

Rochester Active Transportation Plan

Project Advisory Committee Meeting #5

February 7, 2023



Agenda

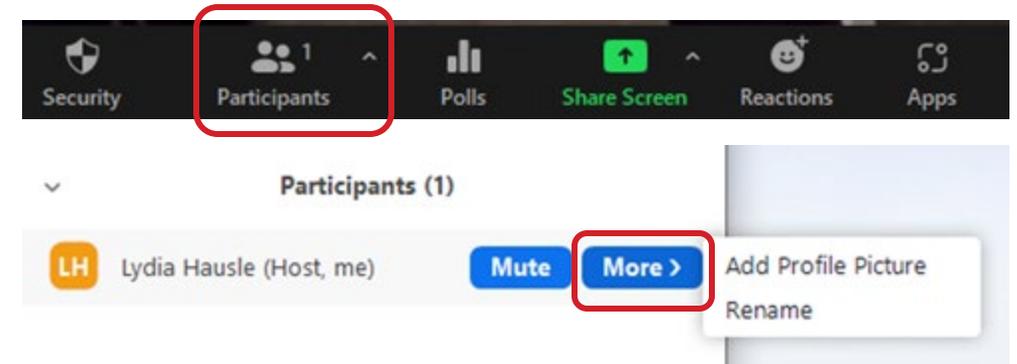
1. Welcome and getting settled (5 mins)
2. Rochester ATP Recap
3. Draft Recommendations Update
4. Prioritization Process
5. Draft Performance Metrics
6. Timeline for Finalizing Plan



Photo credit: Rashad Smith

Quick Zoom Reminders

- Make sure your name/pronouns and organization are reflected properly in your Zoom name
- Drop into the Chat:
 - Your organization and role



