



RECONNECT
ROCHESTER

2025

Community Impact Report





Dear Reconnecters,

This annual Community Impact Report encapsulates a year of work at Reconnect Rochester to move the needle on improving mobility in Monroe County. We hope you enjoy reading it and marveling, as we do, at all we can accomplish with partners and passion. This report also provides financial transparency as well as recognition of the individuals, foundations, and corporations that generously provide resources to sustain our organization!

In 2025, despite strong national headwinds shifting back toward car-dominant priorities, here in Rochester and Monroe County, we continued to take steady steps toward our vision of a healthier and safer multimodal future. We give thanks to our public officials and community leaders, who remain steadfast believers in our cause and continue to make real investments and commitments at the local level.

Most of all, we're grateful for all the people and partners, too many to recognize on these pages, who have taken part in the efforts contained in this report. Whether coming out for a community bike ride or rally, showing up to a public meeting, partnering with us on a project, or embracing car-free or car-lite living, all of it counts in this mobility movement we're building together.

This is a movement that can't be stopped, and we promise to keep rolling into 2026!

Victor Sanchez
Board President

Cody Donahue
Co-Executive Director

Mary Staropoli, MPA
Co-Executive Director



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Our Mission

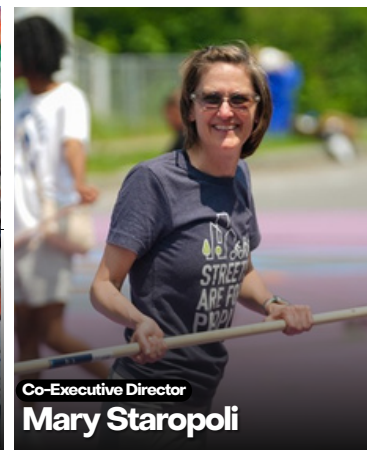
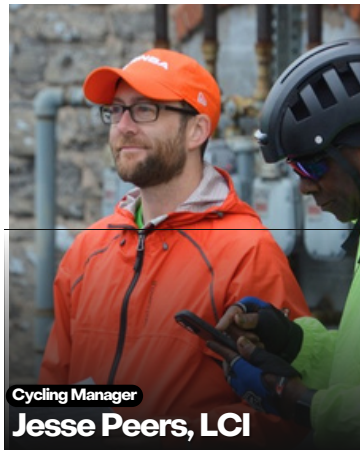
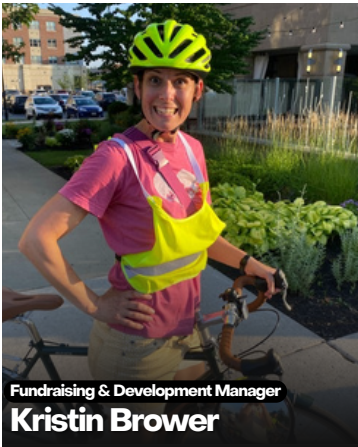
Whether by bus, by rail, on bike, or on foot, Reconnect Rochester champions transportation choices that enable a more vibrant and equitable community.

Our Vision

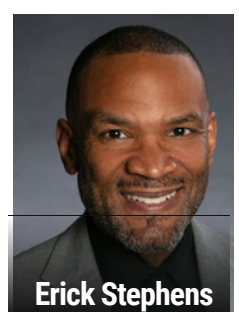
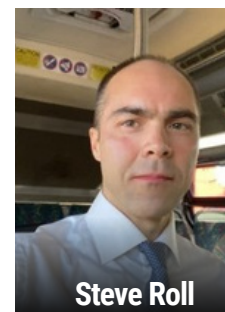
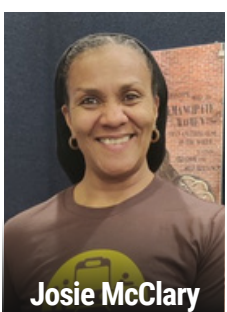
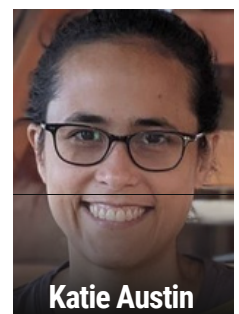
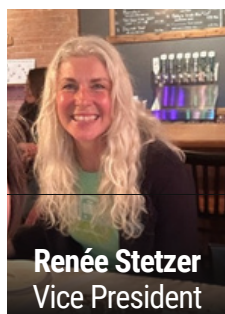
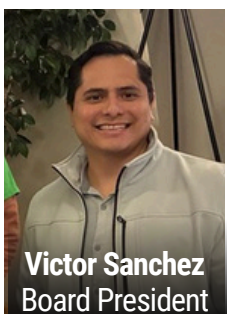
We envision a community connected by a robust transportation network that makes it easy for everyone—regardless of physical or economic ability—to get around.



