

City of Rochester Active Transportation Master Plan

Scope of Work

A. Objectives

The City of Rochester Active Transportation Master Plan (ATMP) will provide guidance and specific achievable actions to create a safe, healthy, efficient, and equity focused road network for pedestrians and cyclists of all ages and abilities. The project objectives are:

1. Update the 2012 Bicycle Plan with specific objectives, policy guidance, and a recommended all ages and abilities bike network. Make recommendations for the implementation of actions listed in the Comprehensive Access and Mobility Plan (CAMP) Bikeable City Report. Advancing multi-use trail planning as called for in the Rochester 2034 Placemaking Plan.
2. Create a Pedestrian Plan to guide pedestrian improvements with an assessment of existing conditions, propose new city policies and procedures, and provide specific guidance for infrastructure improvements. Make recommendations for the implementation of Actions listed in the CAMP Walkable City Report.

Two specific lenses will be used during the creation of the ATMP, a racial equity/social justice lens and an accessibility lens. These lenses will ensure that the ATMP helps the City reduce harm in marginalized and disadvantaged communities while creating a safe and fully accessible City to people of all ages and abilities.

This project will help the City achieve the following goals:

1. Ensure active transportation decisions are made using a racial equity lens.
2. Increase the safety and accessibility of the road network for disabled people.
3. Promote non-car travel.
4. Improve comfort and safety for vulnerable road users.
5. Drive growth of walking and bicycling mode share.
6. Help the City prioritize and carry out fiscally responsible decisions.
7. Focus improvements around transit corridors to help drive transit ridership.
8. Promote transportation choices that improve public health, decrease greenhouse gas emissions, and improve the economic and mobility resiliency of individuals and households.

B. Background

Rochester is a diverse city of about 210,000 people. There is a high level of poverty of about 33% of all residents. This includes over 50% of school aged children. The median household income is \$33,000 per year. The American Community Survey estimates that 81% of city residents drive to work (73% alone, 8% carpool), 7.5% ride transit, 5% walk, 1.3% bike, 3% work from home and the rest use other means. For those residents living below the poverty level, only 26% drive to work (9% alone, 17% carpool) while 30% ride transit. No breakout is given for cyclists and pedestrians in this income group. Residents live an average of 4.1 miles from their work, an easily cycled distance. The ACS also estimates that 18.5% of City residents have a disability.

Walking and cycling have been promoted and encouraged across the City for years. The City has a Bicycle Master Plan from 2012 (GTC funded) and a Bicycle Boulevard Master Plan from 2015. The City has never developed a Pedestrian Master Plan. Currently, the City approaches a number of the tasks these plans would take on in a piece meal fashion. The *Rochester 2034* Comprehensive Plan, and the Comprehensive Access and Mobility Plan (both 2019), introduced some guiding principles, goals, actions, and strategies that address multi-modal planning, but these elements need to be expanded on and translated to more tangible and impactful policies and processes to and guide the decision-making process.

C. Tasks

1. The formation of a Project Steering 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 Department of Neighborhood and Business Development
 - d. City of Rochester Department of Recreation and Human Services
 - e. Monroe County Department of Transportation
 - f. Genesee Transportation Council
 - g. NYSDOT
 - h. Reconnect Rochester
 - i. Rochester Cycling Alliance
 - j. Racial Equity focused organizations and people
 - k. Disabled community representatives
 - l. Other active transportation representatives and community stakeholders
2. In collaboration with the Genesee Transportation Council, a skills-based RFQ will be created and advertised publicly. The City and select members of the Project

Steering Committee will review the submissions and engage the services of a consultant with expertise in multi-modal transportation planning and engineering.

