



MONROE AVENUE PARKING & MOBILITY STUDY

PUBLIC PARTICIPATION PLAN
MARCH 2016

ROCHESTER, NEW YORK

MONROE AVENUE PARKING/MOBILITY STUDY PUBLIC PARTICIPATION PLAN | MARCH 2016

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1.0 STUDY OVERVIEW

1.1. STUDY OVERVIEW

For the last several decades, various stakeholders including residents, business owners and visitors, have expressed concerns regarding existing parking and mobility conditions in the Monroe Avenue corridor, extending from the former Inner Loop to Culver Road in the City of Rochester. To address these concerns, the City's Bureau of Planning & Zoning, Department of Neighborhood & Business Development, and the Department of Environmental Services, engaged a number of neighborhood groups and business association representatives over the years focusing on the availability of parking and its negative impact on surrounding businesses and residents. In turn, the City explored implementation of a number of projects to improve parking and mobility conditions in the corridor including street improvements, construction of shared parking lots, revisions to site plan review standards, and increased code and parking enforcement.

This Parking and Mobility Study was initiated by the City's Bureau of Planning & Zoning to better understand existing conditions, analyze supply and demand, and provide short- and long-term recommendations and implementation strategies to improve conditions in the corridor.

An important component of this study will be to engage stakeholders and the public in the process. This Public Participation Plan describes several outreach methods that will be used to accomplish this goal, and are described in more detail in Section 2.5

1.2 STUDY SPONSORS

This Parking and Mobility Study is being administered by the City of Rochester Bureau of Planning & Zoning (BPZ), with funding provided by the Genesee Transportation Council (GTC). Staff from the BPZ will be directly involved in study development, and will assist with outreach efforts, public meetings and notices.

1.3 PROJECT ADVISORY COMMITTEE (PAC)

The BPZ engaged a number of public agencies and non-governmental organizations to participate in the Project Advisory Committee (PAC) to provide input and guidance throughout the study. The PAC is comprised of representatives from the following entities:

- City of Rochester
 - Bureau of Planning & Zoning (BPZ)
 - Department of Neighborhood & Business Development (NBD)
 - Department of Environmental Services (DES)
 - Southeast Neighborhood Service Center (NSC)
- Genesee Transportation Council (GTC)
- Monroe County Department of Transportation (MCDOT)
- New York State Department of Transportation (NYSDOT)
- Upper Monroe Neighborhood Association (UMNA)
- Monroe Village Taskforce (MVT)
- Monroe Avenue Merchants Association (MAMA)

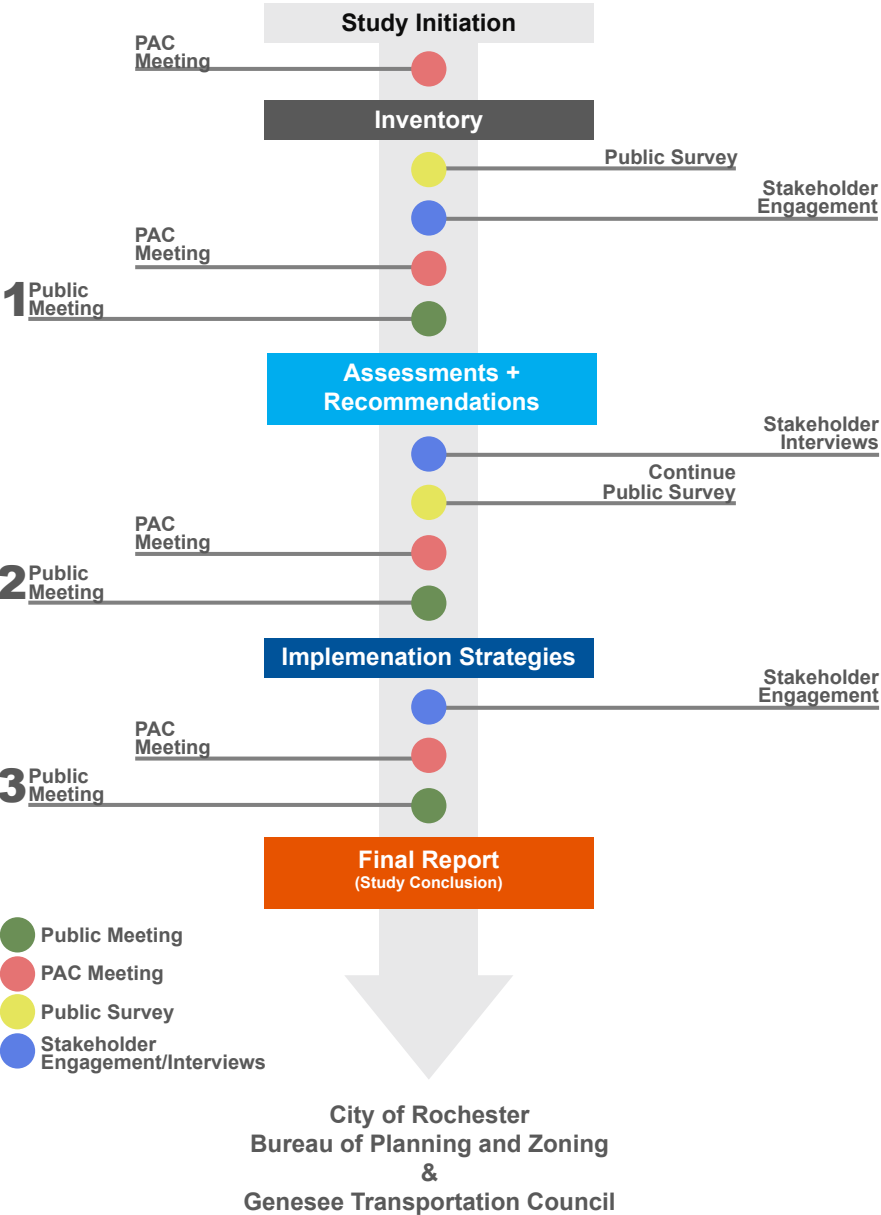
PAC meetings will be held during each phase of the study (study initiation, inventory, assessments/recommendations, and implementation strategies), and members will be asked to provide input on a range of topics such as public outreach events, survey results, inventory and analysis, and development of recommendations and implementation strategies. A full list of PAC members representing their respective agencies/organizations is provided in Attachment A, and a study schedule is provided in Section 3.0.