Staff Team



Board Members



2025 Top 10 Accomplishments



1 Rocking the On Street Projects

2025 brought the birth of our **Downtown SmART Streets** project! In our inaugural year, we installed curb extension murals at **E. Main & Gibbs** and **Broad & Fitzhugh**. We also completed our **5th Complete Streets Makeover** project that transformed the intersection of **Avenue D & Hollenbeck St** in the El Camino neighborhood. Shout out to all our community partners and to project manager extraordinaire, Lourdes Sharp, for phenomenal work!



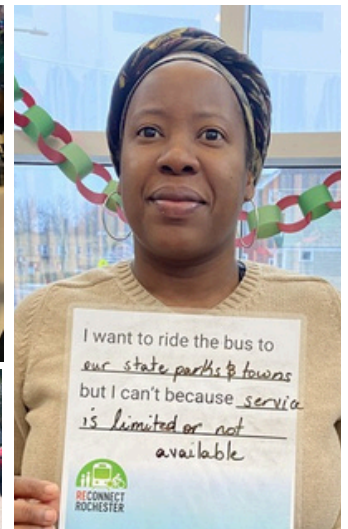
We started the year helping put together the Beacon's **Vision Zero Forum** and packed the house with "Reconnecters" for encouragement & input. We've been highly engaged serving on the **RVZ Task Force** and its subcommittees, and in June, took a trip to Albany with **Councilmember Gruber** and others to learn lessons from their Vision Zero experiences. We've talked it up in the media, helped the public understand all the parts (like what does **Bus Rapid Transit** have to do with safe streets?), and informed the implementation of new bus arm cameras and other aspects of the RVZ plan.

We also spent time honoring lives lost, connecting with families, developing support networks, and gathering people with a **World Day of Remembrance** vigil and installation on Parcel 5. Connecting to the personal pain of crash victims motivates us to keep up the work to make our streets safer, to save lives and reduce the harm inflicted by road violence.



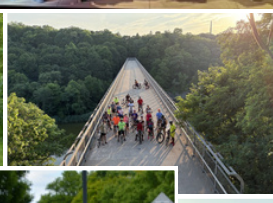
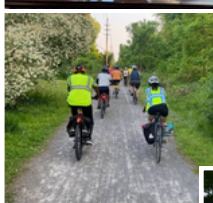
2 Standing Up for Public Transportation

In 2025, our advocacy team worked alongside **New Yorkers for Transportation Equity** and **VOCAL-NY**, on the **Get Around New York** campaign that asks for accessible, reliable, affordable public transportation for all New Yorkers. We gathered rider voices and experiences through **Voices of Transit** interviews to share with lawmakers on **Transit Equity Day** in Albany, and hosted several town hall meetings with local RTS riders to strategize efforts that center and uplift transportation needs. We gathered local partners to sign on to a letter to Governor Hochul urging full funding. Unfortunately, our funding asks were not fully met, but we built a lot of power to fight for funding in the coming year, and avert a budget crisis that could lead to service cuts.



3 Partnering on ROC Vision Zero

We partnered with the city of Rochester toward the bold goal to bring the number of traffic fatalities and severe



5 Getting More People On Bikes Riding Together

Community rides all summer long in partnership with the City of Rochester & Brighton Recreation, **Light Up the Night rides**, bike to work pitstops, bike history tours, and our annual **ROC 'n Roll** ride – all get people on bikes and riding together! In May, we coordinated **Rochester Bike Week** and kicked it off with Mayor Evans and County Executive Bello who gave a rousing Bike Month Proclamation! We also worked to inspire and engage people online with @ROCCycling social media channels and a **#ROCCyBike** series where everyday bike riders share why they love to get around on two wheels.

4 Fighting Nationally & Celebrating Locally on Bike Infrastructure

In 2025, we sounded the alarm on the **assault on bike infrastructure** as we saw the gains and investments in recent years under threat. Our advocacy team stayed in close contact with **national advocacy groups** on response strategies, gave local cyclists opportunities to take action, and in March, visited Capital Hill to share our concerns directly with federal legislators.

