



2021 PLANS & PRIORITIES

Whether by bus, by rail, on bike, or on foot, Reconnect Rochester champions transportation choices that enable a more vibrant and equitable community. We envision a community connected by a robust transportation network that makes it easy for everyone—regardless of physical or economic ability—to get around.

The following slides outline our plans and priorities for continuing to advance our organizational mission and vision in the coming year.



ORGANIZATIONAL DEVELOPMENT GOALS

<p>Complete the STRATEGIC PLANNING process resulting in a plan to guide our work for the next 3 years.</p>	<p>Strategic Plan Work Group, All Board and Staff, Renee, Mary</p>
<p>Implement Year One strategies and tactics contained in the 2021-2024 STRATEGIC PLAN.</p>	<p>ALL BOARD AND STAFF, Renee, Mary</p>
<p>Develop and implement a plan to EXPAND STAFF CAPACITY as directed by the Strategic Plan and supported by funding availability. Institute Human Resources best practices to support a growing staff (i.e. staff evaluations).</p>	<p>TBD</p>
<p>Actively seek support as directed by the Strategic Plan, to assist us in incorporating ANTI-RACIST AND INCLUSIVE PRACTICES AND POLICIES into all aspects of our work.</p>	<p>TBD</p>
<p>Develop a written process and articulation of our ADVOCACY PHILOSOPHY AND APPROACH to guide our future efforts.</p>	<p>Advocacy Committee, Bill, Renee, potential new staff member</p>
<p>Secure LEGAL COUNSEL, whether through Board member recruitment, pro bono services, or paid services.</p>	<p>Renee, Jackie</p>



PROGRAM & PROJECT GOALS: MULTI-MODAL

<p>Produce a ROCHESTER STREET FILMS fall event at The Little Theatre that will inspire and stimulate community conversation about making streets safer for pedestrians. Collaborate with Floating Home Films on the production of an original film highlighting Inner Loop North project to be featured at event in early 2022.</p>	<p>Mary, Renee, Susan, Arian</p>
<p>Work with our program partners and neighborhood stakeholders to transform another intersection in Monroe County through our COMPLETE STREETS MAKEOVER program, demonstrating how streets can be made safer for all who use them.</p>	<p>Mary, Renee, CSM Steering Committee</p>
<p>Work with City neighborhood partners to add 20 fiberglass BUS STOP CUBES that give RTS riders a respectable place to sit while they wait. Pursue sales outside the area to generate commission revenue that can be re-invested in our work locally.</p>	<p>Mary, Bus Cube Work Group</p>



PROGRAM & PROJECT GOALS: CYCLING

Host new CYCLING WORKSHOP SERIES covering variety of topics to educate and inspire the local cycling community, with built-in social time to network and connect.	Jesse, Susan, Cycling Workshop Task Force
Launch 20 MINUTES BY BIKE maps along with a messaging campaign.	Jesse
Collaborate with City of Rochester to plan and promote ROCHESTER BIKE WEEK 2021 .	Jesse, Bike Week Task Force
Host fall and spring BIKE TO WORK PIT STOPS to encourage bike commuting.	Jesse, Bike Week Task Force
Help promote COMMUNITY BIKE EVENTS AND RIDES , and table at events to connect with cyclists and inspire more people to get on bikes.	Jesse, RCA volunteers
Deliver BIKE EDUCATION presentations at community organizations & businesses, and offer (3) ON-BIKE CLASSES open to the public at Rochester Public Market.	Jesse
Seek partnership with Rochester City School District to deliver BIKE SAFETY EDUCATION to 6th grade classrooms in 2021-22 school year.	Jesse, Mary
Lay groundwork for a 2022 signature FUNDRAISING BIKE RIDE to build community and generate funds to support Reconnect's cycling activities.	Susan, Jesse, FR Ride Task Force



