

GRATS

Greater Rochester Active Transportation Symposium



Sponsored by

GENESEE TRANSPORTATION COUNCIL



THE COMMUNITY
FOUNDATION

With additional support provided by AARP; American Planning Association; Bausch and Lomb; C&S Companies; City Blue Imaging; City of Rochester; Finger Lakes Health Systems Agency; Full Moon Vista; Grants4Good; Greater Rochester Health Foundation; Kodak; Monroe County; Monroe Plan; New York Bicycling Coalition, Park Ave Bike Shop; Radisson Hotel; Rochester Bicycling Club; Rochester Cycling Alliance; Rochester Institute of Technology – Center for Student Innovation; Rochester Regional Community Design Center; Sierra Club; SRF Associates; Town of Brighton; Towpath Bike Shop; Trek Bikes; University of Rochester; Wegmans; WomanTours.

Active Transportation Symposium
c/o Planning & Development
50 W. Main Street, Suite 8100
Rochester, NY 14614

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Greater Rochester Active Transportation Symposium



April 27, 2011

8:00 AM – 5:00 PM

Radisson Hotel Rochester Riverside

120 East Main Street

Downtown Rochester

Active transportation—walking or wheeling instead of driving—is good for people and good for our community. It is healthy, economical, and environmentally friendly. This region has and continues to make a commitment to ensuring safe, reliable access for non-motorized travel, but there is still much to do.

The Greater Rochester Active Transportation Symposium will look at how we can become a more active transportation-friendly community. National and local experts will share

- success stories from other communities;
- national and local innovations;
- how to work together to improve active transportation here;
- tools to create an active transportation community;
- policy briefings and planning considerations; and
- information on funds to further these efforts.

Who should attend: elected officials, decision makers, planners, engineers, architects, landscape architects, safety professionals, health groups, business leaders, walking and biking groups, and interested members of the general public.

Free parking options are available within pleasant walking and biking distances from the Radisson. Details will be provided with registration confirmation and posted on www.rochesterbicyclingalliance.org/active-transportation.

Registration is \$45 and includes continental breakfast, lunch and snacks. Go to grats.eventbrite.com to register, or see form on inside of this brochure.



Details for each session of the Greater Rochester Active Transportation Symposium can be found at www.rochestercyclingalliance.org/active-transportation.

Featuring national speakers from Alta Planning + Design, the League of American Bicyclists, the Rails-to-Trails Conservancy and the Mayor of Madison, Wisconsin.

7:00 - 8:00 a.m.	Bike Ride w/ Valet Parking. Walk from Free Parking to Venue			
8:00 - 8:30	Registration & Continental Breakfast			
8:30 - 9:30	Andy Clarke, President, League of American Bicyclists			
9:30 - 9:45	Break			
9:45 - 10:45	Session A1 Walking and Wheeling to a Healthier Community	Session B1 Policy Perspectives	Session C1 Infrastructure and Facilities	Session D1 School and Community: Bringing them Closer
10:45 - 11:00	Break			
11:00 - 12:00	Honorable David Cieslewicz, Mayor, Madison, Wisconsin			
12:00 - 1:30 p.m.	Lunch			
	View exhibits			
	Bike ride			
	Downtown walks			
1:30 - 2:45	Session A2 Economic Benefits - the Happy Surprise	Session B2 Creating a Supportive Built Environment	Session C2 Inclusive Design	Session D2 Campus Community Connections
2:45 - 3:00	Break			
3:00 - 4:00	Session A3 The Mother of Invention – Not Everyone Owns a Car!	Session B3 Community Toolbox: From Planning to Finance	Session C3 Safety & Security	Session D3 Incentivizing Active Transportation
4:00 - 5:00 CONVERGENCE SESSIONS	Session A4 Education, Outreach, Advocacy – Examples and Planning	Session B4 Planning Rides for Bike Week (May 20-27)	Session C4 What Should Our Community's Active Transportation Plan Look Like?	Session D4 Prepare for Town Board Presentations



Registration is \$45 and includes a continental breakfast, lunch and snacks.

Go to grats.eventbrite.com to register!

Capacity is limited – register early!

Financial assistance and special rates are available: go to www.rochestercyclingalliance.org for more information.

To register by mail please make check for \$45.00 payable to the Rochester Cycling Alliance and mail check and this page to Active Transportation Symposium, c/o Planning & Development, 50 W. Main Street, Suite 8100, Rochester, NY 14614.

Please print clearly!

Registrant's name: _____

Mailing address: _____

Phone number: _____

E-mail address: _____

Representing which municipality, agency or firm: _____

Please circle the session you interested in attending

A1 A2 A3 A4
 B1 B2 B3 B4
 C1 C2 C3 C4

Registration confirmation will be sent along with more details about the Symposium.

Go to www.rochestercyclingalliance.org/active-transportation or contact Rochelle Bell at 753-2034 or rbell@monroecounty.gov for additional information.