

Maple Ridge Road Corridor Study

Scope of Work

A. Objective

Evaluate means of improving safety and access for pedestrians and bicyclists through the Maple Ridge Road Corridor while simultaneously providing long-term access management for current and future land uses adjoining the same Corridor.

B. Background

Maple Ridge Road Corridor is an approximately 2.2 mile linear highway straddling the southern border of the Village of Medina and the Town of Shelby. It extends from Bates/Waterworks Rd. to Salt Works Rd. for the purposes of this study. The Corridor is roughly bisected by State Route 63, which extends northward to Medina's downtown business district, about .8 mile away. Sidewalks only exist on roughly 900 ft. on the north side of the highway, near the midpoint of the Corridor and adjacent to residential neighborhoods in the Village beyond the Corridor. The easternmost portion (.9 mile) of the Corridor is State Route 31A. The remaining western portion (1.3 miles) comprises State Route 31.

Over several decades, traffic and density have increased steadily along the Corridor as it hosted more development, to the extent it now includes commercial, industrial, institutional, professional/medical offices, agricultural, and residential uses. With the construction of a new Medina High School in 1991, a new primary entrance to the Medina Central School District campus from Maple Ridge Rd. was added – making entry to the Corridor more direct for both vehicles and students on foot. The latter avail themselves of the fast food restaurants and supermarkets in the Corridor. Residents of both an existing manufactured home park and a 126-unit senior citizen housing complex also can be observed walking along the road shoulder despite the fact the majority of the Corridor is on a fixed bus route of the Regional Transit Service. Further demand for active transportation was generated when Genesee Community College opened its Medina Campus in the Corridor in 2001.

At the same time, the Medina Business Park has expanded significantly, such that, at over 300 acres, it is now advertised as the largest certified shovel-ready business park in Western New York. The Park is expected to play a critical role for the indefinite future in attracting new businesses to the County and expanding existing ones. Other nearby additions generating new traffic include an ethanol plant (2007) off the eastern end of Corridor. A vegetable processing facility opened in the Park in late 2016. A major expansion of a sign design/fabrication firm is under way. Plans for both a dialysis center and 58-room hotel in the Corridor have also recently been approved, and construction is pending. Future access to the Medina Business Park has now become an acute issue, as the New York State Department of Transportation has conditioned any future highway access permits for phased development of the Park upon installation of a turning lane(s) on Maple Ridge Rd. Physical constraints also pose a challenge: the Maple Ridge Road Bridge over the Oak Orchard River is a potential choke point due to its width.

Under these circumstances, it is most efficient to integrate a study to accommodate the safe movement of pedestrians and bicyclists with access management for vehicles, as both objectives involve and impact the same asset: the Maple Ridge Road Corridor right-of-way.

For more than twenty years, both the Village of Medina and the Town of Shelby have administered a common Maple Ridge Overlay District in their zoning ordinances to properly manage development of the Corridor and anticipate further growth. The Village of Medina was included in the Genesee Transportation Council's Regional Walkability Improvement Program (2016), where sidewalk deficiencies were recognized and further study proposed to determine a preferred alternative.

The County of Orleans Economic Development Agency (COEDA) anticipates funding a traffic count study in 2018 to obtain current data on volume and nature of traffic in the Corridor near the Medina Business Park. The Western Orleans Comprehensive Plan includes both Medina and Shelby, and is currently being updated with an increased emphasis on walkability within the Village. The draft Plan identifies the lack of sidewalks in portions of the Corridor as a major concern, as pedestrians from nearby dense residential neighborhoods in the Village are attracted to its retail variety. Additionally, the draft Plan notes that much of the Corridor is less conveniently accessible to pedestrians than Medina's downtown business district. Finally, the draft Plan identifies possible pedestrian/bicycle trail connections from the Corridor to the interior of the Village, through Butts Park and other routes.

C. Tasks

1. Project Kick-Off Conference

The Village of Medina, the Town of Shelby, the Orleans County Economic Development Agency, the Genesee Transportation Council, Medina Central School, and New York State Department of Transportation, along with other primary stakeholders shall hold an initial meeting to review the project scope and project requirements, roles and responsibilities of project partners and entities involved in preparing the Study, the selection process for procuring consultant services for the project, SEQRA compliance requirements, and the schedule for achieving certain milestones.

2. Maple Ridge Road Corridor Advisory Committee

The Village of Medina, in consultation with the Genesee Transportation Council, shall establish a Maple Ridge Road Corridor Advisory Committee to oversee all aspects of the project in cooperation with municipal officials and the project consultant (once selected). The Committee shall be representative of primary project stakeholders identified in Task C.1., and may also include other governmental and educational institutions (e.g. Genesee Community College – Medina Campus), as well as businesses and community based organizations.

3. Request for Proposals

The Genesee Transportation Council, with assistance from the Village of Medina and the County, will prepare a Request for Proposals (RFP) for consulting planning services, including a complete description of the project, expected final results, a schedule for completion, and criteria for selecting the preferred proposal. GTC staff will issue the RFP.

