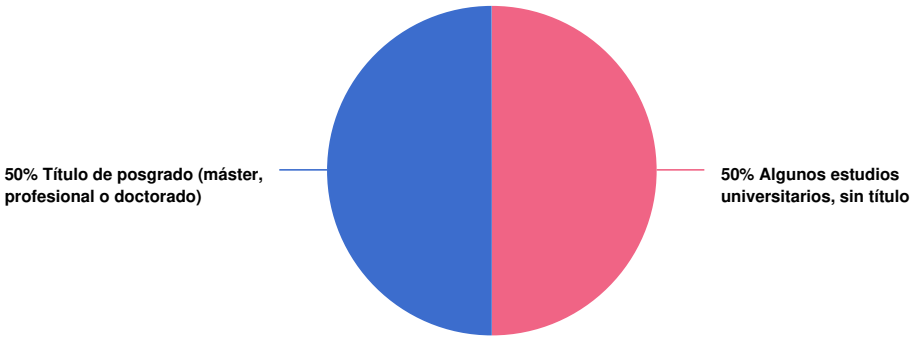
21. ¿Cómo se identifica?



Value	Percent	Responses
Hombre cisgénero	100.0%	2

Totals: 2

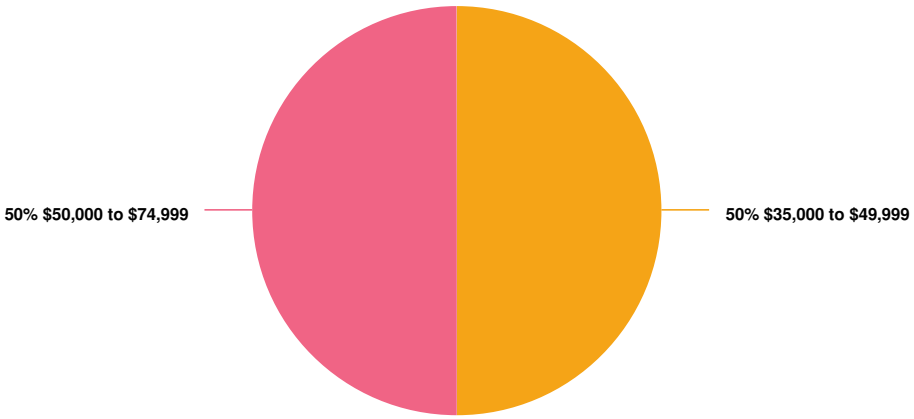
22. ¿Cuál es el nivel más alto de la escuela o universidad que ha completado?



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

Table of Contents

Introduction

At the onset of the project, a very specific Public Engagement Plan was created to ilicit community involvement and increase participation by community members that would be directly impacted by the proposed infastructure 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, edgey 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, gleened 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

> "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

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 feel unsafe
- Poor snow collection

Suggestions:

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

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 ettiquette
- 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 pedestrains 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 percieved 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 costumer 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 priortize 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 ilicited 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, weathier 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, maintence and ettiquette 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."

RTS

Despite centering the conversation on active transportation and public transportation in general, many of the concerns raised and anecotal 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:

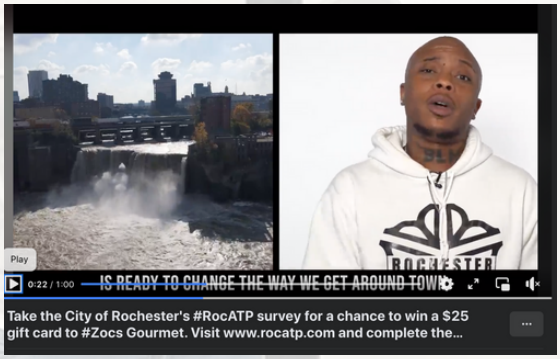
- Need for widestream education
- Implement concepts that worked in other places that made the culture shift like the Netherlands
- Adding dirt bike park and trails to decriminalize it and provide a safe place for recreational riding to prevent neighborhood deaths
- Free to low cost bike repair clinics
- 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



TAP TO PLAY

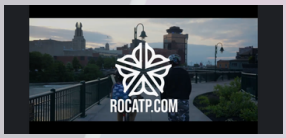
AUDIO PRODUCTION

TAP TO PLAY

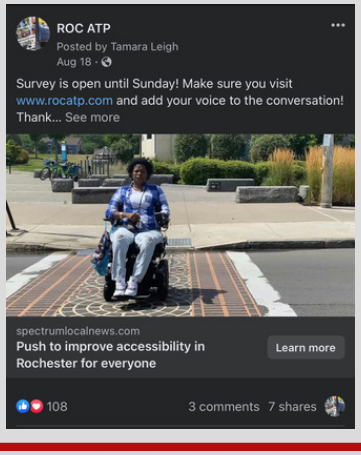
GRAPHICS

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
ADS	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
Bluelight Communications 	Primary: African American women ages 25-44 Secondary: African American adults ages 18-44	85 commercials at :60 20 On-Air Radio Mentions 2 Social Media Posts From August 1 - August 15, 2022 **ADDED VALUE** **Web Story** **6 Raffle Ticket Giveaways**	200,000 radio listeners between August 1 - 15 540 Facebook Video Views 100 Website Views
Challenger Community Magazine 	Primary: African American men and women ages 25-34 Secondary: African American men and women ages 35-44	81/2 Page Color ad, 5.105" x 11 or 10.375" x 5.5" August 11, 2022 Edition of Challenger Community News. 1) Written articles in Challenger Community News on August 4 , 2022 Edition **ADDED VALUE:** **(1) Written articles in Challenger Community News on August 11 , 2022 Editions**	16,000 copies 100,000 Readership
Blaque/OUT Magazine 	Primary: Queer and Trans people of color ages 24 - 36	1 Full Page Advertisement for month of August 2022	1000 Views 740 Impressions 44 Shares on Social Media Campaign: Month of August 2022

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

Institute for Human Centered Design

"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

DE+A+I

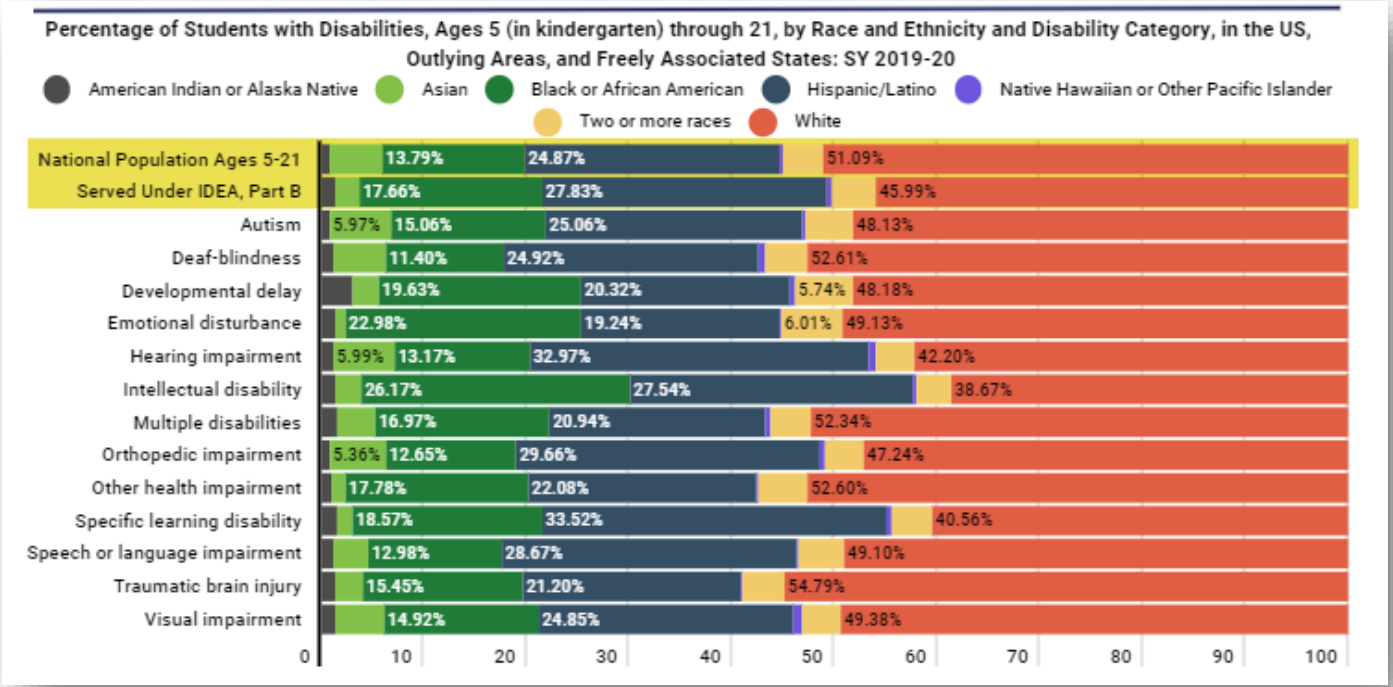
People with disabilities – represented by “A” for accessibility- communicates that there is no inclusion without accessible design as a civil right. DEAI is current federal policy.

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

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

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

Institute for Human Centered Design

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.***

Institute for Human Centered Design

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
   25Driving 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

Contents

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 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

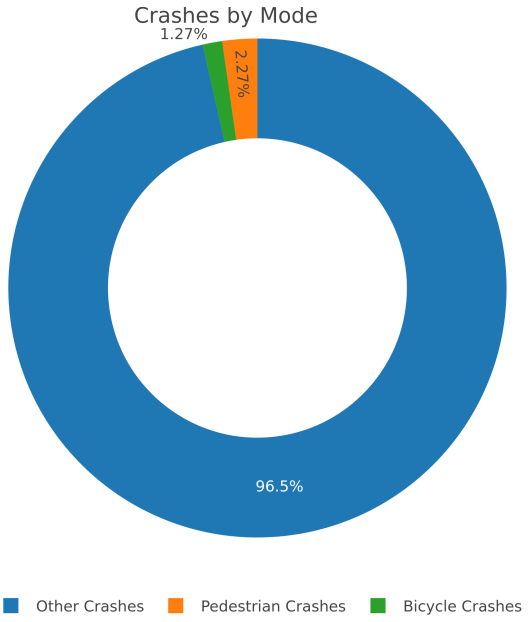
Your Dataset's Functional Class	Standard Functional Class	Total Miles	Proportion
residential	Local Road	406.68	0.58
secondary	Minor Arterial	70.64	0.10
secondary_link	Minor Arterial	0.36	0.00
tertiary	Major Collector	101.61	0.14
trunk	Major Arterial	6.56	0.01
trunk_link	Major Arterial	0.14	0.00

Descriptive Statistics of Crashes

Crash Counts

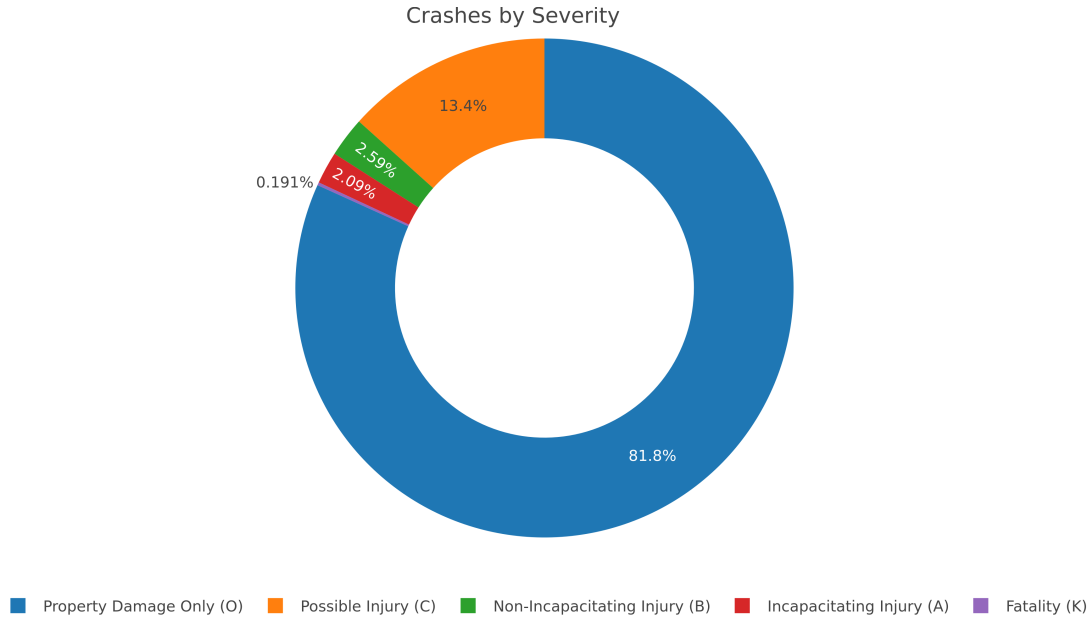
Crash.Type	Count
Total Bicycle Crashes Included	595
Total Pedestrian Crashes Included	1066
Total Other Crashes Included	45371
Total Crashes Omitted by Severity or Mode	21
Total Crashes Outside Study Area	32
Total Crashes	47085
Total Crashes Included in Analyses	47032

Crashes by Mode

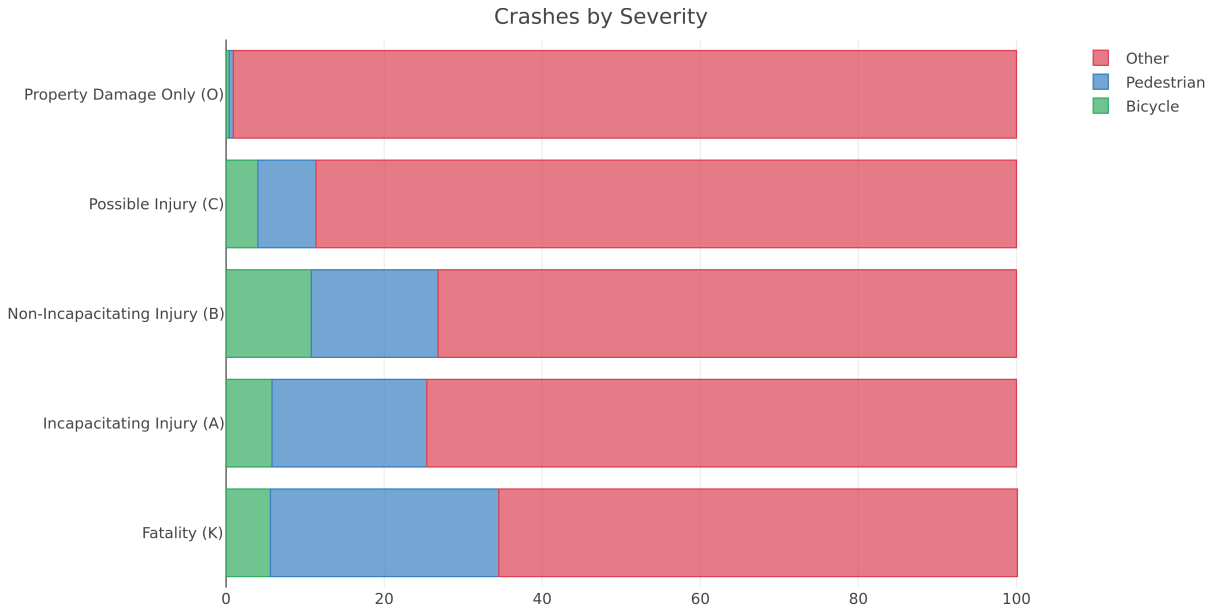


Crashes	Total Crashes	Percent of Total
Bicycle Crashes	595	1.27
Other Crashes	45371	96.47
Pedestrian Crashes	1066	2.27
Total	47032	100

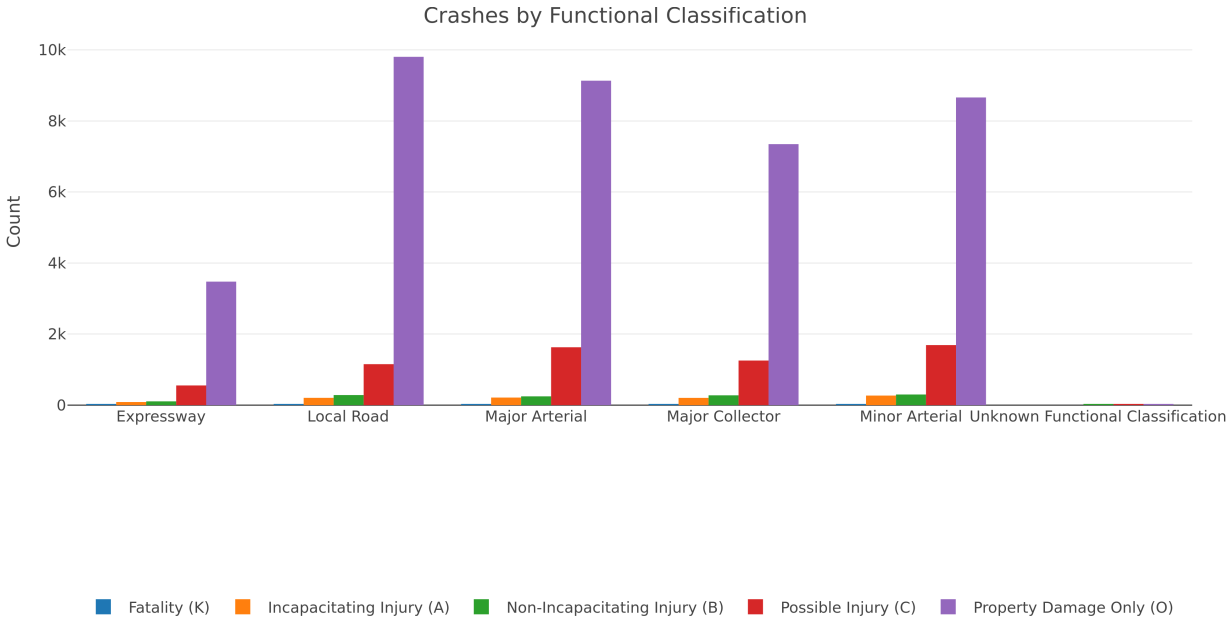
Crashes by Severity



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

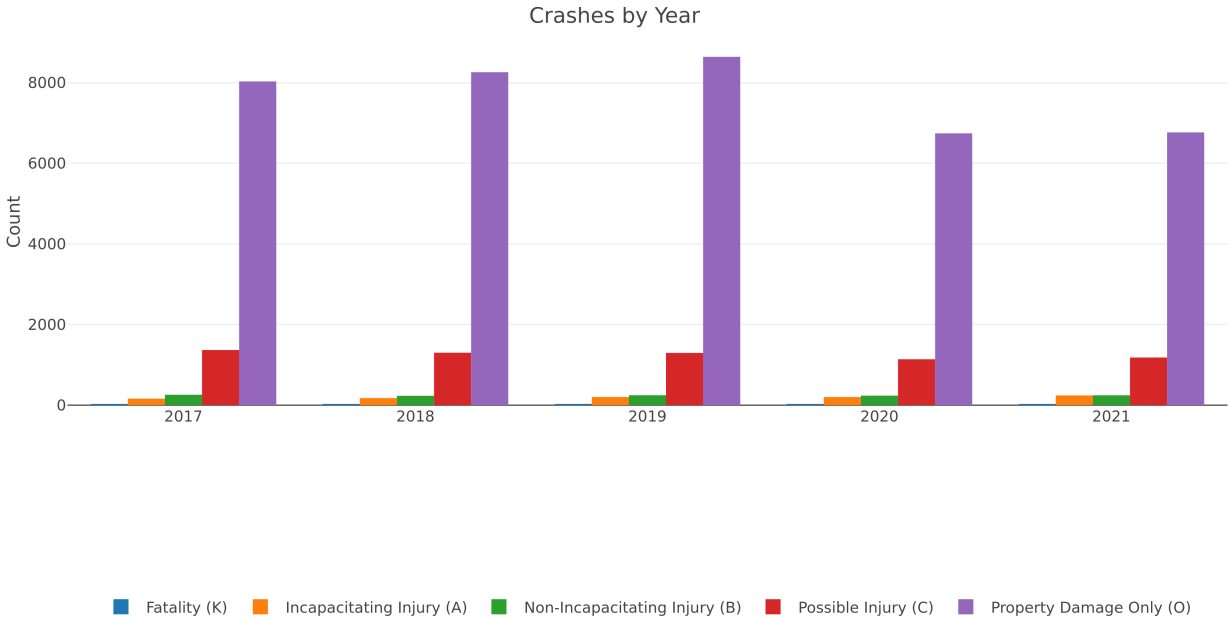


Crashes by Functional Classification



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

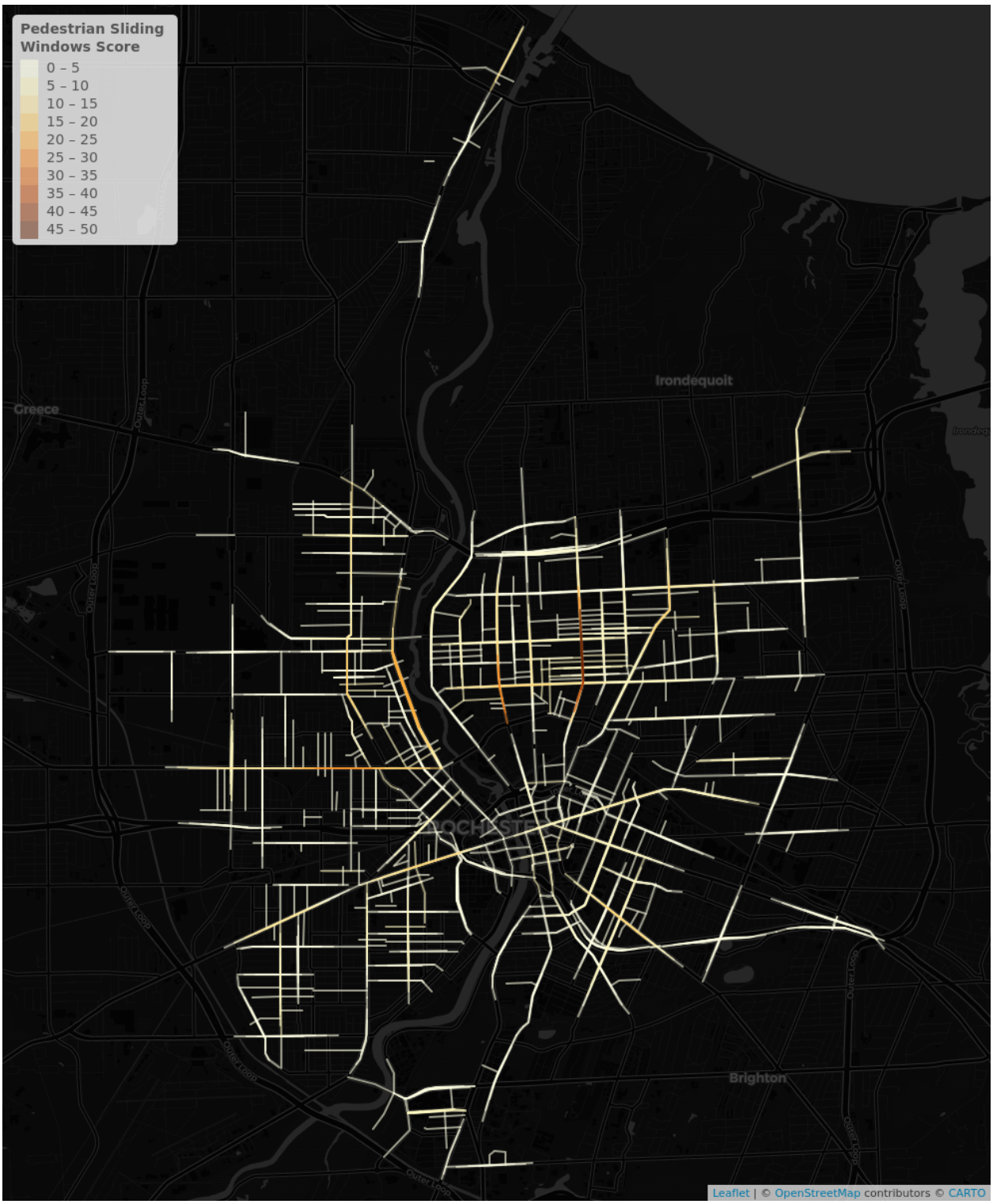
This map depicts severity-weighted pedestrian/bicycle/other crashes (including severities K, A, and B) per mile. Only segments with a crash score of 1 or more are visualized (please disregard the value of zero shown in the legend). Note that road geometries are simplified in order to visualize them in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