At home we continue to see slow and steady investment and progress throughout **Monroe County**. We cheered the first ever **concrete barrier-protected bike lane** on West Main Street, unveiled a new **Bike Spine Tracker** tool, and hosted our 5th **Mind the Gap** public voting campaign to highlight critical gaps. In August, nearly 100 area cyclists came out for our **Keep Us Safe on State Roads** rally to send a strong message to NYSDOT for safer infrastructure on state controlled roads.



6 Keeping Cyclists Safe on the Road

In 2025, we continued our classroom and **on-bike education**. We were thrilled to sponsor Hulda Yau to become Rochester's first **Spanish-speaking certified bike educator**, and partner with Ibero-American Action League to deliver bike education classes to Spanish speaking residents. We also struck up a new partnership with **Rochester Refugee Resettlement** to offer classes to Syrian residents in their own language. As part of our commitment to equity and inclusion, we removed the cost barrier by making our on-bike Smart Cycling classes free. We also keep our area's pool of League Cycling Instructors (LCIs) busy teaching learn to balance and ride classes in City Rec Centers!

Online resources like our custom bike route assistance, **ROC Easy Bike Map**, and educational blog content offer routes and tips to safely move around our community on two wheels. This year, we also made a poster drawing attention to our resources and dropped one off at every bike shop in Monroe County!



7 Engaging & Spreading Our Vision

Through engagement breakfasts, presentations, tabling, lunch and learns, walking tours, and a packed Rochester Street Films event, we spread the word to every corner of our community to get involved in our local mobility movement.

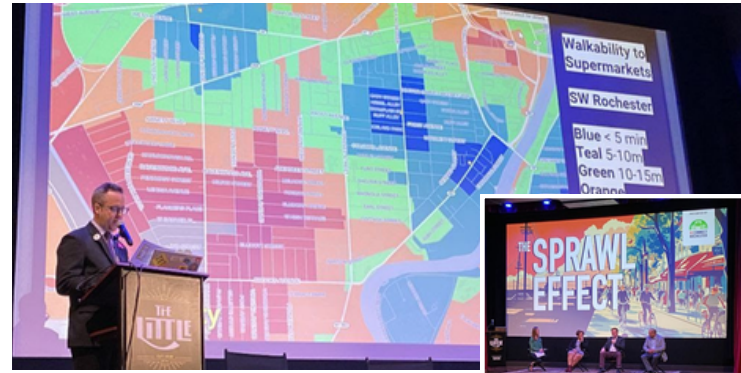
We expanded our media presence on podcasts, radio shows, and news stories including a segment in the national outlet **Strong Towns!** Our new ROC edition of **Week Without Driving** saw 44 participants logging 616 non-car trips and 1,970 non-driving miles!

And that's not to mention our weekly mobility action alerts, a ROC neighborhood leaders conversation, convening a **town & village advocate group**, and producing a **candidate questionnaire** to inform your vote!



9 Bolstering Our Organizational Leadership

In January we welcomed three incredible new members; **Josie McClary, Steve Roll, and Katie Austin** with diverse backgrounds and shared commitment to making a meaningful impact. The Board of Directors appointed Mary Staropoli and Cody Donahue as the organization's **Co-Executive Directors**. In an announcement blog, we shared why we made the shift to a shared leadership model, what makes it work, and Mary and Cody's respective areas of focus.



8 Putting a Spotlight on Land Use & Zoning

Building on 2024's **The Sprawl Effect**, we continued to raise consciousness around the costs and consequences of our auto-centric land use policies. We joined with community partners in holding several workshops throughout the year promoting denser, mixed use zoning along transit corridors and **eliminating parking minimums** to spur housing in-fill development, and sharing the economic analysis offered by Urban3.



10 Finding Our New Home!

After a lengthy search process, in September we packed up and moved our offices from The Hungerford (our home for the last 9 years), to a new home at the **Harro East in downtown ROC!** We can't believe our luck in finding a place that fit all our needs that will serve as both an office space for our growing staff team, as well as a "community hub" to host events, meetings, classes and conversations. And we get to be part of all the exciting development downtown, including having a front row seat to the **Inner Loop North development** as it happens in the coming years!