2.0 PUBLIC PARTICIPATION PLAN

2.1 PURPOSE

The purpose of this Public Participation Plan is to outline the methods that BPZ and PAC will use to ensure that adequate opportunities are afforded to stakeholders and the general public in the development of this study. This Plan formalizes the BPZ's and PAC's commitment to gather meaningful input and engage the public throughout the process. While the Plan is intended to provide a framework for public participation, it is also intended to be a dynamic and flexible tool. As such, this Plan was developed with the flexibility to adapt, as necessary, to any changing needs that may occur over the course of the study. The graphic to the right identifies key participation events and milestones (e.g., PAC meetings, public meetings and open houses) for each phase of the project.

Public Participation Monroe Ave Parking/Mobility Study



2.2 PROCESS & APPROACH

This Public Participation Plan was developed following input and discussions during the first PAC meeting in February 2016. Members of the PAC, along with the consulting team, expressed the importance of engaging stakeholders and the general public in the study process. To accomplish this overarching goal, the Plan's framework incorporates the following four elements to ensure a thorough public participation process:

Goal, Principles & Objectives:

The goals, principles and objectives established in this Plan provide the framework for execution of public outreach methods to be utilized in the study. They were developed with PAC input, and aim to provide a clear understanding of what will be achieved from a public participation perspective. A more in-depth description of the goal, principles and objectives of the Plan are provided in section 2.3 (Goals, Principles & Objectives).

Community Needs & Expectations:

The project team and PAC identified key stakeholders and community organizations that represent a broad spectrum of the local community. In preliminary interviews, these stakeholders will be asked to articulate their thoughts, ideas, and perceptions of parking and mobility issues within the corridor. A more in-depth description of the involved stakeholders is provided in section 2.4 (Stakeholders).

Tools & Outreach Strategies:

The outreach methods identified in this Plan have been identified based on the project team's public participation experience and best practices utilized for other similar corridor studies. The public participation and outreach techniques are described in section 2.5 (Participation Methods).

Plan Design & Monitoring:

The Plan includes techniques to support the goal and objectives of this study while engaging and informing stakeholders and the general public. The study team will monitor the public participation program for consistency with the Plan and adjust outreach methods, as necessary. This will provide maximum flexibility as needs change during the course of the study.

2.3 GOAL, PRINCIPLES & OBJECTIVES

GOAL:

The Public Participation Plan will ensure that key stakeholders and the general public are able to provide input on their use, experiences, and perceptions of parking and mobility issues within the study corridor so that this input can be considered in the development of the study's recommendations and implementation strategies.

PRINCIPLES		
1	Inclusive	To engage stakeholders and the general public in a broad and accessible manner appropriate to the study.
2	Proactive and Timely	To ensure that the resources of the BPZ and PAC are used to actively engage the community throughout the study.
3	Breadth of Engagement	To use several outreach and participation methods to ensure effective communication, learning opportunities, and information gathering throughout the study.
4	Participant Satisfaction	To ensure that participants feel satisfied that their engagement is meaningful and worth their effort.
5	Impactful	To clearly indicate to participants how their input will have influence and direct impact on the study and future decision making.
6	Trustworthy	To ensure that all input received is considered in the study in a useful, relevant, and constructive manner.
7	Communication	To provide public access to study information, progress, and means of public participation.

