Monroe County
Countywide Active Transportation Plan

Project Advisory Committee Meeting #1

March 23, 2022 – 2:00-3:30 PM

GTC TOOLE DESIGN Barton &Loguidice

Adam J. Bello
COUNTY EXECUTIVE

Agenda

TIME	AGENDA ITEM
2:00-2:20	Welcome and Introductions
2:20-2:30	Project Overview
2:30-2:35	PAC Roles and Responsibilities
2:35-2:50	Scope and Schedule
2:50-3:05	Draft Public Engagement Plan and Website
3:05-3:20	Vision and Goalsetting
3:20-3:30	Open Discussion

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Introductions

Monroe County Planning

- Yixuan Lin

- Pat Gooch

- Rochelle Bell

Consultant Team

- Michael Blau, Toole Design

- Wendell Joseph, Toole Design

- Tom Robinson, Barton & Loguidice

- Grace DeSantis, Barton & Loguidice

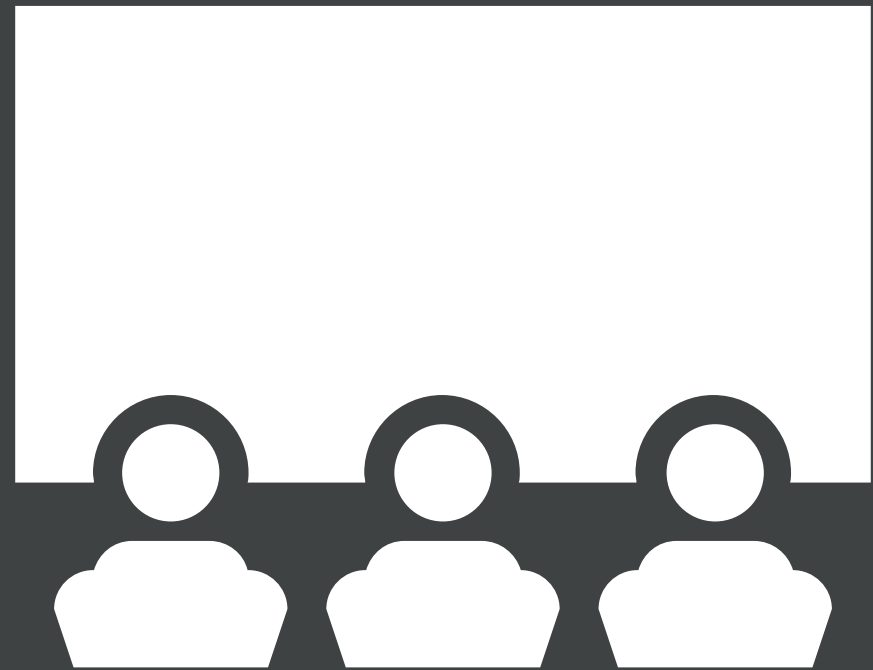**TOOLE DESIGN**

PAC Members

Name
(pronouns)

Organization & Role

Favorite place to walk or bike in Monroe County

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Mentimeter

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Project Overview

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Yixuan Lin

What is Active Transportation?

- Powered by human energy - non-motorized transportation

- Most common forms:
  - Walking and bicycling
  - Wheelchairs & Mobility Devices
  - Micromobility (e-bikes, e-scooters, etc.)

- Not just recreational

- Healthy, sustainable, and practical ways to commute, run errands, and make other trips

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Active Transportation

Credit: Reconnect Rochester

Credit: Reconnect Rochester

Credit: Reconnect Rochester

Project Overview

- Current and On-going Planning initiatives:
    - Complete Street Policy (2020), 3-foot passing law (2021)
    - Reimagine RTS Transit System Redesign (2021)
    - Countywide Climate Action Plan (on-going) / Comprehensive Plan Update (on-going)
    - Local City/Town/Village scaled Active Transportation Plans