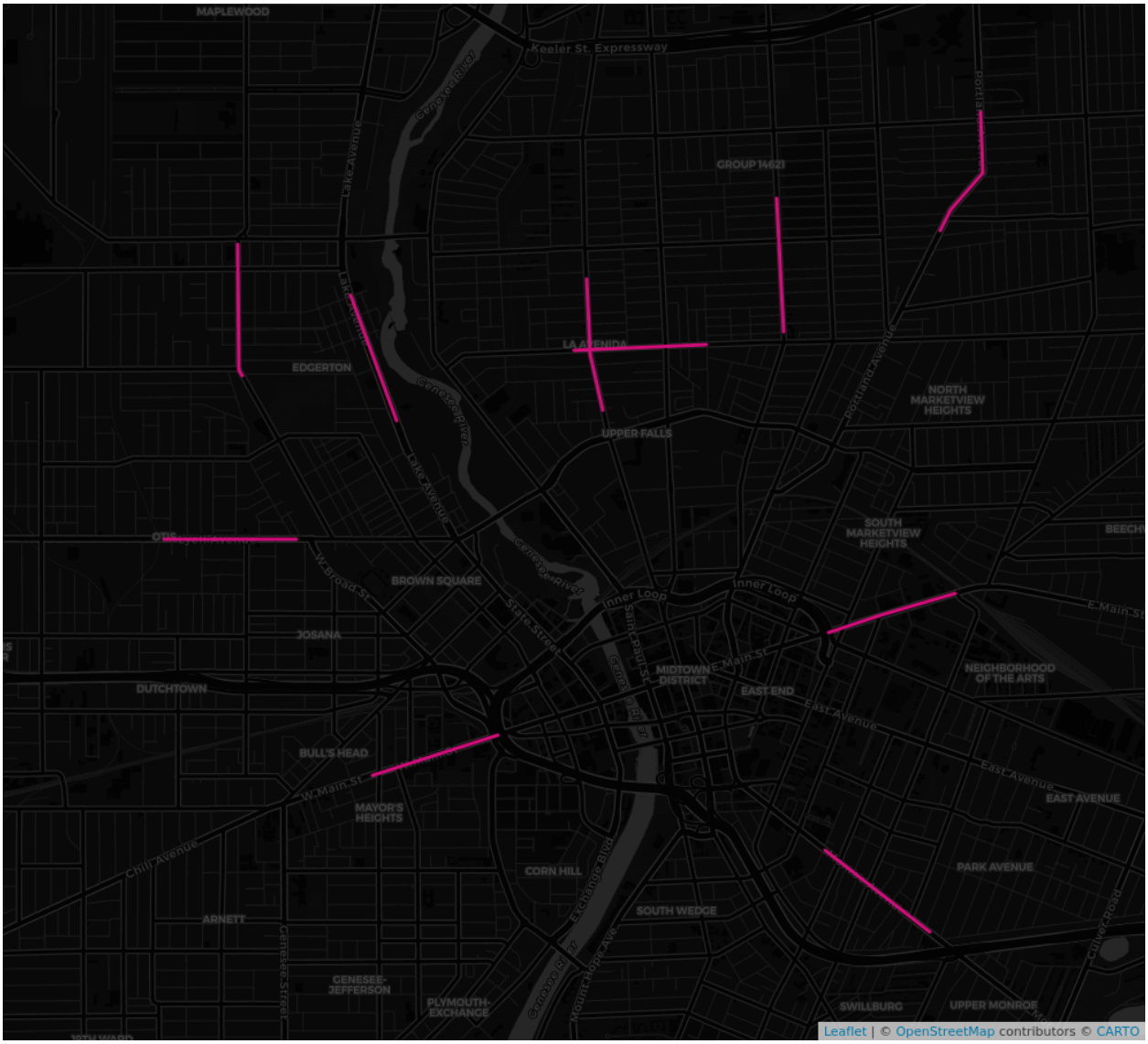
Pedestrian Sliding Windows Analysis

Pedestrian Sliding Windows Visualization



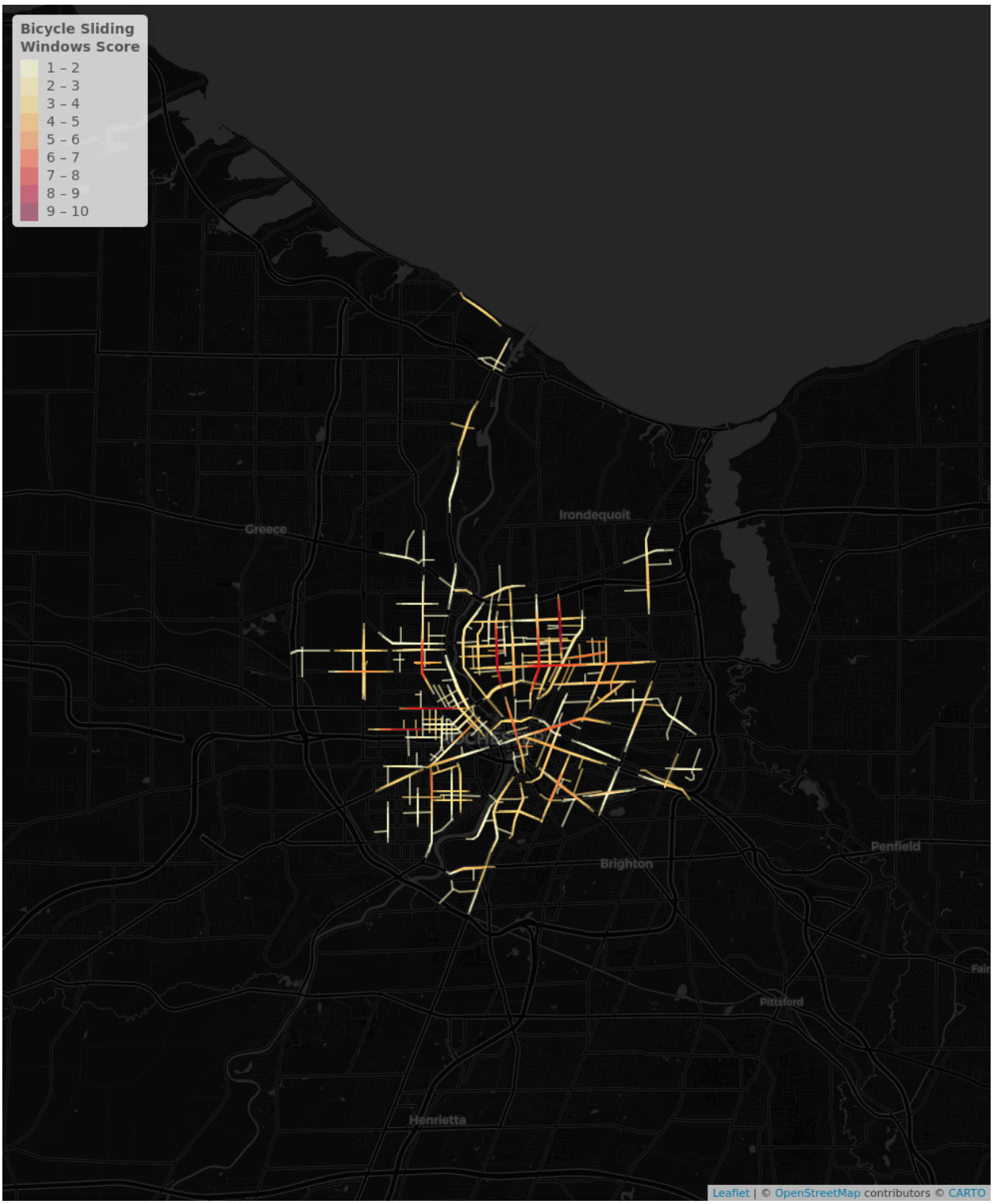
Top 10 Pedestrian Crash Corridors

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



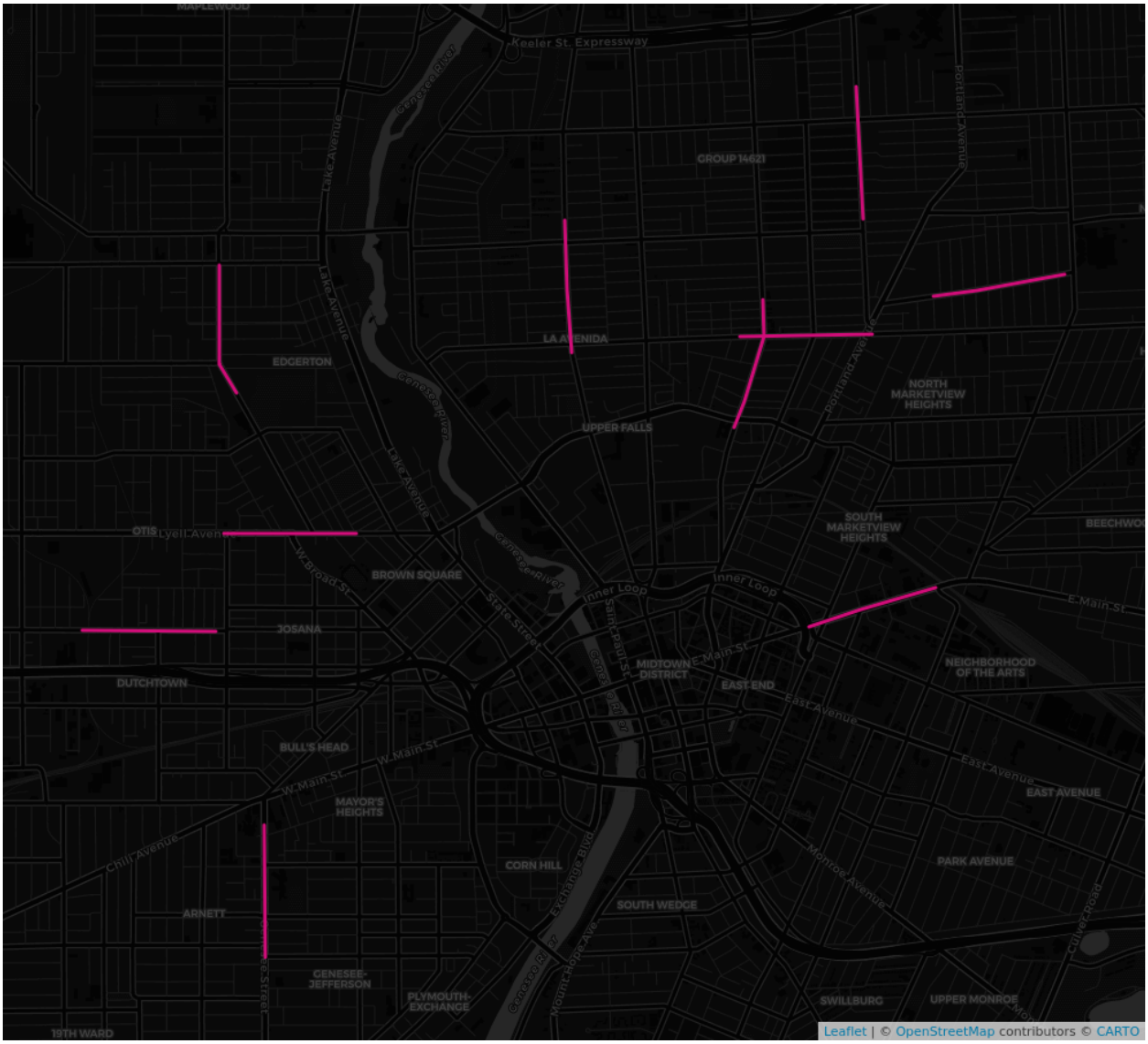
Bicycle Sliding Windows Analysis

Bicycle Sliding Windows Visualization



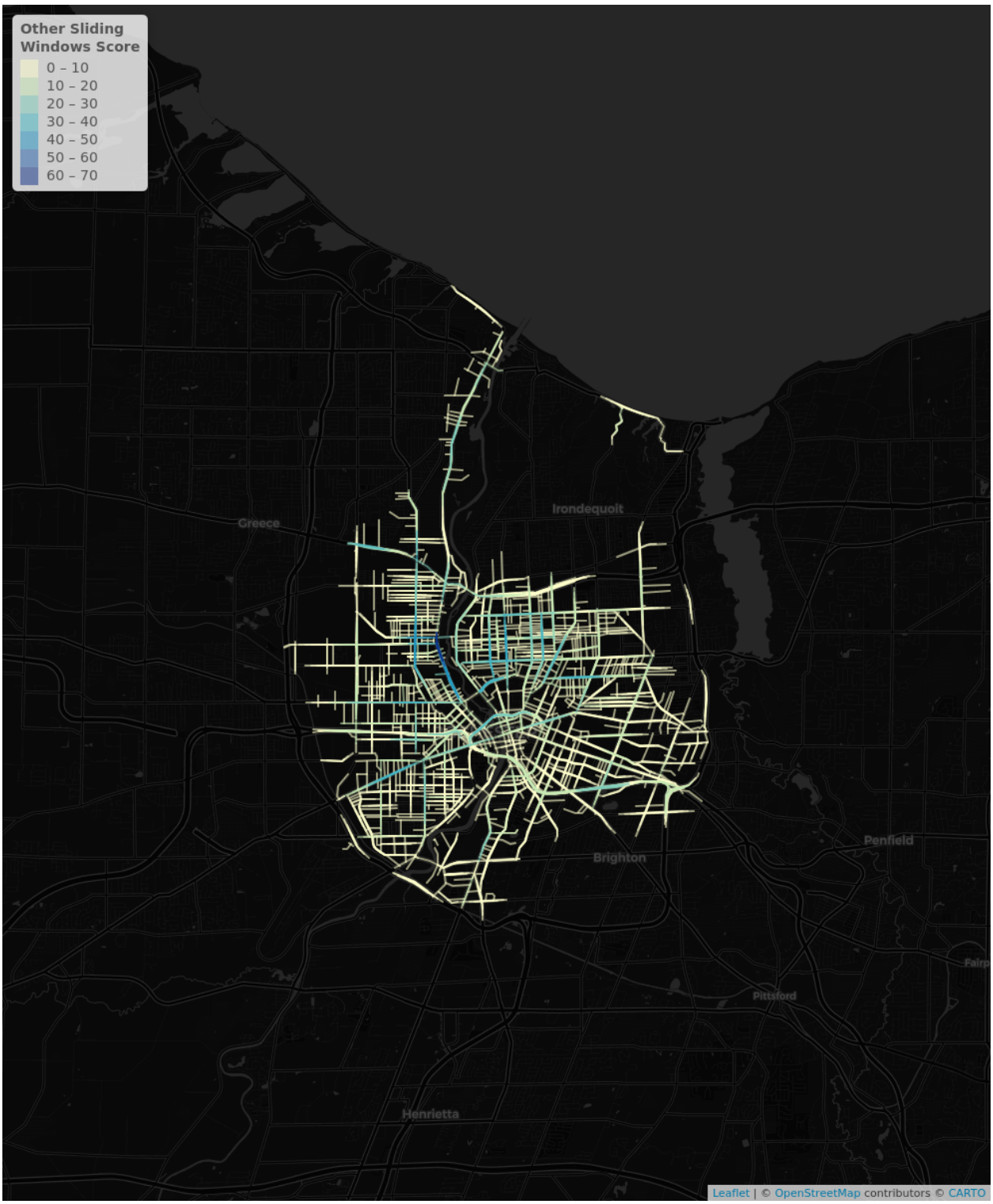
Top 10 Bicycle Crash Corridors

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



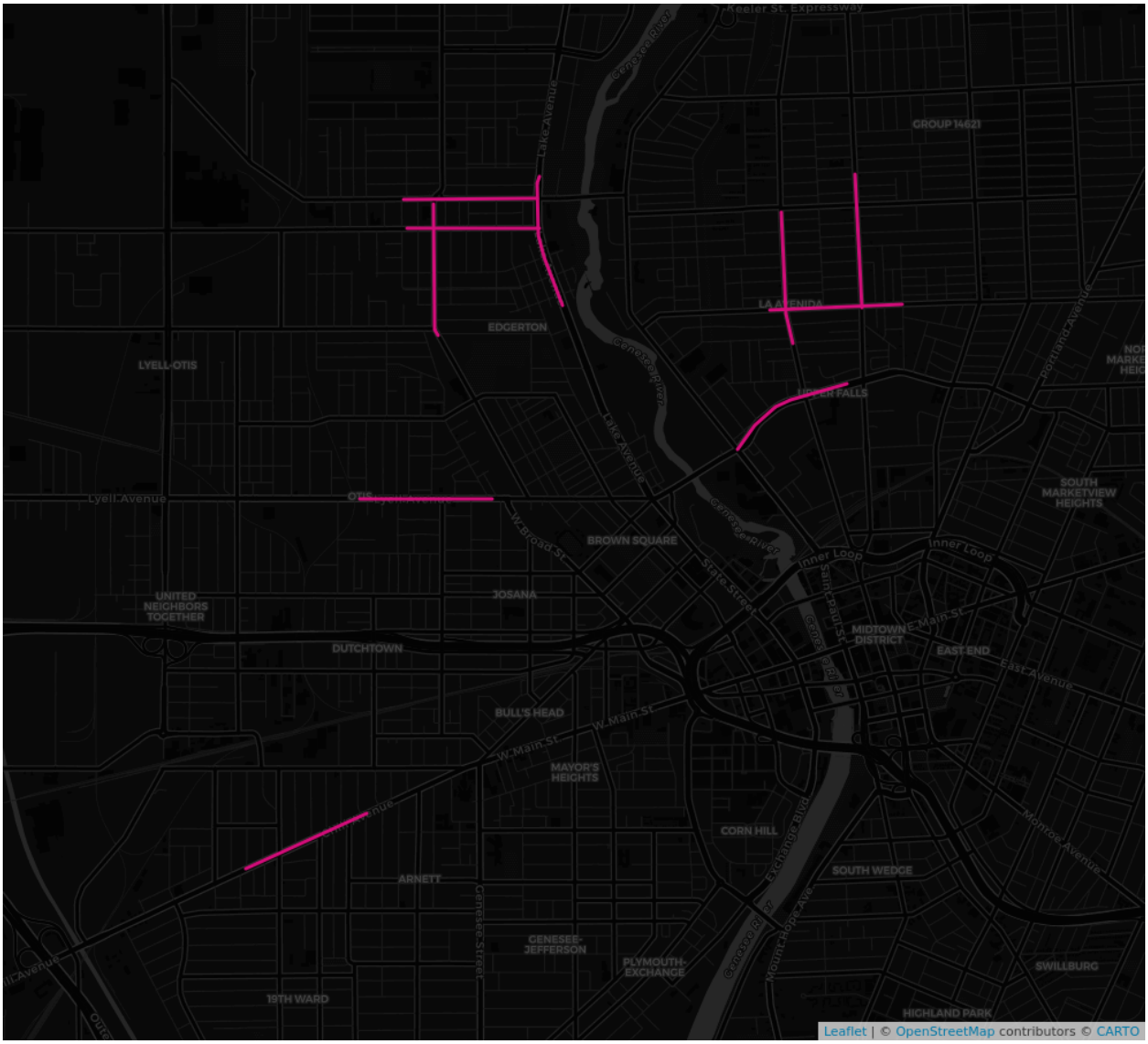
Other Sliding Windows Analysis

Other Sliding Windows Visualization



Top 10 Other Crash Corridors

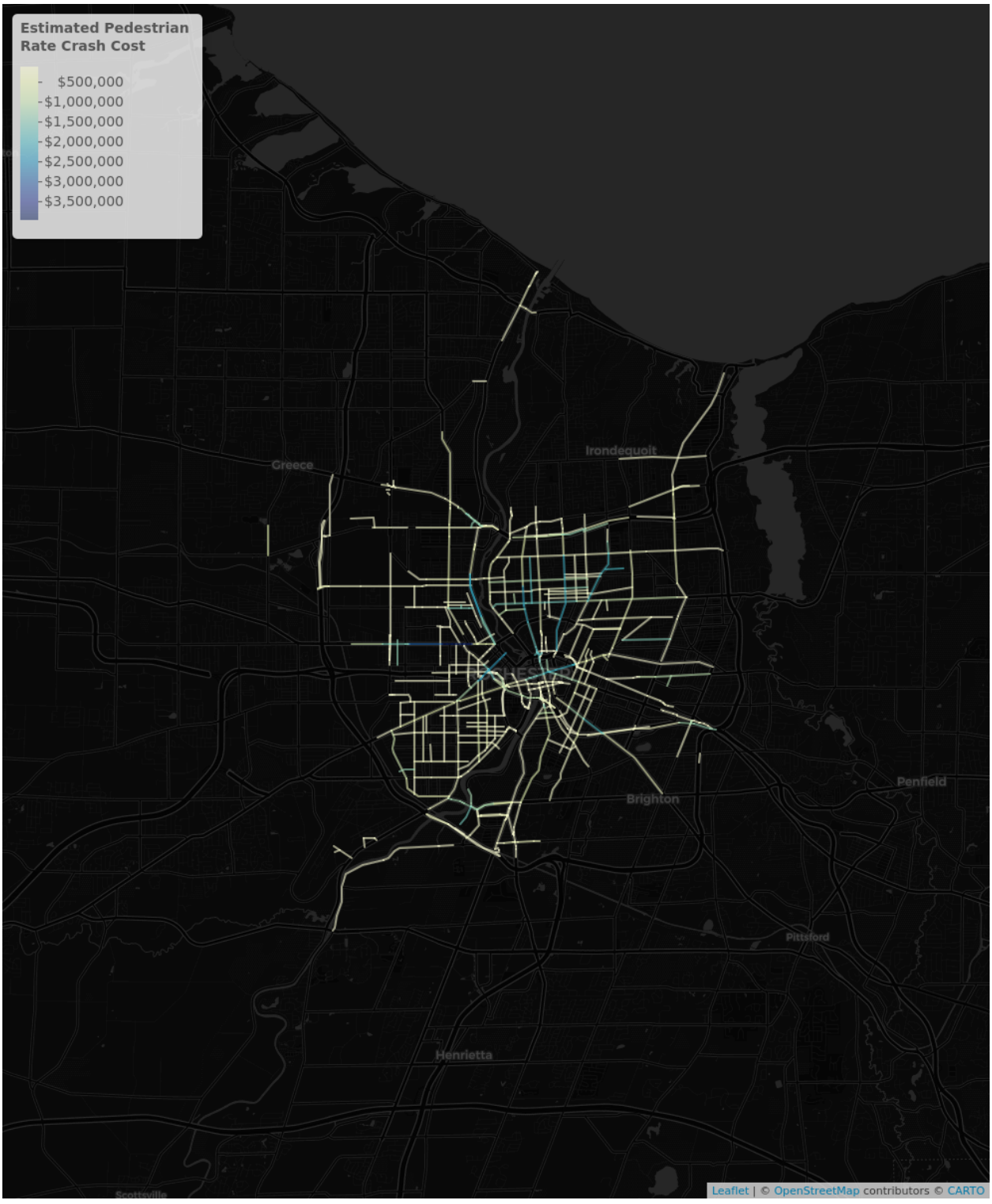
Name	Functional Class	Crash Score
lake avenue	Major Arterial	67
dewey avenue	Major Collector	44
joseph avenue	Minor Arterial	42
driving park avenue	Major Collector	40
upper falls boulevard	Major Arterial	39
clifford avenue	Minor Arterial	39
lexington avenue	Minor Arterial	38
chili avenue	Major Arterial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



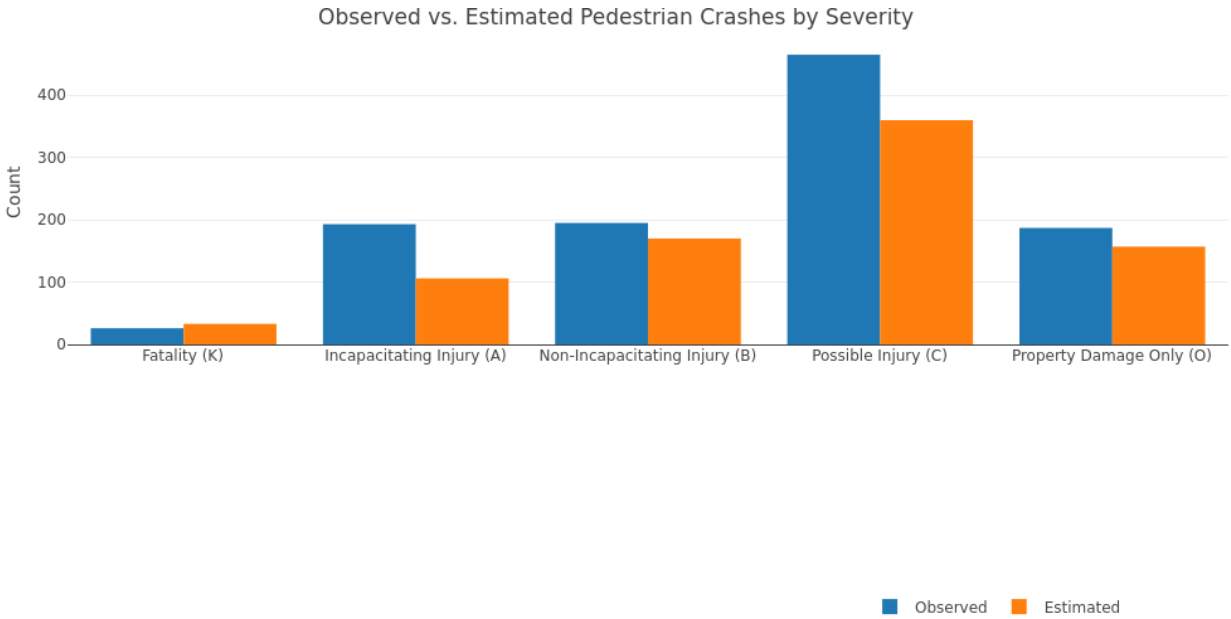
Safer Streets Model