- a. The RFQ will specifically require a team that has demonstrable skills and experience in the following areas: pedestrian planning and engineering; bicycle planning and engineering; trail planning and engineering; accessible infrastructure planning and engineering; progressive, inclusive, and in-depth public engagement, education, and consultation; working in low income areas; working in minority and marginalized communities.
3. The chosen consultant, in cooperation with the Project Steering Committee, will develop a detailed scope of work that will lay out the project outcomes and milestones. The Consultant's tasks will be developed collaboratively.
4. The Consultant will assist City staff with conducting significant public outreach around the ATMP. The Project Steering Committee will meet monthly to review progress on the project and provide strategic direction. City staff will be present to conduct much of the on-ground engagement activities. Consultants will be expected to plan, organize, and guide the engagement strategy. City staff will assist at all engagement phases including booking facilities, organizing mailings, and helping with other administrative tasks.
5. The Pedestrian portion of the ATMP will identify a citywide pedestrian network, prioritize investments, recommend pedestrian friendly policies, and work with various communities to identify needs. Pedestrian environments will be analyzed through an accessibility lens. This will help provide the City with a list of priority improvements, policy changes, ordinances, and other direction to ensure that City is constantly improving on accessibility for disabled people. The ATMP will look at sidewalk gaps, transit stops, policies that prevent/aid accessibility, and other ways the City conducts improvements to its right of ways. The purpose will be to drive accessibility improvements on all future street projects to enhance the quality of life for all residents, while maximizing access to economic opportunities. This section will also make specific recommendations for implementing the CAMP Walkable City Report Actions.
6. The Bicycle portion of the ATMP will consist of an update to Rochester's 2012 Bicycle Master Plan. It will also make specific recommendations for implementing CAMP Bikeable City Report Actions. This update will be focused on providing specific guidance on: creating a grid of safe protected bicycle routes; an implementation plan for building out the City's bicycle grid; completing a city-wide multi-use trail network; and, creating a bike network that specifically addresses the equity and racial justice concerns of all residents.
7. The final ATMP will provide the City with a prioritized list of regulatory changes, maintenance improvements, a specific all ages and abilities bike network, and other strategies to make Rochester safe, accessible, connected, and healthy for people choosing to walk and bicycle.

D. Products

The following products are expected as part of this project:

1. Public Participation Plan – electronic
2. Accessibility Plan and Assessment – electronic
3. Racial Equity Plan and Assessment – electronic
4. Concept Plans, Strategies, and Regulatory Recommendations – electronic
5. Draft Final Report – electronic
6. Final Report – 10 hard bound copies & electronic
7. Executive Summary – electronic

E. Public Participation Plan

The Public Participation Plan will include, at minimum, the following elements:

1. Project Steering Committee – This committee will meet each month and membership will be open to the public.
2. Multiple rounds of open houses, pop-up events, surveys, public meetings, online presentations, and other forms of outreach will be conducted throughout the project. It is expected that DES and Planning Staff at the City will participate in the majority of these outreach activities. Consulting staff will guide and organize the work, but on ground consultant staff may not be necessary for all engagement activities. Consultant staff will be expected to be present for major engagement activities.
3. In the early phases of the project, engagement activities will be geared towards understanding the issues, informing people of the project, getting people involved, and looking for subject experts to participate on the steering committee.
4. In later phases of the project, engagement activities will be geared towards refining the recommendations and outcomes of the planning process while ensuring the plan reflects the desires of City residents.

F. Schedule

Task	Timeline
Scope of work approved	May 2021
RFQ released	July 2021
Consultant selected	October 2021
Project tasks mapped with consultant	December 2021
Project Kickoff	January 2022
Project Completion	March 2023

G. Project Budget

Sources of Funds		Uses of Funds	
	<u>FY 2021-22</u>		<u>FY 2021-22</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$150,000	Staff	\$0
FTA	0	Contractual	\$0
Subtotal	\$150,000	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$25,000
Local (In-kind)	\$30,000	Contractual	\$180,000
Local (Cash)	\$30,000	In-kind Exp.	\$5,000
Subtotal	\$30,000	Subtotal	\$60,000
<u>Total</u>	<u>\$210,000</u>	<u>Total</u>	<u>\$210,000</u>