

Ontario County SR 364/CR 11 Active Transportation Corridor Plan

Scope of Work

A. Objective

To identify comprehensive strategies including traffic calming, wayfinding, signage, public transit, access management and infrastructure improvements needed to incorporate bicyclists, pedestrians, and motorists as equal corridor users and create a parkway environment for the two County parks - Ontario County Beach and Deep Run and adjoining parkland in the Town of Gorham.

B. Background

Most of the Canandaigua Lake shoreline is privately owned and public access is limited to glimpses of the shoreline on a drive or bike ride or at two county parks-- Deep Run (1 acre) and Ontario Beach (0.6 acre) County Parks -- of only 9 public parks on all of the Lake.

The parks are free and provide the only public access to the east side of the Lake in Ontario County. Speeding, parking along the roadway, congestion and conflicts between vehicular traffic and bicycles and pedestrians are a problem along the corridor.

The 10 mile study area includes SR 364 from CR 18/Constellation Brands-Marvin Sands Performing Arts Center (CMAC) area in the Town of Canandaigua to the Yates County line (7.3 miles) and CR 11 (East Lake Rd.) from SR 364 (2.7 miles) to the Yates County Line.

The SR 364/CR 11 corridor is virtually built out on the west side with relatively small residential lots with frontages primarily between 30'-90'. The rights of ways are nominally 66' with 22' pavement width and 5' shoulders. Though the year round resident population is small, the population swells with the influx of tourists, snowbirds, and AirBNB-type rentals increasing congestion, on road parking, and pedestrian and bicyclist use.

SR 364 and CR 11 function to move vehicles from one point to another. NYSDOT Speed County Average Daily Report data for 2015 finds that 98 percent of the vehicles on SR 364 northbound approaching the CR 11 intersection near Deep Run Park are exceeding the posted 45 mph speed limit, with 74 percent exceeding it by 10 mph. The average speed is 57 mph. The Speed County Average Daily Report for 2011, the most recent, from CR 11 to the City of Canandaigua line show the monthly average speed of 48 mph through the corridor. That speed is continuous even when traffic counts increase by 50-80 percent during the summer and fall tourist season.

Particular focus will be developing a parkway corridor between Ontario County's two parks on Canandaigua Lake--Ontario County Beach and Deep Run and Town of Gorham parkland across from Deep Run Park. The County is preparing master plans for the parks with a state grant and is partnering with Canandaigua Lake Watershed Council on their Canandaigua Lake Water Trail Action Plan to increase non-motorized access to the lake. This project is timed to be done concurrent with the parks master plan project.

C. Tasks

1. A project advisory committee will be established that will include representatives from the Towns of Gorham and Canandaigua, NYS Department of Transportation, NYS Department of Environmental Conservation, Ontario County Department of Public Works

and Department of Planning, Canandaigua Lake Watershed Council, the Canandaigua Lake Watershed Association, non-motorized vehicle user groups, and other applicable stakeholders.

2. Engage a consultant to conduct and coordinate the plan.
 3. Hold a project kick-off meeting to clarify project advisory committee/consultant roles, responsibilities, expectations, deliverables, and project schedule.
 4. Active Transportation Inventory of Existing Conditions-Vehicular/Pedestrian/Bicycle
 - Existing physical characteristics of the corridor (road condition, design, condition, public and private signage, etc.)
 - Existing operating conditions of the corridor (traffic volumes, patterns, level of service, accident etc.)
 - Existing pedestrian, non-motorized, and recreational amenities and infrastructure serving the corridor.
 - Existing visitor/residents destinations within/outside - (restaurants, public/private parks, marinas, etc.)
 - Town comprehensive plans, access management plans and local laws, zoning and land use regulations.
2. Inventory Analysis
- Identify deficiencies in existing traffic data and conduct traffic counts and other needed studies to supplement existing information.
 - Identify opportunities and constraints for active transportation.
3. Active Transportation Corridor Plans Alternatives
- Alternative plans will be prepared suited to the particular characteristics and issues of the sub-corridor area.
 - Because of preliminary transportation work completed as part of the Deep Run/Ontario Beach County Park Master Plan project, more detailed conceptual design analysis will be done particularly as related to traffic calming and intersection/pedestrian crossing points.
 - Specific local access management regulations will be identified.
4. Draft & Final Plan Development
- Based on input from the public, stakeholders, advisory committee on the alternative plans, a Draft Active Transportation Corridor Plan (ATCP) will be developed.
 - The Final ATCP will be developed after a final public meeting and review by the advisory committee.

D. Products

1. The consultant will provide all materials, text, images, graphics, etc. necessary for publicity and public outreach.
2. Ten printed copies each of the Draft and Final Plan and 15 copies of the Executive Summary will be provided.
3. All project materials and completed work products will be provided in Word document, and other appropriate digital format as specified by the County. These include but are not limited to draft report, final report, executive summary which includes project findings, electronic and/or photocopy-ready copies of the final products, and PowerPoint presentations.

E. Public Participation Plan

A public participation and outreach plan will be developed for the project. It will build on the outreach efforts and networks currently in place for the development of park master plans for Deep Run and Ontario Beach County Parks.

At a minimum there will be two public meetings and other outreach through existing organizations such as the Canandaigua Lake Watershed Association (whose membership includes a substantial number of homeowners and landowners along the corridor), the Crystal Beach Fire Department, user groups etc. via their social media networks as well as traditional media, town and county websites, direct mailings, and online surveys. A Facebook page will be developed for the project.

F. Schedule

Project Duration: 12-18 months.

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	\$60,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	<u>\$60,000</u>	Subtotal	<u>\$0</u>
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	3,000	Contractual	63,000
Local (Cash)	3,000	In-kind Exp.	3,000
Subtotal	<u>\$6,000</u>	Subtotal	<u>\$66,000</u>
<u>Total</u>	<u><u>\$66,000</u></u>	<u>Total</u>	<u><u>\$66,000</u></u>