

East Rochester Transportation Improvement Study UPWP Task 6808

Scope of Work

A. Objective

The main project objectives are to improve the safety, accessibility, parking and travel options for users of all ages and abilities in the Town/Village, with an emphasis on high-traffic areas—especially West Commercial Street, Washington Street (NYS Route 153) and Main Street—through concept-level planning for, but not limited to, traffic calming measures, parking adjustments, and pedestrian-friendly streetscape improvements.

B. Background

Over the past few years, the Town/Village of East Rochester has seen a dramatic increase in the number of large businesses located within the municipality. These have included the Richards and West, Inc. manufacturing plant with 75 employees, Direct to Market Sales telemarketing business that has expanded to a 33,500 square foot facility and added nearly 200 new employees, and Excellus Blue Cross Blue Shield health insurance, with approximately 400 employees. A large segment of the employees of these businesses are from the City of Rochester and commute to and from East Rochester using RGRTA public transportation. Consequently, pedestrian safety at existing transit stops is an important issue. Rush hour periods in the morning and evening severely congest East Rochester's already limited transportation infrastructure. This has led to motorists using side streets to reach their destinations, causing a safety concern especially in areas around Roosevelt Road and the East Rochester Union Free School District where students traditionally walk to and from school.

In addition to the increased use of transportation corridors, East Rochester has a very active and thriving downtown central business district located on the 100 and 200 blocks of West Commercial Street. The Town/Village municipal offices are also located in this area. Although inherently pedestrian in nature, this area is critically lacking in close, safe and available public parking. Parking is limited to on-street parking and a municipal lot adjacent to the Town/Village offices. Business owners have stressed that this is greatly limiting further growth and development in the central business district.

Finally, the I-490/West Commercial Street gateway is aesthetically unattractive and not conducive to showcasing East Rochester as the prospering business and residential community that it is. There is very limited fencing or natural buffers, streetscaping, and cohesiveness to structures that jumble the overall visual impression of this area.

C. Tasks

The primary tasks to be conducted are as follows:

1. Establish a Steering Committee of Village, County, NYSDOT and community representatives;
2. Draft a Request for Proposals (RFP) to obtain proposals for professional planning assistance;

3. Inventory and analysis of existing and planned transportation infrastructure and conditions including pedestrian, bicycle, transit and roadway facilities;
4. Review and analysis of existing codes, policies, standards, and previous planning documents/guidance relative to using multi-modal transportation to enhance community revitalization and quality of life;
5. Analyze needs and opportunities. Establish criteria based upon project goals and MOE's for prioritizing future actions for addressing these items;
6. Identify and evaluate alternative design concepts and regulatory changes to improve safety, circulation, accessibility, parking and aesthetics for all users within the project area and corridors; and
7. Select preferred alternatives and propose phased and priority ranked recommendations for policy, infrastructure, operational, and programmatic improvements with near, mid and long term implementation.
8. Draft adoption-ready zoning ordinances that will advance preferred alternatives as the project budget permits.
9. Adopt zoning ordinances.

D. Products

1. Draft and Final Reports including Executive Summary;
2. Maps, plans and associated graphics to visually illustrate proposed alternatives and final concept plan and recommendations for improving safety, accessibility, appearance, multi-modal and parking accommodations;
3. Public Participation and Steering Committee meeting materials, agendas, minutes; and.
4. Identification of potential funding sources and a proposed funding plan to implement the recommendations.
5. Adoption-ready zoning ordinances.

E. Public Participation Plan

Upon notice of award, the Town/Village, in conjunction with the Steering Committee, will select a transportation planning consultant through compliance with the GTC consultant selection process. Once selected, the consultant and Steering Committee will schedule a public meeting (Public Meeting #1) to seek public input on the identification of goals and objectives, issues, concerns, and opportunities. It is anticipated that at least two additional public meetings will be held throughout the study process to keep the public involved and up to date on all project developments. The final public meeting will be held to review draft findings and recommendations and give the public the opportunity to provide input before the study is finalized.

Interested parties will be identified prior to conducting public meetings, and special emphasis will be given to involving minorities, disabled persons, and low-income populations. Public meetings will be advertised through a variety of methods, including in the local newspaper (Fairport-East Rochester Post), on the Town/Village website, on the East Rochester Public Access Channel 12, and through flyers placed throughout the community. All project-related information will be posted on the Town/Village website.