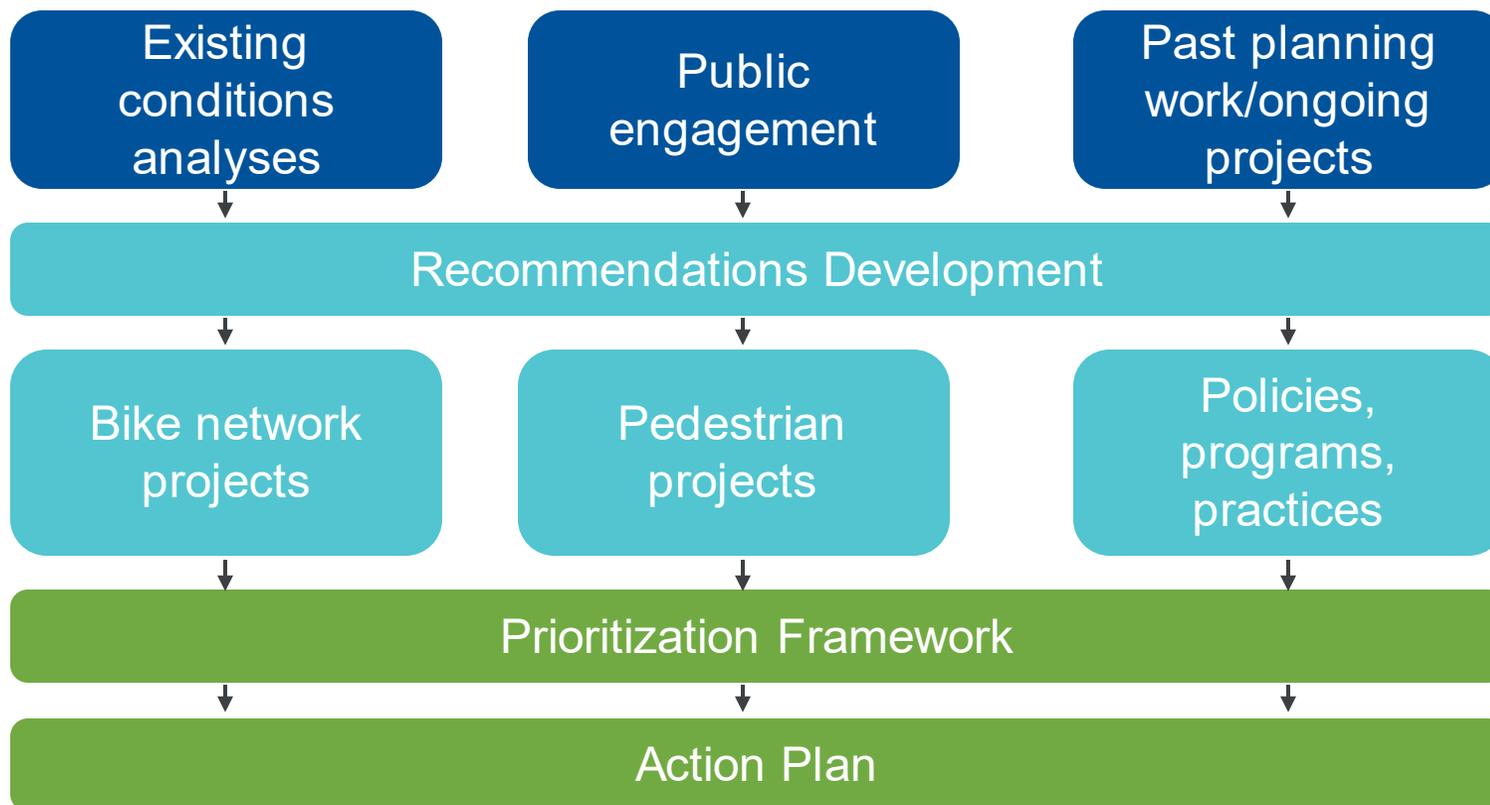
Rochester ATP Recap



Rochester's Active Transportation Goals

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

Project Process



Draft Recommendations Update



Policy, Program, and Process Recommendations

Topic Areas	Description
Capacity	Develop capacity within City Hall to oversee implementation of the Rochester Active Transportation Plan.
Engagement	Engage Rochester residents in the City's implementation of the Active Transportation Plan.
Safety	Establish a traffic safety program to comprehensively and equitably advance the City's goal of eliminating serious and fatal crashes.
Design Standards and Process	Align design standards, routine processes, and operations with active transportation goals.
Pedestrian and Accessibility Pathway Projects	Develop additional pathways for identification and implementation of projects that advance pedestrian safety and inclusive design for people with disabilities.
Land Use Connections	Forge stronger connections between active transportation and land use.

