

City of Rochester Downtown Sign Assessment

Scope of Work

A. Objective

To study the existing signage for I-490, the Inner Loop expressways, and NYS touring routes throughout and surrounding the City of Rochester's downtown core.

B. Background

Project Purpose:

The project will study the existing route marker and guide/wayfinding signing for I-490 and Inner Loop expressways in the downtown Rochester area. The project will also study the existing route markers and guide signing for select NYS touring routes (e.g., Routes 15, 15A, 31, 33, 33A, 96, and 383) and Bicycle Route 5 into and through the City of Rochester. In recent years, the downtown area has undergone several transformative projects that have significantly altered traffic patterns. A reevaluation of existing signing is required to improve wayfinding and mobility through the downtown area. The lack of consistent signing on the downtown street network and on state touring routes is detrimental to commercial traffic and negatively impacts visitor experiences in the downtown area.

Project Area:

The project area includes Downtown Rochester, selected adjacent neighborhoods, and selected state touring routes within the city.

Background:

The existing signing in the downtown area was last evaluated in the 1960s when the Inner Loop expressway was constructed. Since that time, traffic patterns have greatly changed. Relocation of major employers, conversion of one-way streets, and the removal of a portion of the Inner Loop expressway have diminished the effectiveness of existing signage and introduced needs along corridors that did not exist decades ago. These deficiencies have been noted through numerous complaints from the public to all involved local government agencies (City of Rochester, Monroe County Department of Transportation, and New York State Department of Transportation) regarding the condition and lack of effective signing. In addition, the downtown area is frequented by visitors who are unfamiliar with the local street network and are hindered by the lack of proper guidance in the area.

Project Participants:

Project participants include but are not limited to:

- New York State Department of Transportation (NYSDOT)
- New York State Police (NYSP)
- Monroe County Department of Transportation (MCDOT)
- Monroe County Sheriff's Office (MCSO)
- Rochester Genesee Regional Transportation Authority (RGRTA)
- City of Rochester
- Genesee Transportation Council (GTC) staff

C. Tasks

Task 1: Project Coordination

NYS DOT will establish a Steering Committee, consisting of representatives from the agencies listed above, at the beginning of the project. The Steering Committee will be responsible for:

- Providing technical information from their respective organizations to the consultant team, including applicable data, reports, and other materials;
- Serving as a forum to discuss and resolve policy and technical issues identified during the planning process; and
- Reviewing and commenting on meeting materials and draft work products.

Task 2: Procurement

NYS DOT and GTC will develop a Request for Proposals (RFP) to solicit consultant services. The Steering Committee will review and comment on the RFP before it is released. The Steering Committee will evaluate consultant proposals and select a preferred consultant.

Task 3: Inventory

To support the analysis and decision-making activities necessary to advance the project, the consultant will develop a project inventory by conducting the following subtasks:

- Subtask 3.1. Develop a location and condition inventory of existing guide signing to I-490 within the City of Rochester (textual descriptions, lists, and maps).
- Subtask 3.2. Develop a location and condition inventory of existing touring route signing within the City of Rochester (textual descriptions, lists, and maps).
- Subtask 3.3. Create a map identifying existing touring routes in the City of Rochester.
- Subtask 3.4. Identify and map locations of major traffic generators traffic in the City of Rochester. This will include travel hubs, employment centers, parking garages, entertainment venues, significant government buildings, etc.
- Subtask 3.5. Identify preferred traffic routes to I-490 that can accommodate large trucks and higher traffic volumes. This will include limitations such as height and weight restricted bridges, narrow curb to curb locations and widths, limited turn radius locations, etc.
- Subtask 3.6. Analyze the Inner Loop North preferred concept plan and how this will impact touring routes and I-490 guide signing.
- Subtask 3.7. Research and analyze additional topics mutually agreed upon by the Steering Committee and Consultant.

Task 3 Deliverable: Technical Memorandum No. 1, Inventory, summarizing the inventory development process and describing the findings.

Task 4: Needs Assessment

Based on the inventory findings, the consultant will work with the Steering Committee to develop a list of documented concerns in the project area, including but not limited to outdated and missing signs, signs that should be added or relocated based on anticipated changes to the downtown street network, signage to facilitate truck movements, and signage to direct traffic to and from major traffic generators.

Task 4 Deliverable: Technical Memorandum No. 2, Needs Assessment, summarizing the needs assessment development process and describing the findings.

Task 5: Recommendations

The consultant will develop a set of recommendations for future implementation by conducting the following subtasks:

Subtask 5.1. Identify locations where signing from major generators to I-490 should be installed, taking into account routes that can accommodate trucks and higher traffic volumes and would improve the efficiency of the downtown network.

Subtask 5.2. Identify which touring routes will remain and which should be truncated, including location of termination.

Subtask 5.3. Identify locations where touring route signing should be installed to maintain a continuous route through the City of Rochester.

Subtask 5.4. Coordinate with planned city street construction projects to account for potential changes in sign placement for those projects.

Task 5 Deliverable: Technical Memorandum No. 3, Recommendations, summarizing the recommendations development process and describing the findings.

Task 6: Draft Report

The consultant will combine and revise, as needed, the products of Tasks 3, 4, and 5 to produce a draft report with associated supporting materials (maps, tables, technical appendices, executive summary, etc.). This report will include planning level cost estimates for the proposed work. The draft report will be provided to the Steering Committee for review and comment.

Task 6 Deliverable: Draft Report, including the results of Tasks 3, 4, and 5.

Task 7: Final Report

Based on Steering Committee feedback, the consultant will revise the Draft Report to produce a Final Report, including an Executive Summary. The Final Report will incorporate all associated supporting materials included in the Draft Report.

Task 7 Deliverable: Final Report, including an Executive Summary and associated supporting documentation.

D. Products

1. One (1) copy of the Draft Report in electronic (PDF and MS Word) formats.
2. Ten (10) hardcopies of the Final Report, including the Executive Summary.
3. One (1) copy of the Final Report, including the Executive Summary, in electronic (PDF and MS Word) formats.
4. GIS files and associated data for all maps.
5. Meeting materials, including agendas, presentations, and handouts prepared for all Steering Committee meetings.

E. Public Participation Plan

Per the GTC Public Participation Policy, this project is classified as a Technical/Data Collection Project. Accordingly, no public input activities are required or will be undertaken.

F. Schedule

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| 1. Scope of Work approved | May 2022 |
| 2. Consultant selection | September 2022 |
| 3. Project initiation meeting | October 2022 |
| 4. Inventory of existing signage completed | November-December 2022 |
| 5. Inventory of trip generators completed | January 2023 |
| 6. Identification of preferred trucking routes | February 2023 |
| 7. Draft recommendations completed | March 2023 |
| 8. Implementation plan completed | April 2023 |
| 9. Recommendations finalized | May 2023 |
| 10. Final report completed | June 2023 |
| 11. Financial closeout | July 2023 |

G. Project Budget

Sources of Funds		Uses of Funds	
	FY 2022-23		FY 2022-23
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$40,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	\$40,000	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	10,000	Contractual	40,000
Local (Cash)	0	In-kind Exp.	10,000
Subtotal	\$10,000	Subtotal	\$50,000
<u>Total</u>	<u>\$50,000</u>	<u>Total</u>	<u>\$50,000</u>