

E. TRANSPORTATION

KEY TAKEAWAYS

- Thriving cities offer a diverse range of transportation choices and invest in quality infrastructure for walking, biking, and public transportation (in addition to motor vehicles).
- Rochester has been a leader among mid-sized cities in adopting progressive, multi-modal transportation planning and engineering.
- Equity and safety should be key drivers of multi-modal transportation decision-making.
- An important part of encouraging transportation choices is to better integrate land use and transportation regulations and decision-making.
- With the growth of shared mobility services and emerging technologies, investing in better data and implementing “transportation demand management” strategies are important to help manage change and remain competitive.