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.

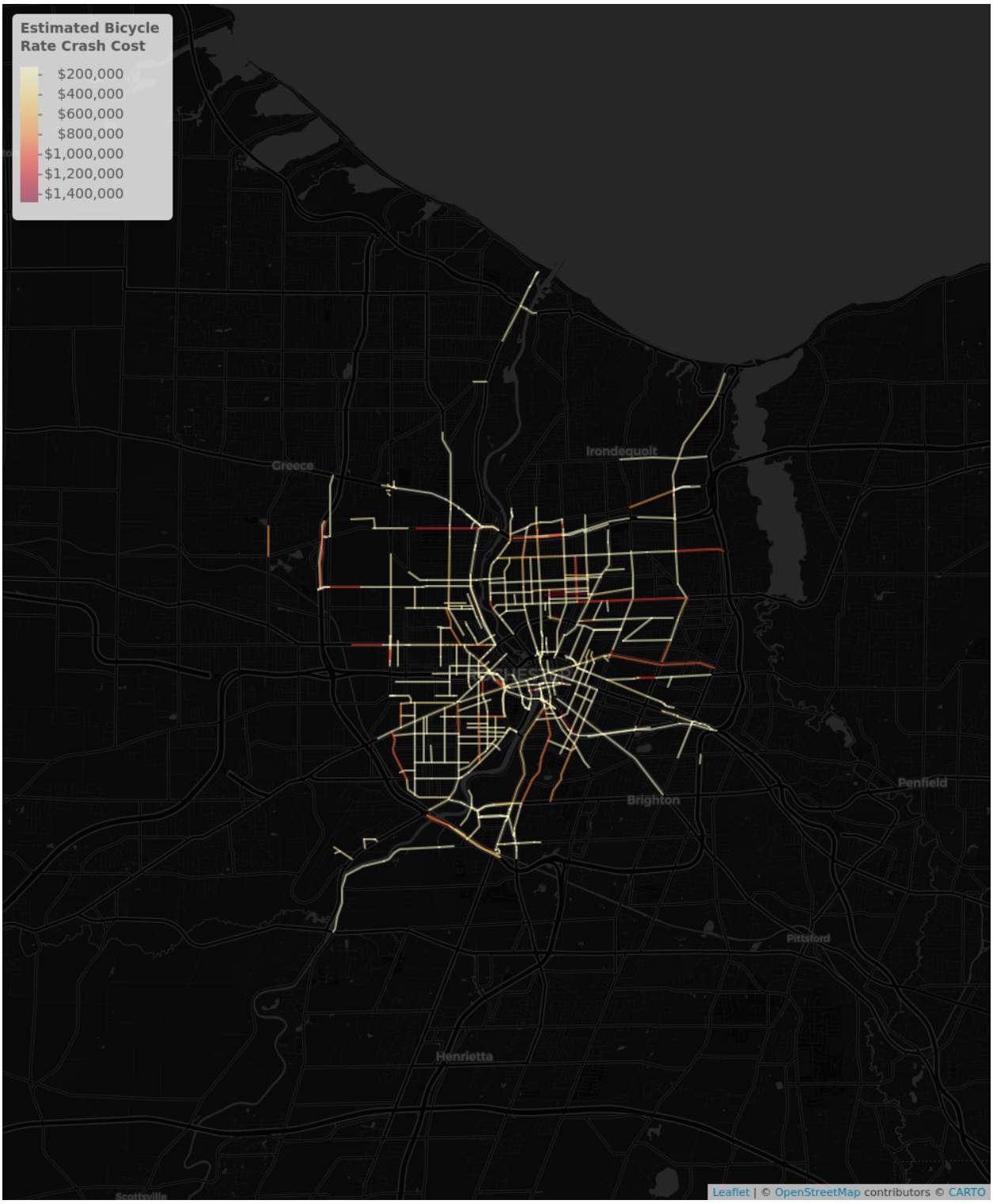
Pedestrian Safer Streets Model



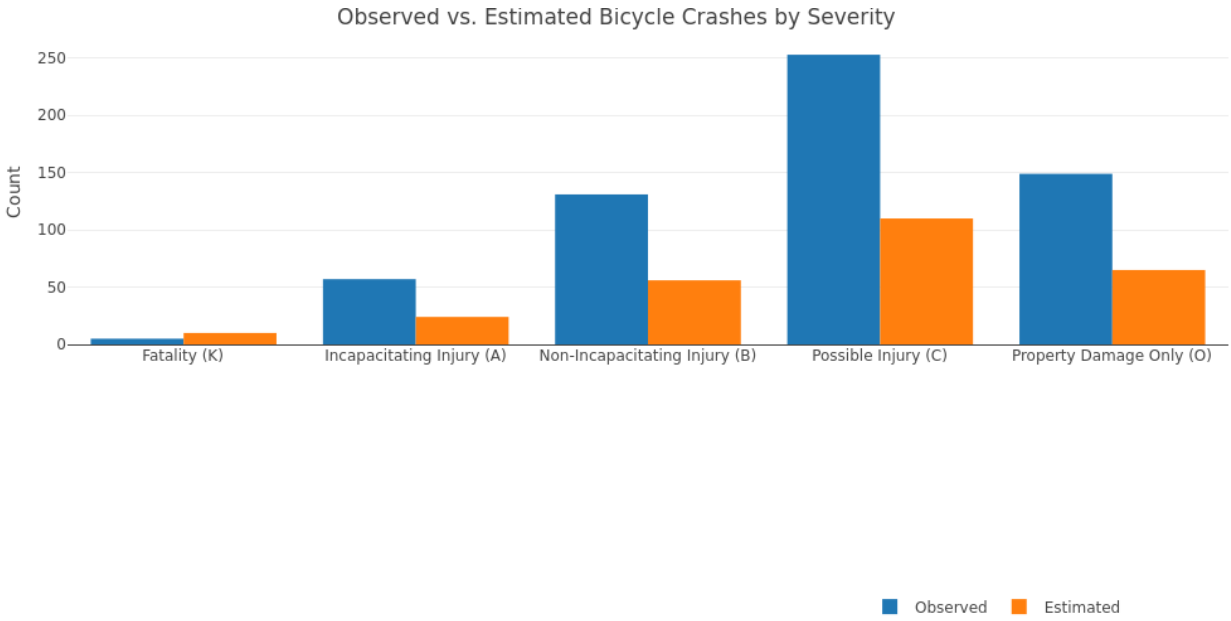
Observed vs. Estimated Pedestrian Crashes by Severity



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

Tables from Peter Furth, June 2017 http://www.northeastern.edu/peter.furth/wp-content/uploads/2014/05/LTS-Tables-v2-June-1.pdf
Modified by Toole Design Group

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	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) 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

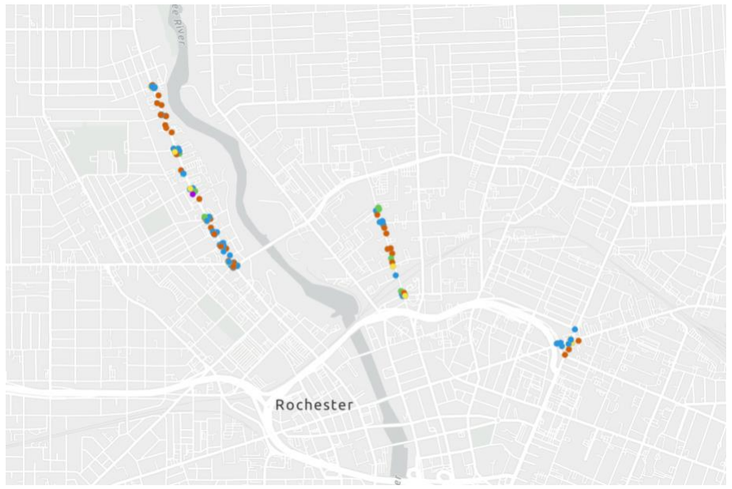
GIS Summary

October 2022

Prepared by the

Institute for Human Centered Design

Sidebar and Walkway Accessibility Survey



City of Rochester

October 2022

Institute for Human Centered Design

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www.IHCDesign.org • info@IHCDesign.org
617-695-1225 voice/tty

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.)

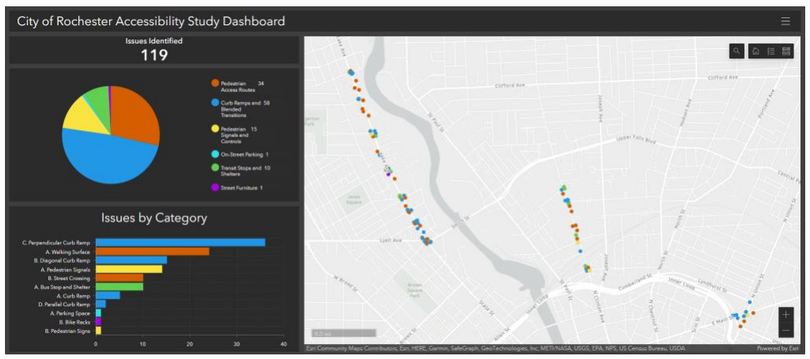


Image 1

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.