EDUCATION & ADVOCACY PRIORITIES

<p>Continue to work within ROCHESTER-MONROE ANTI-POVERTY INITIATIVE to identify and urge systemic solutions to transportation as a barrier for people living in poverty.</p>	<p>Mary, Pete, Jesse</p>
<p>Together with Our Streets Transit Coalition partners, develop STATE LEGISLATIVE PRIORITY PLATFORM and a strategy to reach local legislators (in lieu of Albany trip); emphasis on State funding for public transportation to remain stable during pandemic.</p>	<p>Advocacy Committee, Jason, Brendan, Bill, Pete, Mary</p>
<p>Give input into City PLANNING & STREET PROJECTS, including Roc the Riverway, Inner Loop North and the Zoning Code update as plans evolve.</p>	<p>Advocacy Committee, Renee, Jesse, Bill</p>
<p>Call for revival and permanent establishment of ACTIVE TRANSPORTATION COMMITTEE within City Hall as regular forum for advocacy on issues like clear sidewalks and bus stops.</p>	<p>Jesse, Arian</p>
<p>Continue to urge the expansion of first class BIKE INFRASTRUCTURE and maintenance of existing infrastructure.</p>	<p>Advocacy Committee, Bill, Jesse</p>



EDUCATION & ADVOCACY PRIORITIES (Cont'd)

Regular attendance at City TRAFFIC CONTROL BOARD meetings to advocate for trail & sidewalk closures/detours that accommodate all modes.	Advocacy Committee, Jesse, Bill
Work with the City and HOPR on safe and equitable implementation of new MICROMOBILITY SYSTEM , and lend support in the area of community engagement and education.	Mary, Jesse, Arian
Refresh data in MONROE COUNTY CRASH MAP on our website to serve as an information resource and advocacy tool.	Pete, Brendan
Meet regularly with ROCHESTER POLICE DEPARTMENT and work with them to educate officers on issues important to cyclists.	Jesse
Continue working with community health partners on initiatives like the DRIVE 2B BETTER public awareness campaign and the HealthiKids Steering Committee.	Renee, Scott
Continue working with Climate Solutions Accelerator on CLIMATE INITIATIVES like the multi-state Transportation Climate Initiative (TCI).	Victor, Jason, Brendan



EDUCATION & ADVOCACY PRIORITIES (Cont'd)

<p>Increase outreach to Monroe County, suburban public officials and town transportation professionals to urge adoption of COMPLETE STREETS POLICIES & implementation of ACTIVE TRANSPORTATION PLANS.</p>	<p>Advocacy Committee, Renee, Bill, Scott</p>
<p>Give input into REGIONAL PLANNING efforts, specifically the Monroe County Active Transportation Plan and Genesee Transportation Council's Long Range Transportation Plan.</p>	<p>Advocacy Committee, Renee, Bill</p>
<p>Hold key stakeholder meetings to present our vision for a future MODERN STREETCAR SYSTEM, gauge support and gain input for next steps.</p>	<p>Rail Committee, DeWain</p>
<p>Urge federal funding for a permanent LONG-DISTANCE BUS STATION (Intermodal Station Phase II), and smarter plans to promote access and connectivity.</p>	<p>Advocacy Committee, Bill, DeWain, Jason</p>
<p>Urge federal legislators to advocate for restoration of daily LONG DISTANCE AMTRAK trains through Rochester.</p>	<p>Advocacy Committee, Bill, DeWain</p>



EDUCATION & ADVOCACY PRIORITIES (Cont'd)

<p>Implement CANDIDATE QUESTIONNAIRE AND/OR FORUM for 2021 election to inform the electorate of candidate views on mobility issues.</p>	<p>Advocacy Committee, Bill, Pete, Jesse</p>
<p>Develop and deliver presentation to NEIGHBORHOOD & BUSINESS ASSOCIATIONS to educate them on benefits of more people friendly streets.</p>	<p>Advocacy Committee, Bill, Jesse, Scott</p>
<p>Continue to spark COMMUNITY ENGAGEMENT AND CONVERSATION through event outreach, speaking opportunities, news media, social media, and increased content on Reconnect's blog.</p>	<p>ALL BOARD AND STAFF, Mary, Jesse, Monika</p>