

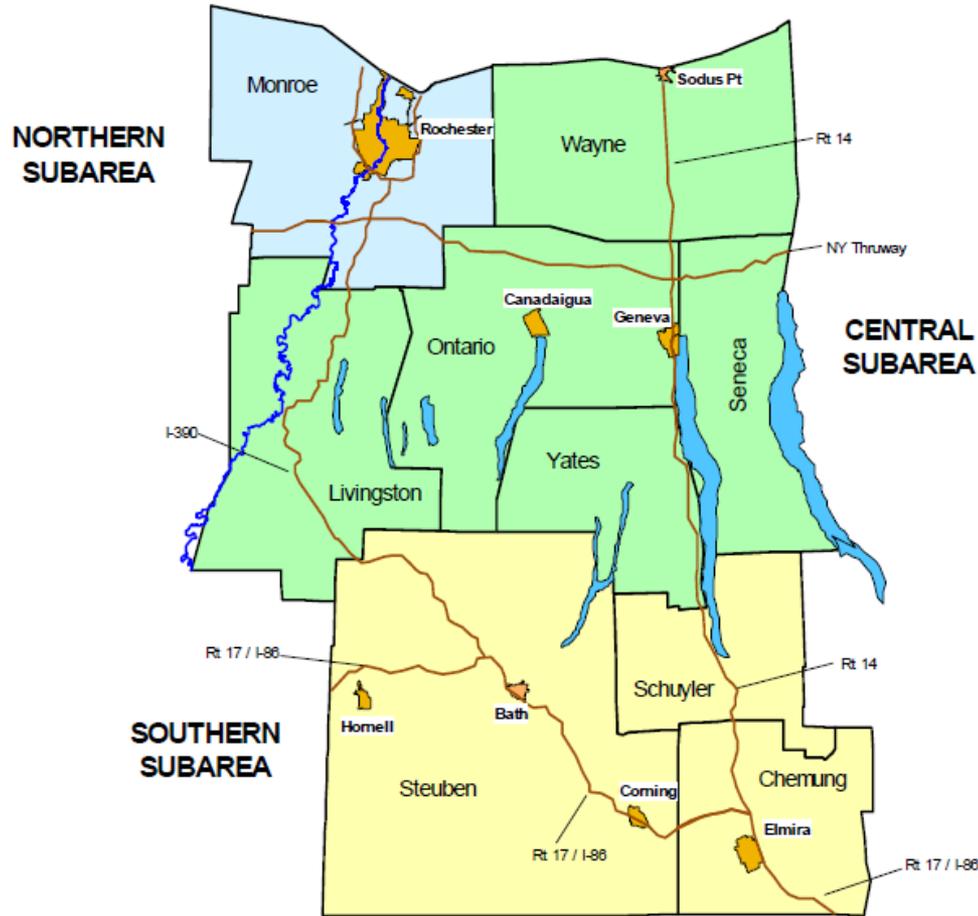


All Aboard!

Rochester's Active Transportation *Revolution*

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Right Care, Right Place, Right Time



The Finger Lakes Health Systems Agency (FLHSA) is **the leader in community based health planning** and works to promote the health of our region's population

Bring together community stakeholders.

Health promotion and planning.

Retain extensive data on the region's health and health care.



Active Transportation Specialist

- ▶ New position, new issue
- ▶ Funded through H.E.A.R.T.
- ▶ Promoting policy and practice changes
- ▶ Major workplan elements:
 - Planning, policy formation
 - Education, outreach, events
 - Safe routes to schools

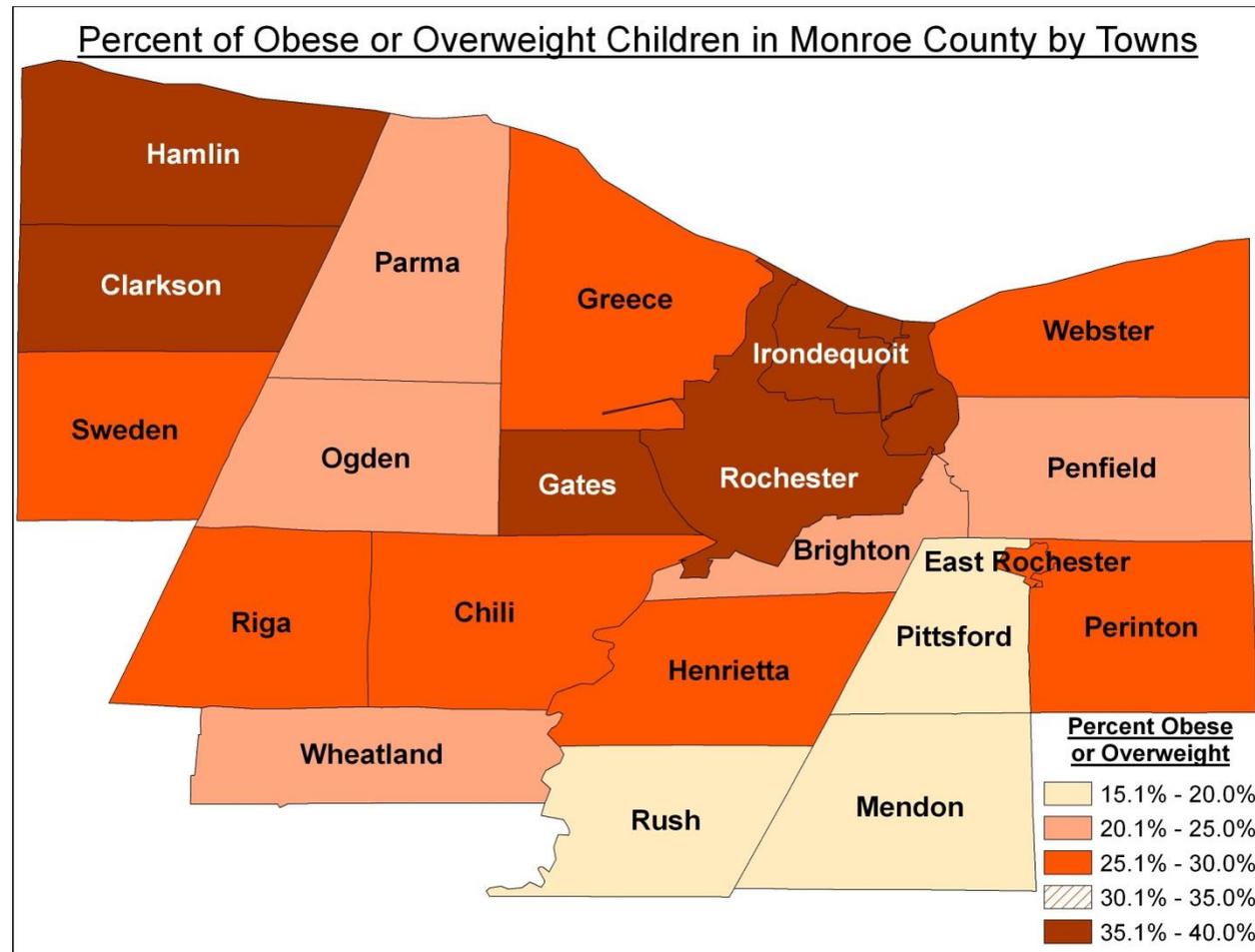


H.E.A.R.T.

