



Rochester Cycling Alliance: 2016 Accomplishments

We have had another strong year and accomplished a lot with a small but dedicated group.

Bicycling advocate activities contributing to a better quality of life in the City of Rochester and Monroe County, New York:

- ***Bicycle Friendly City Bronze Award, League of American Bicyclists***
RCA assisted Department of Environmental Services (DES), City of Rochester, with the preparation of the application for this prestigious award.
- ***Town & Village Bicycle-Pedestrian Plans***
Brighton, Pittsford, Penfield, Perinton, Irondequoit, & Greece Town Councils/Town Planning Boards consulted with RCA members to develop bicycle and pedestrian plans to improve residents' quality of life.
- ***Monroe County Initiatives***
Discussion with County Executive Dinolfo with the object of educating her on the importance of bicycle-pedestrian facilities in attracting and retaining skilled workers and businesses; promoting improved bicycle route connectivity; and realigning the County's bicycle and pedestrian policies to improve residents' quality of life.
- ***Bike to School***
RCA members organized *Bike to School Days* at elementary schools in the City, Irondequoit, Brighton, Henrietta, and Pittsford school districts to encourage students, faculty/staff, and parents to help reduce childhood obesity by engaging in everyday healthy activities including bicycling to school.
- ***Bicycle Boulevards***, unique safer bicycle friendly routes on urban and suburban streets:
Harvard/Canterbury Streets RCA worked with the Rochester DES to create the first bicycle boulevard in the City.
Hillside/Highland Avenues, RCA worked with the Town of Brighton's to create the first bicycle boulevard connecting with a City of Rochester bicycle boulevard.
- ***Cyclopaths/Protected Bicycle Lanes***, enhanced safe bicycling infrastructures
South Union Street, Inner Loop Development Cyclopath, RCA members advocated for this raised and separated from the motor vehicle lanes cyclopath.
Elmwood Avenue 2-Way Cyclopath, RCA members assisted in the development and planning of this *Cyclopath* which is funded and being designed.
- ***Rochester Bike Week***
For the fifth year, the RCA organized, promoted, and assisted in advertising numerous rides and events before, during, and after the two week *Rochester Bike Week*.
- ***Bike Corral***, For the fourth year the RCA organized and staffed this popular, donation based, bicycle parking facilities at:
Corn Hill Festival *Bike Movies, Cinema Theater*
Clothesline Festival, *Spokes & Ink Festival*
Bike Movies, Little Theater *Public Market Bike In Movies.*
Bicycle Film Festival
- ***Themed Community and Charity Rides***, supported or organized by the RCA and its members:
Santa Ride *Light Up The Night Ride*
Tweed Ride *Conkey Cruiser Rides*
Seersucker Ride *Trike Race on El Camino Trail*
Tour de Cure *Unity Rides*
Bike MS *Rochester Twilight Criterium.*

- **Safety Education**

Bicycle Safety Brochures, in 10 different languages, available on the RCA & Finger Lakes Health Systems Agency web sites as a free download.

Enhanced public education programs to improve safe roadway habits for motorists, pedestrians, and bicyclists in all demographic groups, developed in conjunction with the Finger Lakes Health Systems Agency.

Rochester Bike Map & safety brochure distribution at RCA organized events; to bicycle shops. Encouraged the Genesee Transportation Council to continually publish and print the *Rochester Bike Map*.

Effective Cycling, RCA members are participating in the League of American Bicyclist's League Certified Instructor (LCI) program to have additional trained bicycle safety instructors in the area.

- **Local and State Conferences and Events**

Women's Safe Cycling Summit, a conference by and for Monroe County women to develop strategies to encourage women to bicycle more confidently.

New York Bicycling Coalition's Western NY Bicycle Summit, the RCA hosted this meeting to encourage working relationships between bicycle advocacy organizations in Buffalo, Ithaca, Syracuse, and Rochester.

Bicycle Advocacy Discussion, Richard Fries, Executive Director of *MassBike*, on attracting and retaining the millennial generation as bicycle advocates; urban development; and revitalization; with support from the Rochester Community Design Center.

Electric Bicycle Seminar the RCA & the New York Bicycling Coalition brought Nelson Vails, Olympic Silver Medalist to Rochester to lead a panel on the need for an electric bicycle law at the David Gantt Community Center.

Outreach to the myriad formal and informal bicycling organizations and groups as well as bicycle shops in the area to truly form an alliance to advocate for improved bicycling infrastructure.

- **Amtrak's Lake Shore Limited Train**

The New York Bicycling Coalition's representative (a Rochester resident) on the Amtrak/Adventure Cycling Association *Bicycle Task Force* was instrumental having *Trainside Checked Bicycle Service* to be offered on the Lake Shore Limited's route (New York City/Boston to Chicago) at the Rochester Amtrak Station.

- **Public Relations and Communication with the community**

Improving and increasing the content (about the RCA's role in advocating for bicycling safety, infrastructure, and importance to the community) on the RCA's web site, *Facebook* pages, and *Twitter* tweets resulting in significant increases in the number of web site page views; *Facebook* members (809+) and *Twitter* followers (43% increase since September 2016).

- **RCA Continuity**

Additional younger, 20-35-year-old bicyclists, became active participants at RCA meetings and as bicycling advocates at government and non-government hearings and meetings in the Rochester community.