
MEETING NOTES

5/25/2022 PAC Meeting #1

Attendees

- Darin Ramsay, City of Rochester
- Bill McDonald, Aging Alliance
- Lora Leon, NYSDOT
- Lydia Hausle, Toole Design
- Jesse Peers, Reconnect Rochester
- Tom Polech, Monroe County DOT
- Yixaun Lin, Monroe County Planning
- Alexis Vidaurreta, Toole Design
- Rashad Smith, Project Team
- Tamara Leigh, Blaque/OUT Consulting
- Adrienne Davis, Project Team (Flower City Americorps)
- Anastajah, City Roots CLT
- Andrea Walton, U of R
- Antonia Custodio, Monroe County Community College
- Bob Williams, Genesee Transportation Council
- Brennon Thompson, GRAR
- Brian Potvin, Arc of Monroe
- Evan Lowenstein, CCE Monroe Co.
- James Dietz, Reconnect Rochester
- Jay Arzu, community member
- Julie Boasi, RTS
- Kevin Kelley, City of Rochester
- Leane Rorick, Aging Alliance
- Mike Bulger, Common Ground Health
- Sarah Carillo, IHCD
- Valerie Douglas
- Valerie Fletcher, IHCD

Discussion

- Jay: is there also a technical advisory committee? What are the other committees on this project?
 - Lydia: considering the PAC the technical advisory committee
 - We have a lot of technical prowess in this room
 - Expecting people in this group to participate the most on the aspects of this that are in their wheelhouses
- Yixuan (from chat): County ATP will host the first Public Workshop on June 29 3-7 pm in Highland Park Olmsted Lodge

- Pop-up event suggestions
 - Antonia: Corporate Challenge
 - Jesse: <https://rocwashingtonsquare.org/mwadv/>
 - Antonia: Puerto Rican Festival
 - Evan: Public Market
 - Antonia: La Marketa - The International Plaza, 828 North Clinton Avenue
 - Jesse: Worth seeing if Jordan Health is doing its Front Porch Festival this year <https://www.jordanhealth.org/jordan-healths-front-porch-festival-is-august-3rd/> That link is old
 - Yixuan: County ATP team will be here
- Evan: special focus on winter accessibility is needed!
- Jesse: how are County and City plans going to complement one another and weave together? He gets a lot of questions about this
 - Lydia: County Plan will be more focused on identifying streets and intersections that hold opportunities for walking and biking improvements
 - City will be more about aligning plans, filling gaps, and addressing approach to pedestrian safety, prioritization
 - County will be taking cues from us on anything that comes of this within the City from a physical perspective
 - Toole sharing data and engagement results internally
 - Some joint engagement activities
 - Monroe County DOT and Planning are stakeholders in our process; they have key roles to play in moving things forward in the City
- Evan (in the chat): suggestion for effective outreach, preceded by a question: are there resources beyond a raffle to incentivize the survey and other engagement needs/opportunities? I ask because... I worked for the City at the Public Market for 6 years, and many times organizations tried surveys at the Market because they knew the volume and diversity of attendees made it a great place to survey. I noticed that offering each person who completed the full survey a \$5 Market Gift Token exponentially expanded interest and involvement, and boosted number and diversity of responses! Raffle can be a decent incentive, but direct reward of \$5 Market Gift Token definitely boosted interest and taking surveys
 - Valerie (in the chat): great idea - we always compensate with a stipend people we engage for their lived experience that we consider User/Experts.
 - Evan can connect us with the market - very simple process for tabling, and can purchase tokens onsite
 - Example: U of R student wanted to learn more about diversity at the market, and offered the \$5 incentive to distribute a survey to learn about how many languages are spoken at the market on a given Saturday (final total was 70)
- Kevin: regarding the communities to reach, which is a great list - many in the bike world have seen the graphic of the four types of transportation cyclists
 - There's only a certain percentage of folks who will likely make the change away from driving in our lifetime
 - Should focus on the folks that are interested but concerned
 - Applies as an overarching lens to the entire communities to reach list
- Kevin: make a significant connection to the Rochester 2034 plan
 - Recommendations should be called out specifically and built upon
 - Rochester 2034 moving forward logo
 - Incorporate principles
- Rashad: Evan, do you know of any other outlets for providing incentives like this? Mobile food trucks, etc?
 - FoodLink Curbside Markets, mobile food vans that go largely to public housing communities; could work with them to accomplish something similar

- Tamara: there are other markets as well where this could work

Chat Log

11:07:36 From Bill McDonald Aging Alliance to Everyone:

I am with the Rochester/Monroe County Aging Alliance. My priority is to expand access to older adults for active transportation

11:07:36 From Mike Bulger, Common Ground Health to Everyone:

Hi everyone! I'm the Healthy Communities Coordinator for the Healthi Kids Coalition at Common Ground Health. I want to make Rochester a great place for kids to walk, bike, and play!

