

MEMORANDUM

TO: GTC Planning Committee Members & Alternates
FROM: James Stack, Executive Director /s/
DATE: August 2, 2018
SUBJECT: UPWP Project Scope of Work

The Planning Committee must approve a Scope of Work for each new project in the Unified Planning Work Program (UPWP).

The following UPWP project Scope of Work is provided for your review and consideration:

1. **Task 6812 – Honeoye Falls Circulation, Accessibility, and Parking (CAP) Study** (Village of Honeoye Falls)

Pending Planning Committee approval of the Scope of Work referenced above, this projects can begin.

Recommended Action:

Consider the UPWP Project Scopes of Work referenced above for approval.

Honeoye Falls Circulation, Access, and Parking (CAP) Study

Scope of Work

A. Objective

The Village of Honeoye Falls would like to improve circulation, access, and parking along its Main Street corridor and within the downtown, West main, and North Main activity centers through the consideration of active transportation and design best practices. The study will identify physical, operational, and regulatory changes needed to improve circulation, accessibility, and parking for all modes of travel; develop an inviting streetscape environment for non-motorists; and foster growth in the Village's primary business districts.

B. Background

Founded in 1791, the Village of Honeoye Falls very much exemplifies the traditional "Main Street" development pattern that is so coveted by communities today. However, in recent decades the rise in reliance on the automobile for transportation has had a detrimental effect on its character and walkability. The population of the Village is approximately 2,700 residents, nearly 20% of which are seniors. There are limited housing and transportation options for seniors, so retirees tend to move out of the community. A specific area of concern for the Village is West Main, where a residential development housing 310 seniors and persons with disabilities is located (with additional units currently under construction). The majority of these residents rely on walking to nearby stores for daily amenities, but are faced with fast moving traffic, limited crosswalk accommodations, and a wide right-of-way. The downtown area of the Village is a multi-story, mixed-use activity center with civic, retail, and service uses surrounded by established neighborhoods. Downtown businesses have struggled to remain open, citing a lack of parking and visibility. Adjacent to downtown and the North Main area is the school district, Honeoye Creek, the falls, and public parks. North Main is a secondary activity center to downtown with retail, service, and restaurant uses.

During the planning process undertaken to develop the Village's first Comprehensive Plan in 2014, several key issues were identified by the public that reflect the challenges of accessibility, connectivity, and economic development in the downtown, West Main, and North Main activity centers. Residents noted the following:

- Limited ability to age-in-place due to a lack of transportation and housing options;
- Parking constraints (whether perceived or actual) affecting the success of downtown businesses;
- Auto-oriented development pattern of West Main Street and poor connectivity from downtown;
- Impact of fast moving automobile traffic on the pedestrian and bicyclist environment;
- Underutilized trail and park access opportunities; and
- Lack of Village identity, design, and character at gateways and throughout activity centers.

Since the adoption of the 2014 Comprehensive Plan, the Village has made significant efforts to not only address specific active transportation and mobility concerns, but also improve local economic vitality and community character. This additional planning will support these efforts and foster further progress.

C. Tasks

Village of Honeoye Falls

- Select CAP Study Steering Committee of Village residents, staff, officials, and relevant organization representatives (e.g. GTC, Monroe County, NYSDOT, school district, merchants association, etc.).
- Prepare and issue RFP; select and engage a qualified consultant and begin CAP Study process

Consultant

- Identification and inventory of existing and planned subarea conditions; Review of existing plans and studies relevant to the project subareas;
- Conduct public outreach and public participation efforts in accordance with Section E. (Public Participation Plan);
- Conduct an assessment of specific physical, operational, design, policy, and regulatory needs and opportunities by project subarea;
- Develop a concept plan with recommendations for improving multi-modal circulation and access in each subarea as well as parking, site design, waterfront connectivity, and economic opportunities;
- Identification of the costs, funding sources, priority, and party or parties responsible for implementation of final study recommendations.
- Develop draft report and, based on public and Steering Committee feedback, a final report;
- Present study findings and Executive Summary to the GTC Planning Committee and to the Honeoye Falls Village Board and for consideration and approval.

D. Products

1. Draft report - inclusive of study elements listed above in Section C., as well as a summary of public input received.
2. Final report & Executive Summary - including a conceptual vision plan with detailed illustrative plans and sketches and an action plan of recommendations including costs, funding possibilities, priorities for improvements, identification of parties responsible for implementation, and policy/regulatory strategies. The action plan will include readily implementable items for the Village and other groups to accomplish physical, economic, and regulatory improvements in the project focus areas. These reports will be in bound copy and also provided electronically (PDF) as well as in a Microsoft Power Point presentation format.

E. Public Participation Plan

The Village has a proven track-record of engaging its residents and business owners. Some options to consider as part of the process used to develop the CAP are:

- Public Meeting #1 - An EnVision Main Street Workshop: This event would be organized to inform attendees about the study but also provide a variety of opportunities for input.
- Senior Workshop: Given the number older adults living in the Village, it may be beneficial to reach out directly to the local senior population to hear their concerns. This workshop could be contingent on the nature of the turn-out at the EnVision Main Street Workshop.

- Youth Workshop: A large number of families with children live in the community. In addition, the school campus is situated in the Village limits. As a result, a dialogue with school aged children or young adults should be a part of any engagement strategy to identify how they circulate around the Village.
- Public Meeting #2 - Open House: Once recommendations are completed, a second public meeting would be held to solicit input. The exact nature of this meeting would be determined by the Steering Committee.

It is anticipated that traditional outreach methods described above will be accompanied by online promotional efforts and a social media presence to provide additional avenues to participate in the process. If the selected consultant in conjunction with Steering Committee feels there is merit in conducting a traditional or online survey, the consultant should maintain the capacity to do so.

F. Schedule

1.Scope of work approved	July 2018
2.Consultant selection	August 2018
3.Project initiation meeting	September 2018
4.Inventory of existing conditions/baseline analysis	October-November 2018
5.Needs assessment completed	December 2018-January 2019
6.First public meeting	February 2019
7.Alternatives developed	March-April 2019
8.Recommendations selected	May-June 2019
9.Second public meeting	July-August 2019
10.Implementation strategy completed	September 2019
11. Draft report completed	October-November 2019
12. Final report completed	November-December 2019
13. Financial closeout	March 2020

G. Project Budget

Sources of Funds		Uses of Funds	
	<u>FY 2018-19</u>		<u>FY 2018-19</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$56,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	\$56,000	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	2,000	Contractual	60,000
Local (Cash)	4,000	In-kind Exp.	2,000
Subtotal	\$6,000	Subtotal	\$62,000
<u>Total</u>	<u>\$62,000</u>	<u>Total</u>	<u>\$62,000</u>