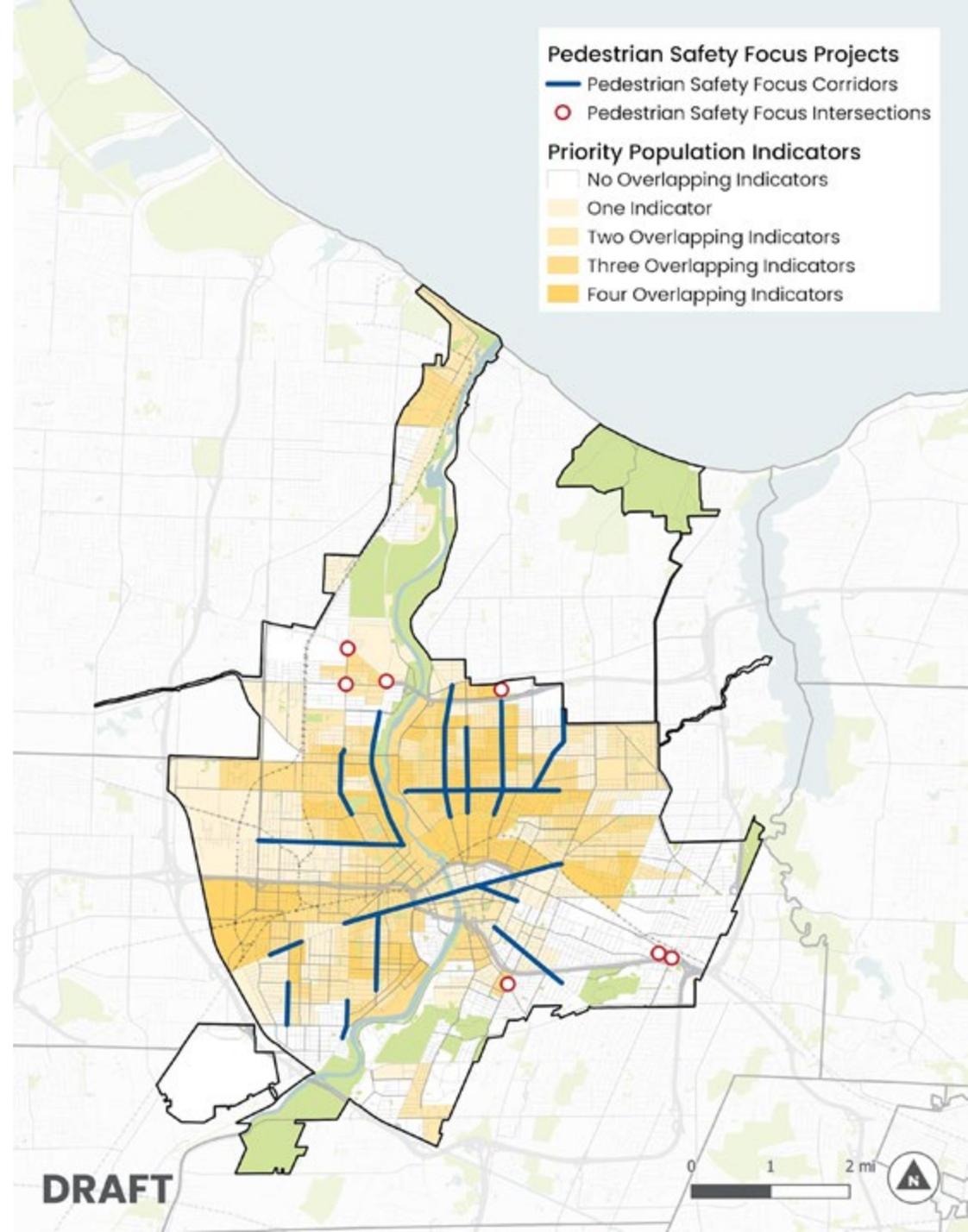


Project-Level Framework

- Pedestrian and Accessibility
 - Safety Focus Corridors
 - Safety Focus Intersections
 - Pedestrian Focus Areas
- Bike
 - Spine Corridors
 - Supporting Corridor Projects
 - Priority Intersections for Bike Connectivity

Pedestrian Safety Focus Corridors & Intersections

- Corridors and intersections with high rates of serious pedestrian crashes
- Business districts in areas with overlapping priority populations
- Projects include traffic calming, intersection realignment, and crossing treatments
- Highest-impact projects for safety benefits



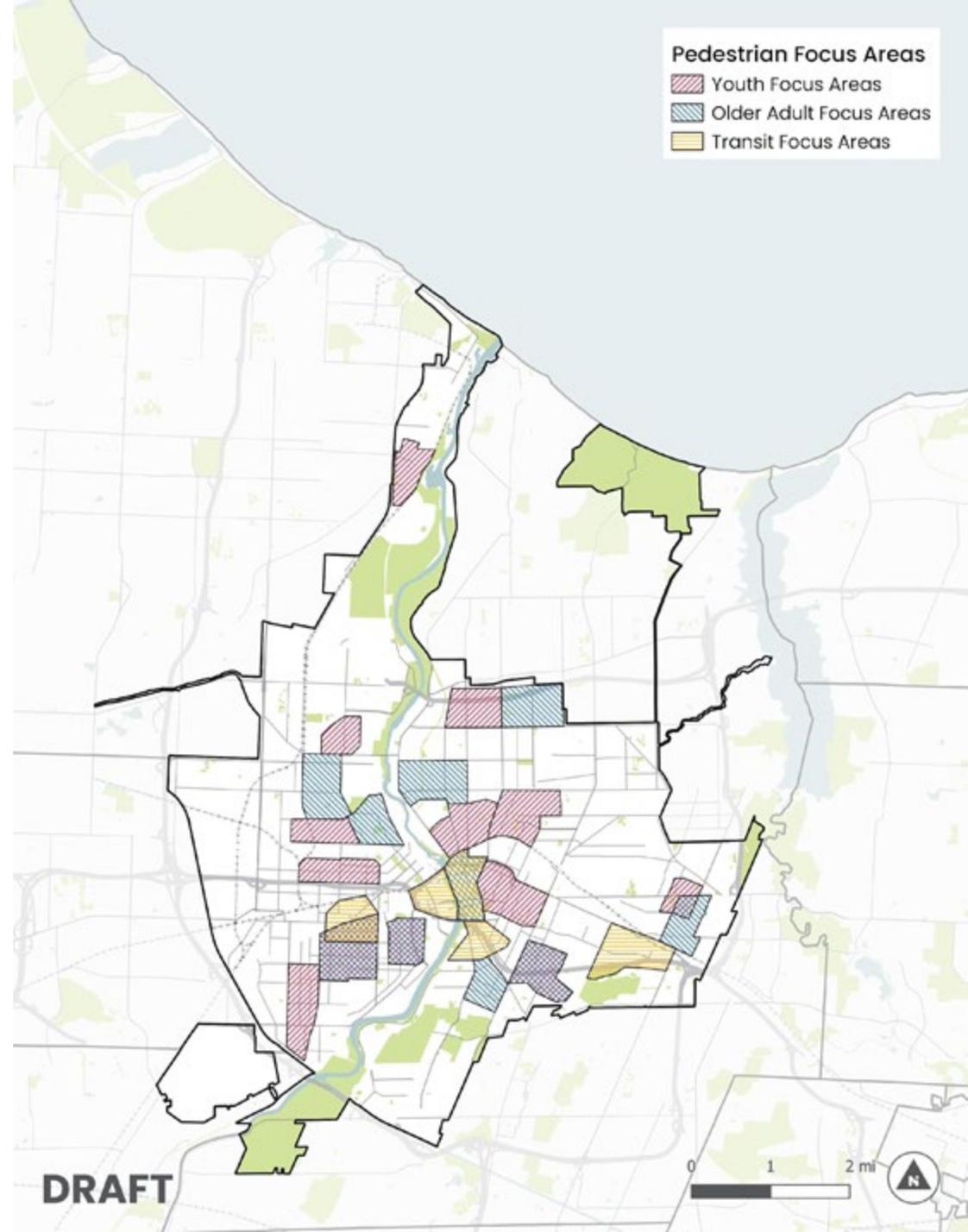
Pedestrian Safety Focus Areas

- Three categories of Priority Areas based on vulnerable walking user groups
- Areas identified based on key destinations and logical boundaries (highways, arterials, rivers)