11:07:37 From Julie Boasi (she/her), RTS to Everyone:

RTS, Director of Service Planning, interested in making public transit more accessible and equitable across our region

11:07:37 From Jesse Peers, Reconnect Rochester to Everyone:

Jesse from Reconnect Rochester. My priority for AT in ROC: Connectivity! Wanna so a couple continuous low stress bike corridors. "Fully connected spines" of high comfort.

11:07:55 From IHCD Valerie Fletcher to Everyone:

Institute for Human Centered Design (

11:07:56 From Brennon Thompson (he/him) GRAR to Everyone:

Community Engagement & Fair Housing Manager @ Greater Rochester Assn of REALTORS. Improving equitable opportunities to make more complete neighborhoods.

11:07:58 From Leanne Rorick (she/her). Aging Alliance to Everyone:

Greetings! Leanne Rorick, Monroe County Aging Alliance. We are pleased to be in this space, and eager to share older adult experiences and needs with active transportation.

11:08:22 From Bob Williams (He/him) - Genesee Transportation Council to Everyone:

Genesee Transportation Council - Role: Supplement data provision and provide additional technical expertise/review

11:08:25 From Evan Lowenstein - CCE Monroe Co. *he-him-his* to Everyone:

4-H Youth Educator with Cornell Cooperative Extension-Monroe County. Priority: make walking and cycling much safer, and decrease dependency on/choice of private automobiles and "single occupancy vehicles"

11:09:11 From Thomas Polech, Monroe County DOT to Everyone:

Deputy Director of Transportation for Monroe County DOT. I'm looking forward to developing the County and City ATP's together.

11:09:13 From Andrea Walton (she/her), University of Rochester to Everyone:

University of Rochester, Manager of Transportation Services, interested in making the city more accessible and equitable for all...making cycling and walking safer within the city

11:09:37 From Bob Williams (He/him) - Genesee Transportation Council to Everyone:

And as a foot, bike, and bus commuter, I want to bring more balance to the transportation system

11:09:43 From Jay Arzu (He,Him) to Everyone:

Jay Arzu, former staffer in Office of State Senator Samra Brouk. I am now a doctoral student in City & Regional at the University of Pennsylvania Stuart Weitzman School of Design. I was raised in Rochester.

11:09:52 From Lora Leon (she/her), NYSDOT to Everyone:

Lora Leon with New York State Department of Transportation. I'm out of our Planning Group in Region 4 - I will be engaging others internally as needed. I'd like to see this plan be something that can be utilized in putting together future projects and improving safety for all users.

11:10:04 From IHCD Valerie Fletcher to Everyone:

Institute for Human Centered Design (IHCD) global education and design non-profit, deep content experts in accessibility and inclusive design and participatory research with people with lived experience of functional limitations across the spectrum of age and culture.

11:10:05 From James Dietz (he/they) - Reconnect Rochester to Everyone:

Hi everyone! Excited to be here with you all, I'm James Dietz the Advocacy and Outreach Manager at Reconnect Rochester! What's most important for me is strengthening Rochester's multimodal transportation network, and particularly a focus on accessibility and walkability

11:10:34 From Brian Potvin (he/him) Arc of Monroe to Everyone:

Hello, I am Coordinator of Person Centered Approaches at Arc of Monroe. I am looking forward to sharing the needs and experiences of adults with I/DD who participate in our advocacy group and live in our community.

11:10:45 From Sarah Carrillo (She/Her) IHCD to Everyone:

Hello everyone! My name is Sarah Carrillo I am interning at IHCD this summer. I look forward to advocating and creating a space for those with disabilities in Rochester.

