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Date: Thursday, April 14<sup>th</sup>, 2016

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Attendees:

City of Rochester, Fisher Associates, See attached sign-in sheet.

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From:

Sarah Hogan, RLA

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Subject: Public Meeting #1

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These notes represent the writer's interpretation of the proceedings of the meeting.  
Please notify Fisher Associates of any errors or omissions.

The meeting began at 5:30 at Trillium Health Center at the Monroe Square Building on Monroe Avenue. The public was gathered for a formal presentation by Bill Price - Fisher Associates at 6:00pm.

Bill Price opened the meeting with a welcome greeting and introduced the project team. Josh Artuso from the City of Rochester gave a brief project overview including the funding source for this study, Genesee Transportation Council (GTC). The last parking study for this area of Monroe Avenue was completed in 1993. Josh noted this study will inform and be incorporated into the City's Comprehensive Plan which is being updated for the first time since 1999.

Bill Price stated that the meeting would transition from a formal presentation to an open house format with discussion stations. The following "discussion stations" offer an opportunity for meeting participants to interact with the project team members:

- Inventory Station – review all inventory boards and data.
- Survey Station – hard copy surveys available for participation in the public parking survey.
- Parking Issue / Solution Station - A list of parking issues and probable solutions were generated where the public could "vote" on their greatest parking & mobility issue and potential solutions.
- Discussion Station #1 – opportunity area to interact with project team members and voice concerns.
- Discussion Station #2 – opportunity area to interact with project team members and voice concerns.

The Project Schedule was presented and it was noted the study process was on target to date and we are halfway through the project.



Project status was reviewed and the following items were noted as complete, on-going or future phase.

- Project Advisory Committee Formed – Complete
- Public Participation Plan – Complete
- Inventory Phase – Complete
- Public Parking Survey – In Process Feb. 25<sup>th</sup> – May 1<sup>st</sup>
- Public Information Meeting #1- Current
- Analysis & Recommendations – On-going
- DRAFT Implementation Strategies – Summer 2016
- Public Information Meeting #2 – Summer 2016
- Conclude study and final presentation – Summer/Fall 2016

Bill Price reviewed the Public Participation Plan that was generated early on in the project. This document details the specific methodology for community and stakeholder outreach, establishes roles and responsibilities of the project team, identifies key meetings at critical points throughout the process and establishes the goals and objective for public involvement. The public was informed that this document can be found on the City's project website. The following outreach methods were noted:

- City of Rochester Project Website – project materials and important information are continually updated on the project website by City staff.
- Public Parking Survey administered through Survey Monkey.
- Survey advertisement posters and mini-survey flyers were distributed to the businesses along the corridor.
- A Facebook page was created and has been updated with important information including survey links and public meeting information.

The inventory phase was outlined and reviewed in greater detail. Inventory maps were reviewed in the presentation and include the following:

- Study Area Map
- Parking Distribution Map On-street & Off-street
- On-Street & Off-Street Parking Utilization Heat Maps
- Off-Street Parking User Restriction Map
- On-Street Reserved Parking Map
- On-Street Time Limit Signage Map
- On-Street Missing Signage Map
- Land-Use & Zoning Map
- Transit Routes and Stops Map
- Bicycle Facilities Map
- Pedestrian Crosswalk Map



A parking inventory summary was outlined and included detailed information on how the parking breaks down to public vs private. The existing inventory summary also included information on mobility infrastructure.

- 5,989 Total Parking Spaces in the Study Area
- 1,594 On-Street Total Spaces
- 4,398 Off-Street Total Spaces
  - City of Rochester 179
  - Non-Profit 202
  - Private 4,017
- 8 Reserved Parking (Handicap)
- 5 Bus Stops
- 1.4 mile Bike Share
- 0.76 mile Bike Lane
- 0.28 mile Bike Boulevard
- 6.3 miles On-Street parking space
- 44 Bicycle Racks
- 14 Intersections with crosswalks and lights
- 2 Mid-block crosswalks without lights

Bill informed the meeting participants of the Public Parking Survey that is currently active online through survey monkey. The survey was opened February 25<sup>th</sup>, 2016 and will remain open through May 1<sup>st</sup>, 2016. To-date 449 participants have completed the online survey. Survey boxes, including hard copies, have been distributed to the YMCA, Monroe County Library & Blessed Sacrament Church. These boxes will be collected the week of May 2<sup>nd</sup> and included in the data analysis. A brief breakdown of the survey respondents was reviewed. It was noted that majority of the visitors are coming to the corridor for dining/bar and shopping purposes.

