



RECONNECT
ROCHESTER

2023

Community Impact Report





Contents + Welcome Message

Dear Reconnecters,

2023 was a non-stop busy year at Reconnect Rochester as we worked on many fronts, both onstage and behind-the-scenes, to champion better mobility. This new Community Impact Report publication is designed to share all that we've accomplished this year, to provide financial transparency, and to recognize the financial supporters who provide the resources we need to do our work.

Advocating for any cause is a long game, and progress is not always linear. There are setbacks and disappointments along the way. We approach our work with hope and optimism, and we celebrate all the wins and signs of progress that show we are moving in the right direction toward a multimodal future in Monroe County.

Reconnect Rochester does not do this work alone. We give thanks to all the people and partners (too many to recognize on these pages) who have taken part in the efforts contained in this report. So many of you have brought your energy and gifts to this work -- whether coming out for a community bike ride, being part of our latest street makeover project, reaching out with financial offers of support, or sharing the good word on social media. All of it counts in this mobility movement we're building together.

We hope you will stay engaged and in our corner in 2024!

Mary Staropoli, MPA, Executive Director
Victor Sanchez, Board President

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Our Mission

Whether by bus, by rail, on bike, or on foot,
Reconnect Rochester champions
transportation choices that enable a more
vibrant and equitable community.

Our Vision

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.

Our Promise



Reconnect Rochester will work tirelessly to make our community a place where everyone can easily and safely get around, regardless of age, ability, income or mode of transportation. We will help shift our community's priorities to place people first, rehumanize our streets and integrate them with our neighborhoods.



We will connect transportation to equity, the environment, health, safety, and the economy. We will educate our community leaders and boldly advocate for a transportation system that provides mobility options and resource access for everyone. Reconnect Rochester's work will help combat poverty, reduce climate change, improve the health and well-being of people in our community, save lives by reducing road violence, and bolster our local economy.



We will inspire and empower people to use various modes of transportation and experience the joy and freedom of getting around by bus, by rail, on bike or on foot. We will educate, motivate and amplify community efforts to call for equitable and safe streets in our neighborhoods.



We will be the leading local advocacy organization and recognized source for transportation facts and knowledge. We will highlight national mobility trends and ideas to inspire our community about what's possible. We will have a seat at every table where transportation decisions are made and will hold government and local leaders accountable.



Funders will want to invest in Reconnect Rochester because they hold trust in our organization and see clear evidence of our impact. Community partners will seek to collaborate with us to work toward our shared goals.



We will work with community leaders and decision-makers to create a region renowned for a robust transportation network made up of people-centric streets and public transit that integrates rather than segregates.

Staff Team



Mary Staropoli, MPA
Executive Director



Cody Donahue
Director of Policy & Advocacy



Lindsay Crandall
Fundraising & Development Manager



James Dietz
Policy & Advocacy Manager



Jahasia Esgdaille
Community Engagement Manager



Jesse Peers, LCI
Cycling Manager

Board Leadership



Victor Sanchez
Board President



Pete Nabozny
Vice President



Jackie Marchand
Treasurer



Jason Partyka
Secretary



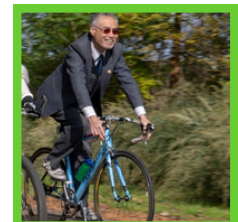
Bill Collins
Advocacy Committee Chair



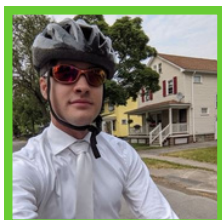
Renée Stetzer
Past President



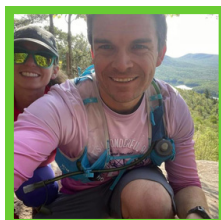
Bree-Ana Dukes



John Lam



Brendan Ryan



Bo Shoemaker



Erick Stephens

2023 Top 10 Accomplishments

Here's a list of the Top 10 things we're most proud of accomplishing as an organization in 2023, in no particular order of importance.