11:11:04 From Antonia Custodio Monroe Community College to Everyone:

Hello everyone, glad to be here. I am the Director of Facilities for our MCC Downtown Campus Operations and Engineering Services. Our priorities for our student, faculty, and staff are safer streets and modes of transportation for all.

11:11:29 From Rashad Smith to Everyone:

Rashad Smith here. Excited to co-lead the Public Engagement Plan—prioritizing authentic engagement and public relations.

11:12:03 From Kevin Kelley (he/him) City Planning to Everyone:

Manager of City Planning for the City of Rochester. Looking forward to this plan outlining some clear priority projects for the City to focus on that will encourage healthier and more sustainable transportation choices. Glad to see you all!

11:29:18 From Bill McDonald Aging Alliance to Everyone:

sorry i have another commitment. I will follow up with written comments.

11:38:01 From Jesse Peers, Reconnect Rochester to Everyone:

FYI County Active Transportation Plan has a public engagement event on June 29 as well

11:39:01 From Yixuan Lin, MC Planning to Everyone:

County ATP will host the first Public Workshop on June 29 3-7 pm in Highland Park Olmsted Lodge

11:39:38 From Rashad Smith to Everyone:

Thanks for that Jesse. And thanks Yixuan. I was just going to ask Jesse the time..

11:44:00 From Evan Lowenstein - CCE Monroe Co. *he-him-his* to Everyone:

Public Market

11:44:10 From Antonia Custodio Monroe Community College to Everyone:

Corporate Challenge

11:44:23 From Jesse Peers, Reconnect Rochester to Everyone:

<https://rocwashingtonsquare.org/mwadv/>

11:44:38 From Antonia Custodio Monroe Community College to Everyone:

Puerto Rican Festival

11:45:45 From Adrienne Davis (she/her) - AmeriCorps to Everyone:

Thank you for your input. Your suggestions have been noted.

11:46:15 From Antonia Custodio Monroe Community College to Everyone:

La Marketa - The International Plaza, 828 North Clinton Avenue

11:48:02 From Jesse Peers, Reconnect Rochester to Everyone:

Worth seeing if Jordan Health is doing its Front Porch Festival this year

<https://www.jordanhealth.org/jordan-healths-front-porch-festival-is-august-3rd/> That link is old

11:48:17 From Yixuan Lin, MC Planning to Everyone:

The County ATP Team will go to Jordan Front Porch Fest. And would welcome ATP team to join us to create more synergy!

11:48:18 From Evan Lowenstein - CCE Monroe Co. *he-him-his* to Everyone:

special focus on WINTER accessibility is needed

11:48:34 From Valerie Douglas (she/hers) to Everyone:

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11:50:25 From Yixuan Lin, MC Planning to Everyone:

If you would like to know more about the County ATP plan, please contact me:yixuanlin@monroecounty.gov

11:50:51 From Yixuan Lin, MC Planning to Everyone:

visit project website: <https://www.monroecountycatp.com/>

11:51:02 From Darin Ramsay (He/Him) - City of Rochester to Everyone:

YixuanLin@monroecounty.gov (clickable email)

11:51:22 From Yixuan Lin, MC Planning to Everyone:

Thank you, Darin!

11:52:51 From Evan Lowenstein - CCE Monroe Co. *he-him-his* to Everyone:

suggestion for effective outreach, preceded by a question: are there resources beyond a raffle to incentivize the survey and other engagement needs/opportunities? I ask because... I worked for the City at the Public Market for 6 years, and many times organizations tried surveys at the Market because they knew the volume and diversity of attendees made it a great place to survey. I noticed that offering each person who completed the full survey a \$5 Market Gift Token exponentially expanded interest and involvement, and boosted number and diversity of responses! Raffle can be a decent incentive, but direct reward of \$5 Market Gift Token definitely boosted interest and taking surveys

11:53:48 From Kevin Kelley (he/him) City Planning to Everyone:

<https://www.portlandoregon.gov/transportation/article/158497>

11:54:47 From IHCD Valerie Fletcher to Everyone:

great idea - we always compensate with a stipend people we engage for their lived experience that we consider User/Experts.

11:57:50 From Julie Boasi (she/her), RTS to Everyone:

I have to leave for another meeting. Thank you!

11:59:51 From Lydia Hausle (she/her), Toole Design Group to Everyone:

lhausle@tooledesign.com