

E. TRANSPORTATION [TRN]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<p>TRN-1</p> <p>Expand and strengthen Rochester’s multi-modal planning, policy, programming, and infrastructure maintenance.</p>	<p>TRN-1a Implement the recommendations of the Comprehensive Access and Mobility Plan (CAMP), including the location-specific and priority projects it identifies.</p>	<p>City, Monroe County, RTS, GTC, NYS, CSX Railroad, Community Groups/Funders</p>
	<p>TRN-1b Implement previously completed plans that improve multi-modal accessibility, including:</p> <ul style="list-style-type: none"> – Rochester Bicycle Boulevards Plan – Irondequoit Seneca Trail Feasibility Study – Finger Lakes Regional Trail Initiative – JOSANA Trail Feasibility Study – Eastman Trail – East Main Arts and Market District Plan – ROC the Riverway Vision Plan – Reimagine RTS 	<p>City, Monroe County, RTS, GTC, NYS, CSX Railroad, Community Groups/Funders</p>
	<p>TRN-1c Continue to implement Rochester’s complete streets policy, traffic calming and BoulevArt policies, and the Zoning Code’s existing off-street bicycle parking regulations.</p>	<p>City, Monroe County, NYS, Community Groups/Funders</p>
	<p>TRN-1d Evaluate alternatives, advance recommendations, and seek funding to implement a redesign of the Inner Loop North corridor, including expressway removal and restoration of at-grade “complete” streets, infill development parcels, new green spaces for active and passive recreation, and multi-modal linkages to reconnect Northeast Quadrant neighborhoods with Downtown, the riverfront, and Genesee Riverway Trail.</p>	<p>City, NYS, Monroe County, Developers, Community Groups/Funders</p>

Notes:

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
TRN-1 Expand and strengthen Rochester’s multi-modal planning, policy, programming, and infrastructure maintenance.	TRN-1e Adopt a City of Rochester Street Design Guide based on street typologies developed in the CAMP and the notion of “self-enforcing design.” The Guide should provide standards and direction for how to best balance the needs of multiple transportation modes (pedestrians, cyclists, wheelchair and scooter users, transit, cars, trucks, emergency response vehicles, etc.) as well as adjacent neighborhoods and property owners with the goals of <i>Rochester 2034</i> and The Placemaking Plan to achieve safe, functional, and welcoming streets.	City
	TRN-1f Rewrite the Zoning Code and Map to reflect the vision expressed in The Placemaking Plan, including zoning and development guidance to promote walkable, higher-density mixed-use development and more flexible, demand-responsive parking requirements, particularly along high-frequency transit corridors and nodes.	City
	TRN-1g Explore the opportunity to convert the City’s various development-related codes, and street design code into a Unified Development Code (UDC). This could improve efficiency, consistency, and clarity by combining multiple sets of regulations into a single code, as well as promote a holistic, big picture approach to help integrate transportation, land use, development, capital projects, and other community investment decisions.	City
	TRN-1h Revise policies and procedures that reference vehicular Level of Service (LOS) and transition to the use of Multi-Modal Level of Service (MMLoS) to inform alternatives analysis, project design, and performance evaluation.	City, Monroe County