Focus Area Category	Key Destination
Youth Priority Areas	Elementary Schools
	Recreation Centers
	Libraries
Older Adult Priority Areas	Older Adult Housing
	Medical Facilities/Pharmacies
	Grocery Stores
	Libraries
Transit Priority Areas	High - Use Bus Stops
	High Demand RTS Access Locations

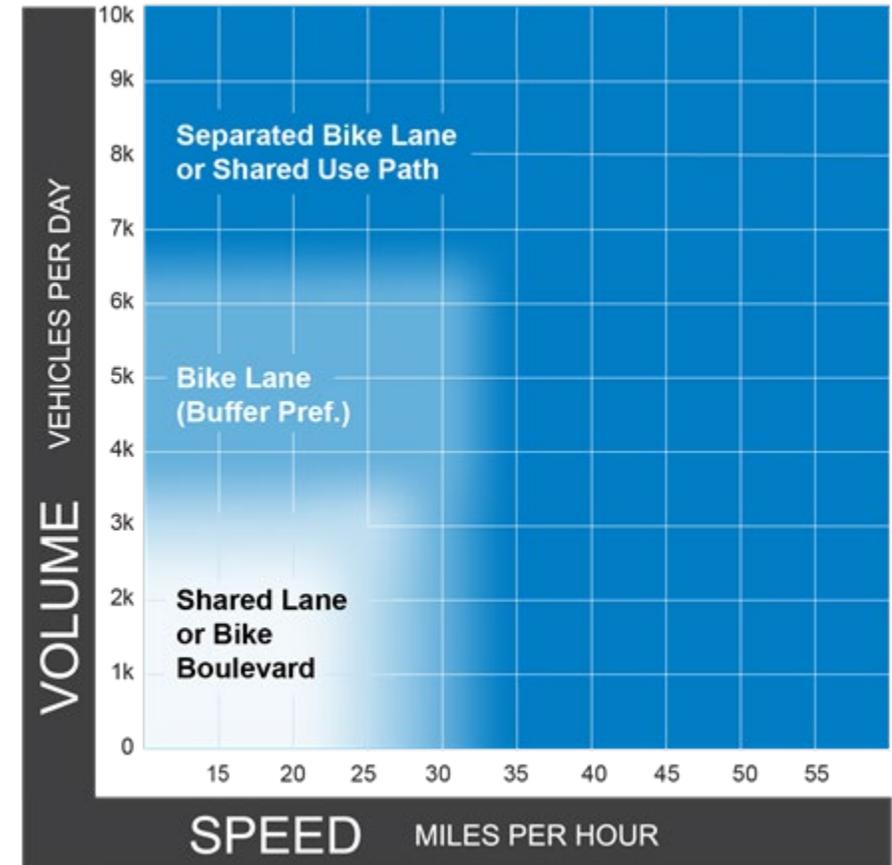
Pedestrian Focus Areas

- Projects will be individually evaluated and designed through a new program
- Stakeholders and community leaders will be involved in identifying key safety and accessibility issues