- Build upon current key policies and initiatives

- Promote countywide cooperation on active transportation issues that extend across jurisdictional boundaries
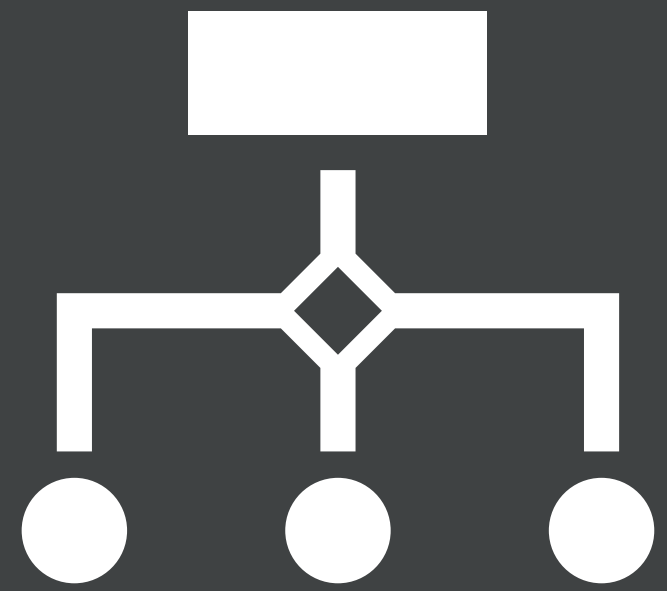
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Project Overview

- Create an **equitable and data-driven** blueprint for future policy development, decision-making, and infrastructure investment

- Advance the **function, equity, and resilience** of the countywide active transportation network

- **Enhance transit access** and further broaden the reach of an integrated multimodal transportation network

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Committee Roles and Responsibilities
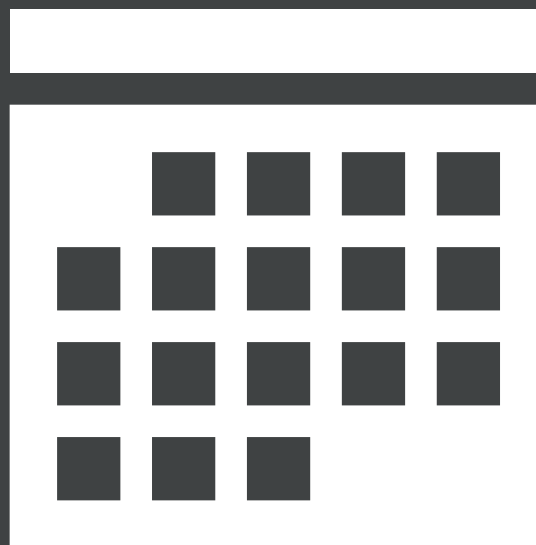
Committee Roles and Responsibilities

- Expand stakeholder engagement with Monroe County communities

- Offer technical expertise and local knowledge to guide the plan development process

- Review and comment on major deliverables

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Questions?

Project Scope and Schedule

Scope

Task 1	Project Coordination
Task 2	Public Engagement Plan
Task 3	Existing Conditions Analysis
Task 4	Needs Assessment
Task 5	Network Improvement Concepts and Policy Recommendations
Task 6	Implementation Strategies
Task 7	Development of Final Report

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Task	MONTH	Feb		Mar					Apr				May				Jun					Jul				Aug				
	WEEK	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	5
Task 1: Project Coordination																														
Kickoff Meeting		●																												
Bi-weekly Check-in Calls				●		●		●		●		●		●		●		●		●		●		●		●		●		●
PAC Meetings						■									■															
Task 2: Public Engagement																														
Public Engagement Plan								█																						
Online Engagement									▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	
In-Person Engagement													Pop Ups?						▲											
Task 3: Existing Conditions Analysis																														
Plan, Policy, and Project Review													█	█																
Basemapping													█	█																
Data Review and Consolidation*																														
Interviews										▓	▓	▓	▓	▓																
Equity Scan																	▓	▓	▓	▓	█									
Task 4: Needs Assessment																														
Bicycle Network Analysis																	▓	▓	▓	█	▓									
Pedestrian Accessibility Scan																	▓	▓	█	▓										
Field Work																		▓	▓	▓										
Trip Potential Analysis																						▓	▓	▓	▓	█	▓			
Program/Campaign Review																											▓	▓	▓	▓