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<p>TRN-1</p> <p>Expand and strengthen Rochester's multi-modal planning, policy, programming, and infrastructure maintenance.</p>	<p>TRN-1i Develop performance measures that recognize the impacts of transportation facility and network design on safety and accessibility, health, economic vitality and opportunity, equity, sustainability, and quality of life. Apply the measures to infrastructure planning, design, and maintenance. This could help to ensure that CIP investments and priorities respond to additional criteria beyond pavement or facility condition.</p>	<p>City, Community Groups/Funders</p>
	<p>TRN-1j Develop a strategy for multi-modal transportation data gathering, integration and maintenance. Inventory available data and sources, as well as data gaps that need to be filled.</p>	<p>City, RPD, Monroe County, RTS, GTC, NYS, Community Groups/Funders</p>
	<p>TRN-1k Create an Active Transportation Program to coordinate and target multi-modal projects, including the establishment of a Complete Streets Advisory Committee, regular reporting on the implementation of Rochester's Complete Streets Policy, and implementation of pilot projects or temporary tactical urbanism treatments that test and refine new concepts for best application in Rochester.</p>	<p>City</p>
	<p>TRN-1l Develop a more holistic citywide strategy to expand and integrate multi-modal wayfinding signage along key bike routes, transit corridors, as well as downtown and near key activity centers.</p>	<p>City, Monroe County, RTS, Community Groups/Funders</p>
	<p>TRN-1m Support the use of the trail system as a transportation corridor by installing lighting, wayfinding signage, and providing all-season maintenance and litter services along key segments to start and expanding as resources allow.</p>	<p>City</p>

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GOAL	STRATEGIES	PARTNERS
TRN-1 Expand and strengthen Rochester's multi-modal planning, policy, programming, and infrastructure maintenance.	TRN-1n Identify and implement additional strategic winter maintenance and/or snow and ice accumulation prevention activities to better maintain key walking and biking facilities, as well as areas around key transit stops, through the winter months. Explore partnerships and funding options to keep key facilities accessible during snow events, e.g., transit stop adoption and/or transitional employment programs that help keep bus stops clear of snow.	City , RTS, Monroe County, Center for Disability Rights, Reconnect Rochester, Rochester Cycling Alliance, Community Groups/Funders
	TRN-1o Work with the Rochester City School District and community partners to explore and implement safe routes to school strategies that support and encourage students walking and bicycling to school. These efforts could help with the implementation of community or neighborhood schools.	RCSD, City, Healthi Kids, Parent Teacher Associations, Neighborhood Groups, Community Groups/Funders
	TRN-1p Conduct a citywide study to examine how best to plan for and address the impacts of large, heavy vehicles on multi-modal city streets.	City , Monroe County, NYS, GTC, Community Groups/Funders
	TRN-1q Work toward becoming a member of the World Health Organization's Network of Age-Friendly Communities and an AARP Livable Community by identifying and implementing strategies that respond to the varying mobility needs of residents as they age.	Monroe County Aging Alliance , City , RTS, NYS, Community Groups/Funders
	TRN-1r Identify opportunities to evolve our multi-modal planning, policy, programming, and data collection to address emerging issues, needs, conflicts, and opportunities as the transportation sector experiences change locally and globally (e.g., e-scooters, autonomous vehicles and freight, new curbside management conflicts, etc.).	City , Monroe County, RTS, NYS, Community Groups/Funders

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<p>TRN-2</p> <p>Improve quality, connectivity, accessibility, and safety in order to achieve a fully accessible network for pedestrians of all ages and people with disabilities.</p>	<p>TRN-2a Develop a complete inventory of pedestrian facilities and perform a Pedestrian Environmental Quality Assessment to identify pedestrian issues as they relate to intersection safety, traffic, street design, land use, and perceptions of safety and walkability. One model to consider is the Pedestrian Environmental Quality Index (PEQI) developed by the San Francisco Department of Public Health.</p>	<p>City, Monroe County, Community Groups/Funders</p>
	<p>TRN-2b Assess crossings and key pedestrian conflict points for opportunities to improve intersection design and/or implement treatments that prioritize pedestrian safety, such as improved crosswalks, Lead Pedestrian Interval (LPI) signal timing, Rectangular Rapid Flashing Beacons (RRFBs), etc.</p>	<p>City, Monroe County, Community Groups/Funders</p>
	<p>TRN-2c Assess where to focus Americans with Disability Act (ADA)-compliant accessibility improvements to achieve the greatest impact and work towards achieving a fully accessible pedestrian network.</p>	<p>City, Center for Disability Rights, Community Groups/Funders</p>
	<p>TRN-2d Improve the walking experience through improved streetscaping and beautification (street trees, improved pedestrian-scale lighting, benches and other street furniture, public art, etc.), particularly to offset the impacts of wide or heavy volume streets, large parking lots, or other conditions that could negatively impact the walking experience.</p>	<p>City, Monroe County, NYS, Developers, Neighborhood Groups, Community Groups/Funders</p>
	<p>TRN-2e Pursue Walk Friendly Community designation and work to achieve higher ratings and awards from pedestrian advocacy organizations.</p>	<p>City, Community Groups/Funders</p>