Health context: *Obesity* in our communities

In Monroe County:

- ▶ 33% of children (2+) obese or overweight
- ▶ 62.6 % of adults (25+) obese or overweight



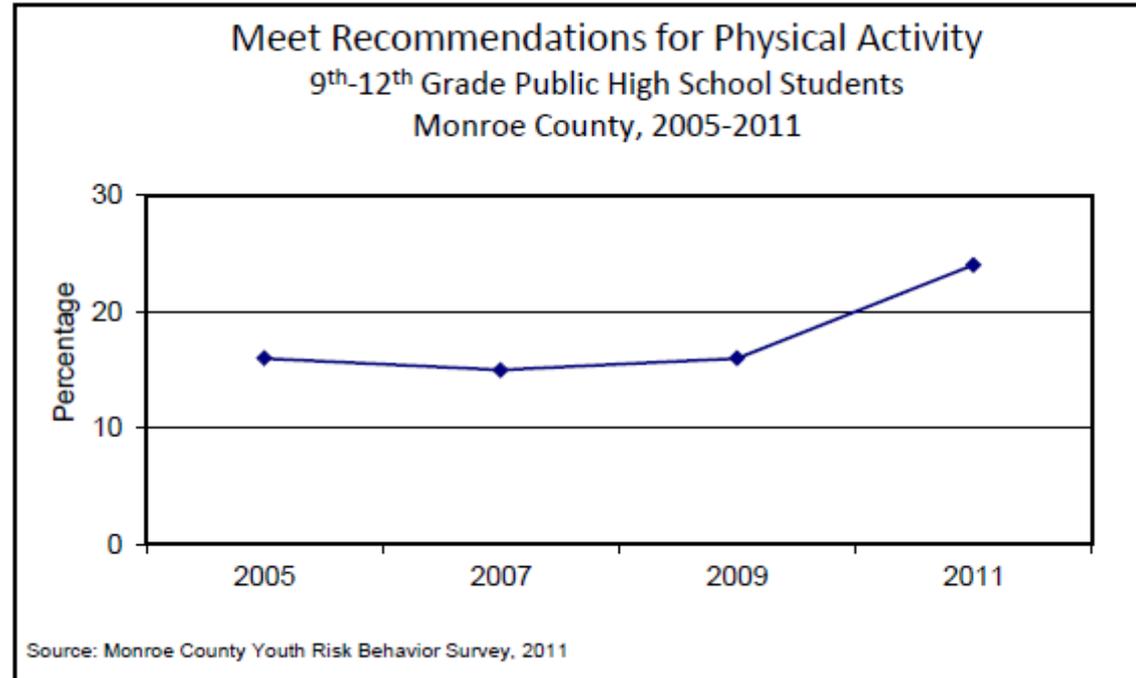
So – let's get physical! **BUT...**



Nationally:

- ▶ Less than 50% of kids get 60 min of moderate–vigorous physical activity/day
- ▶ Less than 10% of adults get 30 min of moderate–vigorous physical activity/day

(Active Living Research Brief, 2009)



Transportation as *HEALTH*

- ▶ Shifting travel to active modes can increase physical activity and help to combat obesity
 - Everyone does it
 - Free (walking) or low cost (biking, transit)
 - Way of life – behavior change
- ▶ Communities around the nation and globe are investing in active transportation and realizing the benefits



What do we mean by *Active Transportation*?



Transportation Context: Travel behavior in our region

- ▶ Genesee Transportation Council's (GTC) 2011 Household Travel Survey

www.gtcmpo.org

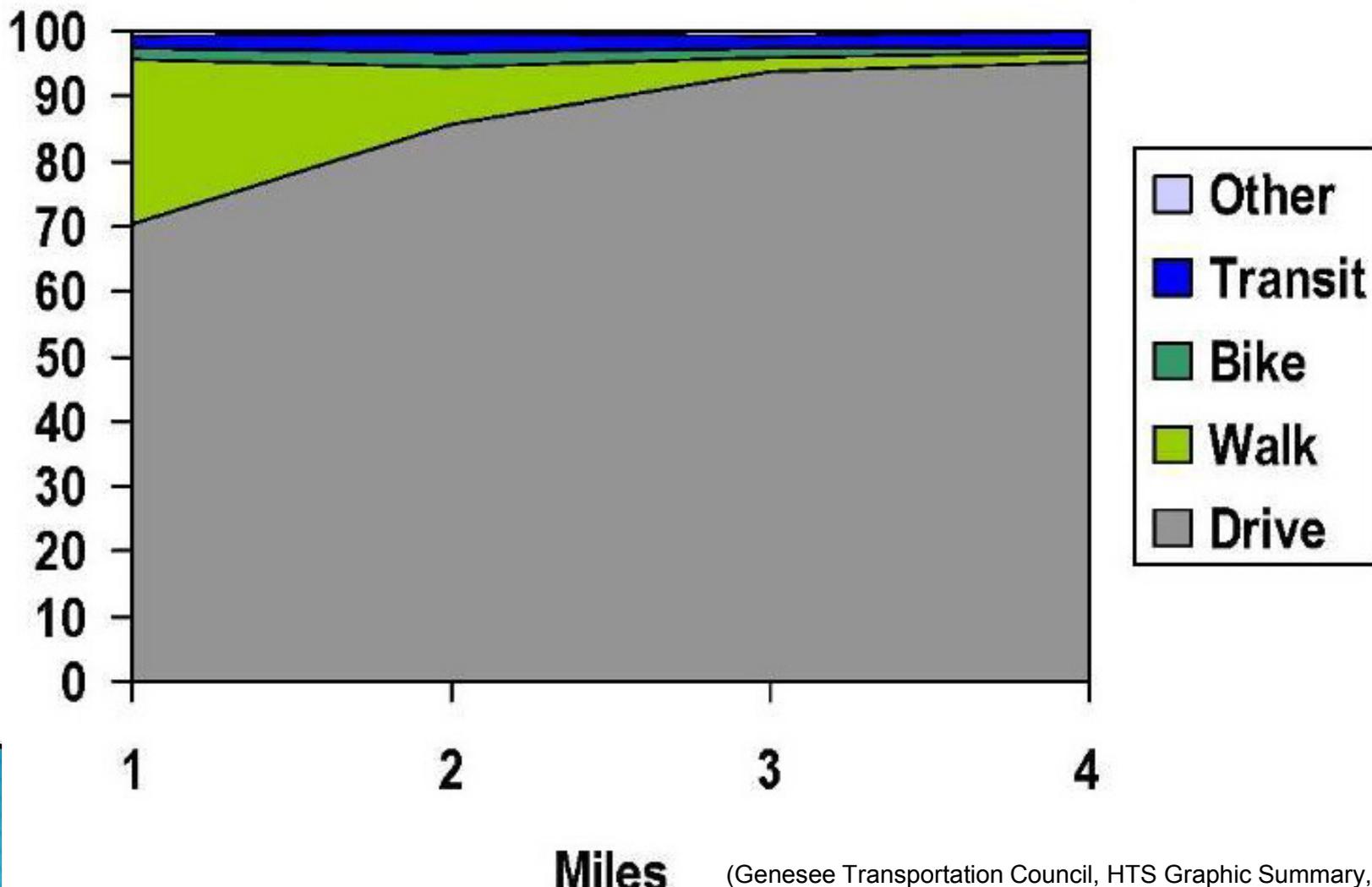
Mode Share Statistics Persons Ages 18+		
Mode	Daily Person Trips	Mode Share (%)
Car/Truck/Motorcycle	1,946,217	91.7
Walk/Wheelchair	100,516	4.7
Public Bus	33,286	1.6
Bicycle	24,004	1.1
Paratransit	1,215	0.1
Shuttle	4,816	0.2
Taxi-Limo	1,219	0.1
Organized Vanpool	1,105	0.1
Other	10,482	0.5
All Modes	2,122,860	100.1