Task 3: Existing Conditions Analysis

- Review existing land use and transportation plans

- Engage with community leaders to identify key recommendations from previous plans and gaps in local planning processes

- Catalog existing physical elements that support active transportation

- Analyze operating and safety conditions of a selection of existing bicycle and pedestrian infrastructure
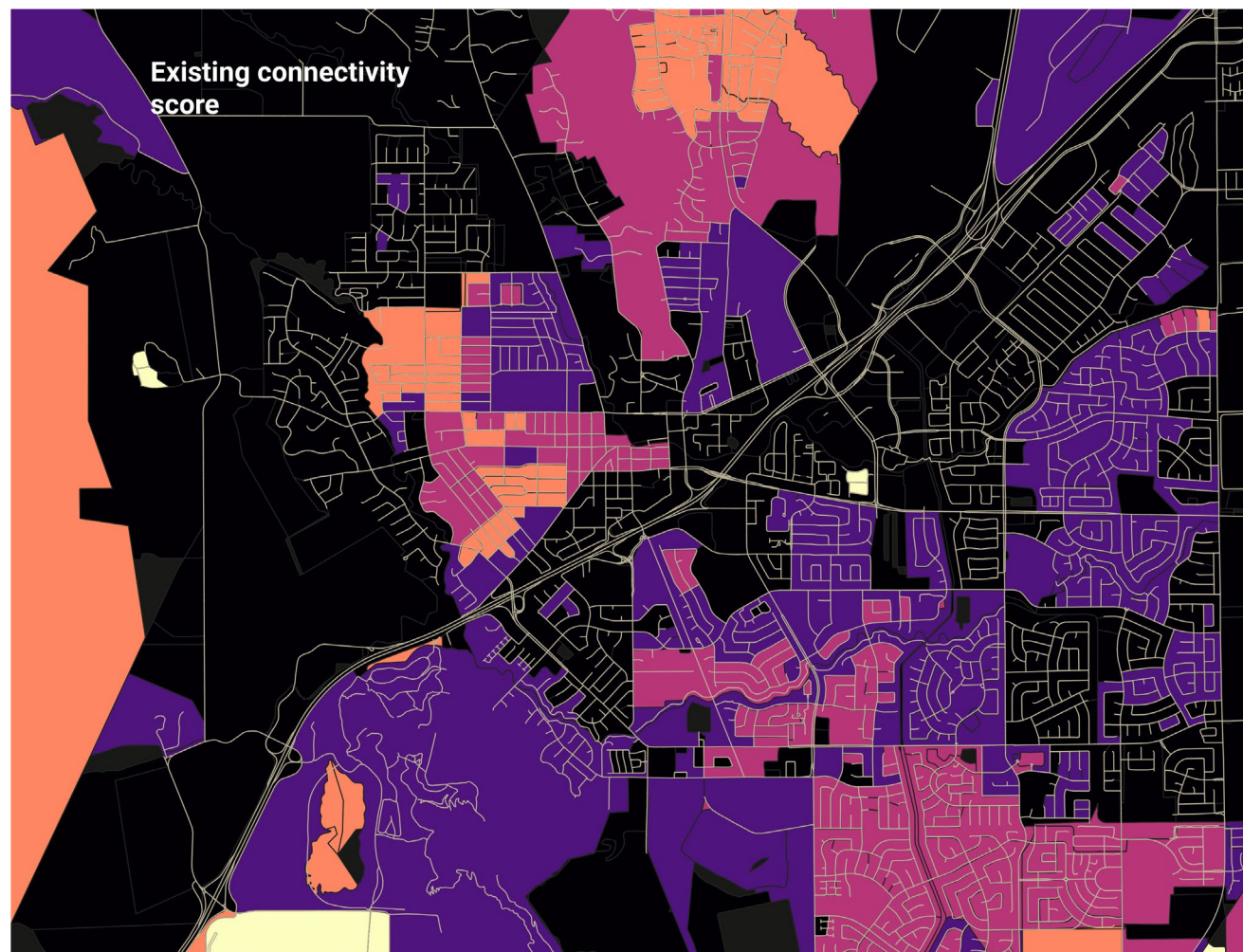
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Task 4: Needs Assessment