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GOAL	STRATEGIES	PARTNERS
TRN-3 Develop a “minimum grid” dedicated bicycle network and work to increase bicycle mode share.	<p>TRN-3a Strategically fill gaps in the dedicated bicycle network while also expanding to form a safe, interconnected “minimum grid.” Focus on:</p> <ul style="list-style-type: none">– Connecting home locations with key destinations and activity centers to create a more continuous, usable network– Prioritizing corridors with few gaps and high bike demand; areas with higher low-income, youth, and zero-vehicle household populations; and areas with traffic safety challenges that need to be addressed– Designing context-suited facilities that respond to differing roadway and traffic conditions to create low-stress bicycle options for people of all ages and abilities– Fully integrating the network including crossing applications at intersections, driveways, and trail linkages/crossings to improve visibility and safety– Implementing best practice bicycle parking	City , Monroe County, NYS, Developers, Community Groups/Funders
	<p>TRN-3b Perform periodic, citywide bicycle demand and Level of Traffic Stress analyses to help further pinpoint priority investments that expand the bike network, as well as its use and safety for cyclists of all ages and abilities.</p>	City
	<p>TRN-3c Evaluate the potential for an east-west multi-use trail.</p>	City
	<p>TRN-3d Expand the bikeshare system. Prioritize station expansions around employment, residential, and activity centers, as well as high volume transit stops and transit connection hubs. Expand the fleet to include more bikes, as well as e-bikes, e-scooters and other innovative mobility options as they emerge.</p>	City, Bike Share Partners , Community Groups/Funders

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<p>TRN-3</p> <p>Develop a “minimum grid” dedicated bicycle network and work to increase bicycle mode share.</p>	<p>TRN-3e Work to achieve higher ratings and awards from bicycle advocacy organizations, including the League of American Bicyclists and Places for Bikes.</p>	<p>City, Rochester Cycling Alliance, Community Groups/Funders</p>
<p>TRN-4</p> <p>Implement a high-frequency transit network and work to grow its impact and reach.</p>	<p>TRN-4a Implement the new transit network designed through <i>Reimagine RTS</i> and work with RTS on complementary planning, coordination, and capital improvements, including:</p> <ul style="list-style-type: none"> – Developing a bus stop hierarchy, with amenity inventory and inclusion standards for stops along the new network, including best options for “connection hub” installation at key transfer points and employment or activity centers – Identifying strategic areas that need additional bus layover and staging solutions, or that could benefit from right-of-way treatments like curb extensions, bus turn outs, transit lanes, and queue jumps – Assessing technical and capital requirements of transit signal priority with interconnected traffic controllers and vehicle detection and identifying which areas could benefit – Helping facilitate agreements between RTS and developers and/or owners of buildings near transit stops (e.g. allow for the use of restrooms for riders waiting for the bus and/or to help keep bus stops clear and accessible when it snows). – Improving the image, integration, and utilization of the Transit Center as a key community asset downtown. 	<p>City, RTS, Monroe County, NYS, Developers, Building/Property Owners, RDDC, Community Groups/Funders</p>