Over 100 people came through our **October Community Open House**, and we've welcomed many more as we begin to make good use of the awesome space. A ribbon cutting with the **Chamber of Commerce, Mayor Evans and County Executive Bello** in November made it official.

2025 Mobility Updates

As we look around the transportation landscape in Monroe County, we can note a few big wins, lots of little wins, and some challenges for mobility in 2025.

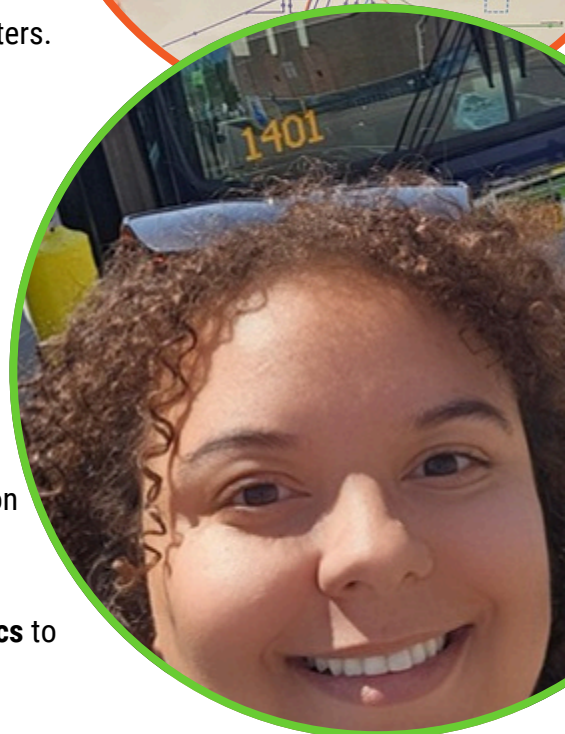
PUBLIC TRANSIT

While we continue to urge the full implementation of the Reimagine RTS system redesign, RTS has made some positive strides and also faced headwinds to fulfilling its promise of a strong transit system. For example:

- Senator Cooney secured \$250,000 for the study of a **Bus Rapid Transit** line which became a 15 minute frequent route in 2024.
- RTS has implemented new payment methods at the farebox, making it easy to swipe credit cards and other new payment methods.
- With higher starting wages in RTS Monroe, **bus operator recruitment** is up.
- State operating funding was increased by 4.88%, and the capital plan added \$80 million for upstate transit.
- **Bus stop improvements** in the City of Rochester are still in progress, with the majority of improvements planned to be completed by 2027.
- **Safety improvements** such as mirrors to see pedestrians and protective shields for operators are continuing.
- Service changes to RTS On Demand were implemented, in spite of advocate and resident concerns.
- RTS expanded their **zero-emission fleet** with more hydrogen buses.
- Continuing partnership with the City of Rochester to **remove snow** from shelters.

INTERCITY BUSES, INTERMODAL STATION AND INNER LOOP NORTH

- Rochester was awarded \$100M in federal funding for the **Inner Loop North redevelopment project**, representing nearly half of the project cost. The project is expected to start in 2028.
- Rochester completed a land use study to look at possible ways to use the 22 acres of new developable land in the downtown core.
- We're closely following and advocating for progress on building the expansion of the **Rochester Intermodal Station** to include intercity buses following an \$18M NYS budget win in 2024.
- We collaborated with the City of Rochester to add seating and **Downtown Rocs** to add planters, signage, and enhanced trash pickup at the Pleasant St. FLIX/Greyhound stop.



2025 Mobility Updates

BUILDING THE BIKE SPINE AND COUNTY BIKE LANES

Building on the 2023 Active Transportation Plans, the city and county built new bike infrastructure in 2025:

- A major development was the **West Main Street seasonal concrete barriers** deployed to protect cyclists!
- **Cycletracks** were installed on **Genesee St** and **University Avenue**.
- Bike boulevards phase 3 in the City of Rochester is moving forward and the **Town of Irondequoit** installed **bike boulevard markings**.
- Monroe County proposed several road diets to create more bike space on county roads and has continued to budget for bike infrastructure.



ROC VISION ZERO PROGRESS IN THE CITY OF ROCHESTER

The City of Rochester is making progress on all areas of its 10 point plan to address traffic related injuries and fatalities. The **Bus Arm Camera program** launched in the City in late 2025 and public engagement on **Automated Enforcement** will take place in spring 2026.