Building An All-Star Staff Team

#1



In 2023, we welcomed Lindsay Crandall, our Fundraising & Development Manager (top right), and Cody Donahue, our Director of Policy & Advocacy (top middle left) to our staff team. This growth was made possible in great part by the continued support of Dr. Scott MacRae and a generous grant from the ESL Charitable Foundation's Building Strong Neighborhoods initiative.

Raising Funds While Building Community

#2



In June, we hosted our 2nd ROC 'n Roll community bike ride. Over 100 cyclists came out, and we raised nearly **\$10,000** to help fuel Reconnect Rochester's work. This annual fundraising ride is part of a larger strategy to diversify and expand our funding sources so we can sustain our growing organization!

Measuring Our Progress

#3



How well is our community providing safe, convenient, and accessible transportation options for people living in Monroe County? We took a step toward answering this question with the selection and addition of 10 transportation data indicators to the ACT Rochester community dashboard. These indicators will help us track community progress, as well as our organization's own impact. Next we'll work to set targets and goals for transportation.

Outreach to RTS Riders

#4



We launched a new Transit Ambassadors outreach program to find out what's on the minds of RTS riders and gather their ideas about how the system could be improved. We then delivered the survey results with recommendations to RTS leadership to inform their decision making. During this process, we got to know 5 RTS riders especially well through longer-form interviews, and published their stories on our blog in a **Voices of Transit** ethnography series.

Celebrating Breakthroughs in Road Design

#5



We spent a lot of advocacy energy this year weighing in on the City's Active Transportation Plan and the Countywide Active Transportation Plan, with the hope that the vision and commitments in these plans will spur a new approach to road design in Monroe County. We saw evidence of that in our biggest win of the year when Monroe County implemented a road diet and installed bike lanes on Elmwood Avenue in Brighton, making it **the first County road to have dedicated bike infrastructure!**

Amping Up Our Advocacy

#6



2023 saw us doing more than ever to champion better mobility, whether meeting with lawmakers on our virtual trip to Albany, weighing in on every major road project in Monroe County, rallying people to attend public meetings, educating the media about the language they use, talking up mobility at media appearances and speaking opportunities, or informing the electorate through our candidate questionnaire. Our goal is to be at every table where transportation decisions are being made, partnering with elected officials and holding them accountable for delivering better mobility for our community.

Deepening Our Community Engagement

#7



One of our favorite things is to host quarterly Engagement Breakfasts, open to anyone interested in learning more about our work and plugging in. Every gathering brings a new mix of people, fostering fruitful connections and conversations. In addition to inviting people in, we are going to where people are, talking up mobility at meetings and events around the community. This year we also introduced **Mobility Action Alerts** as a new way to engage folks and let you know about real-time opportunities to take action.

Making Our Streets Safer

#8



On June 10, Reconnect Rochester and our amazing team of partners came together to transform the intersection of **Arnett Boulevard and Warwick Avenue in the 19th Ward**. This project was our fourth Complete Streets Makeover, completing our 'quadfecta' with a project in every quadrant of the city. We published a full project recap in this blog, and as always, captured the magic in film and in photos to inspire other neighborhoods and communities to get out there and take back their streets.



We followed up the project with our latest edition of Rochester Street Films and a screening of **The Street Project**, a film about the national scourge of road violence and the fight to make our streets safer. The audience was moved by a powerful post-film discussion with 19th Ward community members who have suffered personal loss and taken action for change.

Building a Bike Community in Monroe County

#9



Through bike classes, tours, community rides, and pit stops, we work to build bike community, and to educate and inspire more folks to get on bikes. We're always innovating and finding new ways to reach people.

In 2023, we rolled out a **custom bike route assistance service**, offered new learn-to-balance & ride classes at City Rec Centers, developed a Bike to School How-To webpage, curated an exhibit on Rochester's fascinating bike history, and generated buzz with #PizzaByBike photos on social media.

Elevating Voices and Sharing Stories

#10



In 2023, we stepped up our efforts to elevate human voices and stories about the joy and challenges of getting around by bus, on bike or on foot. We invited guest writers to share their mobility stories on our blog, everyday cyclists to contribute to our #ROCbyBike Instagram posts, and RTS riders (like Anthony Thomas, pictured left) to be part of our Voices of Transit blog series. As we continue our efforts to prioritize mobility equity in our work, we make every effort to elevate the stories of people who are reflective of our the diversity in our community.