Total is greater than 100 percent due to rounding

(Genesee Transportation Council, HTS Graphic Summary, 2012)

Even for trips of one mile or less, 70 percent of people drive a car.

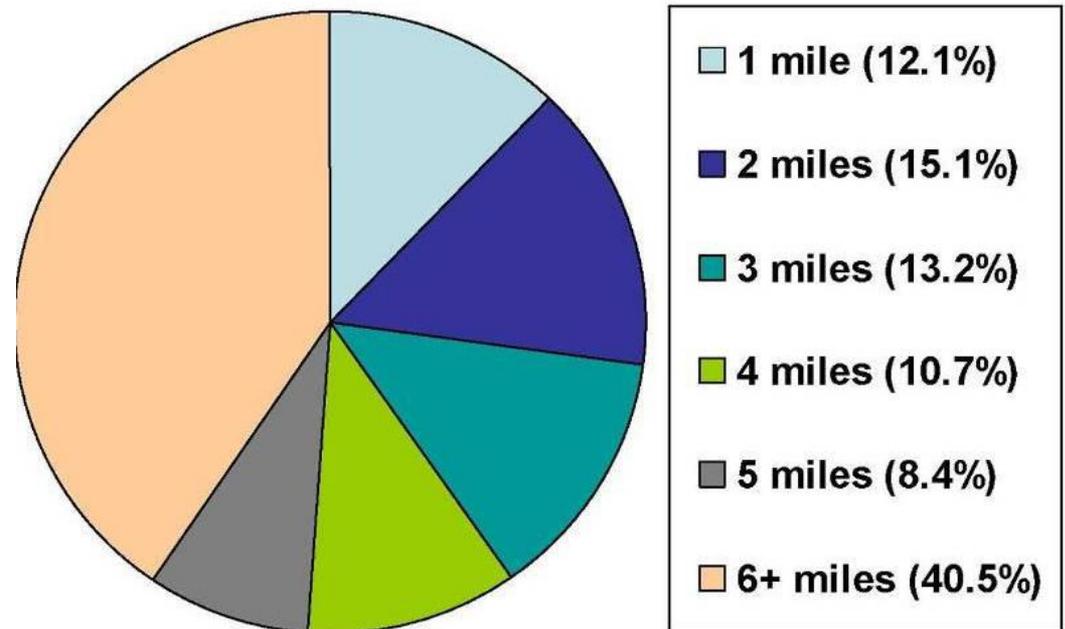
Travel Mode for 1-4 Mile Trips



Many short trips in our region!

- ▶ 40% of daily trips are 3 miles or less
- ▶ 20% of trips are between 3 and 6 miles
- ▶ 40% of daily trips are more than 6 miles

Proportion of Daily Trips by Length



(Genesee Transportation Council, HTS Graphic Summary, 2012)

Median trip lengths vary by municipality, but 80 percent of the study area's population travels 4 miles or less on half their trips.

Median Trip Length by Municipality

1 mile	2 miles	3 miles	4 miles	5 miles	6 miles	7 miles	8 miles	9 miles	10 miles
		Brighton Caledonia Irondequoit Rochester Sweden	Avon Canandaigua (T) Chili East Rochester Gates Greece Mendon Parma Penfield Perinton Webster	Canandaigua (C) Henrietta Lima Pittsford Victor	Ogden	East Bloomfield Farmington Macedon Rush	Clarkson Hamlin Walworth West Bloomfield	Ontario Riga	Wheatland

Laying the groundwork in Rochester

- ▶ Neighborhood Traffic Calming Manual, 2009
- ▶ Honorable Mention Bicycle Friendly Community, 2009
- ▶ Bike Master Plan, 2011
- ▶ Complete Streets Policy, 2011
- ▶ First Active Transportation Symposium, 2011