LAND USE AND TRANSIT SUPPORTIVE DEVELOPMENT

A coalition of organizations has trained residents to speak to town boards about **inclusive zoning** and **transit supportive development**.

MORE MOBILITY WINS

VEO continued to exceed expectations in Rochester: the program set a **new ridership record** with over 567,000 trips in the 2025 season, a 33% increase from 2024. The geographical zone expanded to include most of **Maplewood** and the season extended from March to December. Could the suburbs be next?

A Genesee Transportation Council-supported study on an employment focused transportation management association was completed and a community coalition is meeting to discuss forming a new entity to help people connect to jobs.



2025 Advocacy Work

by the numbers

Our advocacy team works hard every day – on stage 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 you just read about!

45

New Yorkers for Transportation Equity & New York Safe Streets Coalition meetings and actions we attended to coordinate our legislative and budget asks with statewide partners.

86

Public meetings and project advisory meetings we attended to advocate for multimodal transportation in street projects and community plans in Rochester & Monroe County.

263

Other meetings with public officials, municipal staff, community partners, and neighborhood leaders to move the needle on mobility in our community.

17

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

200

People who signed up in 2025 to receive our Mobility Action Alerts, which lets them know specific actions they can take to support safe streets and better public transit.

59

Unique actions items packed into 36 Mobility Action Alert emails, such as public street project input opportunities, surveys, and petitions.



2025 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.

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

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

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

27 Community and in-class presentations to either promote our work or to teach bike safety and education (including in RCSD classrooms) and empower people to get on bikes.

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

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

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

Social Media
Followers



17,748

eNewsletter
subscribers



4,767

Riders at
cycling events



750+



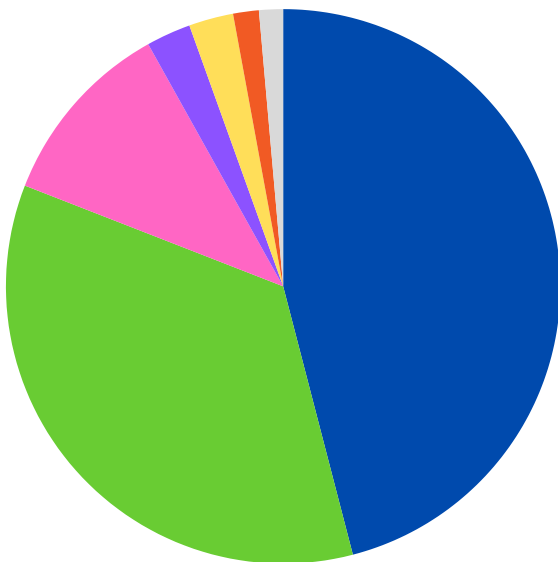
2025 Financial Review

Over the last number of years, Reconnect Rochester has grown tremendously and hired an all-star team of seven full-time staff members (see *page 3*) who work every day to move our mission forward. As you can see in the pages of this report, a staffed organization has allowed us to expand our power and impact across Monroe County! In 2025, we adopted a shared leadership model (see *#9 on page 6*) and added a full-time Fundraising & Development position as investments in our future sustainability. We also moved into a new downtown office space that now serves as a home base for our team and a warm place to welcome in the community to be part of our work (see *#10 on page 6*).

Along with growth has come a significant increase in our staffing and overhead expenses, and our annual budget now exceeds \$550,000. Thanks to the generosity of many individuals, foundations and corporations (*listed on pages 12-14*), Reconnect Rochester has comfortably handled our budget growth and remains on solid financial footing, taking in as much as we spent in 2025.

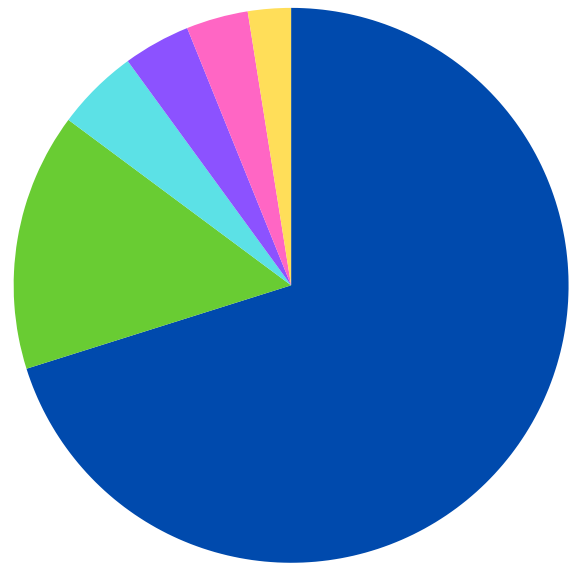
The following charts reflect the diversity of our income sources, as well as responsible spending on operational expenses.