- **449 Respondents to-date**
  - **Business Owners: 28**
  - **Residents: 249**
  - **Employee: 63**
  - **Visitor:**
    - Dining/Bar 401
    - Shopping 314
    - Tourism/Attractions 116
    - Medical 47
    - Other 74
    - No 14



The public was informed of the stakeholder interview process and questionnaire that was developed and utilized in the interviews. Thirty-nine stakeholders were identified and a list of these stakeholders can be found in the Public Participation Plan. Several stakeholder themes were identified and included the following:

- Enforcement
- Parking and traffic congestion
- Parking is not an issue
- Parking is an issue
- Maintenance (i.e. snow removal)
- Signage (regulatory and way-finding)
- Offered parking & mobility recommendations
- Positive attributes within the study corridor

Bill Price reviewed the next steps in the study process which included an assessment phase. This phase would entail an analysis which details strengths, weaknesses, opportunities and threats. It was also noted that a current and future parking surplus, deficit would be developed in the analysis phase. Finally, a preliminary findings report will also be generated to summarize the inventory data.

#### **Comments from the Public:**

The following comments were noted from the public meeting attendees throughout the presentation:

- **Comment:** When was the inventory and utilization counts performed?  
**Response:** *Inventory phase was completed in January of 2016. The inventory collection period was a result of when contract negotiations were officially signed by City Council and a notice to proceed was issued to the consulting team. It was noted, the winter months take into consideration snowfall and its impact on parking availability and mobility. The study will still highlight "hot spot" areas (capacity/utilization). These areas could potentially be reviewed at different times of the year if additional funding were to become available (July was suggested).*
- **Comment:** This study is missing a critical time period for the utilization counts, the 12am-2:30am window?  
**Response:** *Our team reviewed with the Project Advisory Committee our utilization count days and time periods. It was noted that people are not coming to the corridor during this time window, rather they have already traveled to the bars/restaurants.*
- **Comment:** Has this study reviewed angled parking along Monroe?  
**Response:** *Not at this stage. The consulting team may review this as an option moving forward in the analysis and recommendation phase.*



- **Comment:** Business owners along Monroe Avenue pay taxes on properties with parking lots and then have to pay additional fees to enforce the parking regulations within their lots. More public parking needs to become available throughout the corridor.
- **Comment:** Has a "Vision" for the corridor been established?  
**Response:** *A vision has not been established for this study. This study is looking at parking supply and mobility infrastructure and how best to incorporate short, mid and long term recommendations for the corridor and implementations strategies.*
- **Comment:** Has the City reviewed federal/state funding for a parking garage?  
**Response:** *This study will review a variety of options that best suit the study area. Ideas will range from short, mid and long term strategies and may include a parking garage, or shared parking districts as examples. Immediate action items will also be generated that would potentially aid in current problems.*
- **Comment:** What will be the outcome of this project?  
**Response:** *The City will work together with residents and business owners to offer short term, mid-term and long term recommendations. This study will also inform the comprehensive plan that is being concurrently updated.*
- **Comment:** The public parking survey has alluded to business owners not in favor of paid on-street parking. Paid parking does help regulate parking and most people are willing to pay for parking adjacent to the business/attraction they plan to visit.
- **Comment:** The bars do not work well within the neighborhoods and create a big problem.  
**Response:** *Again, this study will look to address parking utilization and capacity concerns, and provide recommendations where parking regulations may help alleviate problems.*
- **Comment:** Do we have data usage on the RTS transit system, it takes 4X as long on transit to get to your destination rather than utilizing your car for means of transportation. We are not a San Francisco, Chicago or New York City with extensive transportation systems. People still like to drive to their destinations.  
**Response:** *Agreed, our recommendations will be applicable to Rochester, NY. We will look into this data with RGRTA moving forward. RGRTA has been added to our advisory committee.*
- **Comment:** Permit parking should be explored for the residential neighborhoods, Corn Hill neighborhood utilizes permit parking for their residents.  
**Response:** *Agreed, permit parking will be explored in the recommendations phase.*



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The foregoing is considered to be a true and accurate record of all items discussed. If any discrepancies or inconsistencies are noted, please contact me immediately.

Thanks for your participation.

*Sarah Q. Hogan*

**Sarah Q. Hogan, RLA**  
Project Manager

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# Sign-In Sheet

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