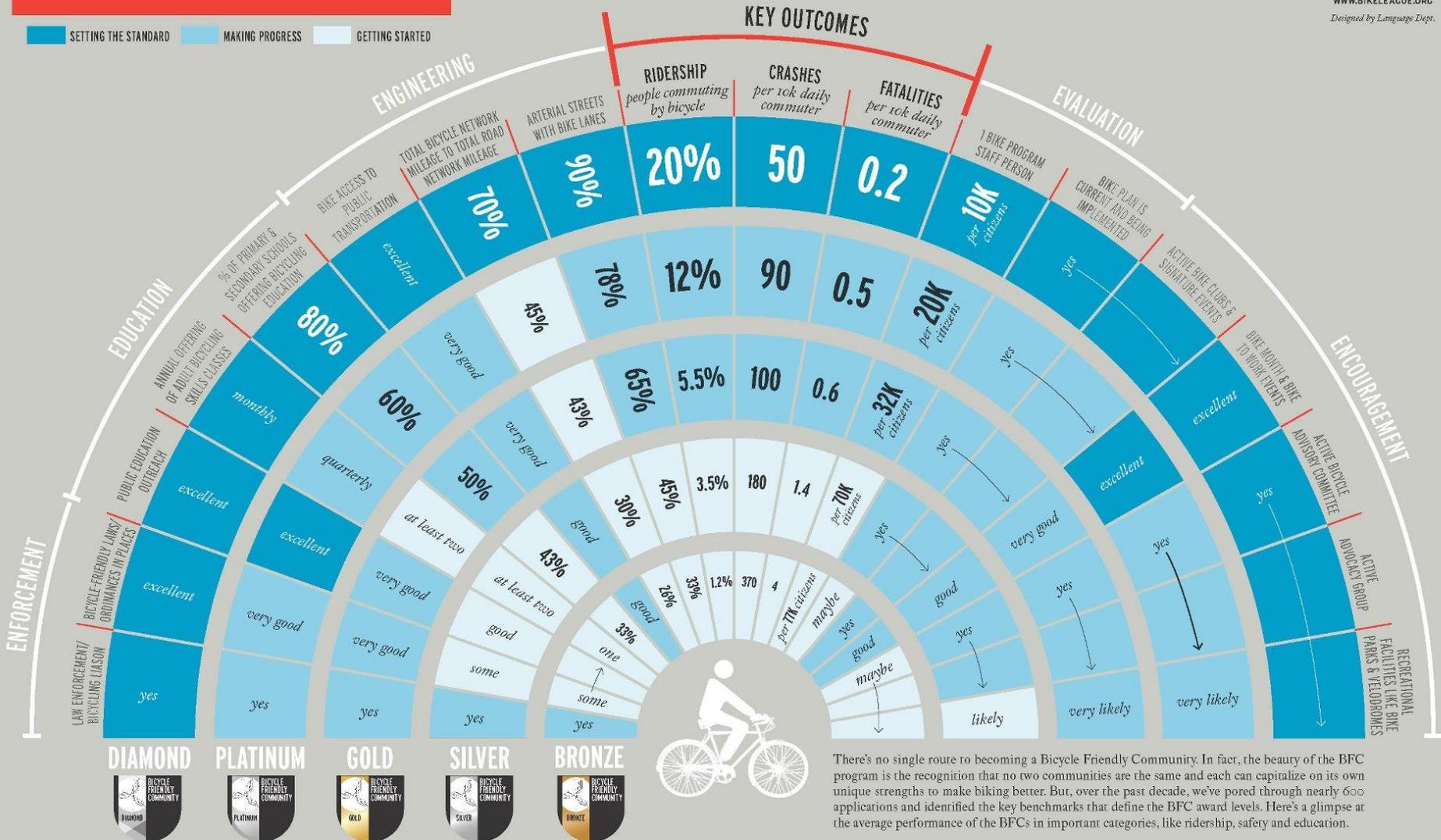
“From zero to platinum...”



THE BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

produced by
THE LEAGUE
 OF AMERICAN BICYCLISTS
 WWW.BIKELEAGUE.ORG
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SETTING THE STANDARD MAKING PROGRESS GETTING STARTED



There's no single route to becoming a Bicycle Friendly Community. In fact, the beauty of the BFC program is the recognition that no two communities are the same and each can capitalize on its own unique strengths to make biking better. But, over the past decade, we've pored through nearly 600 applications and identified the key benchmarks that define the BFC award levels. Here's a glimpse at the average performance of the BFCs in important categories, like ridership, safety and education.

...LOTS to celebrate!

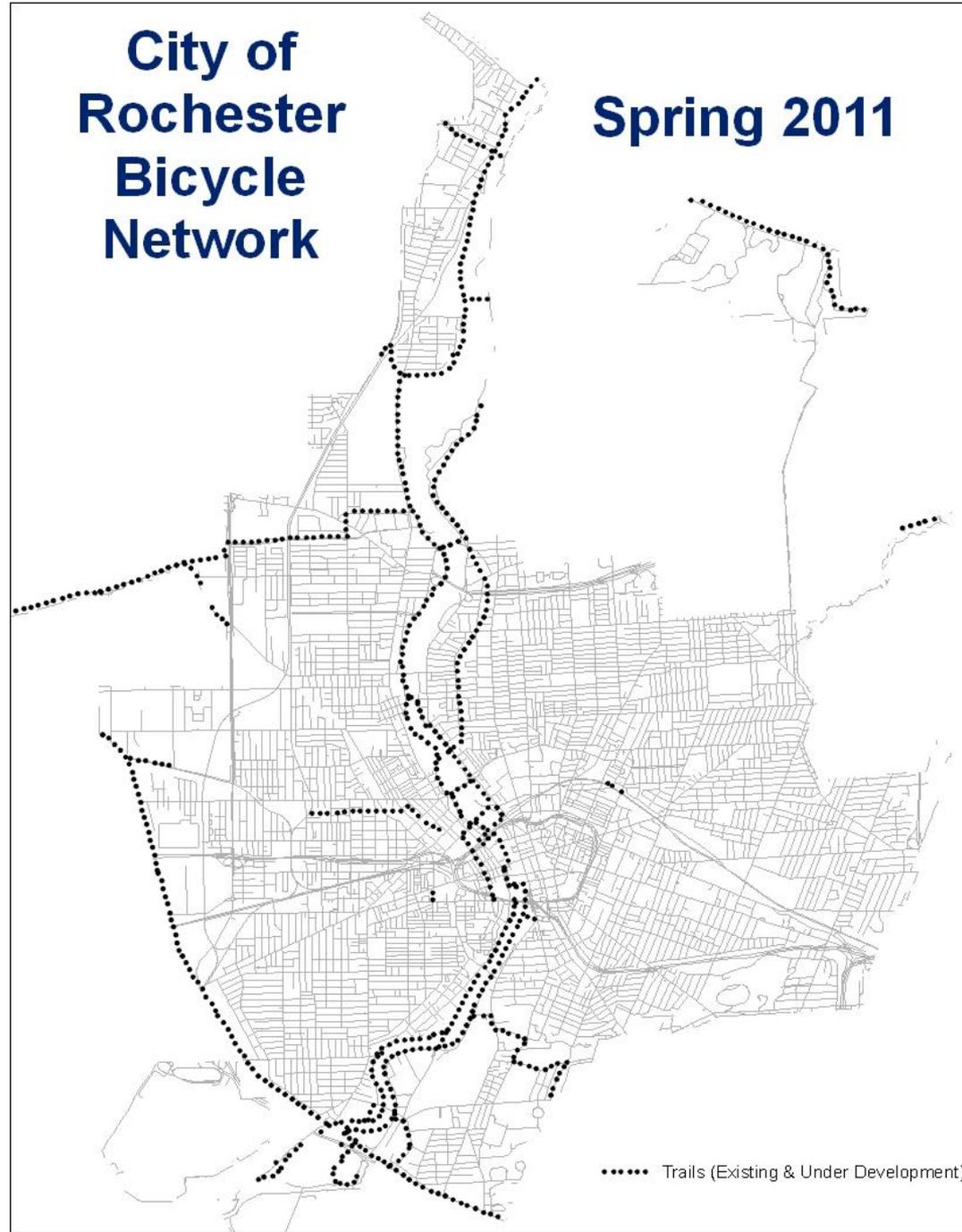


Where we started...