2023 Wins for Mobility

As we look around the transportation landscape in Monroe County, we can note a few big wins and lots of little wins that add up to some serious progress in 2023.

Safe Streets Progress

Monroe County's adoption of the first ever **Countywide Active Transportation Plan**, signaling a shift from car-centric mindset and policies of the past, to a multimodal future. Evidence of this shift emerged on **Elmwood Avenue in Brighton**, where the County implemented a road diet (4:3 conversion) and installed the first conventional bike lanes on a County road! Monroe County also showed its commitment to walkable communities with a new incentive program encouraging municipalities to make investments in **new sidewalks**.

The City of Rochester's adoption of an **Active Transportation Plan** with a clear path to a more walkable, bike friendly city, including expanding the bike network with high-comfort, low-stress "spines" running north-south and east-west. We saw more progressive **bike infrastructure in City street** projects like W. Main Street, State Street, and Genesee Street. The City also showed its commitment to pedestrian safety with the **installation of a crosswalk** on Thurston Rd following the tragic loss of 6 year-old Ryan Grantham Jr., and a crosswalk on nearby Arnett Blvd as follow up to our Complete Streets Makeover project.

Genesee Transportation Council and the City of Rochester scored big with a total of \$4.9M in **Safe Streets and Roads for All (SS4A) grant funding** that will support safe streets plans and activities in the coming years.



MONROE COUNTY COUNTYWIDE
ACTIVE TRANSPORTATION PLAN



Photo: Tina MacIntyre-Yee/ Democrat and Chronicle

Public Transit Improvements

While we await the full promise of Reimagine RTS system redesign (restoration of the service frequency and meeting demand in the mobility zones) that is needed for better service and increased ridership, public transportation still had some small wins in 2023. Kudos to RTS for:

- Donating bus advertising space for the drive2Bbetter public awareness campaign.
- Inviting Reconnect Rochester to teach new RTS drivers how to share the road with cyclists as part of their training.
- Updating the policy on personal electric vehicles (PEVs) allowed on RTS buses to include hoverboards, e-scooters and one-wheels.
- Making changes to Route 14 Marketplace to provide access to two key job sites: T-Mobile Call Center and UR Medicine's new facility at Marketplace Mall.
- Collaborating with the City of Rochester on a Bus Shelter Snow Removal pilot program targeting 85 high-traffic bus stops for snow clearing this winter.



Other Mobility Options

Our **e-bike/e-scooter share** operator, Veo, had a highly successful first season in Rochester with sky high ridership, and extended the riding season to mid-December! We especially appreciate Veo's Access program offering affordability to income qualifying folks.

We and other advocates worked to get Governor Hochul to sign a regulatory rule fix that will ensure non-profit **electric car shares** like Rochester's Floshare can affordably operate in New York State. Unfortunately, a delay in its implementation forced Floshare to shut down its local operations. They are planning a re-launch this spring.

NYS Legislative & Budget

Unfortunately, there are few wins to cite in the legislative session that ended in 2023, but a bright spot was another double digit (14.57%) increase in NYS operating funding for Upstate transit systems. We are hard at work with multiple statewide coalition groups to fight for legislation and investments to support better transit and safer streets in the current session.

Our 2023 Advocacy Work

by the numbers

Our advocacy team works hard every day – onstage and behind-the-scenes – to build relationships with community decision makers, to champion mobility at many tables where transportation decisions are made, and to let community advocates know what actions they can take to support the effort. All these connections and actions play a big part in the wins for mobility noted in the previous pages.

155 Meetings with all the people and organizations we partner with to move the needle on mobility in our community – from **public officials, to municipal staff, to community partners, to neighborhood leaders.**

24 **NYS Safe Streets Coalition** and **New York Public Transit Association** meetings we attended to coordinate our legislative and budget asks with statewide partners.

28 Public meetings and project advisory meetings we attended **to advocate for multimodal transportation** in street projects and community plans in the City of Rochester and Monroe County.

20 **Formal input letters** we submitted to give detailed, robust input on local road projects and community plans.