4. Consultant Selection

In consultation with the Genesee Transportation Council, the Village of Medina will establish an appropriate review committee which shall review all qualifying proposals received as a result of the RFP. (The review committee may be, but not necessarily must be, a subset of the Advisory Committee.) At a minimum, the following criteria shall be used in evaluating consultant responses

- Quality and completeness of the response.
- Understanding of the proposed scope of work.
- Qualifications and relevant experience with respect to the tasks to be performed.
- Reputation among previous clients.
- Projected hours of individual staff members by title working on project.
- Ability to complete all project tasks within the allotted time and budget

Incomplete proposals that do not address all of the requested components will not be accepted for review and consideration, and will be deemed disqualified.

5. Consultant Contract Preparation and Execution

The Genesee Transportation Council shall draft and hold the contract to conduct project work with the selected consultant. The contract shall incorporate a detailed work plan with adequate opportunity for review at appropriate stages of project completion, a payment schedule, and a contract cost.

6. Project Initiation Meeting

The Village of Medina shall hold a meeting with the consultant and the Maple Ridge Road Corridor Advisory Committee to review project requirements, roles and responsibilities.

7. Inventory and Analysis of Existing Conditions and Transportation Infrastructure

A comprehensive inventory and review of all existing transportation facilities within the Corridor shall be conducted. An evaluation will be made of their safety to identify areas where improvements are necessary for the benefit of pedestrians and bicyclists. Areas where vehicular access to adjoining properties have the potential to become impaired by further development shall be identified. The inventory shall include the following existing conditions:

- a. Existing physical characteristics (e.g., street intersections and driveway locations, traffic signals and signage, marked street crossings, bridges, culverts, drainageways, utility poles, road/right-of-way configuration) and operating

- conditions (e.g., traffic volumes, level of service, accident data, pavement, sidewalk, and right-of-way conditions) of the Corridor;
- b. Planned and/or proposed, funded or unfunded, transportation improvements (e.g., maintenance, repairs, or improvements along with corresponding costs, including those of vehicular and pedestrian/bicyclists) along the Corridor;
- c. Existing municipal comprehensive plans, zoning regulations, and other relevant plans as they relate to the Corridor;
- d. Existing, pending, and potential land uses within the Corridor given present or proposed plans and regulation; and
- e. Other key information as necessary, including relevant anecdotal information, which may benefit project decision-making.

As part of its in-kind contribution to the project, the Orleans County Department of Planning and Development will assist in assembling available GIS data, provide GIS-based mapping and assist in community engagement efforts. The County of Orleans Economic Development Agency may also be able to contribute in-kind to the project, as it very recently announced its intention to fund a traffic count study in calendar year 2018 near the Medina Business Park.

8. Conduct a Needs Analysis

A needs assessment shall be prepared to determine which areas are lacking appropriate accommodations for pedestrians and bicyclists, and where highway improvements are needed to assure satisfactory long-term movement of vehicles in the Corridor and to provide land service. To support the analysis and decision-making necessary to advance the Project, the consultant will identify specific transportation needs, issues, and opportunities that include, but are not limited to, the following considerations:

- a. Options that provide safety and access to pedestrians and bicyclists, and identification of those portions of the Corridor warranting improvement
- b. Options that provide vehicular access and vehicle movement to the Medina Business Park and other existing and future uses in the Corridor on a long-term basis.

9. First Public Meeting

The consultant and the Maple Ridge Corridor Advisory Committee will hold the first public meeting to present findings from Inventory and Analysis of Existing Conditions and Transportation Infrastructure and the Needs Analysis.

10. Development of Project Alternatives and Costs

With input from the Maple Ridge Corridor Advisory Committee, the consultant shall develop Preferred Alternatives, with associated costs, to achieve the objectives of the study.

11. Second Public Meeting

The Consultant and the Maple Ridge Road Corridor Advisory Committee will hold a second public meeting to solicit community input and feedback on the Preferred Alternatives Technical Memorandum

12. Recommendations Selected

The Maple Ridge Road Corridor Advisory Committee shall select preferred alternatives for the study area.

13. Completion of Draft Report

The consultant shall draft report based on Maple Ridge Road Corridor Advisory Committee recommendations.

14. Produce a Final Report and Executive Summary

The consultant shall produce a final report and executive summary. The final report shall also describe an implementation strategy.

D. Products

Deliverables (in hard copy and electronic form) shall include, but not be limited to: public meeting materials, handouts, agendas, meeting minutes/summary, Technical Memoranda of Inventory and Analysis of Existing Conditions and Transportation Infrastructure and Needs Analysis, Implementation Strategy for Preferred Alternatives, Final Report and Executive Summary. The final report and executive summary should be both electronic and photocopy-ready. PowerPoint presentations should be among the media utilized to convey findings recommendations at public meetings. There shall be 15 hard copies produced of the final report and executive summary.