2025 Income



- Major Gifts & Supporting Membership - 46%
- Charitable Foundation Support - 35%
- Government Income - 11%
- Contract Income - 2.6%
- Corporate Support - 2.6%
- Event Ticket Sales/Donations - 1.5%
- Interest/Misc Income - 1.4%

2025 Expenses



- Personnel Costs (Salaries, Taxes, Benefits) - 70%
- Professional Contract Services - 15%
- Marketing & Event Expenses - 4.8%
- General Operations (office, insurance, dues & fees) - 3.9%
- Facilities (rent, moving costs) - 3.6%
- Travel & Meetings - 2.5%

Mobility Champions

We are deeply grateful to this group of passionate mobility champions whose financial gifts in 2025 helped to grow mobility in Monroe County. Special thanks to Dr. Scott MacRae for making monumental investments in our work!

Doug & Neely Kelley

Dr. Scott MacRae

Ginny Maier

Adrian Martin & Ruth Schneider

Stephen Roll



Supporting Members

Our work is made possible by the generosity of our supporting members, one-time and sustaining, who believe in our mission and financially fuel our day to day work!

Andrew Aligne**

Irene Allen

James Anderson**

Dominick Annese**

Katie Austin & John Kapusta**

Hannah Baker**

Simon Barnett

Rachel Barnhart**

Alan Beadle**

JoAnn Beck

Rochelle Bell**

Judy Bennett

Phil Best**

Harvey Botzman

John Bouwens**

EJ Bradford

Michael Brisson

Bill & Kristin Brower

Ann & Tom Burns

Alexander Burns**

Don Burns

Glenn Cerosaletti**

Cynthia Childs

Julie and Scott Cicora

William Collins

Michael & Teresa Colucci

Eric Cooper

Daniel Cordova**

Annette Corey**

Christine Corrado**

Avila & Scott Cranfill

Karen & Tim Crowe

Angus Davis

Szetong de Cleir**

Howard Decker & Amy Hecker

Matthew & Laura Beth Denker

Warren Dodson

Cody and Katie Donahue**

Nancy Donals**

Ann Dozier

James McIntosh & Maureen Duggan

Mark Dumont

Adam Durand**

Dianne Edgar & Terry Platt

Matthew Ehlers

Danielle Feerick**

David Fergusson**

Cynthia Fleischer

Kevin Fleissig**

Rebecca Fuss

Gerry Gacioch

Kevin Gallagher

Kevin Gavagan

Chris & Jennifer Gemignani

Steve Georas**

Sina Ghaemmaghami**

Michael Gilbert**

Ken Glazer**

Chaz and Jackie Goodman**

Francis Gorman

Barbara Gorski

Mike Governale & Jennie Governale-

Fox**

Sean Grady

Laura Grey**

Anna & Joe Hanau

Allen Handelman

Lydia Hausle**

Julia Hayden**

Kathy & Rich Healey

Nora Henry

Joshua Herz

Patricia Hogenmiller & Michael

Pallischeck**

Amy Hsi**

John Paul Corona

Tom Kelly

Megan Klein

Katrina Korfmacher

Josh Kramer**

Bob Kremens

Larissa Lalka**

Karen Lankeshofer

Dave Larson**

Lori Lefkowitz

Elise Lieberman**

Yixuan Lin**

Laura Beth Lincoln

David Loewenguth**

Ron Lovell

Evan Lowenstein**

Mary Lupien

Scot Makai

David Malecki

Brian & Karen Managan

Maxine Manjos**

*** Denotes Sustaining Members who make a monthly donation.*



Special thanks to **Renée & Adam Stetzer** for matching any new or increased membership donations in 2025 and inspiring others to give!

“ *The founding members, staff, leadership, and volunteers are some of the most community-minded and inspiring people we know! Reconnect Rochester's superpower is building relationships and bringing together residents, policymakers, and agencies to listen and work together for safer streets. If you want a future that offers frequent and convenient public transit, a network of protected bike and pedestrian infrastructure that even our grandmothers would feel comfortable using, and neighborhood street design that allows for community connection, we hope you'll join us in supporting this amazing organization!* ”

Supporting Members (Cont.)