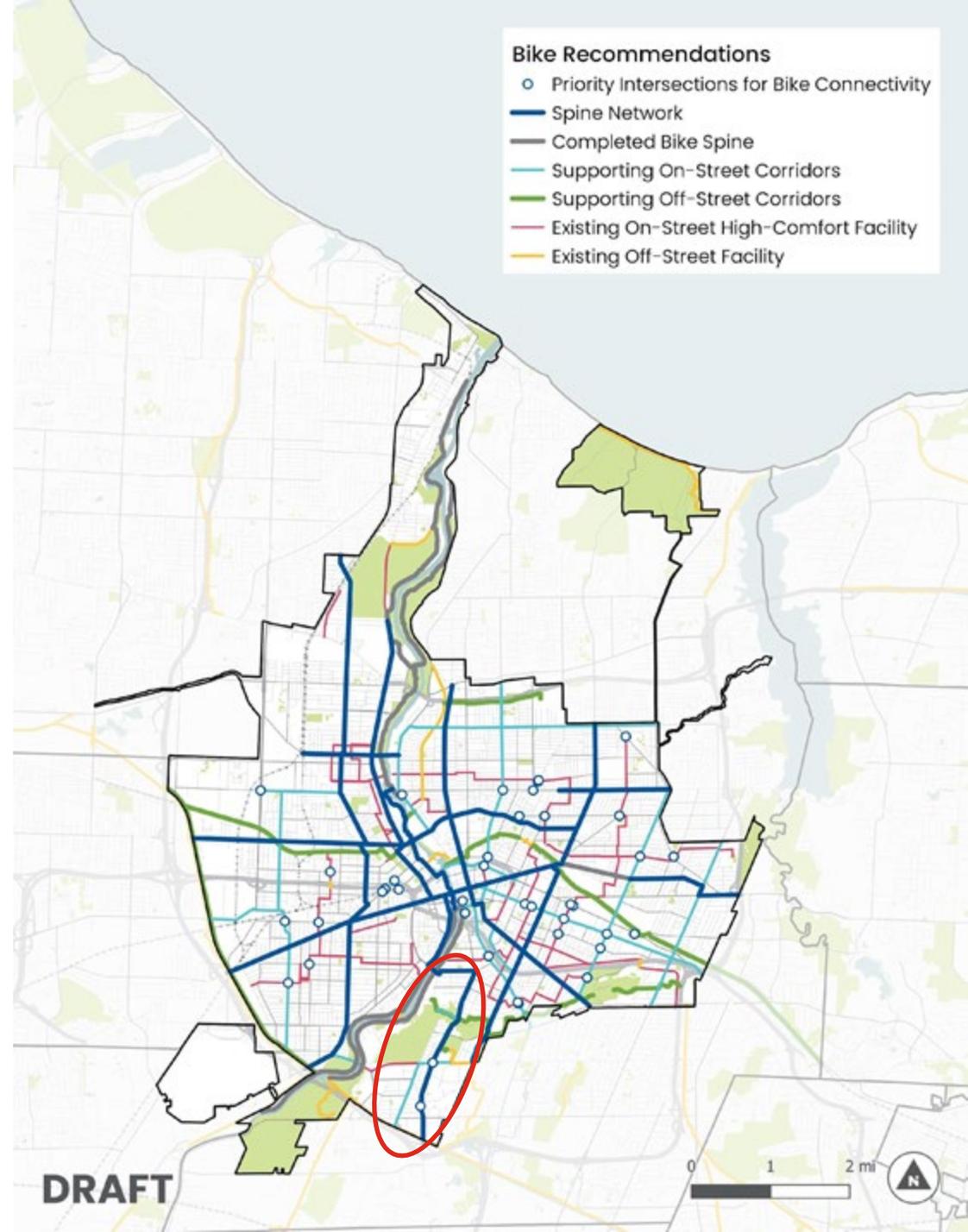
Inclusive Bikeway Selection

- Context-sensitive approach to identifying recommended facility type
- Guidance to ensure a high-comfort bike network



Bike Network

- **Spine Corridors:** A critical grid of streets/paths that will feature low-stress bikeways on predictable and reliable north/south and east/west corridors
- **Supporting Corridors:** Strengthen connections within neighborhoods and extend the reach of the Spine Network
- **Priority Intersections:** Intersection links along the existing network where bike design treatments should be extended