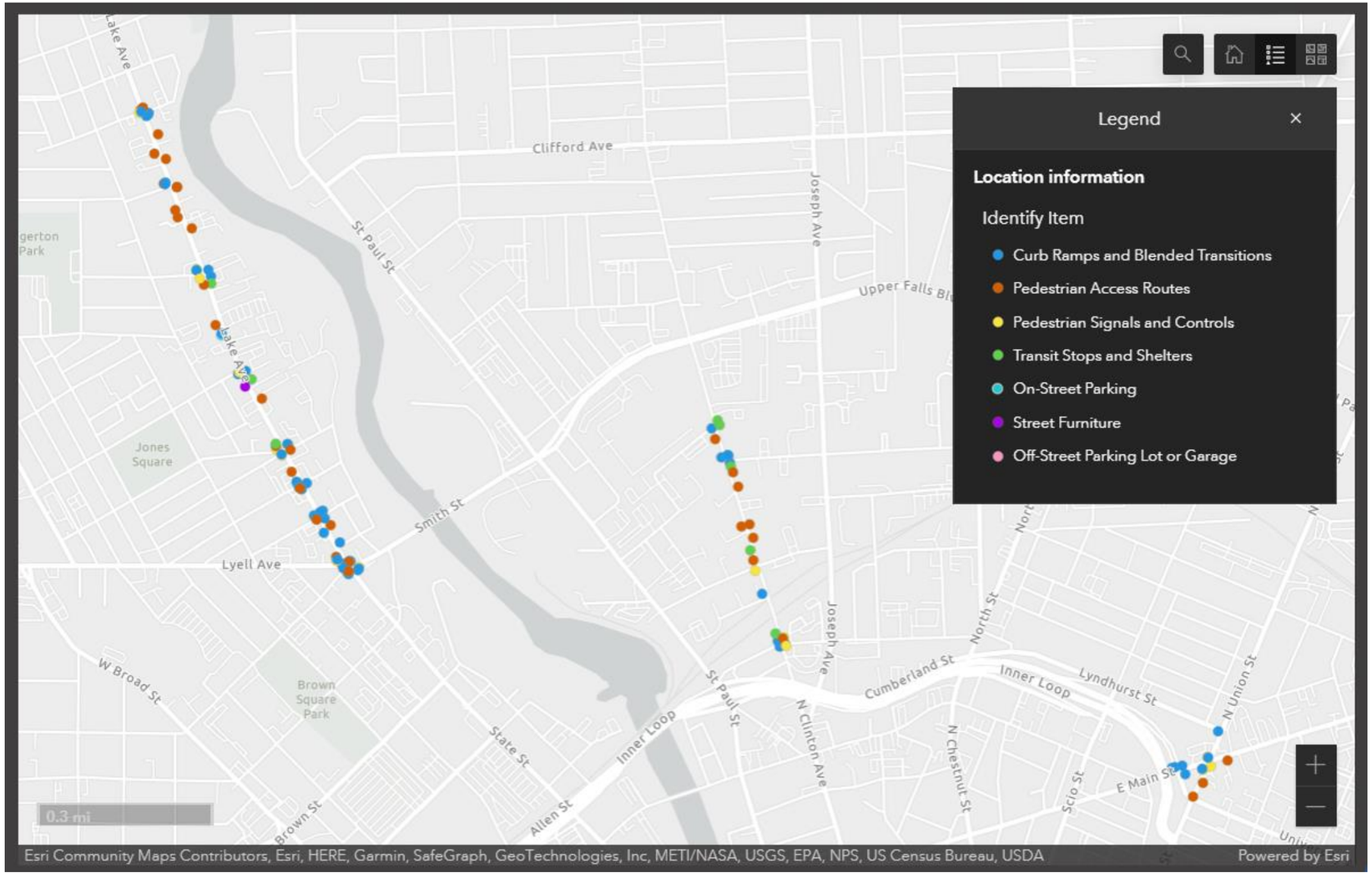


Image #2 - Map with identify items

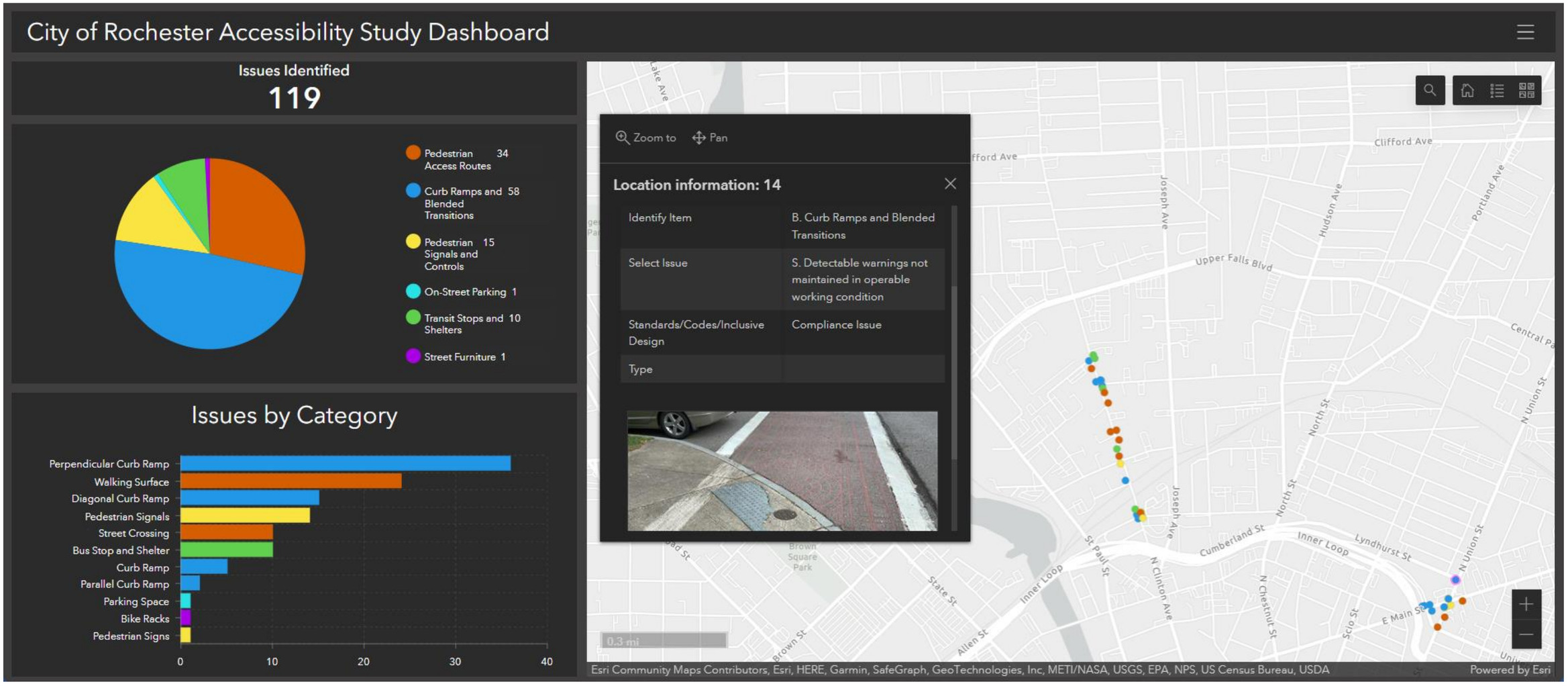


Image #3 – Interactive Dashboard with Accessibility Issues and Locations

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

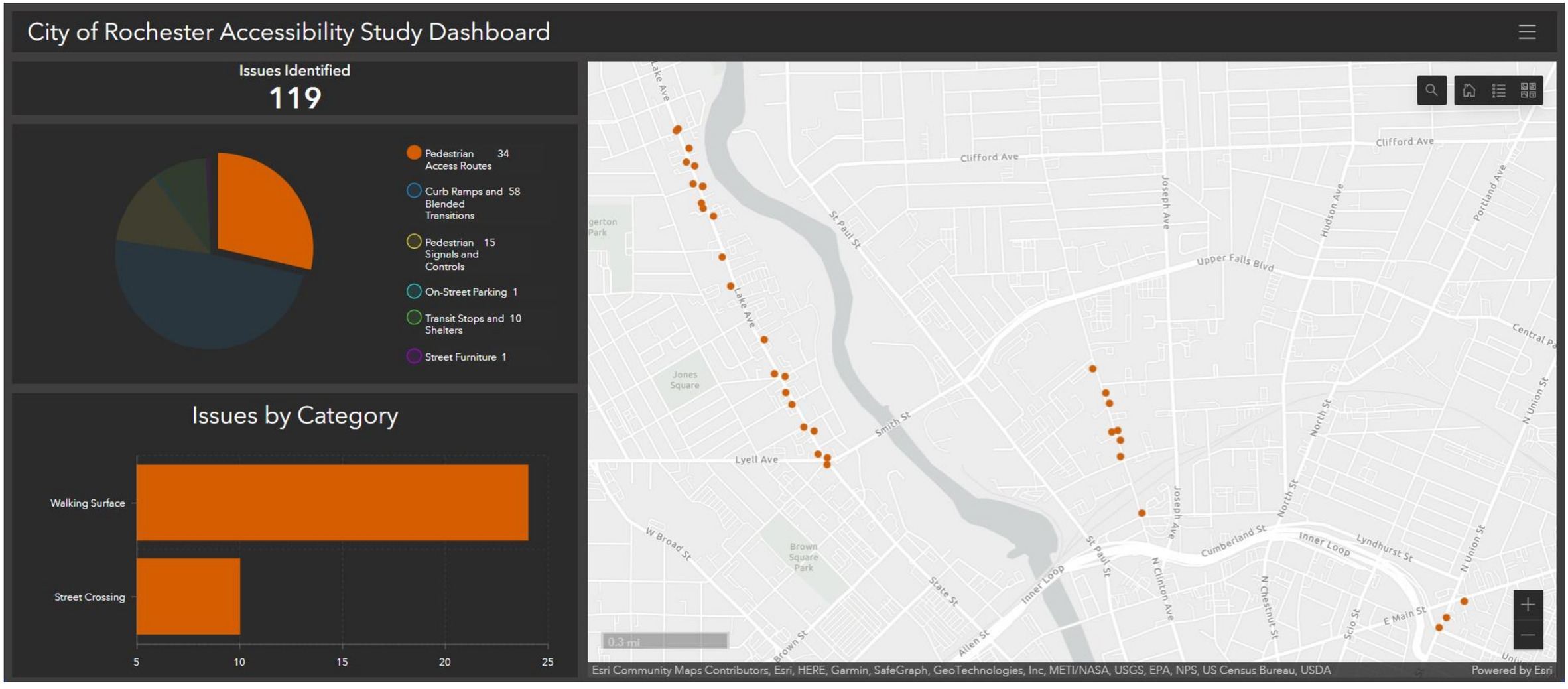


Image #4 – Accessibility Issues at Pedestrian Access Routes

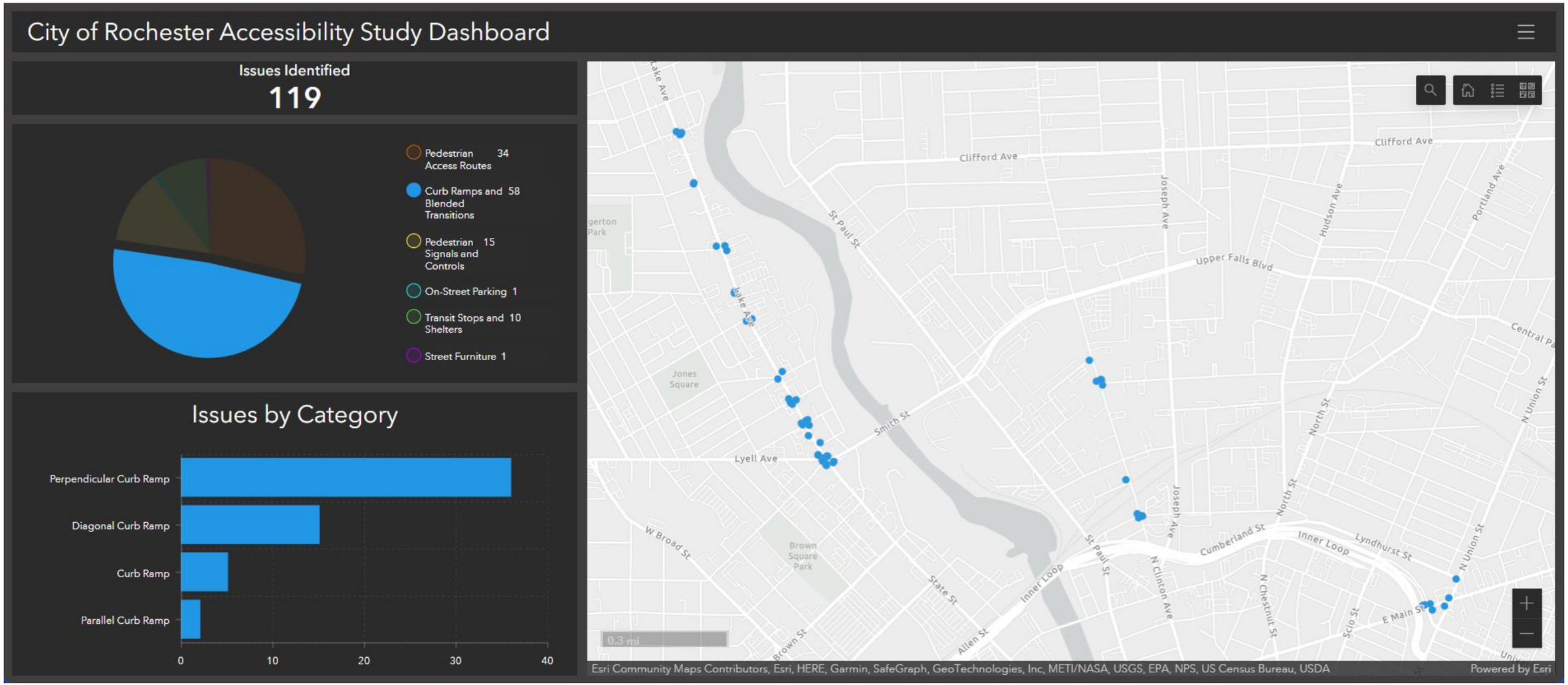
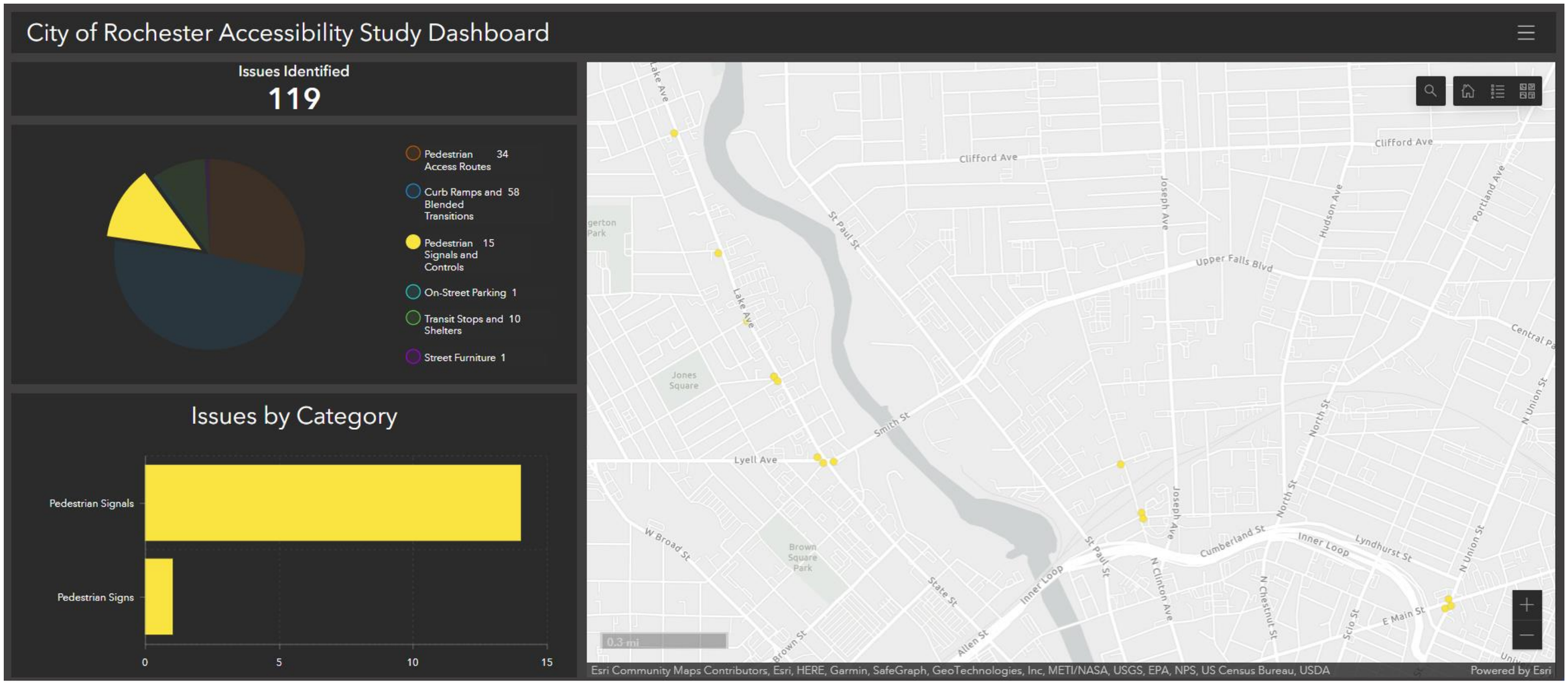


Image #5 – Accessibility Issues at Curb Ramps and Blended Transition



Images #6 – Accessibility Issues at Pedestrian Signals and Controls

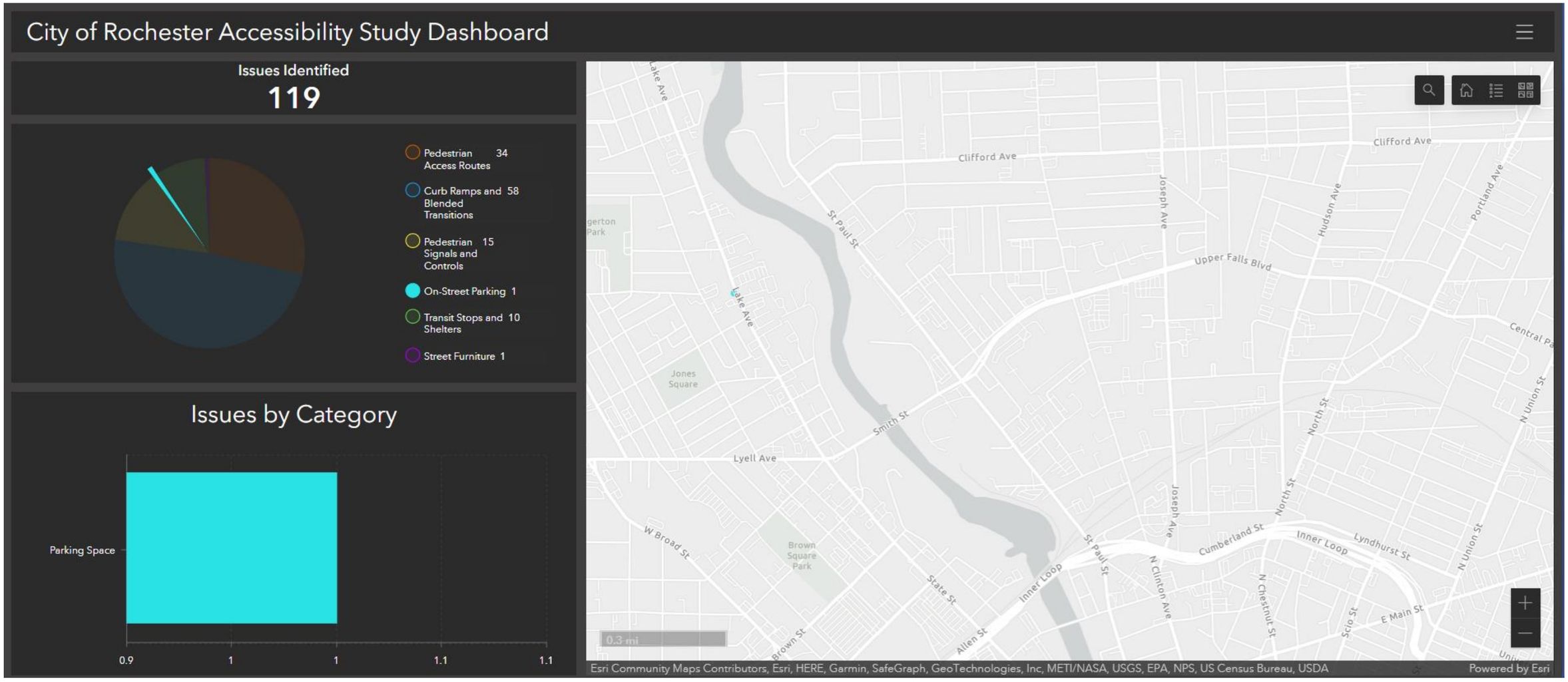


Image #7 – Accessibility Issues with On-Street Parking

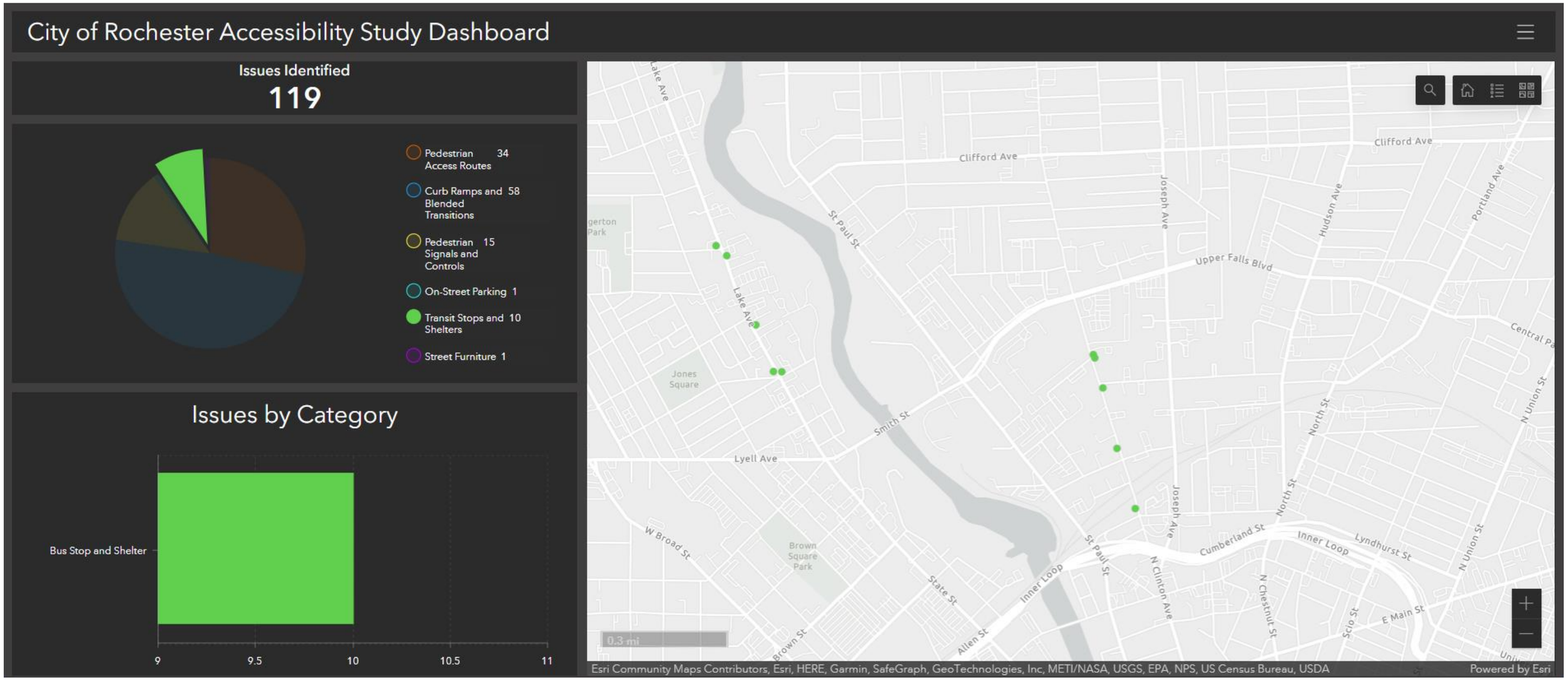


Image #8 - Accessibility Issues at Transit Stops and Shelters

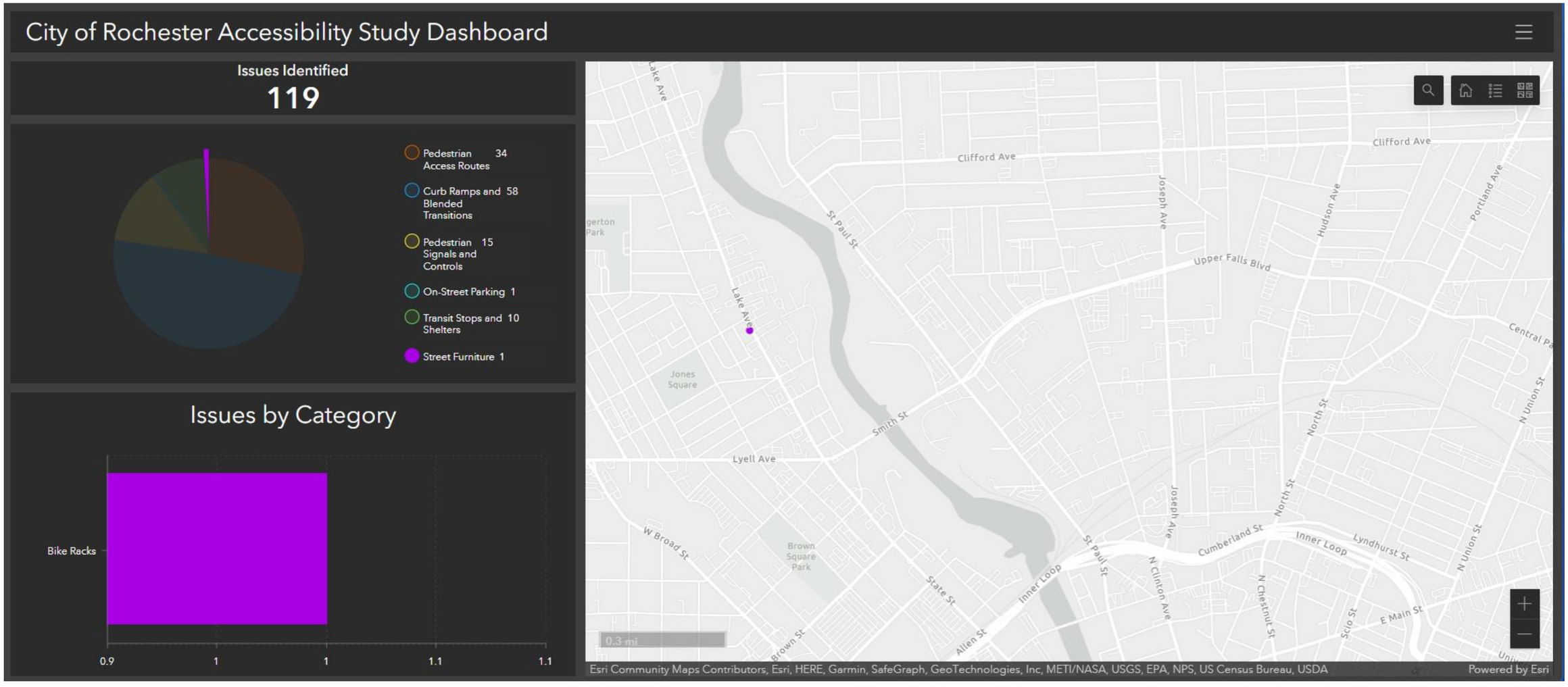


Image #9 - Accessibility Issues with Street Furniture

APPENDIX J. POLICY, PROGRAM, AND PROCESS RECOMMENDATIONS TABLE

ID	Recommendation Type	Recommendation	Implementation Lead	Modal Focus		Recommendation Detail	Key ADA Transition Plan Action	Key Walk/Bike Friendly Community Award Action	Resources and Precedents	Related Rochester 2034 Actions	Notes
				Pedestrian	Bike						
1	**Develop capacity within City Hall to oversee implementation of the Rochester Active Transportation Plan**										
1.1	Internal Capacity	Evaluate dedicated staff positions, subject to available resources, focused on active transportation planning, programs, monitoring, and project implementation.	DES	☑	☑	As an immediate action item to jumpstart implementation of the Roc ATP, additional capacity within the City is needed. Starting with an individual (director-level) or a small group of practitioners within DES, these staff will focus on critical functions that are foundational to the City's goals. This includes developing a citywide traffic safety program, coordinating the implementation of active transportation projects, writing grants, and developing funding pathways. Dedicating staff to active transportation and safety work is also a critical step for Rochester to advance to a Silver-level Bike Friendly Community as designated by the League of American Bicyclists, as well as to become recognized as a Walk Friendly Community.	☐	☑	Lynn allocated $300k for on-call through ARPA funds https://lynnarpa.com/phase-2-project-investment/ NACTO Structured for Success guide: https://nacto.org/wp-content/uploads/2022/12/Structured_For_Success_NACTO_Jan-6-2023_Reduced.pdf	TRN-1k, TRN-2e, TRN-3e	
1.2	Internal Practice	Consider membership as a NACTO (National Association of City Transportation Officials) Affiliate Member city.	DES	☑	☑	NACTO offers support to cities around the country in transforming their transportation networks to address traffic safety and accessibility issues and encourage walking, biking, and transit use. As a NACTO Affiliate Member, City staff would have access to a network of practitioners from peer cities exploring solutions to the same problems, as well as trainings and forums for exchanging best practices. Participation in the NACTO network and programming would assist the City with building internal capacity and sustaining momentum to implement the Rochester ATP recommendations.	☐	☐	https://nacto.org/membership/	TRN-1	
1.3	Citywide Program	Strengthen existing data programs within the City to include new, relevant data as well as consistent and timely updates to existing data within a centralized location.	DES GTC	☑	☑	An enhanced data program is a critical prerequisite to implementing and monitoring numerous actions within the Active Transportation Plan. New data to collect and maintain include data on pedestrian infrastructure. Existing data to routinely collect, organize, and update include bike network data, crash data, vehicle speed data, and shared-use path and bike lane user counts. In particular, crash data should be collected and comprehensively evaluated annually. Many of these data will also support the preparation of a future ADA Self Evaluation and Transition Plan.	☑	☑		TRN-1i, TRN-1j, TRN-2a	