Jackie Marchand
Kevin Marks
Brenda Massie**
Rick & Kate Massie
Scott May
Josie McClary
Joseph McElveney**
Theresa McFarland-Porter
Abigail McHugh-Grifa & Jeff Grifa**
David Merkel
Christine Merrill
Karen Miltner
Jim Morris
Jay Morse
Thomas Moughan
Mary & Tom Myers
Pete & Lindsay Nabozny**
Kelly Nagle Gilman & Scott Gilman**
Mary Jo Newcomb**
Karen Nozik
Kathryn O'Brien**
Daryl Odhner**
Yukali Okkotsu
Joseph Osgood
Martha Osowski**
Catherine Ovitt
Rohan Parikh & Joely Merriman
Jason Partyka**
Ben Patterson
Jesse Peers
Lindsay Phillips
Andrea Porter
Tom Prins
Mary Prochaska
Madison Quinn
Kent Reese**
Lorie Reilly
Adam Reitz
Joe Robison
Marjorie & Rob Rolleston**
Brendan Ryan**
Victor Sanchez**
Paul Schacht**

Ian Scheil
Todd Scheske
Sara Schulkowski
Jon Schull**
Stefan Schulze
Michael Scott
Bo Shoemaker**
James Simons**
Todd Smith
Adam & Meredith Smith**
David & Barbara Snyderman
Kayleigh Stampfler
Rick & Tiffany Staropoli**
Mary Staropoli & Doug Ackley
Frank & Sue Staropoli
Eli Stein**
Renée & Adam Stetzer**
Ian Stroszeck
Irene Stumberger
Patrick Suter
Ilene Thater**
Greg Towner
Holly Turner
Sandra Tuttle
Matt Ulterino**
Barbara Van Kerkhove
Kim Van Orden
Brad & Melissa VanHeukelum
Vera Versteeg & Lawrence Jones
Deborah Wachspress
Matthew Ward
Dan Warth**
Andrew Washburn
Caroline Webster**
Rowan Weis**
Jenna Welch**
Lauren Wiener**
Rich and Gail Wilder
Robert Williams & Tia DeMartino**
Alex Wirth**
Kevin Yost**
Gary Young**
Owen & Sara Zacharias**

Organizational Support

Organizational 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 in-kind donations.



We're especially grateful to ESL Charitable Foundation for the transformative investment they have made in our organization.

Amalgamated Transit Union - Local 282
Bert's Bikes Webster
Buckingham Properties
CBRE Upstate NY
City of Rochester
Climate Solutions Accelerator of the Genesee-Finger Lakes Region
Editions Printing
ESL Charitable Foundation
Euphoria Liquors
Excellus BCBS
Flaum Management Company
Floating Home Films
Full Moon Vista
Gallina Development Corp
Genesee Country Village & Museum
Genesee Transportation Council
GPI / Greenman-Pedersen, Inc.
Healthi Kids Coalition at Common Ground Health
Heveron & Company
Landmark Society of Western New York
Lori's Natural Foods Center
Marathon Engineering
Melvin And Mildred Eggers Family Charitable Foundation
Memorial Art Gallery
New York Bicycling Coalition / People for Bikes

Nixon Peabody
Paychex
R Community Bikes
Regional Transit Service
Riders Alliance / Transit Center
Roc City Rotary
Rochester Area Community Foundation
Rochester Bicycling Club
Rochester Museum and Science Center
Rohrbach Brewing Company
Seabreeze
Stantec
SWBR Architects
The Selective Insurance Group Foundation
Three Heads Brewery
Tompkins Financial Agencies
Towpath Bike
Transportation Museum
Tune MTB
Understory Landscaping
Wegmans
Whole Foods
Wickham Farms
WomanTours, Inc.



Stay Engaged!

2026 Engagement Breakfasts

8:30 AM - 10:00 AM

 Harro East Suite 100

Visit bit.ly/engagement26 to register!



Bring us in for a lunch and learn at your workplace!

Email us at info@ReconnectRochester.org to set up a customized lunch and learn presentation to rethink how you and your colleagues get around!



www.ReconnectRochester.org/subscribe



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Reconnect Rochester

Don't forget to Shop!

All proceeds go to support our work.



ReconnectRochester.org/shop



Mobility Action Alerts



Sign up at the link below 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.

bit.ly/mobilityactionalerts

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