- ▶ Nearly 30 miles of off-road trails
- ▶ BUT, no on street bike facilities prior to Bicycle Master Plan

City of Rochester Bicycle Network

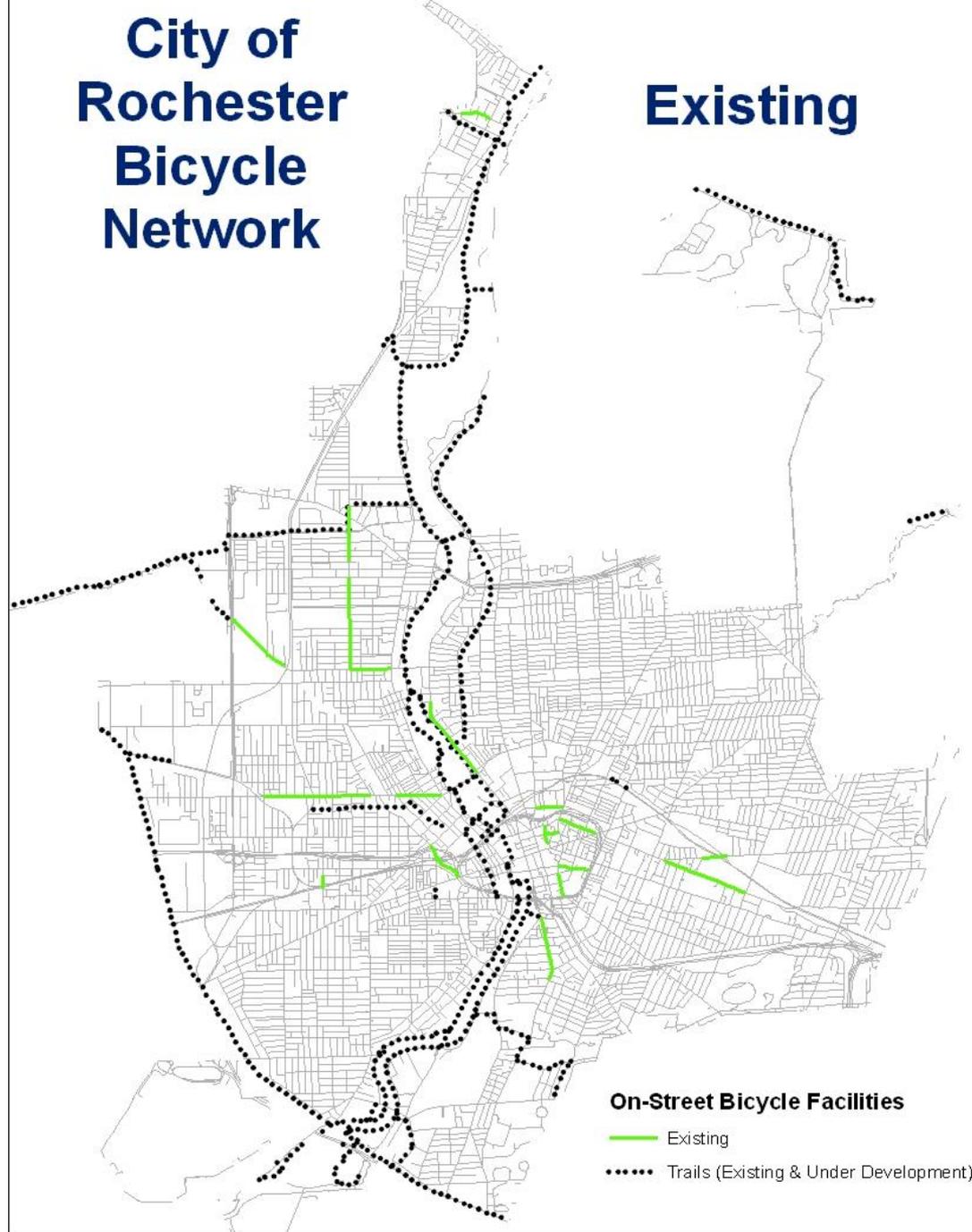
Spring 2011



Began 2013 with...

- ▶ New 2.25 mile El Camino Trail
- ▶ New Erie Lackawanna Bike/Ped Bridge
- ▶ 16 miles of on-street bike facilities:
 - 11 miles bike lanes
 - 5 miles of shared use lanes “sharrow”

Bronze BFC Award!!!