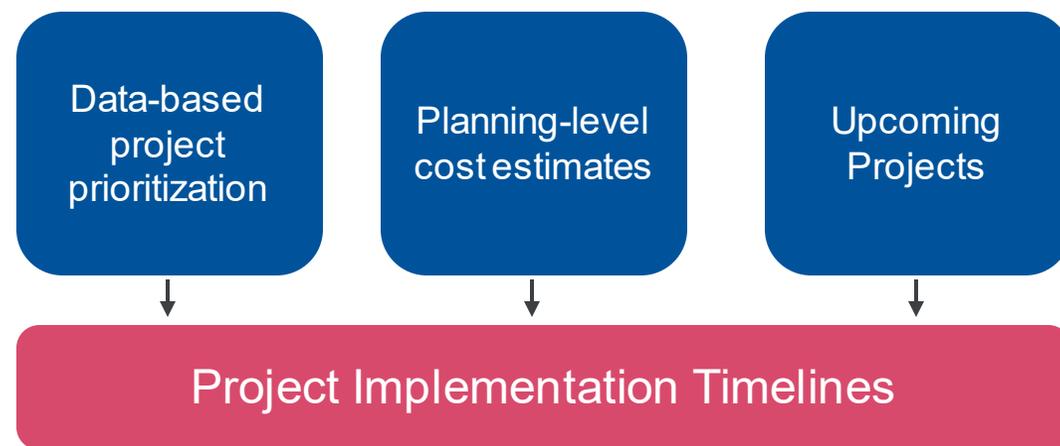


Prioritization Process



Implementation Framework

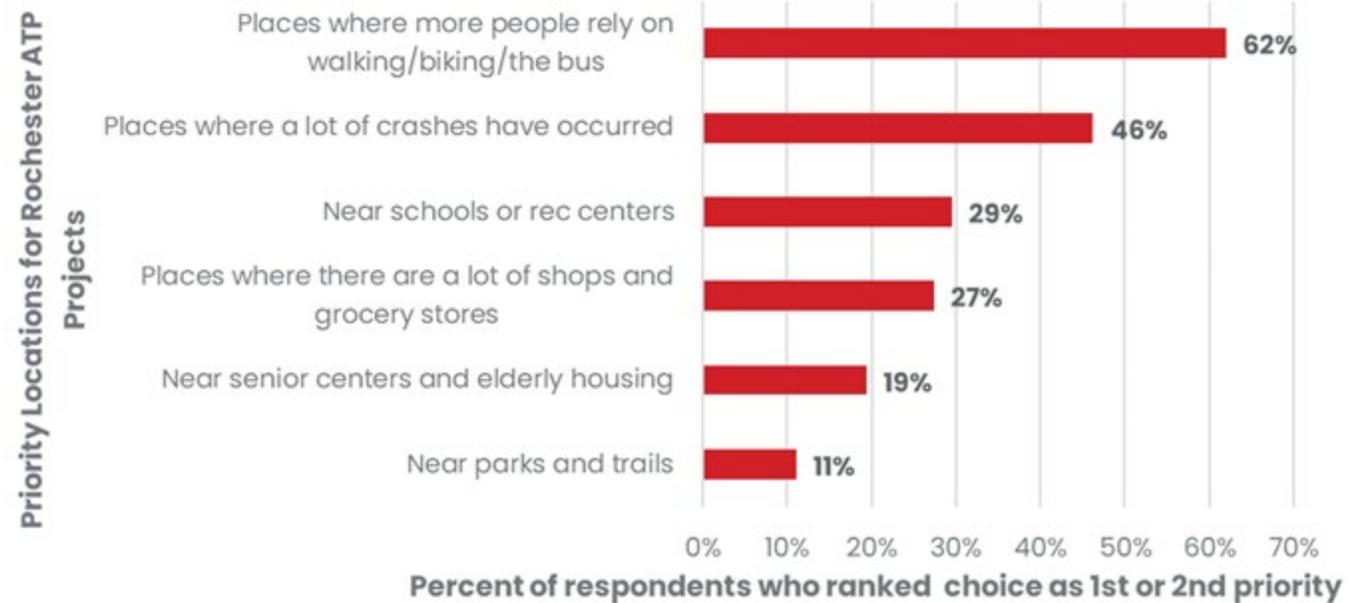
- Plan is intended to be an **action-oriented blueprint** and will consider existing and anticipated constraints and opportunities
- Project recommendations will be organized into implementation timeframes
 - Immediate-term: 2023-2024
 - Short-term: 2024-2028
 - Mid-Term: 2028-2034
 - Long-term: After 2034



Prioritization Factors

- Projects are prioritized relative to others within each category
- Higher priority projects will generally be programmed for shorter-term implementation timelines
- Prioritization factors and their weights were selected in part based on survey results

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



Project Prioritization Categories

Prioritization Criterion	Description
Safety	Prioritizing safety needs based on where fatal and injury - causing crashes involving people walking and biking have occurred in the past
Priority Populations	Prioritizing equity and investments in disadvantaged communities based on the share of people living near a given project who are recognized as belonging to Rochester's priority populations
Density	Prioritizing investments in places with greater activity based on the population density and density of jobs around a given project
Connectivity	Prioritizing investments that bridge network gaps based on whether a given project connects to existing high - quality infrastructure and/or crosses a river, highway, or rail corridor
Transit	Prioritizing connections to transit based on bus service frequency and ridership near a given project
Co - Benefits	Prioritizing projects that deliver benefits for both people walking and biking based on where pedestrian safety and bike network recommendations overlap

DRAFT Project Prioritization Category Weights

	Project Type	DRAFT Prioritization Category Weights					
		Safety	Priority Populations	Density	Transit	Co - Benefits	Connectivity
Pedestrian and Accessibility Projects	Pedestrian Safety Corridor	30%	30%	10%	20%	10%	n/a
	Pedestrian Intersections	30%	30%	10%	20%	10%	n/a
	Pedestrian Focus Areas	25%	30%	10%	25%	10%	n/a
Bike Network Projects	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

