

# Mount Read Boulevard Corridor Study Update

## Scope of Work

### A. Objective

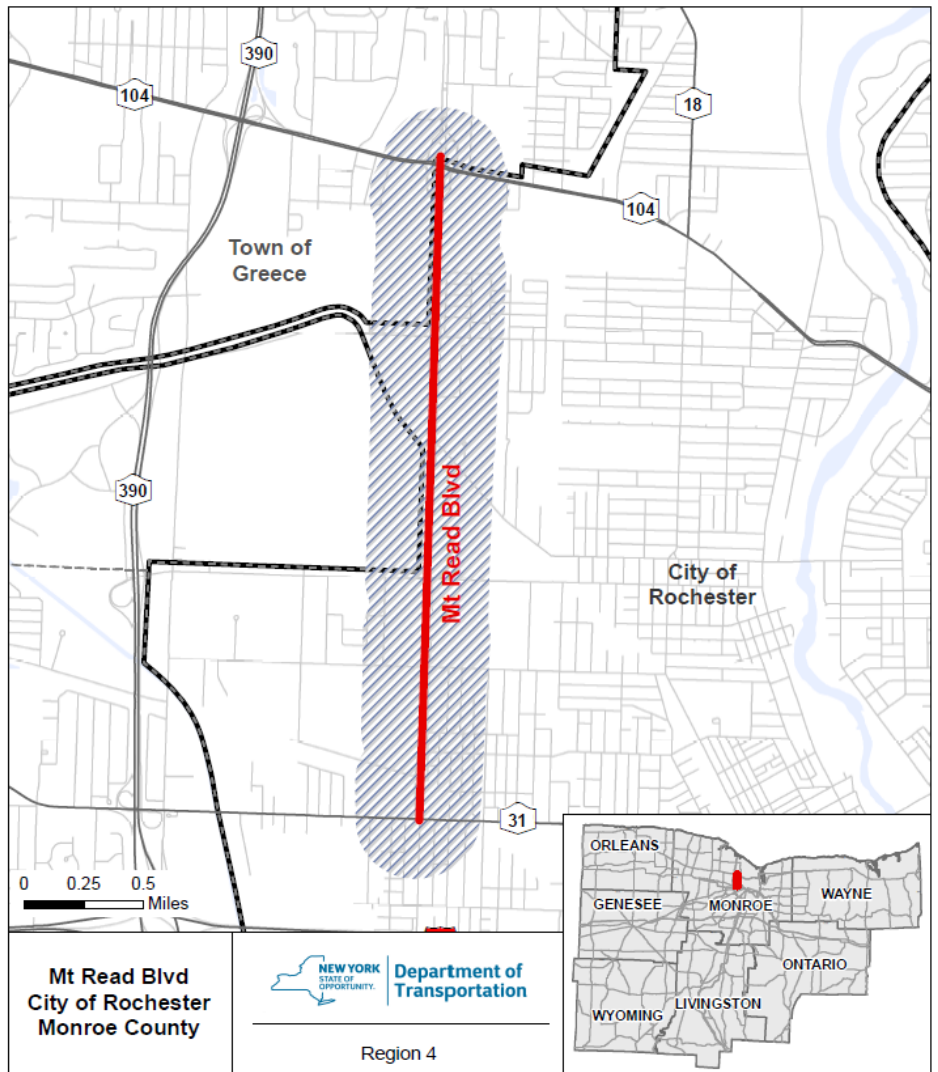
To develop a strategy for addressing transportation needs that ensures mobility, safety, multi-modal opportunities, and explore opportunities to assess the impact of the transportation footprint of the Mount Read Boulevard Corridor between Route 31 and Route 104 in the City of Rochester.

### B. Background

Mount Read Boulevard was built in the 1950's and 60's as an industrial bypass and was designed to carry traffic to and from growing areas on the City of Rochester's northwest side. By the time the corridor was filled with industrial and residential activity, the community saw the advent of the NYS Route 390 expressway about one mile west. That roadway would eventually allow for quicker trips to more distant destinations, siphoning development, traffic, and activity away from Mount Read Boulevard. This reduced the corridor's attractiveness to residents, businesses, and industry.

In 2014, the City of Rochester conducted a Mount Read Boulevard Corridor Study that evaluated long term plans for the facility. The study acknowledged the corridor's resurgence, with diminishing vacancy rates, increased employment, and interest in redevelopment and how it is a manufacturing and distribution hub for the region.

In addition to the well-established industrial areas, the corridor is also home to numerous residents as well businesses, parks, and



schools. The needs of the community will need to be taken into consideration in balance with those of transportation mobility and goods movement.