Bike Lane

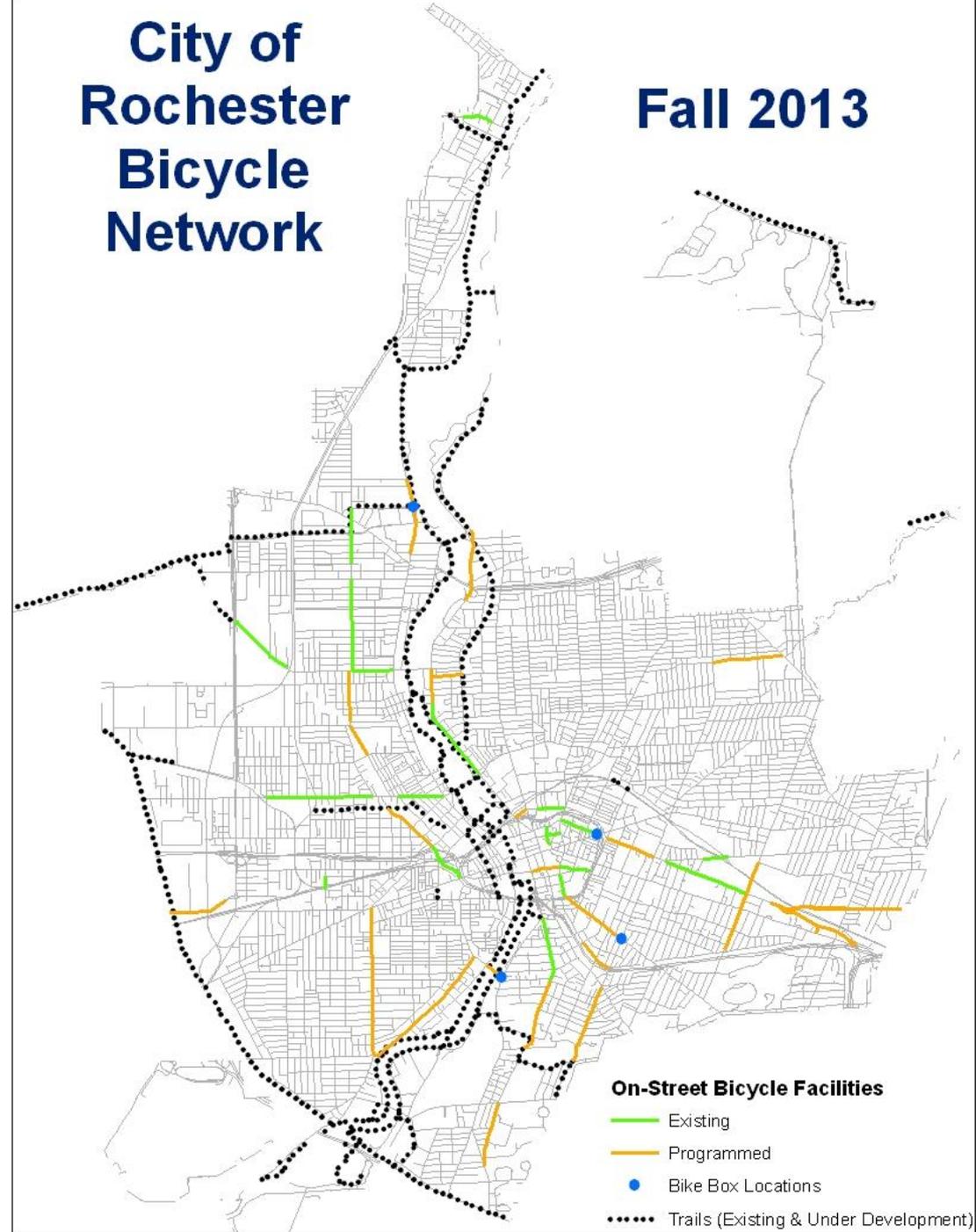


Sharrow



Will end 2013 with...

- ▶ 28 new miles of on street bike facilities:
 - 15 miles of bike lanes
 - 13 miles of sharrows
 - 3 “bike boxes”
 - 1 contra flow lane



Bike Box

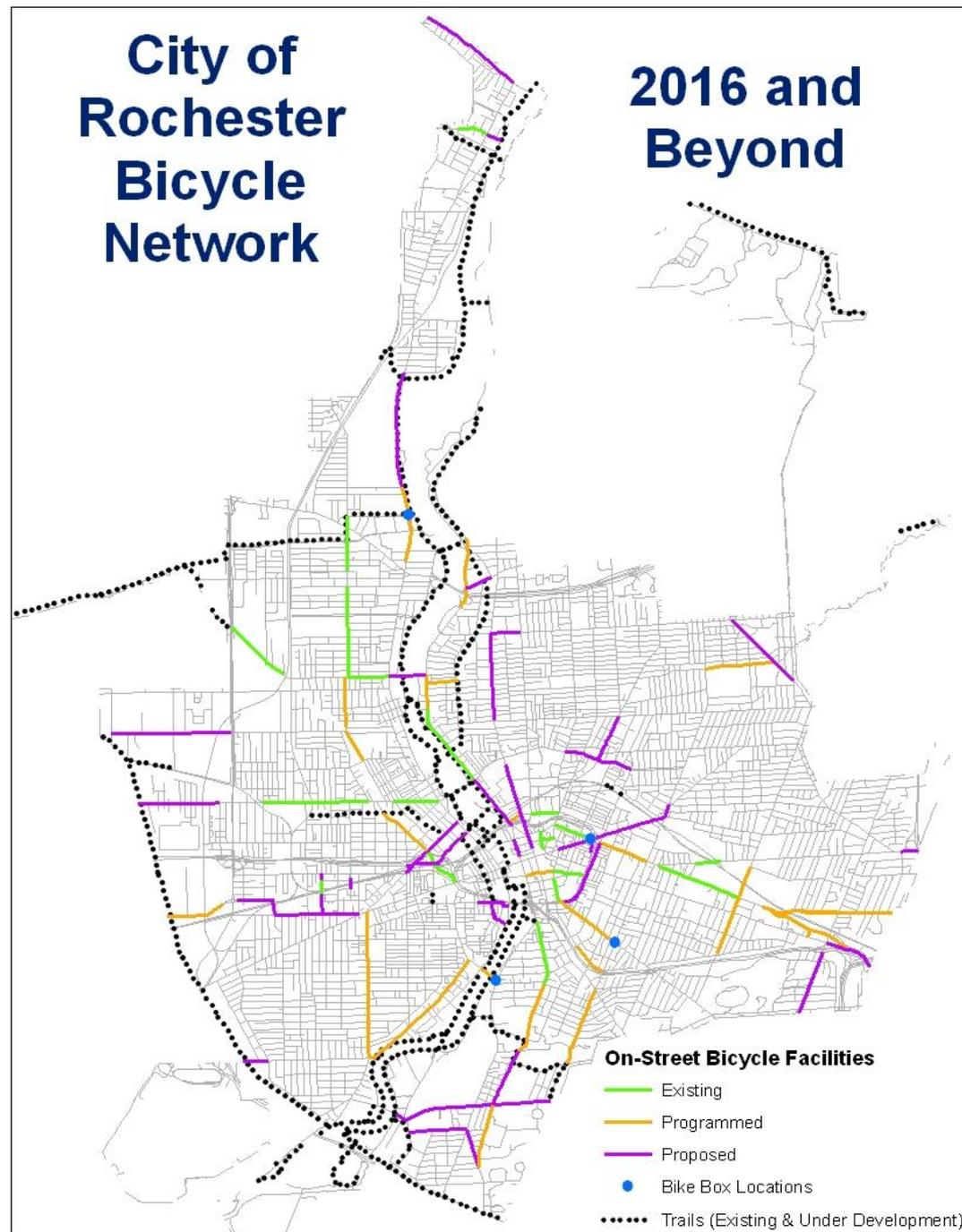


Contraflow Lane



Where we are going...

- ▶ 50 miles of on-street facilities by 2015
- ▶ 100 miles of on-street facilities by 2018
- ▶ Bicycle Boulevard Plan
- ▶ #rocthebike



Bike-supportive Amenities

- ▶ Bike lockers in 6 downtown parking garages – 1 in the works
- ▶ 6 sheltered bike racks – 1 in the works
- ▶ 3 Bike service stands – 2 in the works
- ▶ Bike rack program – 100 installed citywide, more to come



Crowd Sourced Bike Parking Map

Firefox | Rochester Bicycle Parking - Google M... | How do you copy a webpage as an i... | rochester-parking-map.gif (GIF Imag... | bicycle parking in rochester new york... |

https://maps.google.com/maps/ms?msid=213419452422250524971.0004be1ebcc0e2fc06ebd&msa=0&ie=UTF8&ll=43.183901,-77.593002&spn=0.166224,0.266762&t=r