ID	Recommendation Type	Recommendation	Implementation Lead	Modal Focus		Recommendation Detail	Key ADA Transition Plan Action	Key Walk/Bike Friendly Community Award Action	Resources and Precedents	Related Rochester 2034 Actions	Notes
				Pedestrian	Bike						
1.4	Internal Practice	Prepare a concise public-facing report annually to communicate key safety and active transportation trends and accomplishments within the City.	DES	☑	☑	The report should offer the City's decision-makers and residents a way to quickly absorb key updates, including updates on recent safety and active transportation accomplishments. The annual report will highlight crash statistics by mode (total crashes, total injury crashes, total fatal crashes), crash trends over time, and distribution of crashes and crash severity across the City's priority populations, and identify the specific corridors where severe crashes occur with greater frequency (such as through a high-injury network analysis). In addition, key accomplishments from the year should be highlighted, like progress on Rochester ATP performance measures, the launch of a new program or policy, or the implementation of a pedestrian safety or bike network project.	☐	☑		TRN-1i	
1.5	Internal Capacity	Establish a permanent Transportation and Mobility Department to oversee transportation functions citywide, including planning, design, operations, and comprehensive transportation demand management.	DES	☑	☑	In the long-term, a reorganized department dedicated to transportation (including active transportation) will bring transportation functions across the city under a single, coordinated body. This department will need to consider how to best integrate MCDOT traffic engineering functions with City Functions.	☐	☐	NACTO Guide: https://nacto.org/publication/structured-for-success/ City of Pittsburgh Department of Mobility and Infrastructure organizational chart: https://apps.pittsburghpa.gov/redtail/images/19304_DOMI_Org_Chart_2022_Overview_9.22.2022_(1).png	TRN-1k	
2	**Engage Rochester residents in the City's implementation of the Active Transportation Plan**										
2.1	Citywide Program	Implement a culturally sensitive communications campaign to grow community awareness of traffic safety and active transportation options. Develop standard language regarding traffic safety for use by City leadership when interacting with the public and other agencies.	Communications	☑	☑	Overall messaging, mediums, and implementation will be coordinated with the City of Rochester communications team and a wide range of creative community partners. All messaging must be accessible to people with disabilities. Traffic safety language will convey the message that traffic deaths and serious injuries are preventable, unacceptable, and not the responsibility of any single individual, but a collective approach to design and safety that is systemic in nature.	☐	☑		TRN-5a, TRN-5f, TRN-5g	Common Ground Health has been leading a media project to encourage safe driving. Coordination with the City's Communications Department will also be necessary.
2.3	Citywide Ordinance/Resolution	Establish a citywide complete streets and accessibility committee to serve in an advisory role on street design projects, policies, and funding priorities.	Administration	☑	☑	Representing a mix of residents, city councilors, and advocates, the complete streets and accessibility committee would provide consistent guidance and accountability on transportation projects and strategic direction.	☐	☑	Providence Green and Complete Streets Advisory Council: https://www.providenceri.gov/planning/gcsc/	TRN-1k	
2.3	Citywide Program	Create an engagement strategy to involve the public in safety initiatives.	DES	☐	☐	A coordinated strategy will ensure consistency in messaging, outreach partners, outreach methods, etc. when conducting engagement around infrastructure safety improvements.	☐	☐			
3	**Establish a traffic safety program to comprehensively and equitably advance the City's goal of eliminating serious and fatal crashes**										

ID	Recommendation Type	Recommendation	Implementation Lead	Modal Focus		Recommendation Detail	Key ADA Transition Plan Action	Key Walk/Bike Friendly Community Award Action	Resources and Precedents	Related Rochester 2034 Actions	Notes
				Pedestrian	Bike						
3.1	Citywide Program	Create a "rapid response" program to evaluate near term solutions to the right of way where serious and fatal crashes happen.	MCDOT DES	☑	☑	In the aftermath of a serious or fatal crash, the City of Rochester will evaluate crash locations and identify and implement design solutions that slow speeds and minimize risk.	☐	☑		TRN-5a	NYSDOT and GTC to support as needed.
3.2	Citywide Ordinance/Resolution	Coordinate with NYSDOT and MCDOT to lower the default Citywide speed limit to 25 mph and revisit the limits for streets with posted speed limits of 30 mph and above.	Administration	☑	☑	Lower vehicle speeds across the City will help reduce instances of serious and fatal crashes on Rochester's streets. Even without engineering or enforcement changes, lower speed limits have been shown to lower speeding overall and reduce instances of high-end speeding, which carry a far greater risk for leading to severe and fatal crashes.	☐	☐	See pages 22-23 for a case studies on the impact of reducing speed limits: https://nacto.org/wp-content/uploads/2020/07/NACTO_CityLimits_Spreads.pdf	TRN-5a	
3.3	Internal Practice	Create a checklist to help ensure proven safety countermeasures are incorporated into all projects on streets within Rochester's High Injury Pedestrian and Bicycle networks.	DES	☑	☑	The design of streets is the best tool available to slow speeds and improve safety outcomes. Along Rochester's High Injury Network (or highest-crash corridors identified through a similar analysis), every project represents an opportunity to incorporate proven safety countermeasures into locations where serious and fatal crashes have been most concentrated in the past. The creation of a checklist will help street design engineers ensure that their projects have considered proven safety countermeasures. Rochester CAMP Street Design Guide and the Traffic Calming Toolbox can provide guidance on building checklists.	☐	☑		TRN-2b, TRN-5a	

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				Pedestrian	Bike						
3.4	Internal Practice	Develop standard procedures for conducting safety evaluations after installation of projects that have included proven safety countermeasures.	MCDOT DES	☑	☑	Safety evaluations are an important process for measuring progress toward safety goals and understanding when it might be necessary to correct course. A standard policy and procedure for conducting safety evaluations should outline: - Which projects must be evaluated (for example, based on crash history or project scale) - What metrics must be studied (for example vehicle speeds, driver yielding rates at crosswalks, community perceptions via intercept surveys, before/after pedestrian and bike volumes, and crash rates after adequate time has passed) - How metrics should be measured (to ensure consistency across projects) - How evaluations should be communicated (for example, with a standard reporting sheet, blog post, or in a specific location on the City website)	☐	☑	https://www.sfmta.com/sites/default/files/reports-and-documents/2018/10/safestreetsevaluationhandbook_july2018.pdf	TRN-1i, TRN-5a	
3.5	Citywide Policy	Assess opportunities to institute automated traffic enforcement in a manner that ensures associated technology and implementation are deployed in an equitable manner for safety-related improvements.	Administration DES	☑	☑	Acknowledging that speed is a primary predictor of crash severity, controlling and enforcing speeds while minimizing police interactions can provide a path toward safer streets while being responsive to community concerns around policing. Coordination with the Rochester Traffic Violations Agency can help ensure that fines do not have a disproportionate impact on lower income drivers.	☐	☑		TRN-5a	Requires state legislation.
4	**Align design standards, routine processes, and operations with active transportation goals**										
4.1	Internal Practice	Improve application of design guidance and complete streets policy through use of detailed checklists and clear instructions.	DES	☑	☑	Both the Rochester Street Design Guide and the existing Complete Streets Policy set a foundation for carrying forward street designs and priorities that align with active transportation goals. However, a more formal process for applying these tools - for example a complete streets checklist and complete streets policy exemption report - will help increase the impact of these existing tools. New processes should be applied to a wide range of projects, including private developments undergoing site review, repaving projects, and full reconstruction projects. City departments with a role in implementing the Complete Streets Policy should work together to define their respective compliance responsibilities.	☐	☑		TRN-1c, TRN-1e	

ID	Recommendation Type	Recommendation	Implementation Lead	Modal Focus		Recommendation Detail	Key ADA Transition Plan Action	Key Walk/Bike Friendly Community Award Action	Resources and Precedents	Related Rochester 2034 Actions	Notes
				Pedestrian	Bike						
4.2	Design Standard	Collaborate with Monroe County DOT on the development of policies for traffic analysis and interpretation that align with the needs of the City of Rochester's transportation goals.	MCDOT DES	☑	☑	The City of Rochester does not own or maintain its signal system and collaborates closely with Monroe County DOT on virtually all projects for traffic analysis and crosswalk studies. Recognizing the strong role vehicle operation analysis currently plays in decision making about street designs, the assumptions and thresholds built into these analyses must align with City goals. Given the contextual differences across Monroe County, City-specific policies to guide collaboration with Monroe County DOT will help ensure the City's safety and multimodal transportation priorities are reflected in the analysis of signalized operations. In particular, City-specific policies should be developed for: - Preferred traffic analysis methods (for example, elimination of annual growth rates, preference for non-peak hour analysis, preferred V/C ranges at or above 0.85 at peak, etc) - Pedestrian-priority signal timing policies (for example, clear and consistent thresholds for application of NTORs, pedestrian phasing schemes, APS, and LPIs) - Bike-supportive signal practices (for example, bike detection systems at signals, signal separation/protected turns, bike signals and signal phases, leading bike intervals, etc.) - Marked crosswalk policy (for example, establishing desired ranges for distances between marked crossing opportunities on collectors and arterials, requiring crosswalks on all legs of signalized intersections, etc.) - Multi-lane conversion/road diet policy	☐	☐	NACTO Urban Street Design Guide Performance Measures: https://nacto.org/publication/urban-street-design-guide/design-controls/performance-measures/ Design Year: https://nacto.org/publication/urban-street-design-guide/design-controls/design-year/ Traffic Signals: https://nacto.org/publication/urban-street-design-guide/intersection-design-elements/traffic-signals/	TRN-1h	
4.3	Internal Practice	Formalize project selection criteria, including safety, for prioritizing projects for capital funding.	DES	☑	☑	Today, the City informally considers pavement quality and general safety concerns when programming projects for capital funding. A clearly defined set of project selection criteria can help City staff incorporate planning outcomes into the decision-making process and guide funding allocation to better meet City goals. The data analyses produced as part of this plan can be a starting point for project selection criteria and an important tool in the process. In addition to pavement quality, incorporate consideration of the Rochester ATP recommendations, crash history and ongoing crash trends, and concentrations of Rochester's priority populations into the capital funding process.	☐	☐		TRN-1i	
4.4	Design Standard	Finalize and incorporate elements from the Rochester Traffic Calming Toolbox to guide ongoing traffic calming needs.	DES	☑	☑	The Rochester Traffic Calming Toolbox will guide the City to implement proven measures to manage vehicle speeds and volumes such that local streets, the bike boulevard network, and other critical links are welcoming to pedestrians and cyclists of all ages and abilities.	☐	☐		TRN-1c	
4.5	Plan/Study	Study the recommended Rochester ATP Spine Network to identify the most efficient path to implementation.	DES	☐	☑	The Rochester ATP Spine Network represents 44 miles of future bike safety and connectivity projects. In order to efficiently build out this network, the City will need to use a mix of construction methods and project implementation pathways. Some bikeway projects might be put in place with temporary or modular materials as part of resurfacing projects, while others might be installed through full roadway reconstruction projects, or through dedicated bikeway projects. A follow-up study should include high-level bikeway concepts for each segment of the Spine Network, recommended project implementation pathways, cost estimates, and guidance for ongoing maintenance and operations.	☐	☑		TRN-3a, TRN-3e	

ID	Recommendation Type	Recommendation	Implementation Lead	Modal Focus		Recommendation Detail	Key ADA Transition Plan Action	Key Walk/Bike Friendly Community Award Action	Resources and Precedents	Related Rochester 2034 Actions	Notes
				Pedestrian	Bike						
4.6	Citywide Program	Identify opportunities to expand the sidewalk and bus stop snow removal programs to include standards that can be achieved after all snow events. Create a trail maintenance plan.	DES	☑	☑	While acknowledging that the City already oversees a major snow clearing operation and plows sidewalks after larger snow events, the ability for Rochester residents to rely on walking, biking, and taking the bus is strongly impacted by snow on sidewalks, trails, and bike lanes. Snow presents both a safety and access challenge for residents, and in some cases prevents those with mobility disabilities from being able to navigate and access the City. By focusing resources on the streets that provide the most utility to the City's priority populations - like those around high-use bus stops and along major transit routes - the City can make more active trips possible and dramatically improve the safety and reliability of wintertime travel. The City and RTS created a pilot program for the winter of 2022-2023 to provide snow clearing at 85 priority bus stops which should be evaluated, formalized, and expanded. Trail maintenance needs also go beyond wintertime snow removal to include regular pavement maintenance and seasonal maintenance of surrounding vegetation.	☐	☐		TRN1-n	Requires coordination with RTS
4.7	Citywide Program	Identify and implement additional strategic winter maintenance and/or snow and ice accumulation prevention activities to better maintain key walking and biking facilities in locations with no adjacent property owner through the winter months, such as bridges and underpasses.	DES	☑	☑	The fragmentation of Rochester's walking and biking networks is amplified in the winter, when critical links are not always reliably cleared of snow. Key walking and biking connections on bridges and underpasses that cross rivers, train tracks, and highways, and provide access to multimodal transportation facilities, especially where there are no alternative crossings or access points within 1/4 mile, should be prioritized for snow clearance. Additionally, the City should explore procuring more suitable equipment for clearing bike infrastructure and trails, along with bike facility designs that are compatible with the City's snow clearing operations.	☐	☐	Toole Design Winter Maintenance Resource Guide	TRN-1n	
4.8	Design Standard	Create a marked crosswalk location spacing standard to be applied to city streets.	DES	☑	☐	The ability to cross the street is a fundamental function of a pedestrian network. However, many of Rochester's major streets lack frequent marked crossing opportunities, even when intersections are frequent. Limited crossing opportunities creates precarious crossing situations and/or long detours, degrading the quality and usability of the City's pedestrian network. Using the Rochester 2034 character areas and/or street typologies as a contextual reference, spacing standards for marked crosswalks within different contexts will help make Rochester's pedestrian network more complete and accessible. In particular, these standards should focus on defining desired ranges for crosswalk spacing for Rochester's urban mixed use and commercial environments with marked crosswalks provided: - Across all legs of every signalized intersection - At every intersection or at a minimum every 300 to 500 feet - At every bus stop - Across every side street (raised crossings preferred) Acknowledging that marked crosswalks on their own are not always sufficient to create a safe place to cross the street, standards should also include thresholds for ADT, speed, number of lanes, etc. at which crossing safety enhancements are needed.	☐	☑	NACTO Crosswalk guidance: https://nacto.org/publication/urban-street-design-guide/intersection-design-elements/crosswalks-and-crossings/ FHWA Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations: https://highways.dot.gov/sites/fhwa.dot.gov/files/2022-07/STEP_Guide_for_Improving_Ped_Safety_at_Unsig_Loc_3-2018_07_17-508compliant.pdf	TRN-1c, TRN-2b, TRN-2e	

ID	Recommendation Type	Recommendation	Implementation Lead	Modal Focus		Recommendation Detail	Key ADA Transition Plan Action	Key Walk/Bike Friendly Community Award Action	Resources and Precedents	Related Rochester 2034 Actions	Notes
				Pedestrian	Bike						
4.9	Design Standard	Implement enhanced pedestrian and accessibility standards to be applied to all future maintenance and reconstruction projects.	DES	☑	☐	Several common accessibility challenges in Rochester can be systematically addressed through the adoption of standard design elements that are incorporated into all projects. In particular, adopting as standards the installation of raised side street crossings at intersections with collectors and arterials, the installation of daylighting (removal of obstructions that reduce sightlines) within at least 20 feet of all intersection approaches, and the maintenance of sidewalk grades across all driveways can dramatically reduce the number of ramps that people with disabilities, strollers, etc must navigate and communicate much stronger pedestrian priority. At major intersections, the use of directional curb ramps that are perpendicular to the street and aligned with crosswalks instead of apex curb ramps should be standardized.	☐	☐		TRN-2c, TRN-2e	
4.10	Design Standard	Perform a comprehensive review of design details and update to match active transportation and accessibility best practices, including the U.S. Access Board's Public Rights-of-Way Accessibility Guidance (PROWAG).	DES	☑	☑	The City has numerous ongoing programs and projects that continually make upgrades to streets and sidewalks. When general maintenance projects occur, standard design elements are constructed or reconstructed in accordance with City specifications. Understanding that every project presents an opportunity to improve the built environment for people walking, biking, and accessing the bus, a comprehensive review of standard specifications used in City projects will allow for standards to be updated to align with current priorities and for new standards to be prepared to account for new facility types and street elements that may not be common around Rochester today. In addition, a comprehensive review of standards will allow design guidance from PROWAG to be implemented proactively.	☐	☐		TRN-2c, TRN-2e	
5	**Develop additional pathways for identification and implementation projects that advance pedestrian safety and inclusive design for people with disabilities**										
5.1	Citywide Program	Build on existing citywide assessments of sidewalk and curb ramp conditions and update yearly.	DES	☑	☐	These data will be used to program equitable investments in sidewalk condition across the City and inform prioritization decisions for capital funding. This assessment should focus on key accessibility issues uncovered through recent fieldwork including excessive sidewalk slopes (>5% running slope and >2% cross slope), narrow sidewalk widths (under 48"), and non-compliant curb ramp design.	☑	☑		TRN-1j, TRN-2a	

ID	Recommendation Type	Recommendation	Implementation Lead	Modal Focus		Recommendation Detail	Key ADA Transition Plan Action	Key Walk/Bike Friendly Community Award Action	Resources and Precedents	Related Rochester 2034 Actions	Notes
				Pedestrian	Bike						
5.2	Citywide Program	Develop a Pedestrian Focus Area planning and design program. Priority projects are listed in the project level recommendations.	DES	☑	☐	To help focus pedestrian investments, this plan has identified pedestrian priority areas where a comprehensive evaluation of intersections and sidewalks is needed to identify discrete pedestrian and accessibility recommendations. Focused on youth, older adults, and transit access, these areas have been prioritized and represent locations within the City with pronounced pedestrian demand. Utilizing a community-based approach to planning and design, each of these projects will progress by first completing walking audits (and biking audits, if desired) with local stakeholders and community leaders to identify key issues, developing infrastructure plans, programming funding, and finally implementing the project. By moving a number of priority areas into the first step of the process each year, the City will establish a continuous pipeline of pedestrian and accessibility projects focused on high demand areas and strongly informed by community needs. This program may also be a useful for growing interest in and momentum for Safe Routes to School, Safe Routes for Seniors, and other programming that is often co-led by city departments and host schools or community organizations.	☑	☑		TRN-1o, TRN-1q, TRN-2b, TRN-2c, TRN-5c, TRN-5i	
5.3	Citywide Program	Evaluate all bus stops within the City to ensure they are accessible and provide basic amenities. Upgrade all bus stops with basic landing pads on street maintenance, rehabilitation, and reconstruction projects. Implement additional amenities per the guidance of the CAMP Transit Ready Report.	DES RTS	☑	☑	Bus stops are categorized as ‘Basic Stops,’ ‘Enhanced Stop,’ and ‘Transfer Point’ in the Rochester CAMP Transit Ready Report. Bus stops should be provided with amenities per the recommendations of the Transit Ready Report.	☑	☐	Rochester CAMP webpage	TRN-2c	
5.4	Citywide Program	Take critical steps to prepare for a citywide ADA Self Evaluation and Transition Plan to comprehensively address active transportation needs.	DES	☑	☐	While ADA Self Evaluation and Transition Plans extend beyond Active Transportation to assess all programs, services, and practices, there are critical steps the City can take in the implementation of this Active Transportation Plan to prepare for those processes. Each of the policy, program, and practice recommendations in this plan notes whether the action is a key ADA Transition Plan action that will make the process of completing a Self Evaluation and Transition Plan smoother and more effective. While these key actions represent prerequisites to those legal processes, many other recommendations proactively address known accessibility issues and will have the effect of shortening the list of compliance issues that may emerge from the ADA Self Evaluation and Transition Plan processes.	☑	☑		TRN-2c	
6	**Forge stronger connections between active transportation and land use**										
6.1	Citywide Ordinance/Resolution	Incorporate stronger bike parking minimums and standards into the zoning code.	NBD Planning	☐	☑	Incorporate minimums for all land uses as or more intensive than multifamily residential. Bike parking requirements should be decoupled from vehicle parking requirements. In addition, the City should clarify approved rack types, provisions for e-bikes, cargo bikes, and adaptive bikes, and spacing requirements to be incorporated through the site plan and review process.	☐	☐		TRN-1c	