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GOAL	STRATEGIES	PARTNERS
TRN-4 Implement a high-frequency transit network and work to grow its impact and reach.	TRN-4b Encourage mixed-use and high-density residential development along high-frequency transit corridors.	City, Developers
	TRN-4c Work with shared mobility providers, RTS, and other community partners to identify and implement additional mobility options that improve multi-modal accessibility citywide, as well as into the broader region. These options could include expanded bikeshare (including e-bikes and e-scooters), carshare, and ride-hailing, as well as micro transit, personal mobility on demand, vanpools, etc. Where possible, these options should be planned and coordinated to extend the reach of transit, particularly in “community mobility zones” where RTS does not provide fixed route service.	City, RTS, Bike Share Partners, Shared Mobility Providers, Business Community, Community Groups/Funders
	TRN-4d Monitor the progress of newly implemented transit corridors in order to identify the potential for expanding the high-frequency network, making existing high-frequency service even more frequent (e.g., 10-minute headways), implementing additional service improvements or developing higher intensity transit service/modes, where possible.	City, RTS, Community Groups/Funders
	TRN-4e Explore opportunities to improve transit service in and around Downtown Rochester, providing enhanced connections between the Transit Center, employment centers, destinations, and perimeter parking lots.	RTS, City, Downtown/ Riverfront Management Entity

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<p>TRN-5 Achieve safe, multi-modal streets and eliminate traffic injuries and deaths through strategic traffic calming, community outreach and education, and enforcement.</p>	<p>TRN-5a Work with the New York State Department of Transportation to develop a multi-modal traffic safety initiative modeled on “vision zero” that includes specific laws that are adopted and enforced to protect vulnerable road users (e.g., bicyclists, pedestrians, people in wheelchairs, scooter users, etc.). This safety initiative would have the overreaching aim to eliminate traffic injuries and deaths in Rochester.</p>	<p>City, Monroe County, Reconnect Rochester, Healthi Kids, Rochester Cycling Alliance, RTS, RCSD, Neighborhood Groups, Community Groups/Funders</p>
	<p>TRN-5b Identify streets that are overbuilt relative to current traffic volumes or desired speeds and redesign to improve multi-modal safety and accessibility. This could include cost-effective solutions like the elimination of alternate side street parking in areas where it could provide a traffic calming benefit.</p>	<p>City, Neighborhood Groups, Community Groups/Funders</p>
	<p>TRN-5c Target areas around schools, rec centers, libraries, trails/trail crossings, and parks for traffic calming efforts that help to reduce motor vehicle speeds such as street art projects, playful elements, welcoming murals and public art, speed humps, curb extensions, enhanced crosswalks, road diets, and changed crosswalk timers.</p>	<p>City, RCSD, RPL, Monroe County, NYS, Neighborhood Groups, Healthi Kids, Community Groups/Funders</p>
	<p>TRN-5d Increase education and outreach about the City’s traffic calming and BoulevArt policies and encourage more neighborhood groups, businesses, or other community groups to utilize and participate in these initiatives. Also work to link these initiatives with Healthi Kids’ play walks, story walks, and Play ROCs campaign activities, as well as Reconnect Rochester’s Complete Streets Makeover and other community traffic calming and street beautification efforts.</p>	<p>City, Healthi Kids, Reconnect Rochester, Neighborhood Groups, Community Groups/Funders</p>