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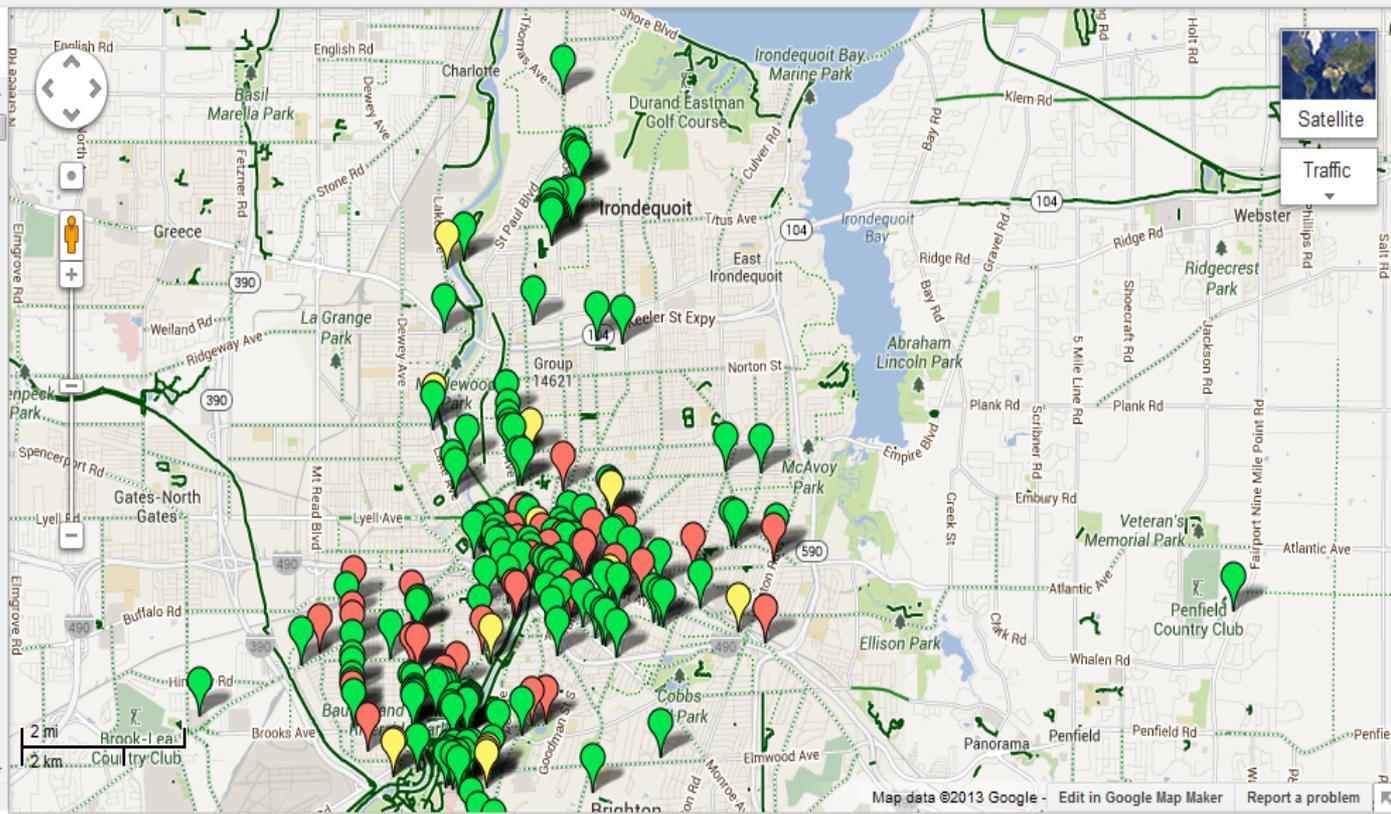
Get directions | My places | [Print] | [Link]

Use this map to locate safe places to lock your bike.

- Green=Official spot
- Yellow=Unofficial spot
- Red=You want a bike rack here!

Public - Open Collaboration - 10,463 views
Created on Apr 20, 2012 - By Jacobs Illustration - Updated Jun 20
★★★★★ 1 ratings - 1 comments - KML

- High Falls Parking Garage (Mill & Commercial)
Two Post-and-Ring inside the garage near pedestrian entrance.
- Sister Cities Garage
Bike Lockers, first floor near south elevators.
- Public Market Office
U-rack
- Public Market Entrance
2 Inverted U-Racks
- Dogtown/Han Noodle Bar
1 elevated circle rack at curb (fits 4) and 1 vertical pole rack (fits ~12) under the Dogtown sign
- Little Theatre
Right next to the door to Little 2-5
- Little Theatre
Post-and-Ring on Sidewalk



Map data ©2013 Google - Edit in Google Map Maker | Report a problem



▶ Rochester Bike Week

- Strong collaboration with community groups
- Third week of May
- Mayoral Proclamation
- Themed rides and fun events
- Bicycle Film Festival





2013
flower
city
looking
good

- ▶ City summer bike ride series
 - Every Tuesday night June–August at 6pm
 - ~10 mile rides
 - Range of neighborhoods
 - Mix of trails and on–road cycling
- ▶ *Rochester Bicycling Club offers more advanced rides throughout the region...*

More Education, Encouragement, Advocacy



Safe Routes to School

- ▶ City awarded 7 mini-grants in 2013
 - Up to \$2,500 each for bike racks, and programming to encourage kids to walk or bike to school
- ▶ SW elementary schools planning to start programming in the 2013–2014 school year
- ▶ RCSD School Modernization Plan and busing policy



Genesee-Finger Lakes Active Transportation Summit (G-FLATS)



G-FLATS

Genesee-Finger Lakes Active Transportation Summit

April 30th, 2013

8:00 am - 5:00 pm

**Rochester
Radisson Riverside**

**120 East Main Street
Rochester, NY**



Join us as we live tweet from the Summit
using the hashtag
#GFLATS





Nearly 300 attendees



Portland:
America's
Cycling Capital



Prominent Speakers





Break Out Discussions





Exhibit Hall



Youth Voices



What we heard:

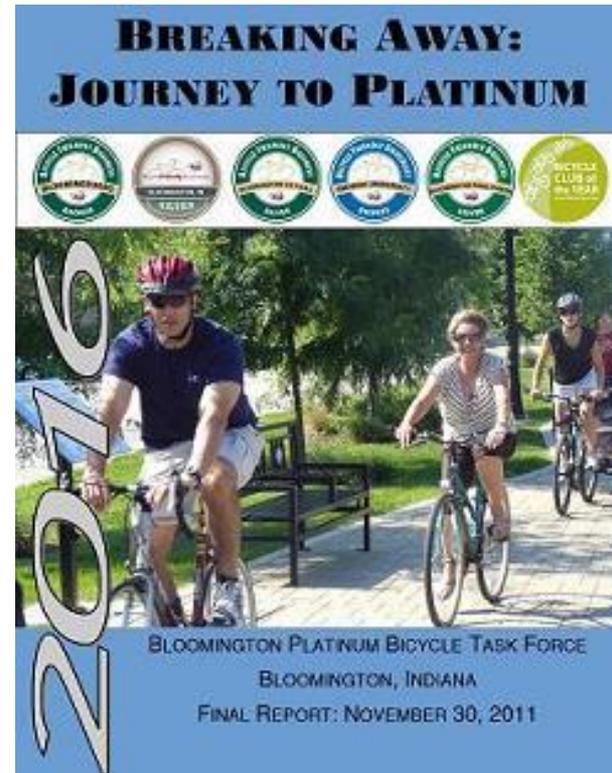
- ▶ Most cited barriers to active transportation:
 - Inconvenience/Inefficiency – lack of facilities/RTS service, lack of showers/secure bike racks
 - Infrastructure Safety – heavy traffic, no shoulders/bike lanes, potholes, narrow sidewalk
- ▶ What would make people choose active travel modes:
 - Better infrastructure (more/new funding to build it)
 - More information
 - Comfort/safety in numbers
 - Incentives and support (benefits, showers, flexible hours, discounts)