ID	Recommendation Type	Recommendation	Implementation Lead	Modal Focus		Recommendation Detail	Key ADA Transition Plan Action	Key Walk/Bike Friendly Community Award Action	Resources and Precedents	Related Rochester 2034 Actions	Notes
				Pedestrian	Bike						
6.2	Citywide Ordinance/Resolution	Introduce favorable zoning policy for key community resources and destination types in areas where populations are concentrated but few community destinations exist.	NBD Planning	☑	☑	Analysis and outreach revealed that a key barrier to walking in many neighborhoods is a lack of nearby destinations. Recognizing that active transportation predicated on people living within reasonable walking and biking distance of their homes, the City should explore opportunities to introduce zoning policies that favor small-scale commercial uses in areas where many residents live and where core destinations are missing. This tactic may be especially effective along corridors with frequent bus service.	☐	☐		TRN-1f, TRN-4b	
6.3	Citywide Ordinance/Resolution	Increase the percent of units that are required to be ADA-accessible for new developments in mixed-use areas.	NBD Planning	☑	☐	People with disabilities face compounding mobility challenges. In addition to difficulties navigating Rochester's streets and sidewalks, people with disabilities may only be able to walk or wheel limited distances, or may be unable to drive a car. Creating more ADA-accessible housing units in mixed-use areas will allow more people with disabilities to live close to a richness of different destinations, reducing the need to travel beyond their immediate neighborhood for daily trips.	☐	☐	City of Boston Disability Housing Task Force Report: https://www.boston.gov/sites/default/files/embed/d/dhtf_2017_final_170719_904.pdf		
6.4	Citywide Policy	Develop and implement Transportation Demand Management (TDM) requirements for new development projects and major renovations.	NBD Planning	☑	☑	Projects that move through the site plan review process represent a natural moment for TDM to be explored. Understanding that not all sites or organizations have the same capacity or produce the same impact, TDM guidelines and thresholds should be established to help guide effective and context-specific strategies to be required as part of the development process. These strategies should focus on methods to reduce physical, financial, and operational barriers to walking, biking, and taking the bus and should emphasize implementing a smaller number of high-impact strategies instead of a larger number of low-impact strategies.	☐	☑		TRN-6c	
6.5	Citywide Program	Evaluate employee commuter policies, practices, and benefits among large employers and institutions to ensure active transportation are equally as supported as driving.	DHRM	☑	☑	Starting with the City itself, an evaluation of commuter policies, practices, and benefits should uncover built-in incentives that affect mode choice. Similar evaluations should be required of the City's large employers and institutions (for example, those who employ 100 or more people). Information gained through evaluations should be used to identify existing best practices among Rochester institutions, areas for targeted improvement, and may help set the stage for future citywide TDM programming.	☐	☑		TRN-6b, TRN-6d	Could additionally partner with advocacy groups.
6.6	Internal Practice	Install bike parking at all publicly-accessible, City-owned buildings.	DES	☐	☑	Bike parking should be provided within 50 feet of the main entrance and should comply with bike parking best practices outlined by APBP.	☐	☐	https://www.apbp.org/assets/docs/EssentialsofBikeParking_FINA.pdf	TRN-1c	

APPENDIX K. PROJECT RECOMMENDATIONS TABLE

Project Overview						Prioritization Overview							
						Prioritization Criteria Scores						Composite Score	
Primary Project Type	Project Type Detail	Project Location Type	Street/Intersection	From	To	Safety	Priority Populations	Density	Transit	Co-Benefits	Connectivity	Prioritization Score	Prioritization Percentile
Bike Network	Bike network spine	Corridor	Genesee Riverway Trail - 4 - Genesee Riverway Trail Extension	Brewer St	Court St	0.33	0.88	0.55	0.00	0.00	0.00	0.33	0.38
Bike Network	Bike network spine	Corridor	Dewey Ave/Genesee St - 1 - Dewey north	City boundary	West Ridge Rd	0.11	0.34	0.20	0.00	0.00	0.00	0.12	0.10
Bike Network	Bike network spine	Corridor	Dewey Ave/Genesee St - 2 - Dewey middle	West Ridge Rd	Driving Park Ave	0.33	0.66	0.54	1.00	0.00	0.50	0.49	0.63
Bike Network	Bike network spine	Corridor	Dewey Ave/Genesee St - 3 - Dewey south	Driving Park Ave	Lyell Ave	0.78	0.83	0.49	0.00	1.00	0.50	0.65	0.85
Bike Network	Bike network spine	Corridor	Dewey Ave/Genesee St - 4 - Broad/Saxton/Brown	Lyell Ave	W Main St	0.22	0.72	0.54	0.00	0.00	0.50	0.39	0.48
Bike Network	Bike network spine	Corridor	Dewey Ave/Genesee St - 5 - Genesee St north	W Main St	Brooks Ave	0.67	0.80	0.79	0.00	1.00	0.50	0.65	0.88
Bike Network	Bike network spine	Corridor	Dewey Ave/Genesee St - 6 - Genesee St south	Brooks Ave	Elmwood Ave	0.11	0.55	0.54	1.00	1.00	0.50	0.58	0.79
Bike Network	Bike network spine	Corridor	Dewey Ave/Genesee St - 7 - Scottsville Rd	Elmwood Ave	City boundary	0.00	0.14	0.24	0.00	0.00	0.00	0.06	0.00
Bike Network	Bike network spine	Corridor	Lake Ave/State St/Allen St/N Plymouth Ave/Exchange Blvd - 2 - Lake Ave middle north	Winchester St	Seneca Pkwy	0.11	0.39	0.62	0.00	0.00	0.50	0.30	0.35
Bike Network	Bike network spine	Corridor	Lake Ave/State St/Allen St/N Plymouth Ave/Exchange Blvd - 3 - Lake Ave middle south	Seneca Pkwy	Emerson St	0.22	0.81	0.31	0.00	1.00	0.50	0.54	0.71
Bike Network	Bike network spine	Corridor	Lake Ave/State St/Allen St/N Plymouth Ave/Exchange Blvd - 4 - Lake Ave south	Emerson St	Smith St/Lyell Ave	0.11	0.88	0.62	1.00	1.00	0.50	0.67	0.90
Bike Network	Bike network spine	Corridor	Lake Ave/State St/Allen St/N Plymouth Ave/Exchange Blvd - 5 - State/Allen/N Plymouth	Smith St/Lyell Ave	W Main St	0.33	0.52	0.47	1.00	0.00	1.00	0.58	0.77
Bike Network	Bike network spine	Corridor	Lake Ave/State St/Allen St/N Plymouth Ave/Exchange Blvd - 6 - Exchange	W Main St	Ford St	0.00	0.26	0.73	0.00	0.00	0.00	0.14	0.15
Bike Network	Bike network spine	Corridor	Clinton Ave/Monroe Ave - 1 - N Clinton north	Ridge Rd	Ave D	0.78	0.82	0.38	0.00	1.00	0.50	0.63	0.83
Bike Network	Bike network spine	Corridor	Clinton Ave/Monroe Ave - 2 - N Clinton middle	Ave D	Upper Falls Blvd	0.89	1.00	0.62	0.00	1.00	0.50	0.72	0.96
Bike Network	Bike network spine	Corridor	Clinton Ave/Monroe Ave - 3 - N Clinton south	Upper Falls Blvd	E Main St	0.67	0.76	0.75	0.50	0.00	0.50	0.54	0.69
Bike Network	Bike network spine	Corridor	Clinton Ave/Monroe Ave - 4 - Clinton/Court/Chestnut/Monroe	E Main St	S Union St	0.44	0.26	0.69	0.00	0.00	0.00	0.20	0.25
Bike Network	Bike network spine	Corridor	Clinton Ave/Monroe Ave - 5 - Monroe Ave west	S Union St	Harwood St	0.56	0.23	0.86	1.00	1.00	0.00	0.48	0.60
Bike Network	Bike network spine	Corridor	Clinton Ave/Monroe Ave - 6 - Monroe Ave east	Harwood St	Highland Ave	0.00	0.03	0.51	1.00	0.00	0.00	0.16	0.17
Bike Network	Bike network spine	Corridor	Goodman St - 1 - N Goodman north	City boundary	Clifford Ave	0.44	0.40	0.49	0.00	0.00	0.00	0.21	0.27
Bike Network	Bike network spine	Corridor	Goodman St - 2 - N Goodman middle	Clifford Ave	Bay St	0.44	0.69	0.42	0.50	0.00	0.50	0.46	0.54
Bike Network	Bike network spine	Corridor	Goodman St - 3 - N Goodman south	Bay St	E Main St	0.33	0.58	0.56	0.50	0.00	0.50	0.43	0.52
Bike Network	Bike network spine	Corridor	Goodman St - 4 - S Goodman north	E Main St	Monroe Ave	0.67	0.42	0.84	0.50	0.00	0.50	0.46	0.56
Bike Network	Bike network spine	Corridor	Goodman St - 5 - S Goodman middle	Monroe Ave	Highland Pkwy	0.67	0.61	0.92	0.00	0.00	1.00	0.59	0.81
Bike Network	Bike network spine	Corridor	Goodman St - 6 - S Goodman south	Highland Pkwy	Elmwood Ave	0.00	0.02	0.58	0.00	0.00	0.00	0.06	0.04
Bike Network	Bike network spine	Corridor	Driving Park Ave - 1 - Driving Park	Argo Park	St. Paul St	0.11	0.80	0.65	0.00	0.00	1.00	0.53	0.67
Bike Network	Bike network spine	Corridor	Lyell Ave/Upper Falls Blvd/Central Park/Clifford Ave - 1 - Lyell west	City boundary	Wetmore Park	0.00	0.41	0.41	0.00	1.00	0.00	0.29	0.33
Bike Network	Bike network spine	Corridor	Lyell Ave/Upper Falls Blvd/Central Park/Clifford Ave - 2 - Lyell east	Wetmore Park	Dewey Ave	1.00	0.76	0.59	0.50	1.00	0.50	0.72	0.98
Bike Network	Bike network spine	Corridor	Lyell Ave/Upper Falls Blvd/Central Park/Clifford Ave - 3 - Lyell/Smith/Bausch	Dewey Ave	St. Paul St	1.00	0.81	0.47	1.00	1.00	1.00	0.90	1.00
Bike Network	Bike network spine	Corridor	Lyell Ave/Upper Falls Blvd/Central Park/Clifford Ave - 4 - Upper Falls	St. Paul St	Hudson Ave	0.33	0.96	0.60	0.00	0.00	0.00	0.35	0.40
Bike Network	Bike network spine	Corridor	Lyell Ave/Upper Falls Blvd/Central Park/Clifford Ave - 5 - Cleveland/Draper/Central Park	Hudson Ave	Goodman St	0.00	0.82	0.42	0.00	0.00	0.50	0.37	0.42
Bike Network	Bike network spine	Corridor	Lyell Ave/Upper Falls Blvd/Central Park/Clifford Ave - 6 - Clifford	Coleman Ter	Culver Rd	0.67	0.69	0.69	0.00	0.00	0.50	0.47	0.58
Bike Network	Bike network spine	Corridor	Main St/Chili Ave - 1 - Chili west	City boundary	Post Ave	0.33	0.54	0.58	0.00	1.00	0.00	0.39	0.50

Project Overview						Prioritization Overview							
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Primary Project Type	Project Type Detail	Project Location Type	Street/Intersection	From	To	Safety	Priority Populations	Density	Transit	Co-Benefits	Connectivity	Prioritization Score	Prioritization Percentile
Bike Network	Bike network spine	Corridor	Main St/Chili Ave - 2 - Chili east	Post Ave	W Main St	0.33	0.50	0.28	0.50	0.00	0.50	0.38	0.46
Bike Network	Bike network spine	Corridor	Main St/Chili Ave - 3 - W Main	Chili Ave	W Broad St/Ford St	0.44	0.86	0.42	0.50	1.00	0.00	0.52	0.65
Bike Network	Bike network spine	Corridor	Main St/Chili Ave - 4 - E/W Main	W Broad St/Ford St	University Ave	0.56	0.50	0.82	0.00	1.00	1.00	0.69	0.92
Bike Network	Bike network spine	Corridor	Main St/Chili Ave - 5 - E Main west	University Ave	N Goodman St	0.67	0.60	0.51	0.00	1.00	1.00	0.70	0.94
Bike Network	Bike network spine	Corridor	Main St/Chili Ave - 7 - E Main east	Culver Rd	Winton Rd	0.00	0.25	0.33	1.00	0.00	0.00	0.20	0.21
Bike Network	Bike network spine	Corridor	Main St/Chili Ave - 8 - Winton/Browncroft	E Main St	City boundary	0.00	0.00	0.15	1.00	0.00	0.00	0.12	0.08
Bike Network	Bike network spine	Corridor	South Ave/E Henrietta Rd - 1 - South Ave downtown	E Main St	Byron St	0.11	0.55	0.64	1.00	0.00	1.00	0.57	0.75
Bike Network	Bike network spine	Corridor	South Ave/E Henrietta Rd - 2 - South Ave wedge	Byron St	Bellevue Dr	0.33	0.55	0.82	0.00	0.00	0.00	0.27	0.29
Bike Network	Bike network spine	Corridor	South Ave/E Henrietta Rd - 3 - South Ave middle	Bellevue Dr	Elmwood Ave	0.33	0.13	0.55	0.00	0.00	0.00	0.14	0.13
Bike Network	Bike network spine	Corridor	South Ave/E Henrietta Rd - 4 - South Ave and S Henrietta Rd	Elmwood Ave	City boundary	0.00	0.32	0.42	0.50	0.00	0.00	0.17	0.19
Bike Network	Bike network spine	Corridor	Ford St/Gregory St - 1 - Ford St	W Main St	Mt Hope Ave	0.11	0.87	0.64	0.00	0.00	1.00	0.55	0.73
Bike Network	Bike network spine	Corridor	Ford St/Gregory St - 2 - Gregory St	Ford St	South Ave	0.22	0.38	0.71	0.00	0.00	0.00	0.20	0.23
Bike Network	Bike network spine	Corridor	Ford St/Gregory St - 3 - S Plymouth Ave	Ford St	Bartlett St	0.00	0.80	0.35	0.50	0.00	0.00	0.28	0.31
Bike Network	Bike network spine	Corridor	Brooks Ave/Gensee Park Blvd/Elmwood Ave - 1 - Brooks Ave	Airport entrance	Genesee Park Blvd	0.00	0.18	0.15	0.00	0.00	0.00	0.06	0.02
Bike Network	Bike network spine	Corridor	Brooks Ave/Gensee Park Blvd/Elmwood Ave - 2 - Genesee Park Blvd	Brooks Ave	Genesee St	0.00	0.22	0.31	0.00	0.00	0.00	0.09	0.06
Bike Network	Bike network spine	Corridor	Brooks Ave/Gensee Park Blvd/Elmwood Ave - 3 - Elmwood Ave west	Genesee St	Moore Rd	0.00	0.03	0.14	1.00	0.00	1.00	0.37	0.44
Bike Network	Supporting bike network project	Corridor	Buffalo Rd	City boundary	Glide St	0.00	0.53	0.14	0.50			0.30	0.35
Bike Network	Supporting bike network project	Corridor	Chestnut St	E Main St	Court St	0.29	0.34	0.60	0.00			0.27	0.29
Bike Network	Supporting bike network project	Corridor	Clinton Ave	Court St	City boundary	0.57	0.81	0.98	1.00			0.72	0.94
Bike Network	Supporting bike network project	Corridor	Court St	Exchange Blvd	S Clinton Ave	0.00	0.33	0.54	1.00			0.34	0.48
Bike Network	Supporting bike network project	Corridor	1 - Culver Rd North	Clifford Ave	Laurelton Rd	0.00	0.06	0.28	0.00			0.05	0.10
Bike Network	Supporting bike network project	Corridor	2 - Culver Rd Center-North	Laurelton Rd	Garson Ave	0.57	0.58	0.32	0.50			0.48	0.65
Bike Network	Supporting bike network project	Corridor	3 - Culver Rd Center-South	Garson Ave	Atlantic Ave	0.57	0.90	0.60	0.00			0.56	0.84
Bike Network	Supporting bike network project	Corridor	4- Culver Rd South	Atlantic Ave	Monroe Ave	0.14	0.51	0.74	0.00			0.31	0.42
Bike Network	Supporting bike network project	Corridor	1 - East Ave West	E Main St	Culver Rd	0.57	0.51	0.96	0.50			0.52	0.71
Bike Network	Supporting bike network project	Corridor	2 - East Ave Center	Culver Rd	Probert St	0.14	0.10	0.52	0.50			0.20	0.19
Bike Network	Supporting bike network project	Corridor	3 - East Ave East	Probert St	City boundary	0.57	0.10	0.52	0.50			0.31	0.39
Bike Network	Supporting bike network project	Corridor	1 - Elmwood Ave West	Genesee St	Wilson Blvd	0.00	0.09	0.08	0.00			0.05	0.06
Bike Network	Supporting bike network project	Corridor	2 - Elmwood Ave East	Mt Hope Ave	Knab Troutman Rd	0.43	0.44	0.16	0.50			0.38	0.61
Bike Network	Supporting bike network project	Corridor	Emerson St	Mt Read Blvd	Dewey Ave	0.71	0.81	0.56	0.00			0.56	0.81
Bike Network	Supporting bike network project	Corridor	Glide St	Emerson St	Buffalo Rd	0.00	0.56	0.32	0.00			0.25	0.26
Bike Network	Supporting bike network project	Corridor	Buffalo Rd / Grover St / Gardiner Ave	Glide St	Chili Ave	0.14	0.62	0.36	0.00			0.32	0.45

Project Overview						Prioritization Overview							
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Primary Project Type	Project Type Detail	Project Location Type	Street/Intersection	From	To	Safety	Priority Populations	Density	Transit	Co-Benefits	Connectivity	Prioritization Score	Prioritization Percentile
Bike Network	Supporting bike network project	Corridor	Highland Crossing Trail	Mt Hope Ave	South Ave	0.43	0.22	0.52	0.00			0.25	0.23
Bike Network	Supporting bike network project	Corridor	Hudson Ave	City boundary	Clifford Ave	1.00	0.98	1.00	0.00			0.74	0.97
Bike Network	Supporting bike network project	Corridor	Hudson Ave/North St	Clifford Ave	University Ave	1.00	0.97	0.78	1.00			0.87	1.00
Bike Network	Supporting bike network project	Corridor	Mt. Hope Ave	Elmwood Ave	City boundary	0.43	0.44	0.72	0.00			0.36	0.55
Bike Network	Supporting bike network project	Corridor	Northern Inner Loop	Genesee Riverway Trail Extension	N Union St	0.86	0.81	0.92	0.00			0.63	0.90
Bike Network	Supporting bike network project	Corridor	1 - Norton St East	St Paul St	Hudson Ave	0.43	0.82	0.58	0.00			0.49	0.68
Bike Network	Supporting bike network project	Corridor	2 - Norton St West	Hudson Ave	City boundary	0.57	0.72	0.90	0.00			0.52	0.74
Bike Network	Supporting bike network project	Corridor	S Union St/Broadway	Monroe Ave	S Goodman St	0.00	0.24	0.64	0.00			0.16	0.16
Bike Network	Supporting bike network project	Corridor	1 - St. Paul St North	Norton St	Riverbank Pl	0.43	0.92	0.66	0.00			0.54	0.77
Bike Network	Supporting bike network project	Corridor	2 - St. Paul St South	Riverbank Pl	Upper Falls Blvd	0.43	1.00	0.44	0.50			0.63	0.87
Bike Network	Supporting bike network project	Corridor	1 - Thurston Rd North	Chili Ave	Ravenwood Ave	0.14	0.56	0.22	0.50			0.36	0.58
Bike Network	Supporting bike network project	Corridor	2 - Thurston Rd Center	Ravenwood Ave	Brooks Ave	0.14	0.67	0.52	0.00			0.35	0.52
Bike Network	Supporting bike network project	Corridor	3 - Thurston Rd South	Brooks Ave	Genesee Park Blvd	0.00	0.13	0.00	0.00			0.05	0.13
Bike Network	Supporting bike network project	Corridor	1 - Winton Rd North	City boundary	E Main St	0.00	0.00	0.06	0.00			0.01	0.00
Bike Network	Supporting bike network project	Corridor	2 - Winton Rd Center	Atlantic Ave	East Ave	0.43	0.17	0.34	0.50			0.28	0.32
Bike Network	Supporting bike network project	Corridor	3 - Winton Rd South	East Ave	City boundary	0.00	0.02	0.30	0.00			0.04	0.03
Bike Network	Supporting bike network project (off-street)	Corridor	East Side Commuter Rail with Trail	Inner Loop	City boundary		0.90					0.90	0.83
Bike Network	Supporting bike network project (off-street)	Corridor	Erie Canalway Trail - East Bank	City boundary	Genesee River		0.62					0.62	0.33
Bike Network	Supporting bike network project (off-street)	Corridor	Genesee River Trail Extension	West bank	St Paul St		1.00					1.00	1.00
Bike Network	Supporting bike network project (off-street)	Corridor	Highland Crossing Trail	University of Rochester Path	Gary Beikirch Memorial Park		0.19					0.19	0.17
Bike Network	Supporting bike network project (off-street)	Corridor	Keeler Trail	El Camino Trail	Rochester General Hospital Dr		0.62					0.62	0.33
Bike Network	Supporting bike network project (off-street)	Corridor	NY Central Falls Road Branch Trail	City boundary	Smith St		0.62					0.62	0.33
Bike Network	Supporting bike network project (off-street)	Corridor	Southern Hills Trail	South Ave	I-590		0.00					0.00	0.00
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Chili Ave	Westgate Terr	Post Ave	0.23	0.20	0.03	0.5	1		0.33	0.10
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Clifford Ave west	Durgin St	Joseph Ave	0.38	0.94	0.30	0.5	0		0.53	0.67
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Clifford Ave east	Joseph Ave	Manitou St	0.38	0.88	0.55	0.5	0		0.53	0.71
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Clinton Ave north	Ridge Rd	Ave D	0.26	0.71	0.27	0.5	1		0.52	0.62