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GOAL	STRATEGIES	PARTNERS
TRN-5 Achieve safe, multi-modal streets and eliminate traffic injuries and deaths through strategic traffic calming, community outreach and education, and enforcement.	TRN-5e Identify areas with traffic safety concerns and work with the Rochester Police Department, the recently created Rochester Traffic Violations Agency, and community partners to develop traffic enforcement and adjudication processes that improve compliance with traffic safety laws, but don't unjustly burden low-income city residents.	City, Neighborhood Groups, Community Groups/Funders
	TRN-5f Collaborate on community-wide education campaigns, such as Drive 2B Better and Pace Car, that educate drivers (including truck and bus drivers), as well as cyclists and pedestrians about how to safely and responsibly "share the road."	City, Healthi Kids, Reconnect Rochester, Neighborhood Groups, Community Groups/Funders, RPD
	TRN-5g Work with the NY State Department of Motor Vehicles to improve driver safety and education materials on how to safely "share the road" and what their legal responsibilities are for how to interact with on-road bicycle facilities (i.e., not driving, stopping, or parking in bike lanes).	City, NYS, Healthi Kids, Reconnect Rochester, Community Groups/Funders
	TRN-5h Continue and grow the City's summer recreation bicycle programming, safety education for youth and adults, and community rides. Also work to better link City recreation's bicycle programming and education work to other efforts (by City departments and community partners) to promote bicycle culture in Rochester.	City, Rochester Cycling Alliance, Community Groups/Funders
	TRN-5i Work with community partners to implement safe routes to school strategies that encourage students to walk or bike to school, and develop similar initiatives that create "safe routes to..." parks and recreation facilities, libraries, and other key community centers to promote bicycle culture in Rochester.	City, RCSD, RPL, Healthi Kids, Parent Teacher Associations, Neighborhood Groups, Community Groups/Funders

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<p>TRN-6</p> <p>Develop transportation demand management (TDM) and transportation access policies and initiatives that help encourage people to reduce drive-alone trips, particularly for workers and large employers.</p>	<p>TRN-6a Develop citywide or area specific parking inventory and study to inform TDM efforts that looks at various parking needs and opportunities, such as real-time parking, parking supply and need, pricing, metering areas, community/shared parking lots, etc.</p>	<p>City, Community Groups/Funders</p>
	<p>TRN-6b Develop citywide or area-specific Transportation Demand Management (TDM) strategies, plans, or policies that help to shift drive-alone trips to more active, sustainable alternatives (e.g., walking, biking, transit, carpool, vanpool, etc.). TDM approaches may need to focus on specific areas of the city, such as downtown, or areas with constrained parking or anticipated development.</p>	<p>City, RTS, GTC, Community Groups/Funders</p>
	<p>TRN-6c Integrate TDM strategies into the update and rewrite of the City's Zoning Code, including:</p> <ul style="list-style-type: none"> – A more flexible, demand responsive approach to automobile parking regulations; more provisions for bicycle parking, carshare parking, etc.; encouraging or requiring unbundling of parking from new development projects – Promotion of increased density and transit-supportive, mixed-use development – Potential requirements for site-specific TDM plans for new development that meets certain criteria, such as trip mitigation fees and plans, TDM measurement and reporting, etc. 	<p>City</p>

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TRN-6 Develop transportation demand management (TDM) and transportation access policies and initiatives that help encourage people to reduce drive-alone trips, particularly for workers and large employers.	TRN-6d Work with existing employer-based TDM programs (e.g., at University of Rochester, Rochester Institute of Technology) to support their efforts and identify additional entities that could be good partners to implement TDM strategies. Have City Hall be a model of best practices for employer-based non-monetary incentives to encourage staff to choose alternative ways to commute to work.	City, RTS, GTC, UR, RIT, Business Community, Community Groups/Funders
	TRN-6e Work to integrate equity and job access goals into local and regional TDM and transportation access efforts to help address unmet transportation needs and better connect low and moderate income people with good jobs without having to rely on a personal automobile to get to work.	City , RMAPI, RTS, GTC, Business Community, Community Groups/Funders
	TRN-6f Expand the City’s Employee-Assisted Housing Initiative to additional employers to increase city homeownership near employers and shorten commute times.	City , Business Community, Banks/Community Lenders
	TRN-6g Explore the feasibility of creating one or several Transportation Management Associations (TMAs) that could coordinate TDM and transportation access activities across multiple large employers, institutions, or geographic areas. This should include analyzing the potential for a TDM/Mobility Coordinator position to staff the TMA and oversee the creation and day-to-day administration of various programs and incentives.	City, RTS, GTC, Business Community, Community Groups/Funders