

MEMORANDUM

TO: GTC Planning Committee Members & Alternates
FROM: James Stack, Executive Director JS
DATE: December 31, 2025
SUBJECT: UPWP Project Scope of Work

The Planning Committee must approve a Scope of Work for each new project in the Unified Planning Work Program (UPWP).

The project sponsor will discuss the following UPWP project. The following Scope of Work is provided for your review and consideration:

1. **Task 8430** – Rochester Public Market Access, Mobility, and Development Study

Pending Planning Committee approval of the Scope of Work referenced above, this project can begin.

Recommended Action:

Consider the UPWP Project Scope of Work referenced above for approval.

Rochester Public Market Access, Mobility, and Development Study

Scope of Work

A. Objective

The Rochester Public Market Access, Mobility, and Development Study will perform a comprehensive review of the various modes of transportation used at the Public Market and investigate mixed-use development concepts for the market complex that contributes to multimodal access. The study will provide recommendations and clear guidance for the City of Rochester, RGRTA, and other stakeholders on where to update policies, implement new programming, and invest in capital improvements to support multimodal access to and from the market and circulation within and around the market complex. The Study will examine safety, wayfinding, public transit usage, parking, and overall enjoyable use of the Public Market, whether customers or vendors visit via walking, biking, public transit, or personal vehicle.

B. Background

In October 2022, the City of Rochester published the *Rochester Public Market Master Plan & Market Management Plan*. This Plan includes recommendations for the City's consideration to foster the continued success of this important community asset for the next decade, and beyond.

The Rochester Public Market is recognized as one of the region's greatest gathering spaces. It brings together people from all walks of life and backgrounds, and it serves as an aspirational example of an atmosphere that is strengthened by diversity. In addition, the Market offers affordable healthy food options and great entrepreneurial opportunities for city residents. The public infrastructure investments that have been made at the Market over the last few decades have influenced significant private investment in areas around the Market.

The primary goal of the 2022 Master Plan was to build upon this success and develop recommendations that help continue the Market's growth and influence. The Master Plan outlines opportunities for both the physical and operational aspects of the Market. Recommendations for physical infrastructure improvements to the Market include actions to enhance multi-modal access to, as well as circulation routes within, the market complex. This new study seeks to expand on the Master Plan's transportation-related recommendations, with a specific focus on opportunities for improving access, mobility, and circulation. In addition, this study will investigate opportunities for mixed-use development adjacent to the Market that could incorporate multi-modal infrastructure-supportive elements into its design.

C. Tasks

1. A Project Advisory Committee (PAC) will be established to oversee the project development process, including the consultant procurement process. The consultant team will be guided by the PAC, which shall include but are not limited to, selected participants from internal RGRTA departments, selected participants from internal City of Rochester departments, and Genesee Transportation Council (GTC) staff. These

resources will also assist in providing data and other information critical to completing the study. The committee will review and comment on proposed study methodology to ensure the final product is sufficient to meet the project goals.

2. An RFP will be created and advertised publicly. Members of the Project Advisory Committee will review the submissions and engage the services of a consultant or consultant team with expertise in community, land use, and mobility planning.
3. The chosen consultant will convene an initial meeting to clarify roles, responsibilities, expectations (scope of work), deliverables, and project schedule between the consultant, project sponsor, and the Project Advisory Committee.
4. The consultant will conduct a comprehensive study of multi-modal mobility and circulation opportunities within the Public Market, enhanced access to and from the Market, and supportive development concepts. The study will result in clear guidance for RGRTA and the City related to capital and operational investments as well as policies and programming to support those investments. The Study will explore strategies and design solutions related to:
 - Enhanced transit service to, from, and within the Market, including but not limited to potential route adjustments, shuttle service, bus stop locations, and amenities provided at bus stops.
 - Safe, convenient, and inclusive pedestrian and micro-mobility (bicycles, scooters, etc.) access to and from the Market as well as circulation within the Market, including wayfinding signage, bicycle parking, bike/scooter share stations, and enhanced walkways, crosswalks, and cycle tracks/trails.
 - Pricing schemes, circulation, wayfinding, car share, and other strategies related to vehicular access and parking that would result in reduced conflicts between modes and less congestion due to vehicles circulating looking for available parking spots.
 - Traffic calming measures within the Market and along key routes to access the Market.
 - Potential mixed-use development concepts for the parking lot at the southwest corner of Union Street and Trinidad Street that would provide housing and commercial space while contributing to multimodal access, including conceptual building massing, approximate scale of residential and commercial space, site design, mobility features, and impacts to adjacent parking.
 - Alternate service and delivery vehicular access and parking to reduce conflicts between those vehicles and visitors.
 - Designated rideshare, ride-hailing, and private shuttle vehicle drop-off location(s), potentially opening up space for market facilities (new buildings, public spaces, etc.) that enhance the visitors' experience.
 - Placemaking elements such as decorative crosswalks, street painting, street furniture, public art or gateway features, or other enhancements such as street lighting upgrades to public spaces and the public realm.
 - "Tactical urbanism" or other temporary changes to test certain investment concepts.

More specific ideas related to access, mobility, and mixed-use development can be found within the Master Plan (see pages 20-21, 36-37, and Appendix B). However, this Study should build off of those ideas and not be limited by them.

All of these issues and potential strategies or design solutions should be explored in the context of that Master Plan as well as the Rochester 2034 Comprehensive Plan and the City's Active Transportation Plan.

5. The consultant will perform field observations and collect and analyze all data necessary to develop recommendations in Task 4.
6. The consultant will develop planning-level cost estimates for each of the recommendations developed as part of Task 4.
7. The consultant will lead efforts to seek public input and participation opportunities which will include at least two opportunities for public engagement (see Public Participation Plan below).
8. The consultant will develop and draft a Final Study including narrative, graphics, analysis, cost estimates, and other content describing the study process and conclusions.

D. Products

The following products will be delivered as part of this study:

- Draft "Public Market Access, Mobility, and Development Study" report (for Project Advisory Committee review/comment);
- Final "Public Market Access, Mobility, and Development Study" report;
- Executive Summary of final report;
- PowerPoint Presentation summarizing the findings and recommendations; and
- Datasets and study materials.

Non-data/study deliverables should be delivered electronically in .pdf file format.

E. Public Participation Plan

This task is classified as a planning/policy project and therefore, public input and participation will be sought and incorporated into the final recommendations of the study. The consultant will lead efforts to seek public input and participation opportunities which will include at least two opportunities for public engagement. The first public opportunity will be conducted to seek input on goals and objectives, opportunities and issues, and initial alternatives and concepts to be investigated. The second public opportunity will enable the community to review draft findings and recommendations and to provide opportunity for input on these findings before finalizing the Study.

F. Schedule

Task	Timeline
Scope of Work Approval	January 2026
Release of RFP	March 2026
Select Consultant and Receive Board Approval	May/June 2026
Begin Study Period	Summer 2026
Study Completed	Spring 2027

G. Project Budget

Sources of Funds		Uses of Funds	
	FY 2025-26		FY 2025-26
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$0	Staff	\$0
FTA	\$125,000	Contractual	\$0
Subtotal	\$125,000	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$13,890
Local (In-kind)	\$13,890	Contractual	\$125,000
Local (Cash)	\$0	In-kind Exp.	\$0
Subtotal	\$138,890	Subtotal	\$0
<u>Total</u>	<u>\$138,890</u>	<u>Total</u>	<u>\$138,890</u>