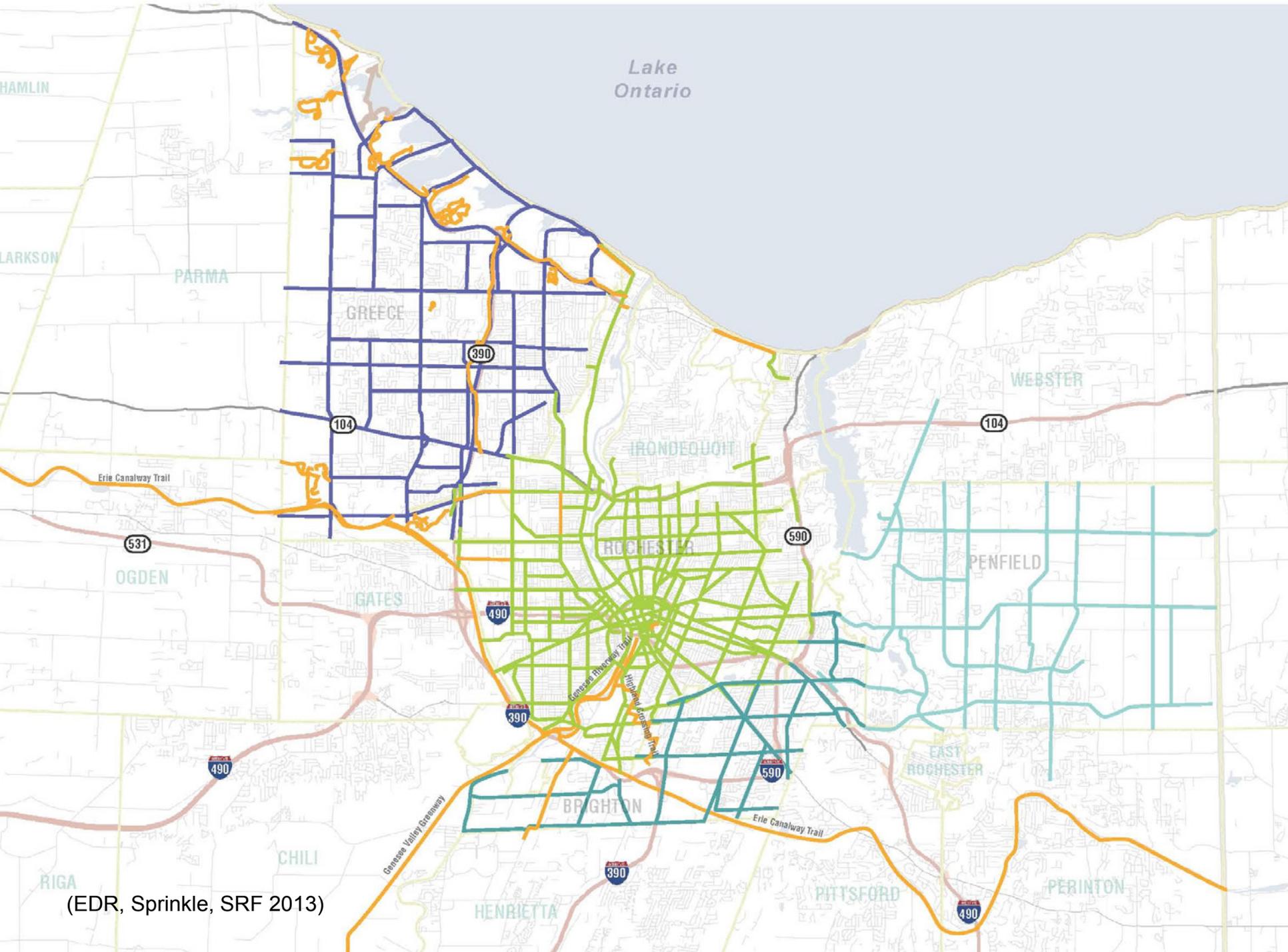
Greater Rochester Active Transportation Working Group

- AARP
- City of Rochester
- Finger Lakes Health Systems Agency
- Genesee/Finger Lakes Regional Planning Council
- Genesee Transportation Council
- Rochester Genesee Regional Transportation Authority
- Monroe County Departments of Transportation, Public Health, and Planning
- New York State Department of Transportation, Region 4
- Rochester Cycling Alliance
- Rochester Institute of Technology
- University of Rochester, Center for Community Health

From *Bronze* to Platinum...

- ▶ Multimodal focus
- ▶ Plans and policies
 - More plans, implement existing plans, connectivity across jurisdictions
 - Policies, codes, development review, etc.
- ▶ Engage business community
 - Funding, champions, worksite wellness
- ▶ Safe Routes to Schools
 - Outreach, programming, developing models that work for our region
- ▶ Identify new funding streams, partnerships
- ▶ Data collection/evaluation to track impacts
- ▶ Events/outreach to educate, build the culture, and get more people riding – Ciclovía, Bike to Work Days





Lake Ontario

(EDR, Sprinkle, SRF 2013)

Want to learn more?

- ▶ Attend a meeting or event
- ▶ Join a Tuesday night or RBC ride
- ▶ Try an active commute to work – can you find a route you enjoy, coworkers to join you?
- ▶ Ask your employer about wellness incentives/policies and active transportation
- ▶ Attend your city, town, or school board meetings to learn about their transportation policies and plans
- ▶ Volunteer to help collect bike/ped counts





Finger Lakes Health Systems Agency

The triangle represents our agency's role as a fulcrum—the point on which a lever pivots—boosting the community's health by leveraging the strengths of all stakeholders. The fulcrum is also a point of equilibrium, reflecting our ability to balance the needs of consumers, providers and payers on complex health matters. The inner triangle also evokes the Greek letter delta—used in medical and mathematical contexts to represent change—with a forward lean as we work with our community to achieve positive changes in health care.

**Give me a lever long enough and a fulcrum on which to place it,
and I shall move the world. —Archimedes**

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