143 People who signed up since January 2023 to receive our **Mobility Action Alerts**, which lets them know specific actions they can take to support safe streets and better public transit.

55 **Actions items** packed into 34 Mobility Action Alert emails, including but not limited to public workshop opportunities to give input on upcoming street projects, surveys, and sign petitions.



Our 2023 Outreach Work

by the numbers

How does Reconnect Rochester show up in our community? We educate and inspire people, both in person and online, through our communication channels, tabling at community events, media opportunities, community presentations, and speaking engagements.

15 Blog posts we published to inspire people to get multimodal and explore aspects of mobility in our community.

9 Community events where we had a tabling presence to connect with people interested in getting involved in our work.

18 Media opportunities where we could promote our cause, including TV news interviews, radio show appearances, podcasts, and press conferences.

12 Community and in-class presentations we made to teach bike safety and education (including in RCSD classrooms) and empower people to get on bikes.

26 Bike rides we hosted with our community partners, to bring people together and build a bike community.

55 People who took advantage of our offer of a customized bike route to get them where they need to go safely and comfortably.

61 People who attended our quarterly Engagement Breakfasts to learn more about our work and share their ideas for better mobility.

12,014

Social Media
Followers

3,570

eNewsletter
subscribers

700+

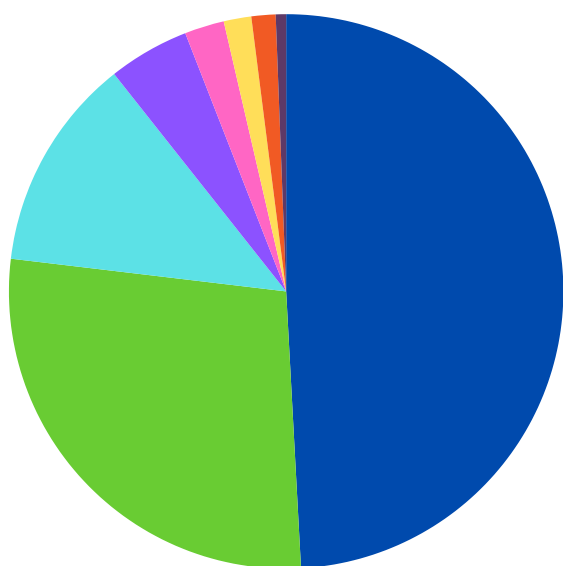
Riders at community
cycling events



2023 Financial Review

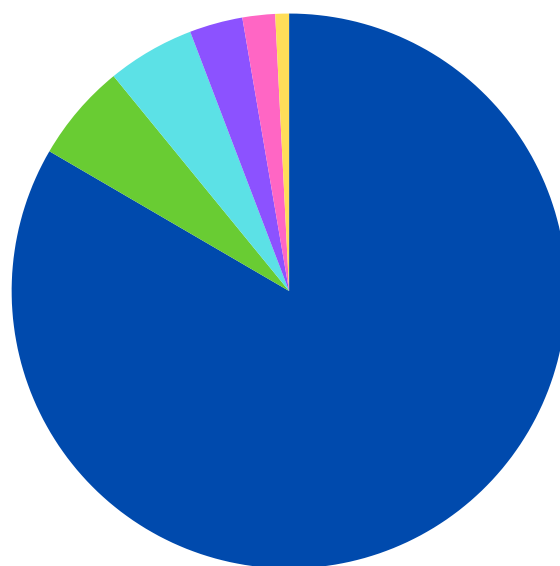
Thanks to the generosity of many individuals, foundations, and corporations, Reconnect Rochester is on solid financial footing. In 2023, our organization had a total income of \$355,660, with expenses totaling \$317,366. We ended the year with a net positive income of \$38,294.

2023 Income



- Major Gifts - 48.9%
- Charitable Foundation Support - 27.6%
- Supporting Membership 12.4 %
- Corporate Support - 4.7%
- Government Income - 2.3%
- Event Ticket Sales/Donations - 1.6%
- Contract Income - 1.4%
- Interest/Misc. Income - 0.6%

2023 Expenses



- Personnel Costs (Salaries, Taxes, Benefits) - 83.4%
- Professional Contract Services - 5.7%
- General Operations - Office, Insurance, Dues, Fees) - 5.1%
- Event and Program Expenses - 3.1%
- Office Rent - 1.9%
- Travel and Meetings - 0.8%

Our Supporting Members

We're deeply grateful to all of our supporting members, one-time and sustaining, who believe in our mission and financially fuel our day to day work!