Project Overview						Prioritization Overview							
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Primary Project Type	Project Type Detail	Project Location Type	Street/Intersection	From	To	Safety	Priority Populations	Density	Transit	Co-Benefits	Connectivity	Prioritization Score	Prioritization Percentile
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Clinton Ave south	Ave D	Upper Falls Blvd	0.55	0.94	0.61	0	1		0.61	0.95
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Dewey Ave	Selye Terr	Bloss St	0.38	0.51	0.45	0	1		0.41	0.38
Pedestrian Network	Pedestrian safety focus corridor	Corridor	East Ave	E Main St	Alexander St	0.19	0.08	0.73	0.5	1		0.35	0.19
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Genesee St	W High Terr	Grandview Ter	0.06	0.43	0.48	0	1		0.30	0.00
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Hudson Ave north	Keeler Expy	Clifford Ave	1.00	0.62	0.94	0	1		0.68	1.00
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Hudson Ave south	Clifford Ave	Upper Falls Blvd	0.74	0.74	0.00	0	1		0.54	0.81
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Jefferson Ave	W Main St	Magnolia St	0.19	1.00	0.36	0	0		0.39	0.33
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Joseph Ave	Norton St	Upper Falls Blvd	0.21	0.88	0.52	0	0		0.38	0.29
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Lake Ave north	Seneca Pkwy	Emerson St	0.51	0.77	0.67	0	1		0.55	0.86
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Lake Ave south	Emerson St	Lyell Ave	0.51	0.71	0.21	0	1		0.49	0.57
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Lyell Ave west	Dewey Ave	Lake Ave	0.53	0.62	0.61	0.5	1		0.60	0.90
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Lyell Ave east	Mt Read Blvd	Dewey Ave	0.38	0.57	0.42	0	1		0.43	0.43
Pedestrian Network	Pedestrian safety focus corridor	Corridor	W Main St	West Ave	W Broad St	0.32	0.77	0.33	0	1		0.46	0.48
Pedestrian Network	Pedestrian safety focus corridor	Corridor	W and E Main St	W Broad St	University Ave	0.30	0.22	0.85	0	1		0.34	0.14
Pedestrian Network	Pedestrian safety focus corridor	Corridor	E Main St	University Ave	N Goodman St	0.26	0.37	0.52	1	1		0.54	0.76
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Monroe Ave	S Union St	Harwood St	0.32	0.00	0.91	1	1		0.49	0.52
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Portland Ave	City boundary	Clifford Ave	0.36	0.52	1.00	0	0		0.37	0.24
Pedestrian Network	Pedestrian safety focus corridor	Corridor	Thurston Rd	Ravenwood Ave	Brooks Ave	0.13	0.42	0.48	0	1		0.31	0.05
Bike Network	Bike network focus intersection	Intersection	Allen Street,Brown Street,NULL			0.17	0.66	0.08	0	0		0.25	0.50
Bike Network	Bike network focus intersection	Intersection	Allen Street,Canal Street,West Broad Street			0.00	0.54	0.72	0.25	0		0.26	0.56
Bike Network	Bike network focus intersection	Intersection	Andrews Street,North Chestnut Street,North Street,University Avenue			0.00	0.52	1	0.5	0		0.31	0.67
Bike Network	Bike network focus intersection	Intersection	Bay Street,Portland Avenue			0.38	1.00	0	0.5	0		0.46	0.83
Bike Network	Bike network focus intersection	Intersection	Blossom Road,University Avenue			0.00	0.21	0.56	0.25	0		0.14	0.17
Bike Network	Bike network focus intersection	Intersection	Brown Street,Campbell Street,West Broad Street			0.50	0.69	0.2	0.25	0		0.40	0.72
Bike Network	Bike network focus intersection	Intersection	Brown Street,Wilder Street			0.00	0.66	0.08	0	0		0.20	0.28
Bike Network	Bike network focus intersection	Intersection	Buffalo Road,Grover Street,West Avenue			0.00	0.62	0.04	0.25	0		0.22	0.39
Bike Network	Bike network focus intersection	Intersection	Central Avenue,North Street			0.50	0.97	0.48	0.5	0		0.54	0.89
Bike Network	Bike network focus intersection	Intersection	Clifford Avenue,Hudson Avenue			1.00	0.74	0.36	0.5	0		0.61	1.00

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Bike Network	Bike network focus intersection	Intersection	Clifford Avenue,Portland Avenue			0.50	1.00	0	1	0		0.55	0.94
Bike Network	Bike network focus intersection	Intersection	Clifford Avenue,Saint Paul Street			0.00	0.92	0.04	0.25	0		0.30	0.61
Bike Network	Bike network focus intersection	Intersection	Cook Street,Elmwood Avenue,South Avenue			0.00	0.07	0	0.25	0		0.04	0.00
Bike Network	Bike network focus intersection	Intersection	Culver Road,East Avenue			0.00	0.10	0.8	0	0		0.11	0.11
Bike Network	Bike network focus intersection	Intersection	Culver Road,Park Avenue			0.00	0.00	0.76	0.25	0		0.10	0.06
Bike Network	Bike network focus intersection	Intersection	East Broad Street,South Avenue			0.00	0.38	0.84	0.5	0		0.25	0.44
Bike Network	Bike network focus intersection	Intersection	East Henrietta Road,South Avenue			0.00	0.48	0.28	0.25	0		0.20	0.22
Bike Network	Bike network focus intersection	Intersection	Emerson Street,Mount Read Boulevard			0.13	0.48	0.28	0	0		0.21	0.33
Bike Network	Bike network focus intersection	Intersection	South Avenue,Woodbury Boulevard,NULL			0.63	0.38	0.84	0.5	0		0.43	0.78
Bike Network	Bike Boulevard Crossings	Intersection	1st Street,Bay Street			0	0.92	0.54	0	0		0.33	0.75
Bike Network	Bike Boulevard Crossings	Intersection	Appleton Street,West Avenue			0	0.69	0.07	0.25	0		0.24	0.65
Bike Network	Bike Boulevard Crossings	Intersection	Arnett Boulevard,Woodbine Avenue			0	0.48	0.39	0.25	0		0.21	0.60
Bike Network	Bike Boulevard Crossings	Intersection	Averill Avenue,South Clinton Avenue			1	0.81	0.39	0.25	0		0.61	1.00
Bike Network	Bike Boulevard Crossings	Intersection	Bay Street,Pershing Drive,Webster Avenue			0	0.73	0.43	0	0		0.26	0.70
Bike Network	Bike Boulevard Crossings	Intersection	Bernard Street,Portland Avenue,NULL			0	0.72	0.29	1	0		0.34	0.80
Bike Network	Bike Boulevard Crossings	Intersection	Colvin Street,Jay Street,NULL			1	0.84	0.21	0.25	0		0.60	0.95
Bike Network	Bike Boulevard Crossings	Intersection	Culver Road,Garson Avenue			0.33	1.00	0.75	0	0		0.48	0.90
Bike Network	Bike Boulevard Crossings	Intersection	Culver Road,Hinsdale Street,Norris Drive			0	0.14	0.89	0	0		0.13	0.40
Bike Network	Bike Boulevard Crossings	Intersection	East Avenue,Meigs Street			0	0.27	0.36	0	0		0.12	0.30
Bike Network	Bike Boulevard Crossings	Intersection	East Avenue,Prince Street			0	0.27	0.36	0.25	0		0.14	0.45
Bike Network	Bike Boulevard Crossings	Intersection	East Avenue,Vick Park B			0	0.05	0.36	0	0		0.05	0.00
Bike Network	Bike Boulevard Crossings	Intersection	Elton Street,University Avenue,NULL			0	0.05	0.36	0.25	0		0.07	0.05
Bike Network	Bike Boulevard Crossings	Intersection	Fernwood Avenue,Portland Avenue,NULL			0	0.72	0.29	1	0		0.34	0.80
Bike Network	Bike Boulevard Crossings	Intersection	Fountain Street,South Clinton Avenue,NULL			0	0.09	0.46	0.25	0		0.10	0.20
Bike Network	Bike Boulevard Crossings	Intersection	Lyceum Street,Waring Road			0	0.47	0.25	0	0		0.17	0.50
Bike Network	Bike Boulevard Crossings	Intersection	Merchants Road,Wisconsin Street,Wyand Crescent			0	0.14	0.36	0	0		0.08	0.15
Bike Network	Bike Boulevard Crossings	Intersection	Park Avenue,Vick Park B,NULL			0	0.00	1.00	0.25	0		0.13	0.35
Bike Network	Bike Boulevard Crossings	Intersection	Portsmouth Terrace,University Avenue,NULL			0	0.05	0.36	0.25	0		0.07	0.05
Bike Network	Bike Boulevard Crossings	Intersection	Ravenwood Avenue,Thurston Road			0.33	0.23	0.00	0.25	0		0.20	0.55
Bike Network	Bike Boulevard Crossings	Intersection	Raymond Street,South Clinton Avenue,NULL			0	0.09	0.46	0.25	0		0.10	0.20
Pedestrian Network	Pedestrian safety focus intersection	Intersection	Dewey Avenue,Ridgeway Avenue			1	0.60	0.40	0.33	0.00		0.59	1
Pedestrian Network	Pedestrian safety focus intersection	Intersection	Dewey Avenue,West Ridge Road			0.8	0.50	0.00	0.33	0.00		0.46	0.5
Pedestrian Network	Pedestrian safety focus intersection	Intersection	East Avenue,Probert Street			0	0.05	0.60	0.00	0.00		0.08	0.166666667

Project Overview						Prioritization Overview							
						Prioritization Criteria Scores						Composite Score	
Primary Project Type	Project Type Detail	Project Location Type	Street/Intersection	From	To	Safety	Priority Populations	Density	Transit	Co-Benefits	Connectivity	Prioritization Score	Prioritization Percentile
Pedestrian Network	Pedestrian safety focus intersection	Intersection	East Avenue,South Winton Road			0.2	0.00	0.00	0.00	0.00		0.06	0.00
Pedestrian Network	Pedestrian safety focus intersection	Intersection	Hudson Avenue,Seneca Manor Drive			0.2	0.65	1.00	1.00	0.00		0.56	0.83
Pedestrian Network	Pedestrian safety focus intersection	Intersection	Lake Avenue,West Ridge Road			0	0.50	0.00	0.33	1.00		0.32	0.33
Pedestrian Network	Pedestrian safety focus intersection	Intersection	South Clinton Avenue,South Goodman Street			0.6	1.00	0.40	0.00	0.00		0.52	0.67
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 1			0.05	0.07	0.00	0.5	0		0.16	0.08
Pedestrian Network	Pedestrian/Accessibility Focus Area - Older Adults	Area	Area 2			0.35	0.40	0.77	1	0		0.53	0.83
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 3			0.33	0.79	0.73	0.5	0		0.52	0.79
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 4			0.15	0.66	0.50	0.5	0		0.41	0.42
Pedestrian Network	Pedestrian/Accessibility Focus Area - Older Adults	Area	Area 5			0.79	1.00	0.58	0	0		0.55	0.88
Pedestrian Network	Pedestrian/Accessibility Focus Area - Older Adults	Area	Area 6			0.39	0.77	0.46	0.5	0		0.50	0.75
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 7			0.92	0.54	0.25	0	0		0.42	0.46
Pedestrian Network	Pedestrian/Accessibility Focus Area - Older Adults	Area	Area 8			1.00	0.83	0.31	0.5	0		0.66	1.00
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 9			0.16	0.56	0.44	0.25	0		0.31	0.33
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 10			0.29	0.72	0.38	0.5	0		0.45	0.63
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 11			0.29	0.73	0.54	0.5	0		0.47	0.71
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 12			0.19	0.60	0.23	0	0		0.25	0.13
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 13			0.11	0.00	0.19	0	1		0.15	0.04
Pedestrian Network	Pedestrian/Accessibility Focus Area - Transit Access	Area	Area 14			0.33	0.40	1.00	0.5	0		0.43	0.54
Pedestrian Network	Pedestrian/Accessibility Focus Area - Older Adults, Transit Access	Area	Area 15			0.49	0.57	0.73	0	1		0.47	0.67
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 16			0.52	0.29	0.77	0.5	0		0.42	0.50
Pedestrian Network	Pedestrian/Accessibility Focus Area - Transit Access	Area	Area 17			0.36	0.93	0.58	0.25	1		0.59	0.96
Pedestrian Network	Pedestrian/Accessibility Focus Area - Older Adults	Area	Area 18			0.07	0.07	0.40	0.5	1		0.30	0.25
Pedestrian Network	Pedestrian/Accessibility Focus Area - Transit Access	Area	Area 19			0.38	0.50	0.58	0.5	0		0.43	0.58
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth, Older Adults	Area	Area 20			0.03	0.79	0.35	0	1		0.38	0.38
Pedestrian Network	Pedestrian/Accessibility Focus Area - Transit Access	Area	Area 21			0.09	0.04	0.48	0.25	0		0.14	0.00
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth, Older Adults	Area	Area 22			0.31	0.95	0.58	0.25	1		0.58	0.92
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth, Older Adults	Area	Area 23			0.35	0.12	0.56	0	1		0.28	0.17

Project Overview						Prioritization Overview							
						Prioritization Criteria Scores						Composite Score	
Primary Project Type	Project Type Detail	Project Location Type	Street/Intersection	From	To	Safety	Priority Populations	Density	Transit	Co-Benefits	Connectivity	Prioritization Score	Prioritization Percentile
Pedestrian Network	Pedestrian/Accessibility Focus Area - Older Adults	Area	Area 24			0.19	0.60	0.54	0	0		0.28	0.21
Pedestrian Network	Pedestrian/Accessibility Focus Area - Youth	Area	Area 25			0.18	0.54	0.46	0.25	0		0.31	0.29

APPENDIX L.

PROJECT PRIORITIZATION METHODOLOGY

Prioritization Category	Category Description	Measure	Measure Description	Method of Joining to Project Types			Data Source
				Corridor Projects	Intersection Projects	Focus Area Projects	
Safety	Measures the history of fatal and serious injury crashes that involve people walking and/or riding bikes.	**Pedestrian Crashes**	Fatal, serious injury, and other injury pedestrian-involved crashes. Fatal and serious injury crashes are weighed 3x higher than other injury crashes.	A weighted count of the severe pedestrian/bicycle crashes along half mile segments of the corridor. The half-mile segment with the score is selected as the crash score for the segment.	A weighted count of the severe pedestrian or bicycle crashes within a 65-foot radius of the intersection.	n/a	Montgomery County pedestrian crash locations, 2017-2021
		Bicycle Crashes	Fatal, serious injury, and other injurybicycle rider-involved crashes. Fatal and serious injury crashes are weighed 3x higher than other injury crashes.	A weighted count of the severe pedestrian/bicycle crashes along half mile segments of the corridor. The half-mile segment with the score is selected as the crash score for the segment.	A weighted count of the severe pedestrian or bicycle crashes within a 65-foot radius of the intersection.	n/a	Montgomery County bicycle crash locations, 2017-2022
Priority Populations	Measures the share of people living near projects who are most marginalized.	**No Car Households**	Proportion of households with no vehicles available.	The maximum value of the Block Group that the project goes through.	The maximum value of the Block Group that the project is within.	The maximum value of the Block Group that the area touches, provided there is at least 2% overlap.	US Census Bureau 2016-2020 ACS 5-year Estimates. Block Groups.
		People of Color	Proportion of the population who identify as a race other than white and/or as having Hispanic or Latin origin.	The maximum value of the Block Group that the project goes through.	The maximum value of the Block Group that the project is within.	The maximum value of the Block Group that the area touches, provided there is at least 2% overlap.	US Census Bureau 2016-2020 ACS 5-year Estimates. Block Groups.
		Lower-Income Households	Median Household Income.	The minimum value of the Block Group that the project goes through.	The minimum value of the Block Group that the project is within.	The minimum value of the Block Group that the area touches, provided there is at least 2% overlap.	US Census Bureau 2016-2020 ACS 5-year Estimates. Block Groups.
		People with Disabilities	Proportion of the civilian non-institutionalize population with a disability.	The maximum value of the Tract that the project goes through.	The maximum value of theTract that the project is within.	The maximum value of the Census Tract that the area touches, provided there is at least 2% overlap.	US Census Bureau 2016-2020 ACS 5-year Estimates. Census Tracts.
Density	Measures the population and employment density near projects.	**Population Density**	Population per Square Mile	The maximum value of the Block Group that the project goes through.	The maximum value of the Block Group that the project is within.	The maximum value of the Block Group that the area touches, provided there is at least 2% overlap.	US Census Bureau 2016-2020 ACS 5-year Estimates. Block Groups.
		Employment Density	Employment per Square Mile	The maximum value of the Block Group that the project goes through.	The maximum value of the Block Group that the project is within.	The maximum value of the Block Group that the area touches, provided there is at least 2% overlap.	US Census Bureau 2016-2020 ACS 5-year Estimates. Block Groups.
Connectivity	Accounts for projects that bridge important network gaps.	**To the High-Comfort Network**	Projects that connect to existing paths and trails.				
		Across Barriers	Projects that connect across highways and rivers.				
Transit	Measures the frequency of bus routes and ridership at bus stops.	**Bus Frequency**	The number of buses that are scheduled to arrive per hour at peak times.				RTS Route Timetables
		Bus Ridership	The number of passengers boarding and alighting at each bus stop per day.				RTS Bus Stops by Ridership
Co-Benefits	Accounts for projects that most benefit both people walking and people riding bikes.	**Pedestrian/Bicycle Co-Benefits**	Projects where at least a portion of the project area is shared between a pedestrian/accessibility project and a bicycle project.				
		Focus Area Co-Benefits	Projects where at least a portion of the project area is shared between a youth, older adult, and/or transit priority projects.				