- **Bicycle Network Analysis**

- **Trip Potential Analysis**

- Pedestrian Accessibility Scan

- Field Work

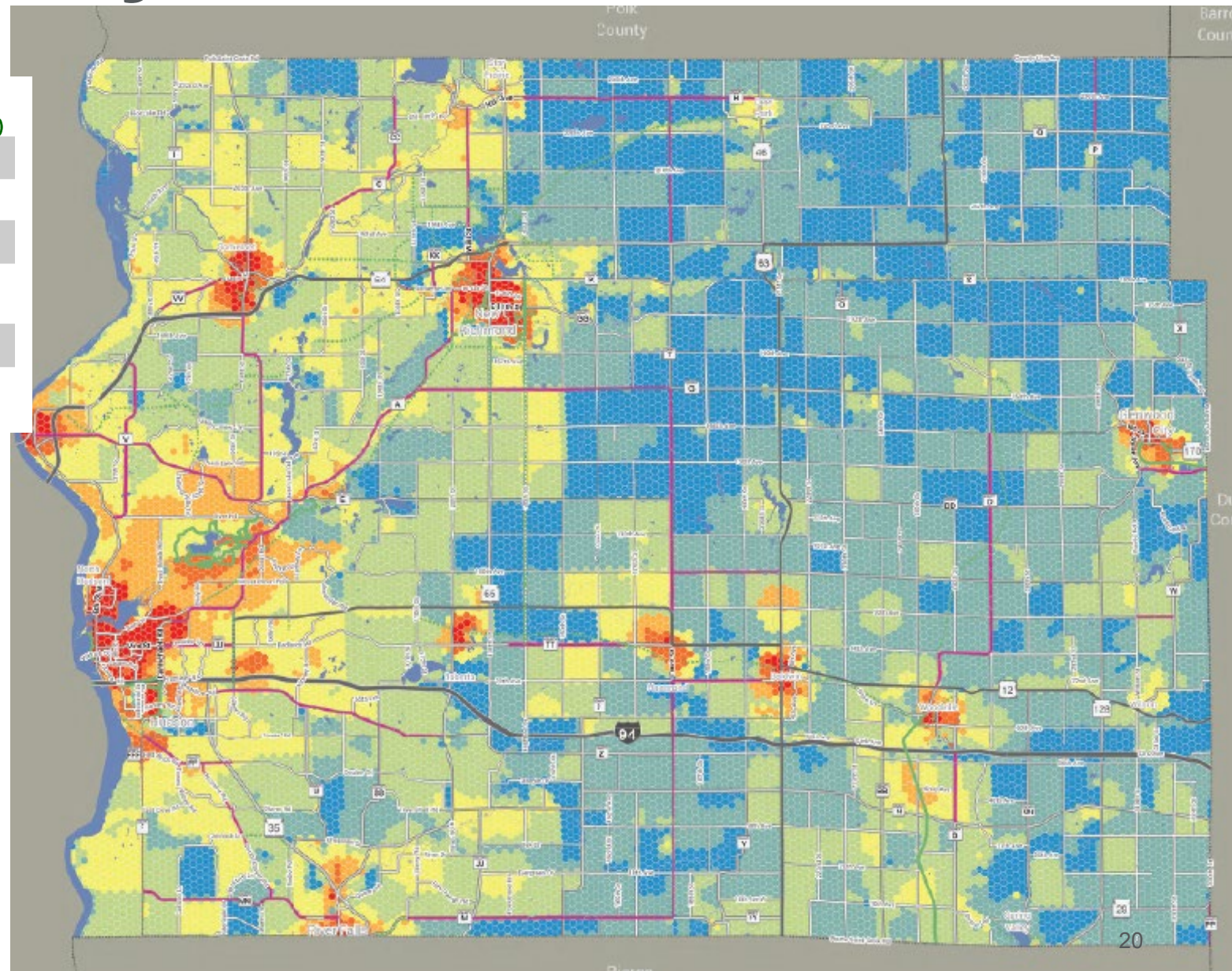- Program/Campaign Review

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Bicycle Network Analysis (BNA)