DRAFT Spine Corridor Prioritization

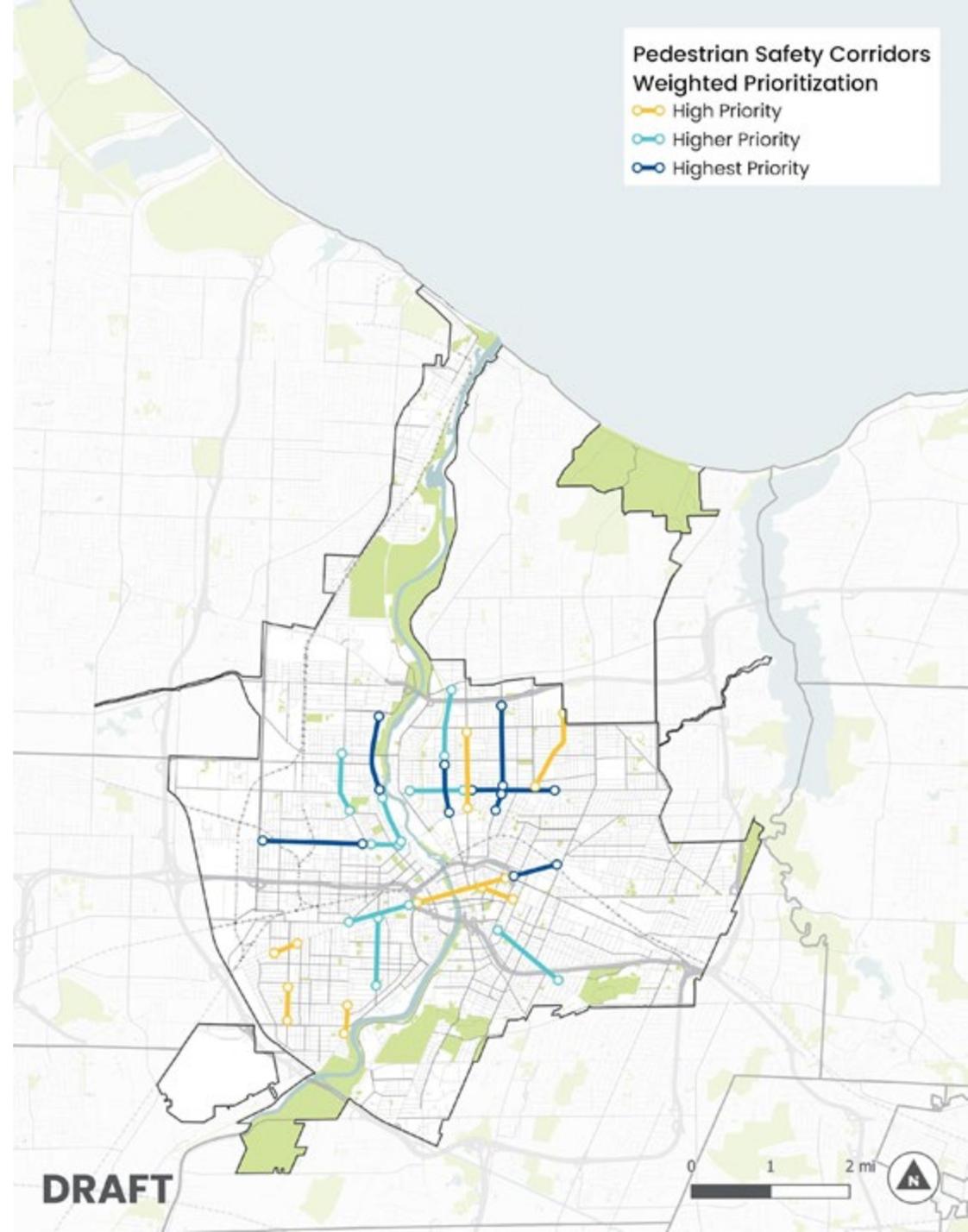
Safety	Priority Populations	Density	Transit	Co-Benefits	Connectivity
15%	25%	10%	10%	15%	25%



