

**MEMORANDUM**

**TO:** GTC Planning Committee Members & Alternates  
**FROM:** James Stack, Executive Director JS  
**DATE:** December 29, 2022  
**SUBJECT:** UPWP Modification to support the Reconnect Rochester Complete Streets Makeover Program / Planning Committee Resolution 23-01

At the November 10, 2022 meeting of the GTC Planning Committee, I requested consideration of a modification to Task 5540, Complete Streets program. GTC staff have met with representatives of FHWA to clarify how the new Complete Streets planning set-aside of Metropolitan Planning funds required by BIL (2.5%) can be used to support existing community efforts. The proposed modification would separate the portion of the task budget originating from the set-aside within the task's financial table.

GTC staff also requests to modify the task process to specifically mention Reconnect Rochester's Complete Streets Makeover program. The intent of the inclusion is to specifically indicate GTC staff participation and allow a financial contribution to this organization.

As requested by members of the Committee, a two-page summary of the accomplishments, selection process, community interaction, implementation process, and impacts of the Complete Streets Makeover Program is provided for your review and consideration as part of the meeting materials for the January 5, 2023 meeting. Additionally, Mary Staropoli of Reconnect Rochester will join the meeting to provide a presentation on the Complete Streets Makeover program and be available to answer questions.

***Recommended Action:***

*Approve Planning Committee Resolution 23-01, modifying the FY 2022-2023 Unified Planning Work Program.*

**GENESEE TRANSPORTATION COUNCIL**

**PLANNING COMMITTEE RESOLUTION**

**Resolution 23-01 Modifying the *FY 2022-2023 UPWP* by modifying the Budget, Process, and Schedule of the Complete Streets Program (Task 5540)**

**WHEREAS,**

1. The *FY 2022-2023 Unified Planning Work Program* (UPWP) includes Task 5540 – Complete Streets Program;
2. Task 5540 is funded with \$60,000 of Federal Highway Administration (FHWA) PL funds, of which \$51,292.40 constitutes a 2.5% set-aside required by the Infrastructure Investment and Jobs Act (Bipartisan Infrastructure Law);
3. GTC wishes to support and participate in the Reconnect Rochester Complete Streets Makeover program;
4. GTC Staff has consulted with FHWA New York Division, which concurs that participation is an appropriate use of PL funds;
5. FHWA has requested an amendment to the UPWP narrative to add the Reconnect Rochester Complete Streets Makeover Program as a specific activity under Task 5540 – Complete Streets Program;
6. GTC Resolution 78-4 authorizes the Planning Committee to make UPWP amendments of this nature.

**NOW, THEREFORE, BE IT RESOLVED**

1. That the Genesee Transportation Council amends the *FY 2022-23 UPWP* to modifying the Budget, Process, and Schedule of the Complete Streets Program (Task 5540), and will update the existing UPWP document accordingly; and
2. That this resolution takes effect ten days after notification to the GTC Chairperson or upon notification that the GTC Chairperson does not plan to present this resolution to the GTC Policy Committee, whichever occurs first.

**CERTIFICATION**

The undersigned duly qualified Chairman of the Genesee Transportation Council Planning Committee certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the GTC Planning Committee held on January 5, 2023.

Date \_\_\_\_\_

\_\_\_\_\_  
SCOTT A. LEATHERSICH, Chairman  
Genesee Transportation Council  
Planning Committee

# **Reconnect Rochester Complete Street Makeover Program**

## **Accomplishments**

Since 2018, the Complete Streets Makeover program has resulted in three physical roadway modifications that strive to enhance the level of safety for everyone — regardless of age, ability or mode of transportation. The temporary on-street experiment is intended to implement some elements of design improvement, enough for the neighborhood to show reduced speeds. Speed data is collected before the on-street installation, and then again post-installation. The neighborhood uses this powerful evidence to advocate for making permanent street design changes.

The first implementation, at Parsells Avenue and Greeley Street in Rochester's Beechwood neighborhood, resulted in a dramatic reduction in the maximum vehicular speed (69 mph to 44 mph) as well as the 85<sup>th</sup> percentile speed (39 mph to 18 mph). In November 2020, the City of Rochester made the benefits of the project permanent, installing raised crosswalks at two locations on Parsells Avenue.

The most recent implementation, put in place in May 2022 at Orange and Orchard Streets near the entrance to RCSD School 17, likewise had positive effect on reducing the maximum (47 mph to 35 mph) and 85<sup>th</sup> percentile (25 mph to 18 mph) vehicular speeds in the immediate vicinity of a neighborhood focal point.

## **Selection Process**

Each year, the Complete Streets Makeover program begins by placing a public call for submissions. Monroe County residents are asked to help identify the intersections and corridors they find to be the least friendly to pedestrians and bicyclists. From the public nominations received, a Program Steering Committee made up of City and County officials, transportation professionals and community advocates, selects a winning location to receive the "Complete Streets Makeover" treatment. Selection factors include crash safety data, proximity to child-focused land uses, and the potential and feasibility of design improvements.

The Committee selects an additional location as a Design Rendering Winner, typically a location that is not conducive to doing an on-street installation. This location receives a conceptual drawing by a professional engineering team to show possible street design improvements that would make it safer for those walking and biking. The neighborhood can use the illustration as a starting point for further community conversation, and a tool to advocate for improvements.

## **Community Interaction**

Once a location is selected, Reconnect Rochester and its core stakeholder committee engage with representatives of the neighborhood surrounding the project site, who together plan a community workshop. Neighborhood stakeholders and residents are invited to share their experience and ideas for safety improvements at the intersection. The Community Design Center of Rochester facilitates the workshop immediately proximate to the project site. Attendees are first led through the basics of road safety statistics and complete streets. Then,

CDC-R volunteers help to translate the community's thoughts and desires into actionable design elements that would enhance safety at the intersection.

Based on community input from this session, the Stantec team, offering traffic engineering services as a sponsorship to the program, drafts a conceptual drawing of street design improvements. Their rendering focuses on elements that could be brought to life in the temporary, on-street installation and then translated into future permanent improvements.

### **Implementation Days**

In order to bring the design to life, neighbors come together for an on-street event that transforms the intersection. Common Ground Health supplies physical equipment for the implementation from their traffic calming library. Participants assist City staff in the painting of a street mural and the installation of placemaking elements. The event, including provided food and music, reinforces community building.

Street design elements meant to calm traffic and enhance safety typically include enhanced signage, curb extensions, temporary speed cushions, and the previously mentioned street designed by a local artist. Beautification elements, such as fence art and flower planters, have augmented previous projects through the efforts of local school children.

### **Products and Impacts**

The temporary on-street experiment is intended to immediately reduce vehicular speeds and enhance the safety of non-motorized users. To quantify the results described above, the core stakeholder committee coordinates the collection of vehicular speed and volume data prior to on-street installation as well as post-installation. Small differences in motorist speed greatly impact pedestrian and cyclist safety. Each mile-per-hour can make a difference between a non-motorist experiencing minor injury, serious injury, or fatality. The project sponsor uses speed reduction information to request permanent changes using official and durable techniques and materials.

The aforementioned permanent installation by the City of Rochester at the site of the 2018 Complete Streets Makeover project marked success for the Beechwood neighborhood in coming together in the name of roadway user safety. The neighborhood now presents the intersection of Parsells Avenue and Greeley Street as a welcoming space for everyone. For each annual project, and for the long term, Reconnect Rochester and its partners continue to support the neighborhood sponsor's advocacy efforts to make permanent its street design improvements.

More information about the Complete Streets Makeover Program is available at <https://reconnectrochester.org/programs/complete-streets-makeover/>.