Engineers \$500+

Howard Decker & Amy Decker
Matt & Laura Beth Denker
Mike Governale & Jennie Governale-Fox
Amy Hsi
Doug & Neely Kelley
Jackie Marchand
Phillip Marcille
Rick & Kate Massie
Jason Partyka*
Steve Roll
John Schell
Bill Valenti
Owen & Sara Zacharias



Conductors \$250-\$499

Alan Beadle*
Cynthia Childs
Daniel Cordova*
Alex Kone
Adrian Martin & Ruth Schneider*
Pete & Lindsay Nabozny*
Kelly Nagle Gilman*
Marjorie & Rob Rolleston*
Victor Sanchez*
Renee & Adam Stetzer*
Melissa Van Heukelum
Alex Wirth*

* Denotes Sustaining Members, a special group of supporters who make a monthly donation.



Dr. Scott MacRae

Dr. Scott MacRae is a long-time leader in the cycling community and champion for active transportation as a key to community health. Reconnect Rochester owes Dr. MacRae a great deal of thanks. His transformative financial gifts have enabled our organization to grow our staff capacity over the last three years so we can increase our impact in the community.

"I'm passionate about creating a more livable, healthier community. The folks at Reconnect Rochester are working every day to make our streets safer, more people-friendly, and improve transportation for everyone. The Reconnect Rochester Team is leading the charge for us and the next generation."



Bus Drivers
\$100-\$249

Kathryn Austin*
Simon Barnett
Rachel Barnhart*
Ben Bartosch
Don Burns
Peter Carpenter
Glenn Cerosaletti*
Christine Corrado*
Karen & Tim Crowe
Lin Czop
Zachariah Deardoff
Christine DeGolyer
Nancy Donals*
Mark Dumont
Danielle Feerick*
David Fergusson
Gerald & Annette Gacioch
Michael Gilbert*
Chaz Goodman*
Joshua Goodway
Allen Handelman
Lydia Hausle*
Patricia Hogenmiller*
Lawrence Jones
Yixuan Lin*
Susan & Philip Lederer
Elise Lieberman*
Leonard Linde*
Mary Lupien*
Scot Makai
Maxine Manjos*
Brenda Massie Kremens*
Abigail McHugh-Grifa & Jeff Grifa*
Jim McIntosh & Maureen Duggan
Jay Morse

Thomas Moughan
Thomas O'Brien
Daryl Odhner*
Jesse Peers
Andrea Porter
Lorie Reilly
Peter Roth*
Brendan Ryan*
Heather Safar*
Todd Scheske
Michael Scott
David Silloway
James Simons*
Adam & Meredith Smith*
David & Barbara Snyderman
Mary Staropoli & Doug Ackley
Sue & Frank Staropoli
Pattie Sunwoo
Thomas & Jennifer Thompson
Greg Towner
Barbara Van Kerkhove
Andrew Washburn
Daniel Warth*
Bob Williams & Tia DiMartino
Evan Weber*
Robin Wilt*
Kevin Yost
Gary Young



Cyclists
\$50-\$99

Andrew Aligne*
Dominick Annese*
JoAnn Beck
Rochelle Bell*
Phil Best*
Lori Burch

Alexander Burns*
Michael Brisson
Samantha Chamberlain
Lindsay Crandall
Kel DeShong
Cody Donahue*
Adam Durand*
David Everson*
Kevin Fleissig
Tim & Rebecca Fuss
Ben Gersh
Sina Ghaemmaghami*
Frances Gotcsik
Barbara Grosh
Rich Healey
Kathy Kealey
Josh Herz
Larissa Lalka
David Larson*
Virginia Maier*
Brian & Karen Managan
Kevin Marks
Daniel McCormick
Joseph McElveney*
Bill & Susan Morehouse
Mary & Tom Myers*
Karen Nozik
Joseph Osgood*
Martha Osowski*
Robert Picciotti*
Rachel Pikus
Paul Schacht*
Jon Schull*
Bo Shoemaker*
Joel Shore
Joseph Struble
Patrick Suter*
Harrison Taylor*
Edward Tilley
Matt Ulterino
John Vogtle
Lauren Wiener*



