

West Main Street Multimodal Transportation and Placemaking Study

Scope of Work

A. Objective

To develop a set of strategies and an implementation plan that reflect a reimagining of the West Main Street corridor from West Broad Street to Chili Avenue. The strategies would better accommodate active transportation modes while emphasizing a sense of place for the corridor and diminishing its perception as merely a pass-through street.

More specific primary objectives include:

1. Completion of a multimodal existing conditions analysis that provides an accurate picture of how people travel within and use the corridor
2. Engagement of the community to help define the desired levels of access and mobility by travel mode
3. Identification of actions and interventions that can improve safety for vulnerable users along the corridor in the short-, medium-, and long-term
4. Identification of operational deficiencies by mode and propose remedies with a special focus on increasing access and safety for all users
5. An understanding of optimal right-of-way configuration to support surrounding and planned land uses, create gateways to Downtown and west side neighborhoods, cultivate a sense of place, meet climate change goals, improve the experience along the Rochester Heritage Trail, and calm traffic

A robust engagement component is intended to achieve a shared vision for the future transformation of the right-of-way that exemplifies the principles in the City's Comprehensive Plan: *Rochester 2034*. The Placemaking Plan within *Rochester 2034* provides a foundation for developing more location-specific strategies that will create a more vibrant corridor.

B. Background

West Main Street is struggling to experience reinvestment as the City slowly recovers from decades of disinvestment. This corridor traverses some of the poorest neighborhoods within the City. Over 35% of households in the vicinity of this corridor lack access to a motor vehicle. The average household income is \$26,000. Safety concerns prevent many people without personal vehicles from making full use of businesses and services in the area. Improving safety and encouraging new development in this area can help improve the lives of some of Rochester's poorest residents.

The auto-oriented environment that typifies this corridor, and is hostile to walking and bicycling, contributes to the lack of development activity. While one of the busiest transit corridors in the city, sidewalks are narrow and feel unsafe, bus stops lack amenities, and traffic speeds are high due to the 4-lane cross section. For these reasons, among others, bicycle and pedestrian volumes are suppressed.

This study will build on the City's new Comprehensive Plan, *Rochester 2034*, along with the Comprehensive Access and Mobility Plan, and the City's Complete Streets Policy. All of these documents call for and show how to change auto oriented streets into streets that better serve all roadway users.

Additionally, the City's Department of Neighborhood and Business Development has been acquiring land and planning for the redevelopment of the Bull's Head neighborhood, located at the intersection of West Main Street and Genesee Street. This project will help support those efforts. Preparing a study that strategizes a corridor transformation to better accommodate all modes of travel will better position the City to apply for implementation funding for recommended projects.

C. Tasks

The following list are the tasks that will be completed as the project progresses:

1. The formation of a Project Advisory Committee consisting of, at minimum, the following stakeholders will take place after the approval of this Scope of Work:
 - a. City of Rochester Department of Environmental Services
 - b. City of Rochester Planning Office
 - c. City of Rochester Zoning Office
 - d. City of Rochester Department of Neighborhood and Business Development
 - e. City of Rochester Department of Recreation and Youth Services
 - f. Monroe County Department of Transportation
 - g. Genesee Transportation Council
 - h. NYSDOT Region 4
 - i. West Main Street Business Association
 - j. Susan B Anthony Neighborhood representatives
 - k. Other neighborhood representatives and community stakeholders
2. In collaboration with the Genesee Transportation Council, an RFP will be created and advertised publicly. The City and select members of the Project Advisory Committee will review the submissions and engage the services of a consultant with expertise in multi-modal transportation planning and placemaking.
3. The Consultant's first tasks will be an Existing Conditions Analysis and Needs Assessment. This will be an in-depth look at the corridor, how it functions, baseline traffic and demographic data, zoning and planning information, past and

future projects, and a summary of corridor facilities. The Needs Assessment will seek to define, in general terms, what the outcome of this project will be.

4. The Consultant will conduct three rounds of major public consultation. The first round will try to determine a vision for the corridor as well as to validate concepts included in the needs assessment by further understanding transportation difficulties faced by the public.
5. Following the needs assessment, the consultant will prepare Concept Plans, Strategies, and Regulatory Recommendations. This will include a series of various high-level alternatives showing what options could be incorporated into the corridor to meet the vision. Part of the preparation process will involve the second round of public consultation. This may take place in the form of a design workshop.
6. Once recommended strategy alternatives are identified, the third round of public consultation will choose and prioritize strategies and alternatives for a final recommended corridor design.
7. The Final Report will contain aspects of all previous steps as well as a final recommendation on what the corridor should look like, what elements should be implemented to improve safety, how the corridor can become a destination, and how all users can be more safely accommodated.

D. Products

The following is a list of products expected from this project:

1. Existing Conditions Analysis and Needs Assessment – electronic
2. Concept Plans, Strategies, and Regulatory Recommendations – electronic
3. Draft Final Report – electronic
4. Final Report – 10 hard bound copies & electronic
5. Executive Summary – electronic

E. Public Participation Plan

The public will be involved at three different points during the project.

The first phase of involvement, following the existing conditions analysis and needs assessment, will see the public involved in helping define the needs and desires of people living and working along the corridor. The wider community will also be asked to provide information on how they use the corridor and what outcomes they would like to see in order to validate the needs assessment and to prioritize the addressing of those needs. This first phase of consultation will incorporate public meetings, surveys, online meetings, and other forms of input in an effort to reach as far and wide as possible.

The second phase of involvement, as part of the Concept Plans, Strategies, and Regulatory Recommendations task, will see the public actively assist in future corridor design. This may include intensive design workshops. The public will be asked to help set the standards for viable design alternatives. Engineers, planners, landscape architects, and other professionals would work with the public to complete design alternatives based on the needs assessment.

Proposed corridor designs, created in the design workshops, along with other strategy alternatives will be presented to the wider community for feedback. Engagement will take place online and in other public forums. Feedback on the proposed design and strategy alternatives will enable further refinement of the corridor design in the final report while identifying community priorities.

F. Schedule

The anticipated schedule is as follows:

Scope approval	May 2020
RFP Released	June 2020
Consultant selected	August 2020
Contract signed	September 2020
Project Kick-off	October 2020
Existing Conditions Analysis and Needs Assessment	January 2021
Public Consultation Round One	Winter 2021
Concept Plans, Strategies, and Regulatory Recommendations	May 2021
Public Consultation Round Two	June 2021
Public Consultation Round Three	August 2021
Draft Final Report	September 2021
Final Report	October 2021
Project Close Out	November 2021

G. Project Budget

Sources of Funds		Uses of Funds	
	<u>FY 2020-21</u>		<u>FY 2020-21</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$110,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	<u>\$110,000</u>	Subtotal	<u>\$0</u>
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	\$15,000	Contractual	125,000
Local (Cash)	\$15,000	In-kind Exp.	15,000
Subtotal	<u>\$30,000</u>	Subtotal	<u>\$140,000</u>
<u>Total</u>	<u>\$140,000</u>	<u>Total</u>	<u>\$140,000</u>