Prioritization Factors

	Prioritization Factor Categories	Safety		Priority Populations (Communities with a high share of…)				Density		Connectivity		Transit		Co-benefits across modes	
	Project type	Bike crashes	Pedestrian crashes	Zero-car households	People of color	Lower-income households	People with disabilities	Population Density	Employment Density	To existing spine network	Across existing barriers	Bus frequency	High ridership bus stops	Bike/Ped Corridor overlap	Bike/Ped Intersection overlap
Pedestrian / Accessibility	Safety priority corridors		x	x	x	x	x	x	x			x	x	x	
	Safety priority intersections		x	x	x	x	x	x	x			x	x		x
	Pedestrian zones		x	x	x	x	x	x	x			x	x		
Bike	Spine network	x		x	x	x	x	x	x	x	x	x		x	
	Supporting network projects - on street	x		x	x	x	x	x	x			x			
	Supporting network projects - off street			x	x	x	x								
	Bike boulevard crossings	x	x	x	x	x	x	x	x			x	x		x
	Other bike network focus intersections	x	x	x	x	x	x	x	x			x	x		x

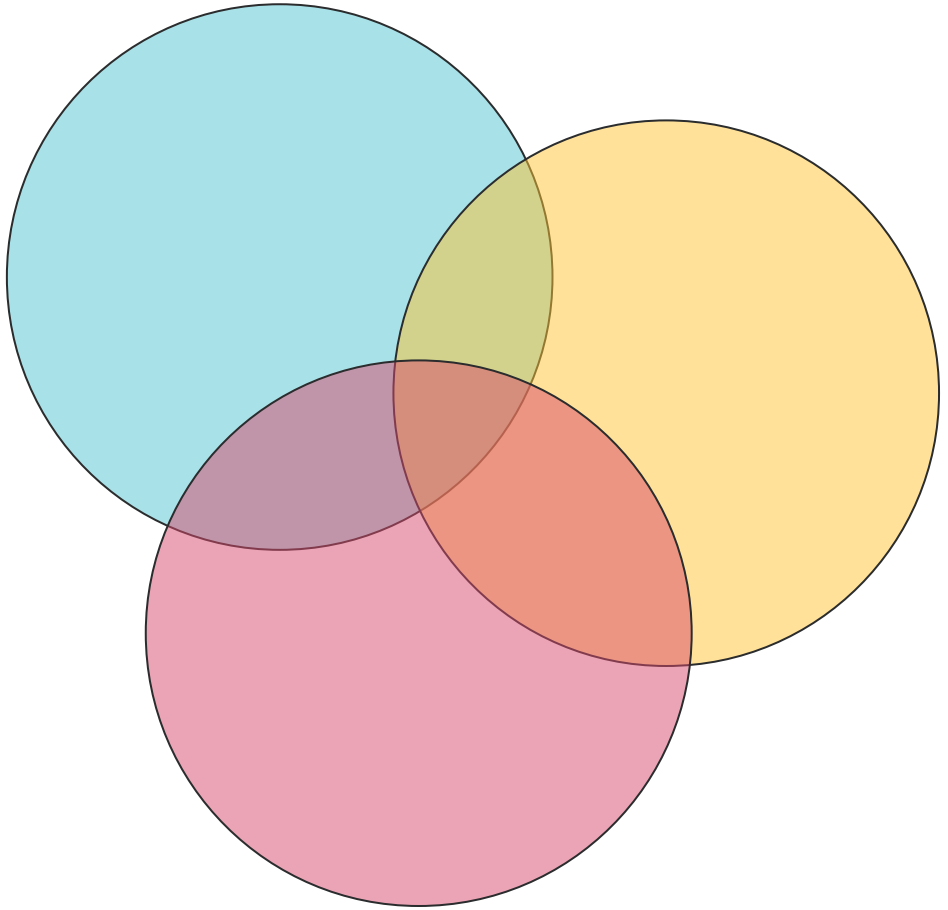
x — Factors that are considered in the prioritization of each project type

Project Type	Prioritization Category Weights					
	Safety	Priority Populations	Density	Transit	Co-Benefits	Connectivity
Pedestrian Safety Corridor	**30%**	**30%**	**10%**	**20%**	**10%**	*n/a*
Pedestrian Intersections	**30%**	**30%**	**10%**	**20%**	**10%**	*n/a*
Pedestrian Zones	**25%**	**30%**	**10%**	**25%**	**10%**	*n/a*
Bike Spine Network	**15%**	**25%**	**10%**	**10%**	**15%**	**25%**
Bike Supporting Network (On-Street)	**25%**	**40%**	**10%**	**15%**	*n/a*	*n/a*
Bike Supporting Network (Off-Street)	*n/a*	**100%**	*n/a*	*n/a*	*n/a*	*n/a*
Bike Boulevard Crossings	**30%**	**30%**	**10%**	**10%**	**20%**	*n/a*
Bike Focus Intersections	**30%**	**30%**	**10%**	**10%**	**20%**	*n/a*

APPENDIX M. PEDESTRIAN FOCUS AREA IDENTIFICATION METHODOLOGY

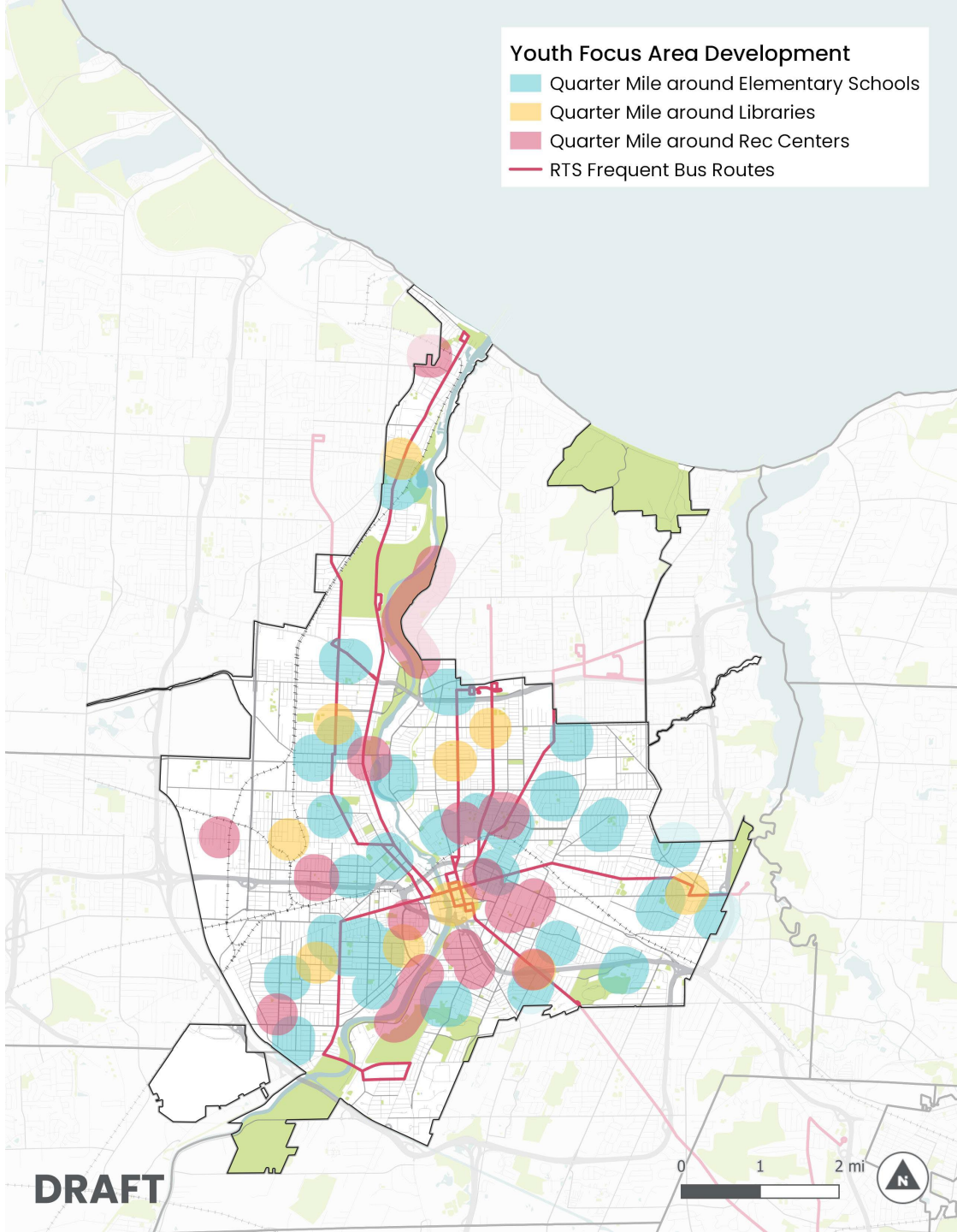
Defining Priority Areas

- **Starting with places that are important for pedestrians across populations**
- Seeing where areas overlap and provide co-benefits to user groups
- Putting these places in context of the City's actual built environment
- Identifying zones for prioritization



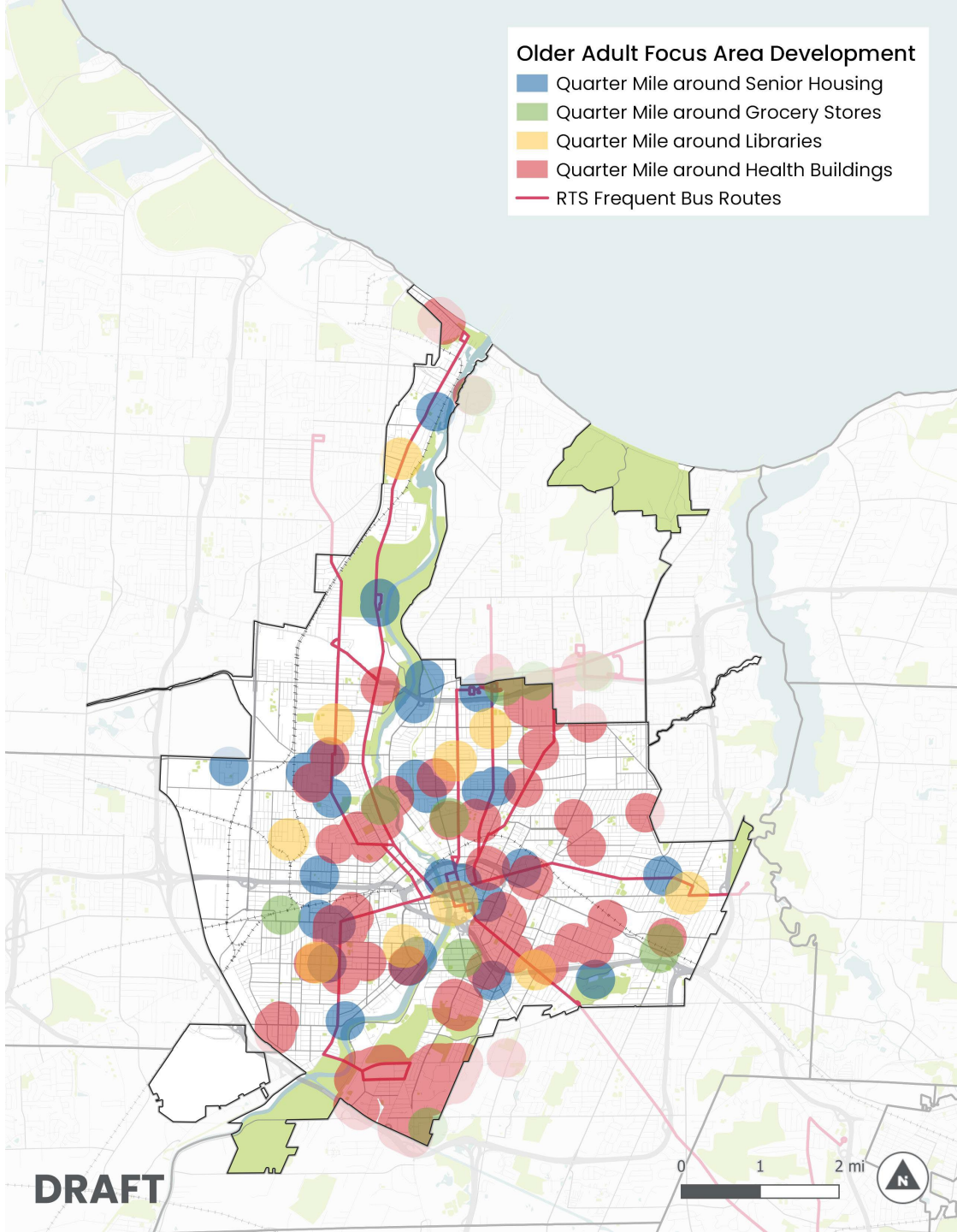
Pedestrian/Accessibility Priority Areas

- **Youth Priority Areas**
  - **Elementary Schools**
  - **Rec Centers**
  - **Libraries**
- Older Adult Priority Areas
  - Older Adult Housing
  - Medical Facilities
  - Libraries
- Transit Access Priority Areas
  - High-use bus stops
  - High Demand RTS Access locations



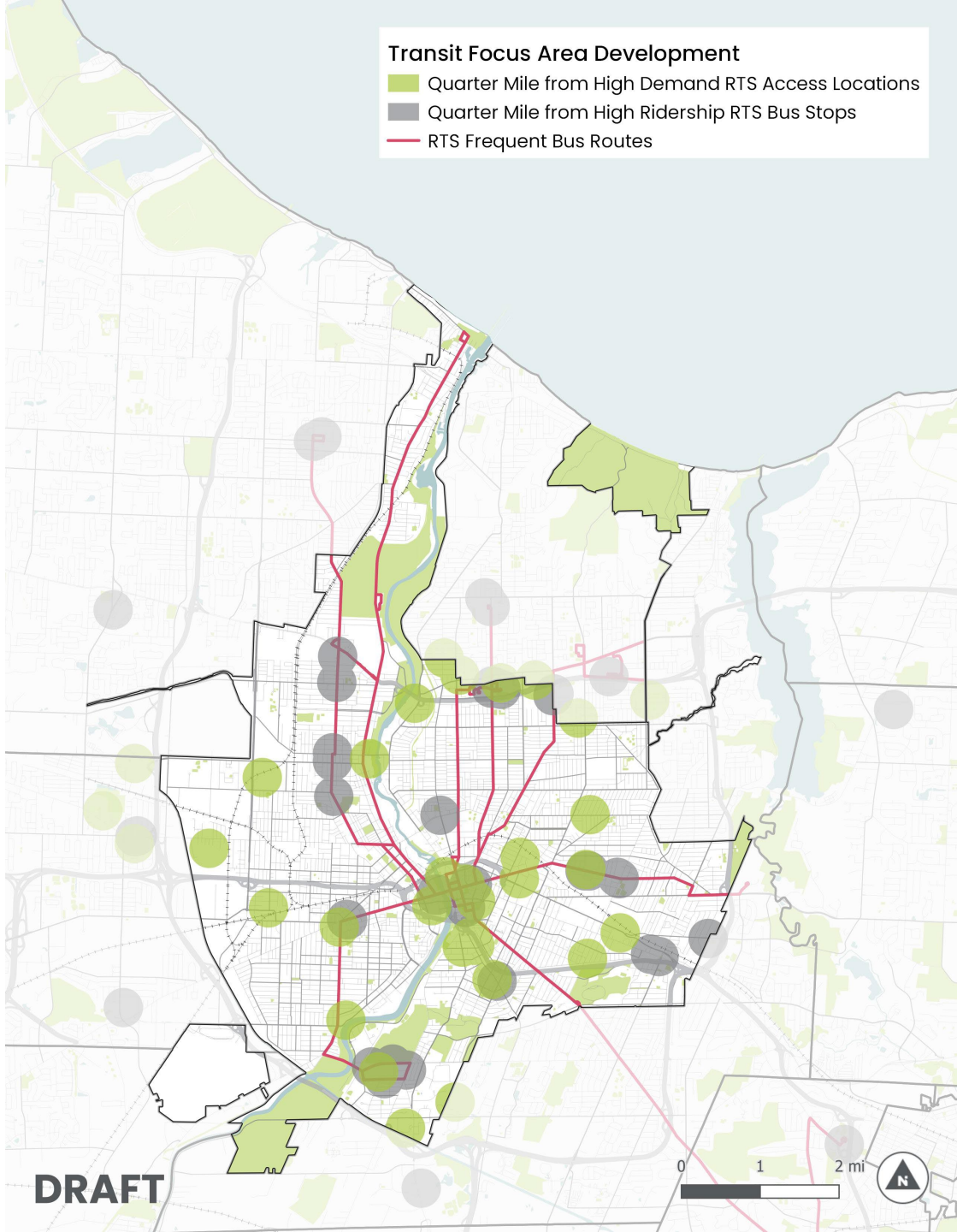
Pedestrian/Accessibility Priority Areas

- Youth Priority Areas
  - Elementary Schools
  - Rec Centers
  - Libraries
- **Older Adult Priority Areas**
  - **Older Adult Housing**
  - **Medical Facilities**
  - **Libraries**
- Transit Access Priority Areas
  - High-use bus stops
  - High Demand RTS Access locations



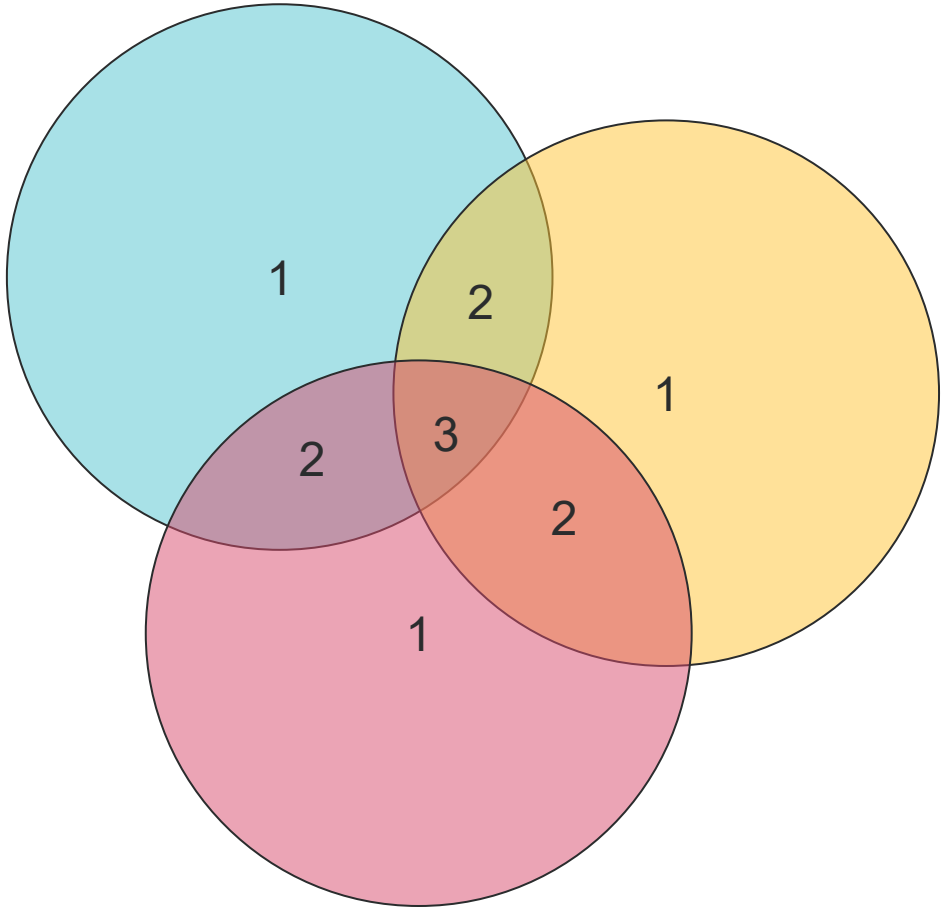
Pedestrian/Accessibility Priority Areas

- Youth Priority Areas
  - Elementary Schools
  - Rec Centers
  - Libraries
- Older Adult Priority Areas
  - Older Adult Housing
  - Medical Facilities
  - Libraries
- **Transit Access Priority Areas**
  - **High-use bus stops**
  - **High Demand RTS Access locations**



Refining Priority Areas

- Starting with places that are important for pedestrians across populations
- **Seeing where areas overlap and provide co-benefits to user groups**
- Putting these places in context of the City's actual built environment
- Identifying zones for prioritization



TOOLE DESIGN

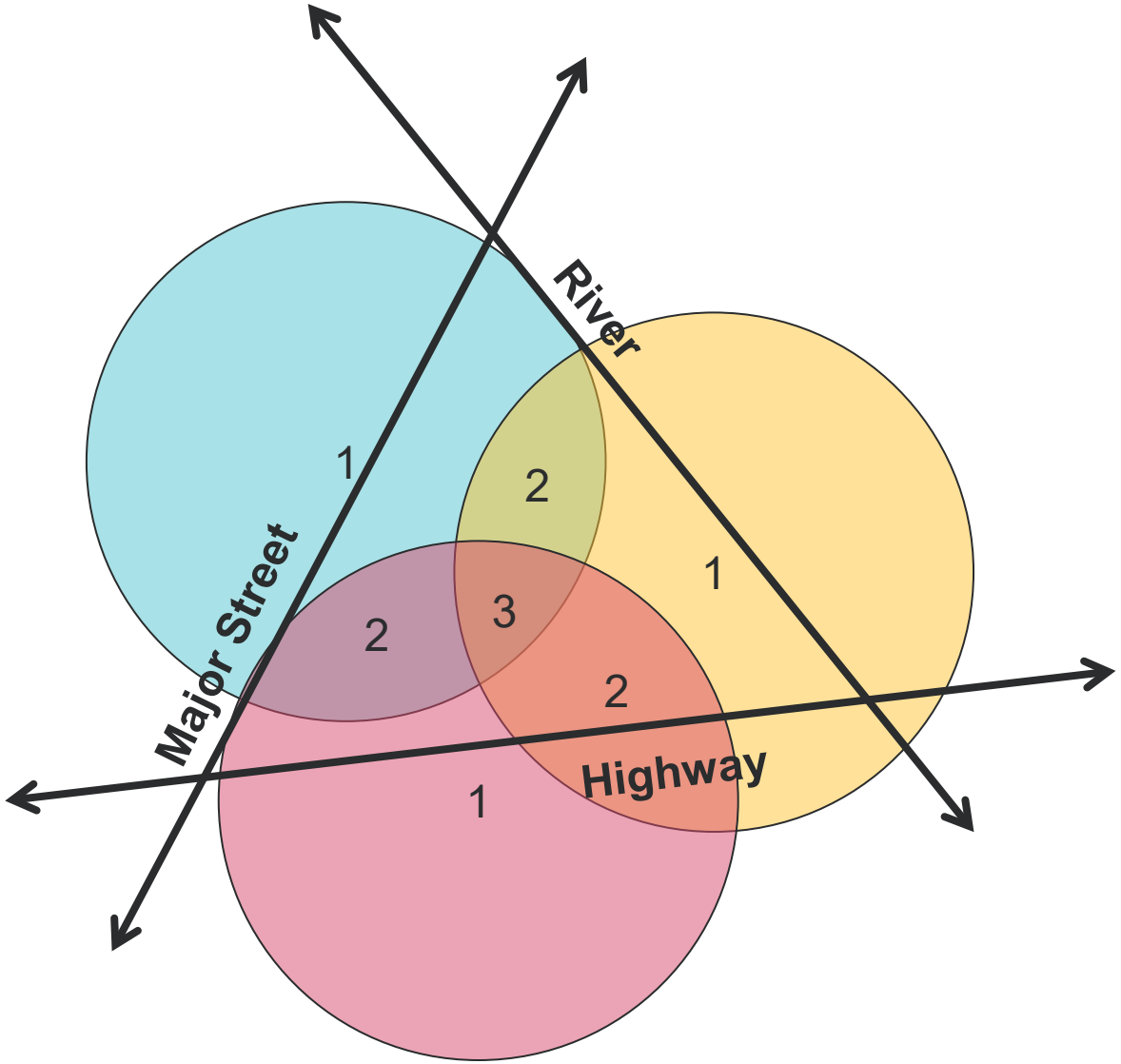
BLACQUE/OUT CONSULTING

COMMUNICATIONS CONSULTANT RASHAD J. SMITH

Institute for Human Centered Design

Refining Priority Areas

- Starting with places that are important for pedestrians across populations
- Seeing where areas overlap and provide co-benefits to user groups
- **Putting these places in context of the City's actual built environment**
- Identifying zones for prioritization



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- Starting with places that are important for pedestrians across populations
- Seeing where areas overlap and provide co-benefits to user groups
- Putting these places in context of the City's actual built environment
- **Identifying zones for prioritization**