Pedestrians

\$1-\$49

Tracey Austin
 Laurie Broccolo
 James Brown
 Rome Celli
 Sally Douglas
 Madeleine Fordham
 Douglas Funke
 Dewey Lawrence
 Wendy Low
 David Merkel
 Joni L. Monroe
 Roz Mosley
 Dr. Chastity Murray
 Catherine Ovitt
 John Rafoth
 Mark Robbins
 Ryan Westerdahl

Corporate & Foundation Support

Corporate and foundation support is a key ingredient in our success. We give thanks to all the companies and organizations that believe in our efforts and have supported us with grants, sponsorships, and donations. We're especially grateful to ESL Charitable Foundation for the transformative investment they have made in our organization.



Do you appreciate the work we do and want to support our efforts? Consider becoming a supporting member! Every donation helps to fuel our mission for better mobility in Monroe County.



Scan the QR code with your camera app or visit the link to make a tax-deductible donation!



www.ReconnectRochester.org/donate

Stay Engaged!

Upcoming Events

2024 Engagement Breakfasts

Jan 26 • Apr 26 • Jul 26 • Oct 25 | 8:30 AM - 10:00 AM

 The Hungerford, Door 4



Scan the QR code of visit
bit.ly/engagementbreakfast to register!

Flower City Feeling Good Bike Rides

Kicks off May 22nd at 7 PM

www.ReconnectRochester.org/our-weekly-rides



Save the Date!

3rd Annual Roc 'n Roll

Sunday, June 2nd

www.ReconnectRochester.org/roc-n-roll



Don't forget to Shop!

All proceeds go to support our work.
New products featuring the 'Streets Are
For People' design now available.

 ReconnectRochester.org/shop

Catch the latest happenings on our social media!

 Reconnect Rochester
RocCycling

 @reconnectroc
@roccycling

 @reconnectroc
@roccycling

Join our Mobility Action Alerts



Sign up to receive our Mobility Action Alert emails with weekly action items you can take to help move the needle for better transportation across Monroe County.

Let's partner for your next community meeting

We offer free community presentations about our advocacy work and how people can plug in. For more information, email jahasia@ReconnectRochester.org

Join our email list for monthly local mobility news



Don't miss a thing! We send out the latest updates on all things walking, biking, rolling and public transit straight to your inbox.



www.ReconnectRochester.org/subscribe

Share your mobility story on the Reconnect blog!

We're always looking to feature stories of people walking, biking, and taking the bus to inspire Monroe County residents to choose alternative transportation. Reach out to jahasia@ReconnectRochester.org if you're interested in sharing your story!

Try our customized bike route tool

Plug-in your starting point and destination, and our Cycling Manager, Jesse Peers, will design a customized bike route for you, including low-stress bike routes across Monroe County and RTS bus connections for a smooth journey!

MULTIMODAL MONROE

CUSTOMIZED BIKE ROUTE ASSISTANCE
BY RECONNECT ROCHESTER

SUBMIT YOUR ROUTE AT
BIT.LY/MULTIMODALMONROE



Jahasia presented at a Rotary Club Southwest meeting at the Arnett Library!

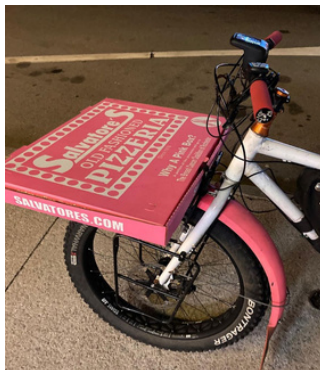


Yamini Karandikar - "Three Years Car-Lite in Rochester"



Robert Picciotti - "Shifting My Perspective on Space"

Thank you for an amazing year!



Design By: Jahasia Esgdaille

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