- Three main steps

  1. Level of Traffic Stress

  2. Block-to-block connectivity analysis

  3. Aggregation of destinations

- Customizable analysis

- Future scenarios

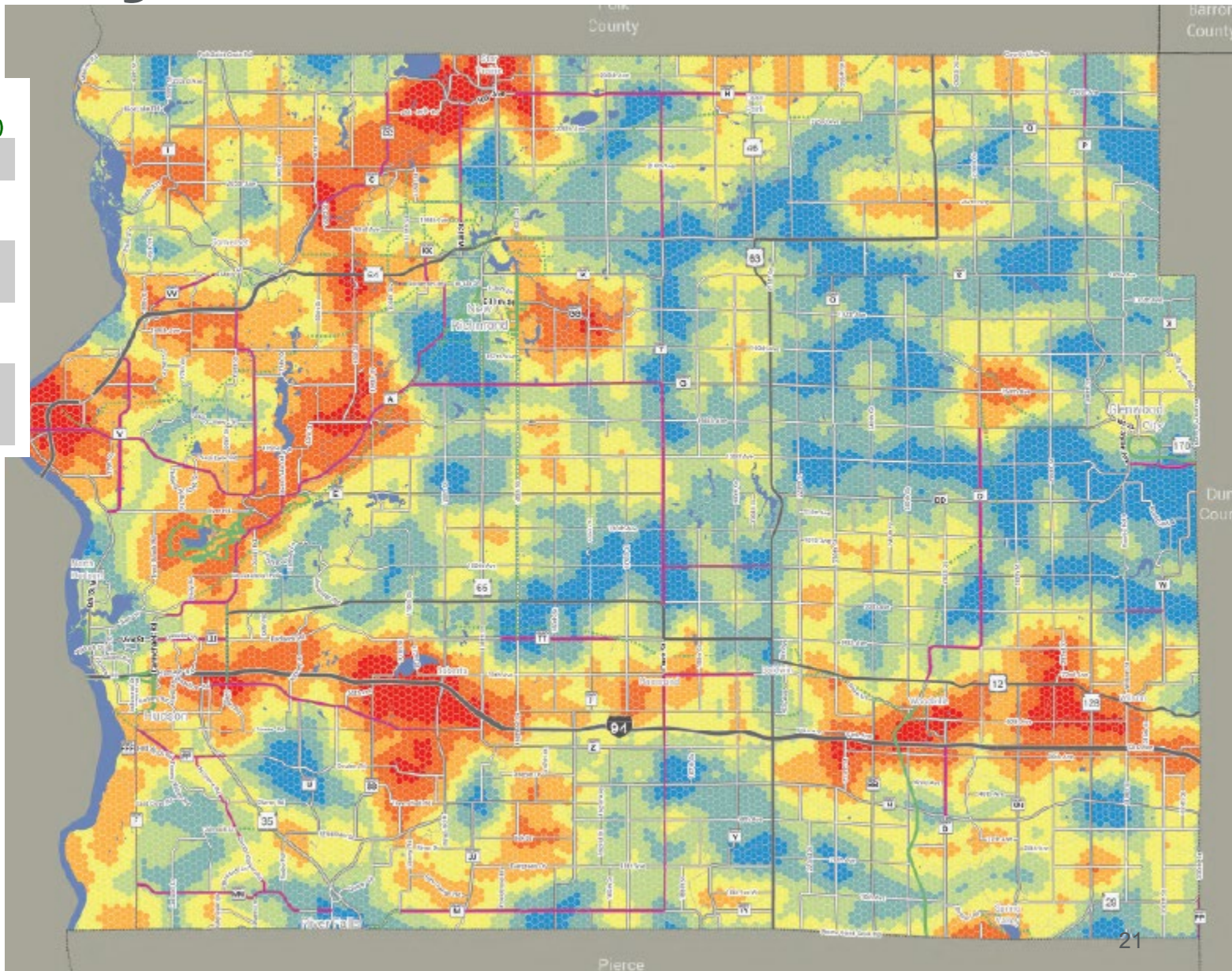Existing connectivity score

Trip Potential Analysis

Factor	Weighting (maximum points out of 100)
Population density	40 pts
Employment density (or location of major employers)	20 pts
Schools (elementary, middle, high)	20 pts
Major trails (including the programmed Loop Trail and popular trails within major parks)	10 pts
Major parks (county, state, Corps of Engineers)	5 pts
Tourist destinations (wineries, artisan foods, you-pick farms, museums, etc.)	5 pts

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Trip Potential Analysis

Factor	Weighting (maximum points out of 100)
Low-stress rural roads	35 pts
Destinations (small communities, "pit stop" locations, rural taverns or restaurants, etc.)	25 pts
Barrier crossings (bridges over rivers, freeways, railroads, etc. that have limited crossing opportunities)	20 pts
Scenery (park land, forests, waterfowl production areas, public hunting grounds, prairie habitat, etc.)	20 pts
Areas to avoid (mining sites, recycling facilities, truck routes, concentrated animal feeding operations, manure storage sites, etc.)	- 20 pts

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Questions?

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Draft Public Engagement Plan (PEP)

Purpose of the PEP

- Sets a foundation for the public engagement process

- Outlines key stakeholders, communication methods, schedule for public events, and the roles and responsibilities

- Informed by our best practices and local knowledge but tailored to Monroe County

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Goals for Public Engagement

- Understand longstanding and emerging active transportation concerns, public perceptions, and local dynamics

- Connect with and learn from those most impacted by existing conditions and proposed changes