E. Public Participation Plan

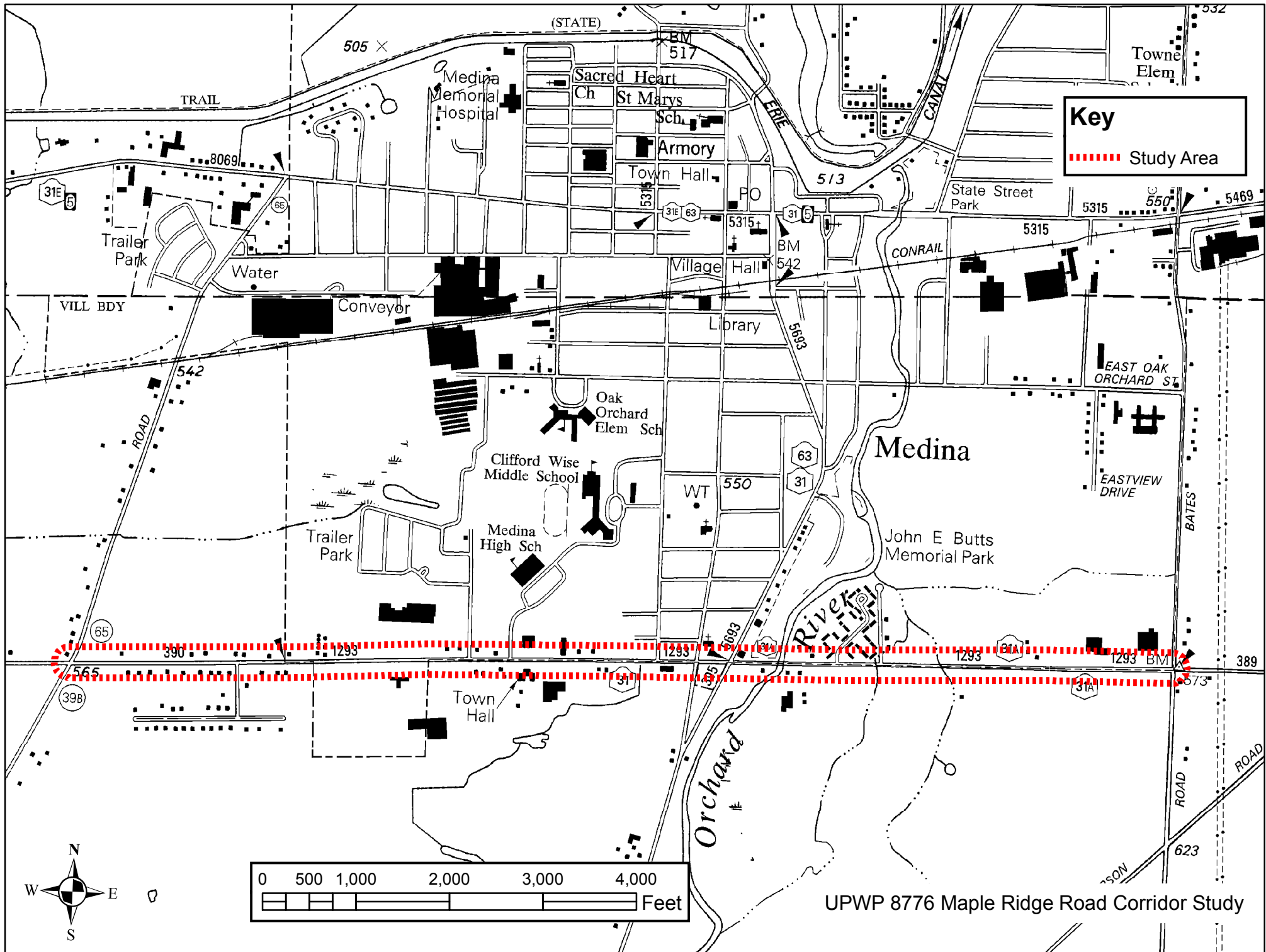
This project shall be steered by the Maple Ridge Road Corridor Advisory Committee with broad representation of stakeholder interest in the Corridor in Orleans County. Meetings shall be held in compliance with New York State Open Meeting Law. Locations of meetings shall be very close (within approximately one mile) of the study area. Minutes shall be taken at all meetings. Meeting announcements, minutes, draft and final reports shall be posted on a page of the Village of Medina's official web site, and other participating municipalities as their technology and resources allow. Those who cannot attend public meetings due to conflicts will be invited to provide comments through alternate means, including but not limited to electronic. To that end, the Committee will host an on-line survey through a web-based tool (e.g. SurveyMonkey) to garner additional feedback.

F. Schedule

The process is expected to take approximately 12 months once a consultant enters into contract with the Genesee Transportation Council. If the Work Program is approved in May 2018, the Final Report is expected to be completed by December of 2019.

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	\$65,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	<u>\$65,000</u>	Subtotal	<u>\$0</u>
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	1,000	Contractual	70,000
Local (Cash)	5,000	In-kind Exp.	1,000
Subtotal	<u>\$6,000</u>	Subtotal	<u>\$71,000</u>
<u>Total</u>	<u><u>\$71,000</u></u>	<u>Total</u>	<u><u>\$71,000</u></u>



UPWP 8776 Maple Ridge Road Corridor Study