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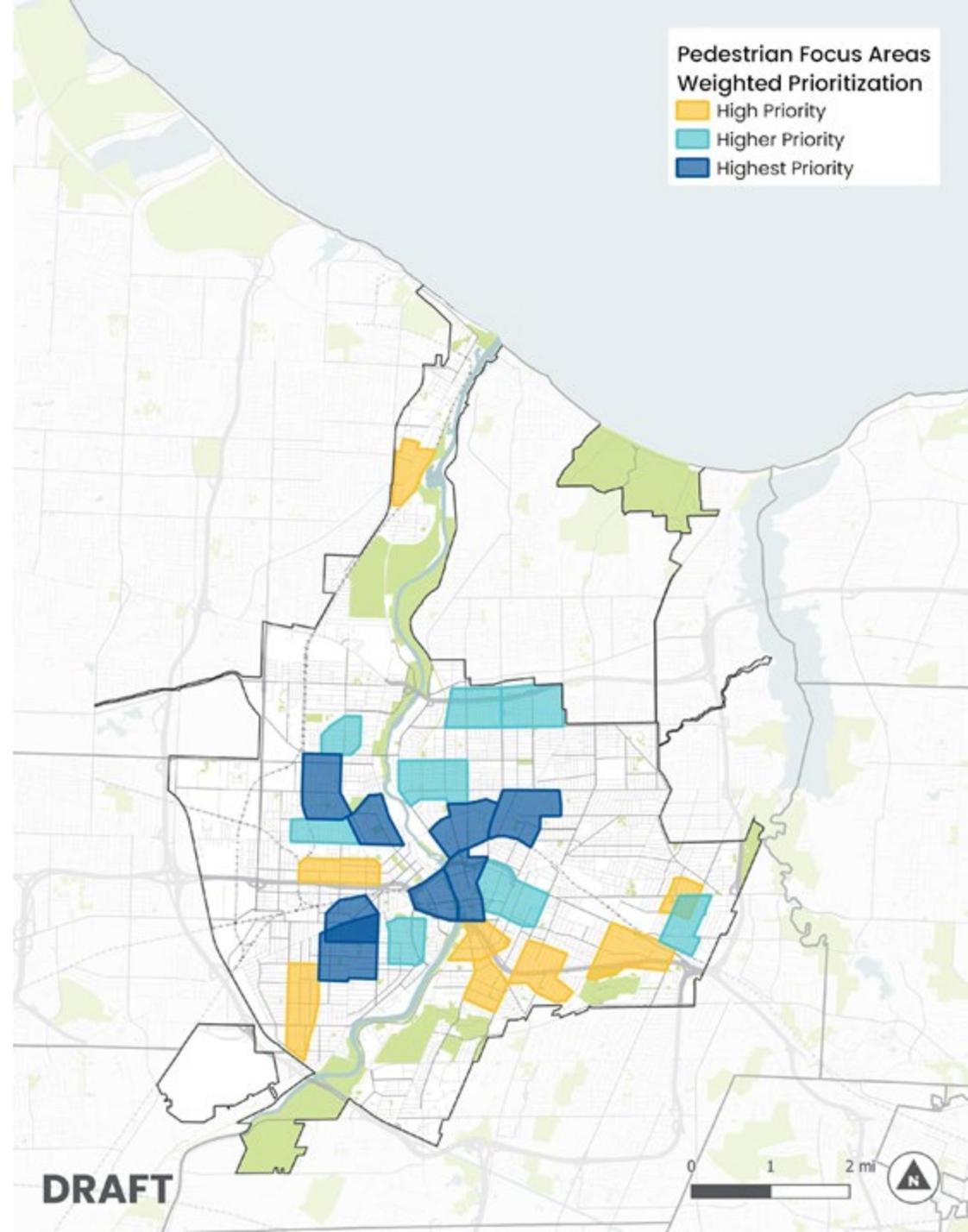
DRAFT Pedestrian Safety Focus Corridor Prioritization

Safety	Priority Populations	Density	Transit	Co-Benefits
30%	30%	10%	20%	10%



DRAFT Pedestrian Focus Area Prioritization

Safety	Priority Populations	Density	Transit	Co-Benefits
25%	30%	10%	25%	10%



DRAFT

Discussion

- What about the prioritization results aligns with your expectations?
- Are there any surprising prioritization results?
- Do the category weights reflect what you see as Rochester's priorities?
- Is there anything that is **not** captured?

Draft Performance Metrics



Objectives

- Create equity-centered active transportation metrics to track and measure progress towards Rochester ATP goals over time
- Ideally use data that is readily available
- Guide the City on future data collection and monitoring

Draft Metrics – Traffic Safety

Goal: Move toward zero traffic deaths and serious injuries through proactive planning, monitoring, and street design that slows traffic and prioritizes pedestrians and bicyclists

Metric	Source(s)
Share of crashes that result in a serious injury or fatality for all modes	Crash data
Share of crashes that result in a serious injury or fatality among crashes involving people walking and biking	Crash data
Share of serious injury or fatality causing crashes occurring in places with one or more priority population indicator(s)	Crash data, US Census data
Number of crossings upgraded	City

Draft Metrics - Accessibility

Goal: Achieve a fully accessible environment for pedestrians of all ages and abilities, with a special focus on the needs of disabled people

Metric	Source(s)
Number of bus stops upgraded	City/RTS
Number of bus stops evaluated/upgraded in places with overlapping priority population indicators	City/RTS, US Census data
Number of pedestrian/accessibility focus areas addressed	City
Number of crossings upgraded	City

Draft Metrics – Transportation Options

Goal: Invest in pedestrian and bike networks to make active transportation a safer, more dignified, and enjoyable option for people to move around Rochester

Metric	Source(s)
Change in the share of people walking, biking, and taking transit	Bus ridership, travel surveys, user counts, and/or big data
Miles of high - comfort bike facilities built	City
Priority population access to high - comfort bike network and trails	City, US Census data

Discussion

- Do these draft performance measures capture what progress towards these goals should look like?
- What else would you like to see the City track and report on?

Closing and Next Steps

- PAC Actions
 - Share feedback on Prioritization Process by **2/16**
- City Timeline
 - Internal Draft Plan review in **February-March**
 - Share Draft Plan with PAC and public in **March-April**
 - Finalize ATP in **Spring 2023**