- Make engagement easy, accessible, and relevant to stakeholders and the community

- Leverage opportunities to coordinate engagement with existing and emerging local and county planning efforts

- Build a vision for active transportation for Monroe County

Key Questions

- What are the primary challenges and barriers to active transportation in Monroe County?

- What destinations currently generate active transportation trips?

- What gaps exist in the active transportation network?

- Are there demographic disparities in how county residents access bicycling and walking opportunities?

- What is the public's vision for Monroe County's active transportation network?

- What are the top priorities for improving bicycling and walking in Monroe County?

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Engagement Strategies

- Project Website (Online Engagement)

- Surveys (Online + In-Person/Intercept)

- Public Workshops

- Pop-Up Events + Conversations

Key Stakeholders

- Monroe County

- Genesee Transportation Council

- County Legislature

- PAC

- Cities and Towns

- Community- and Faith-Based Organizations

- Local Business and Commercial/Retail Districts

- Schools and Higher Education Institutions

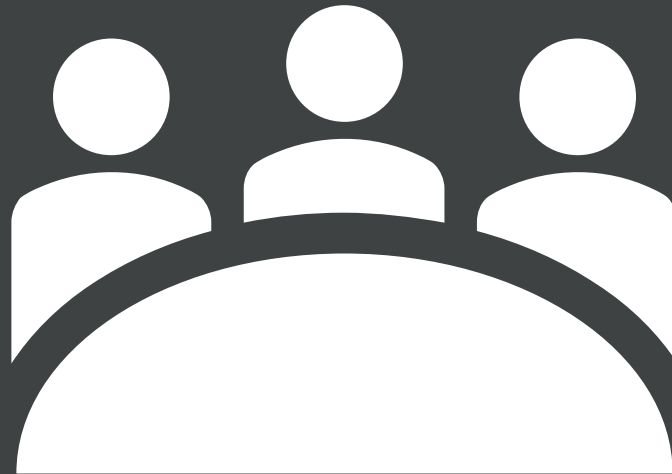# Draft Project Website

Questions?

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Vision & Goalsetting Activity

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Questions?

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Discussion

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Next Step

- Public Engagement Plan Feedback

- Online and in-person engagement launch

- Existing conditions analysis

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Thank You!

- Yixuan Lin – YixuanLin@monroecounty.gov

- Michael Blau – mblau@tooledesign.com

Next Meeting: May 2022

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