The 2014 study plan listed a total of six distinct possible stages, where the actual order could vary depending on prioritization of need and funding availability. Some of the recommendations from this study have been implemented as part of a NYSDOT capital project. There have been land use changes, a new infrastructure law, and the pandemic that have culminated together indicating a need for a reevaluation of the corridor.

## Study Area

This study update will look at a slightly smaller section of Mount Read Boulevard from Route 31 to Route 104 (due to projects being implemented from the 2014 study). The main focus will be the redesign of the transportation corridor to address current and future anticipated community needs.

## C. Tasks

1. The New York State Department of Transportation (NYSDOT) -Region 4 will establish a steering committee to oversee and coordinate the project development process. The steering committee will include representatives from the NYSDOT-Region 4, City of Rochester, Town of Greece, Monroe County Planning, and Genesee Transportation Council. In addition, the steering committee may include representatives of local businesses, community, education, and not-for-profit agencies.
2. The NYSDOT-Region 4, in partnership with the Genesee Transportation Council, will develop and issue a Request for Proposals (RFP) for consultant services. The steering committee will evaluate consultant proposals and select a preferred consultant.
3. Conduct Existing Conditions Analysis
  - a. Inventory relevant plans and studies, including known development projects.
  - b. Inventory current traffic operations data (e.g. facility design, layout and condition, signage and lighting conditions, traffic volumes and speeds, trip counts, pedestrian and bicycle usage and amenities, planned infrastructure improvements, etc.). Identify gaps in data and collect additional data where feasible.
  - c. Analyze new data with historical data to identify any trends or changes to the area over time.
  - d. Prepare a land use evaluation of the corridor. This evaluation will identify generalized current and future buildout analyses to demonstrate what types of development are currently permissible by policy and law.

4. Conduct the first round of public outreach activities. The purpose of Round 1 will be to introduce the project to the community and obtain community input on the issues, opportunities, and inventory findings.
5. Develop a Corridor Vision Statement and Needs Assessment
  - a. Identify a corridor vision plan including anticipated land uses and projected transportation facility needs with an emphasis on opportunities to reduce the transportation footprint.
6. Develop a Corridor Vision Plan
  - a. Prepare a corridor vision plan that identifies recommendations and design alternatives to realize the goal and needs developed in Task 5.
  - b. Identify transportation infrastructure improvements that enhance efficiency and access/mobility for all modes of transportation along the corridor.
  - c. Identify implementation actions, plans, and projects, including but not limited to future studies and potential funding sources, needed to advance the recommendations identified in the corridor plan with planning level cost estimates.
7. Conduct the second round of public outreach activities. The purpose of Round 2 will be to obtain community input on the draft recommendations.
8. Develop a Draft Report that documents the inventory, recommendations development process, public outreach process, and preferred recommendations for steering committee review and comment.
9. Revise the Draft Report, based on steering committee feedback, to produce a Final Report with associated Executive Summary and technical documentation.

#### **D. Products**

1. Final Mount Read Blvd Corridor Study Report/Vision Plan Update containing recommendations for street geometric improvements, bicycle/pedestrian enhancements, and land use guidelines that will support the vision for the corridor's future.
2. Interim and draft reports containing detailed information on existing conditions and needs assessment.
3. Executive Summary suitable for policymakers.
4. Electronic files created for the project, including data, documents, presentations, etc.
5. Meeting agenda and minutes from steering committee and public meeting materials.

## **E. Public Participation Plan**

A minimum of two public meetings will be conducted in conjunction with the project. The first public meeting will present the project to the community and obtain residents' input on issues, opportunities, and locations to be studied. The second public meeting will present draft alternatives and obtain resident's input prior to selecting preferred alternatives. Key stakeholders, namely businesses, institutions, and property owners will be engaged through the Project Advisory Committee and/or face-to-face interviews. There can be a project website available as well for the public to view regarding project updates.

## **F. Schedule**

1. Scope of work approved	May 2024
2. Consultant Selection	September 2024
3. Project Initiation Meeting	November 2024
4. Inventory of existing conditions completed	February 2025
5. First public meeting	March 2025
6. Need Assessment completed	April 2025
7. Alternatives developed	June 2025
8. Second public meeting	July 2025
9. Recommendations selected	August 2025
10. Draft report completed	October 2025
11. Final report completed	November 2025

**G. Project Budget**

Sources of Funds		Uses of Funds	
	<u>FY 2024-25</u>		<u>FY 2024-25</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$90,000	Staff	\$0
FTA	<u>0</u>	Contractual	<u>0</u>
Subtotal	\$90,000	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$10,000	Staff	\$0
Local (In-kind)	0	Contractual	\$90,000
Local (Cash)	<u>0</u>	In-kind Exp.	<u>\$10,000</u>
Subtotal	\$10,000	Subtotal	\$100,000
<u>Total</u>	<u>\$100,000</u>	<u>Total</u>	<u>\$100,000</u>