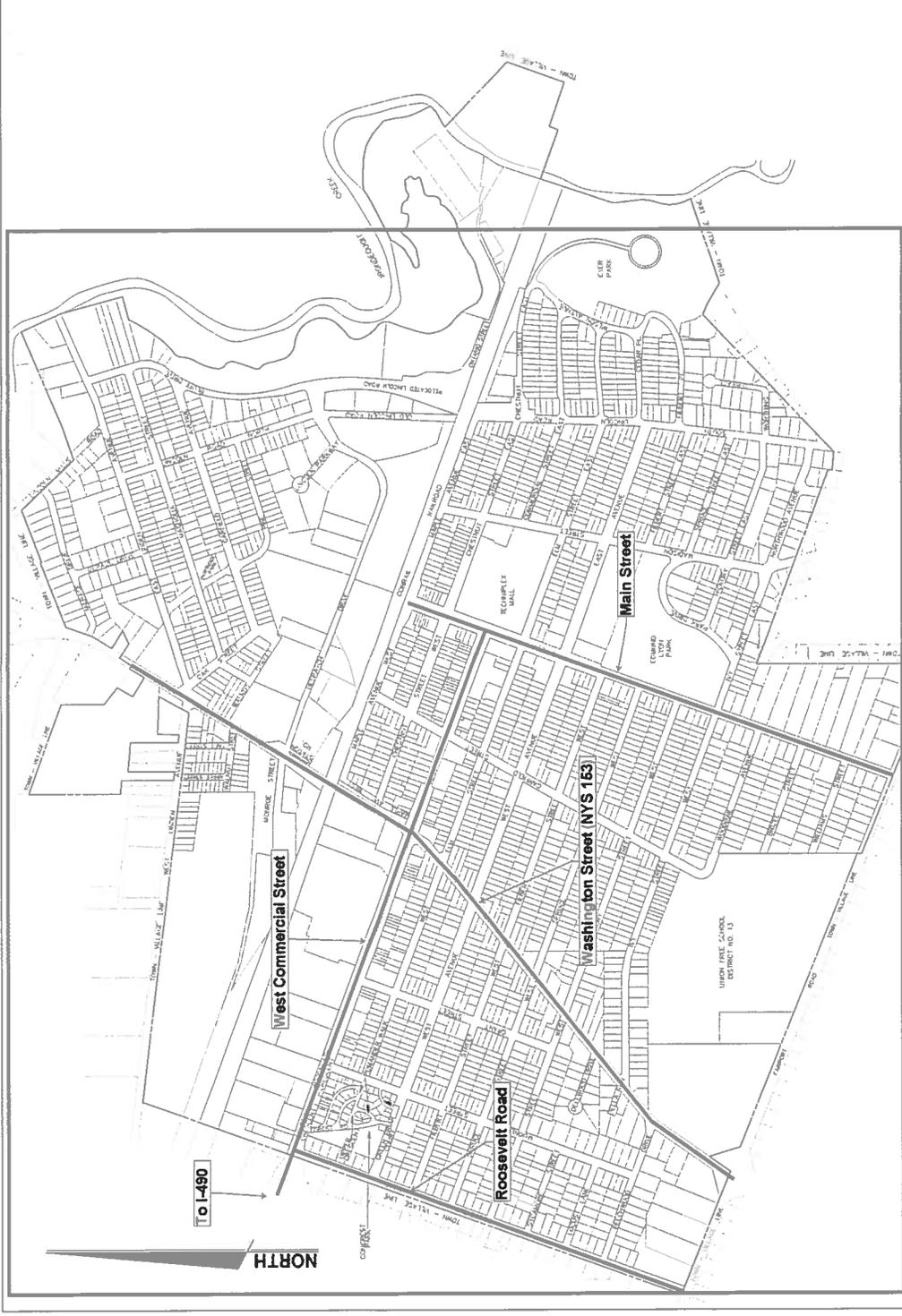
F. Schedule

The Project will commence in May, 2013 and conclude in November, 2013 as follows:

- 1) May: Establish and convene Steering Committee;
- 2) May/June: Draft and circulate RFP;
- 3) August: Select professional planning consultant;
- 4) August/September: Conduct initial Public Information Meeting, inventory existing conditions;
- 5) October/November: identify and evaluate alternatives, prepare Draft Report;
- 6) November: Present alternatives to the public (Public Information Meeting #2) and gather input;
- 7) December/January 2014: Select preferred design alternatives; identify means to implement plans; present conclusions to the Village Board; Hold Public Information Meeting #3 to share the results of the study with the public; finalize Final Report.
- 8) February 2014: Adopt zoning ordinances.

G. Project Budget

Sources of Funds		Uses of Funds	
	<u>FY 2013-14</u>		<u>FY 2013-14</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$56,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	<u>\$56,000</u>	Subtotal	<u>\$0</u>
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	0	Contractual	70,000
Local (Cash)	14,000	In-kind Exp.	0
Subtotal	<u>\$14,000</u>	Subtotal	<u>\$70,000</u>
<u>Total</u>	<u><u>\$70,000</u></u>	<u>Total</u>	<u><u>\$70,000</u></u>



STREET MAP
OF THE
**TOWN-VILLAGE
OF
EAST
ROCHESTER**
STATE OF NEW YORK
OCT. 2008

SCALE: 1" = 300'
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Study Area