OBJECTIVE		DESCRIPTION
1	Engage stakeholders within the study area, including prominent land owners, residents, businesses and community organizations.	<ul style="list-style-type: none"> • City BPZ, GTC, consulting team and PAC to identify a diversity of stakeholders for public outreach. • Personal interviews with stakeholders.
2	Engage the general public and ensure a diverse and broad range of input within and around the Monroe Avenue Corridor. Use broad measures of outreach, including resources from the City, PAC and stakeholders.	<ul style="list-style-type: none"> • Use several measures of outreach, including resources from the City, PAC, and stakeholders. • Define outreach avenues and resources including survey monkey, social media, City's web-page. • Distribute hard copy surveys and flyers directing public to participate in the survey and provide links for more project information. • Utilize neighborhood organizations to "push" information through resident and business databases to reach a larger pool of people.
3	Ensure adequate time for public engagement by providing an optimal window for survey responses and avenues for input.	<ul style="list-style-type: none"> • Create outreach materials (e.g., flyers, post cards), contact stakeholders for interviews and post the online survey several weeks before the first public meeting. • Provide paper surveys at key destinations along Monroe Avenue. • Make online survey available to the general public for two weeks after the first public meeting. • Survey is active from February 25, 2016 and will continue two weeks after the first public meeting that is tentatively scheduled for the end of April 2016.
4	Communicate the importance of participation and how input from stakeholders, the general public, and survey respondents impacts the study and future decision making. Reassure participants that input and survey results are incorporated into the study and affect future decision making within the corridor.	<ul style="list-style-type: none"> • Clearly state the importance of participation during every step of public participation process. • Show how input will guide and shape the study and its final recommendations.
5	Communicate the project status during each public meeting to ensure the public is well-informed of the process timeline.	<ul style="list-style-type: none"> • Clearly state the step or stage that the study is currently in during each step of the public participation process.
6	Communicate the results of stakeholder input and results of the online survey.	<ul style="list-style-type: none"> • Summarize all input received prior to the first public meeting and present that data at the first public meeting. • Once the online survey is closed two weeks after the first public meeting, summarize all input received. Present at the second public meeting, open house presentation, and include in final report.

2.4 STAKEHOLDERS

The project team and PAC have identified a list of key stakeholders to engage early in the study process. As parking and mobility in this section of Monroe Avenue directly affects them, these stakeholders have a vested interest in the study and can provide a greater level of insight. Stakeholders will be interviewed to discuss their views regarding parking and mobility issues within the corridor. The following represents key stakeholders agencies/organizations that will participate in the interview process. A comprehensive stakeholder interview list is provided in Attachment B.

Key Stakeholders:

- Lock 66 Neighborhood Association
- Monroe Avenue Merchants Association (MAMA)
- Park Central Neighborhood Association
- Pearl-Meigs-Monroe Neighborhood Association
- Parks-Meigs Neighborhood Association
- Upper Monroe Neighborhood Association
- Wadsworth Square Neighborhood Association
- Blessed Sacrament Church
- New Life Presbyterian Church
- Congregation Beth Shalom
- City Department of Environmental Services
- City Parking Enforcement
- Genesee Center for the Arts and Education
- Monroe Avenue Rite Aid
- Monroe Family YMCA
- Reconnect Rochester
- Rochester Center for Disability Services
- Rochester Cycling Alliance
- Rochester Police Department
- Rochester-Genesee Regional Transportation Authority (RGRTA)

2.5 PUBLIC ENGAGEMENT METHODS

Project Advisory Committee (PAC) Meetings

Four (4) PAC meetings will be held over the course of the study. The first PAC meeting established the initial framework for this Plan, outlined methods for gathering input, established a preliminary list of stakeholders, and developed content for the survey. The remaining three PAC meetings will include presentations and discussions regarding the inventory and analysis, assessments/recommendations and implementation strategies. The Study Schedule is provided in Section 3.0.

Stakeholder Interviews & Database

Stakeholders will be engaged through face-to-face interviews to discuss their concerns and ideas regarding parking and mobility within the corridor. These stakeholders will be encouraged to help distribute the online survey to the broader community for input.

A list containing the name, title, agency, address, phone number, and email address of stakeholders has been developed. This comprehensive list, compiled with the assistance from the City and PAC will help organize and coordinate stakeholder outreach.

A comprehensive list of stakeholders is provided in Attachment B.

Public Meetings

Three (3) public meetings will be held over the course of the study and will include presentations from the project team and interactive feedback from the participants. The first public meeting will present existing conditions/inventory, field data and survey results gathered to-date. The second public meeting will present the assessment and recommendations supported by the previous phase. The final public meeting will be in the form of a public open house to present the final recommendations and implementation strategies.

Neighborhood Association Meetings

Several neighborhood association meetings will occur throughout the course of the study. PAC members, City representatives, and/or the consultant team will attend these meetings to convey project-related information to the attendees. This information may include access information for the online survey, public meeting dates, etc..

Web-Related

The consultant team will work closely with the BPZ to ensure project-related materials are posted on the City's website. Posted information will include a project description, meeting minutes, survey links project schedule, etc..

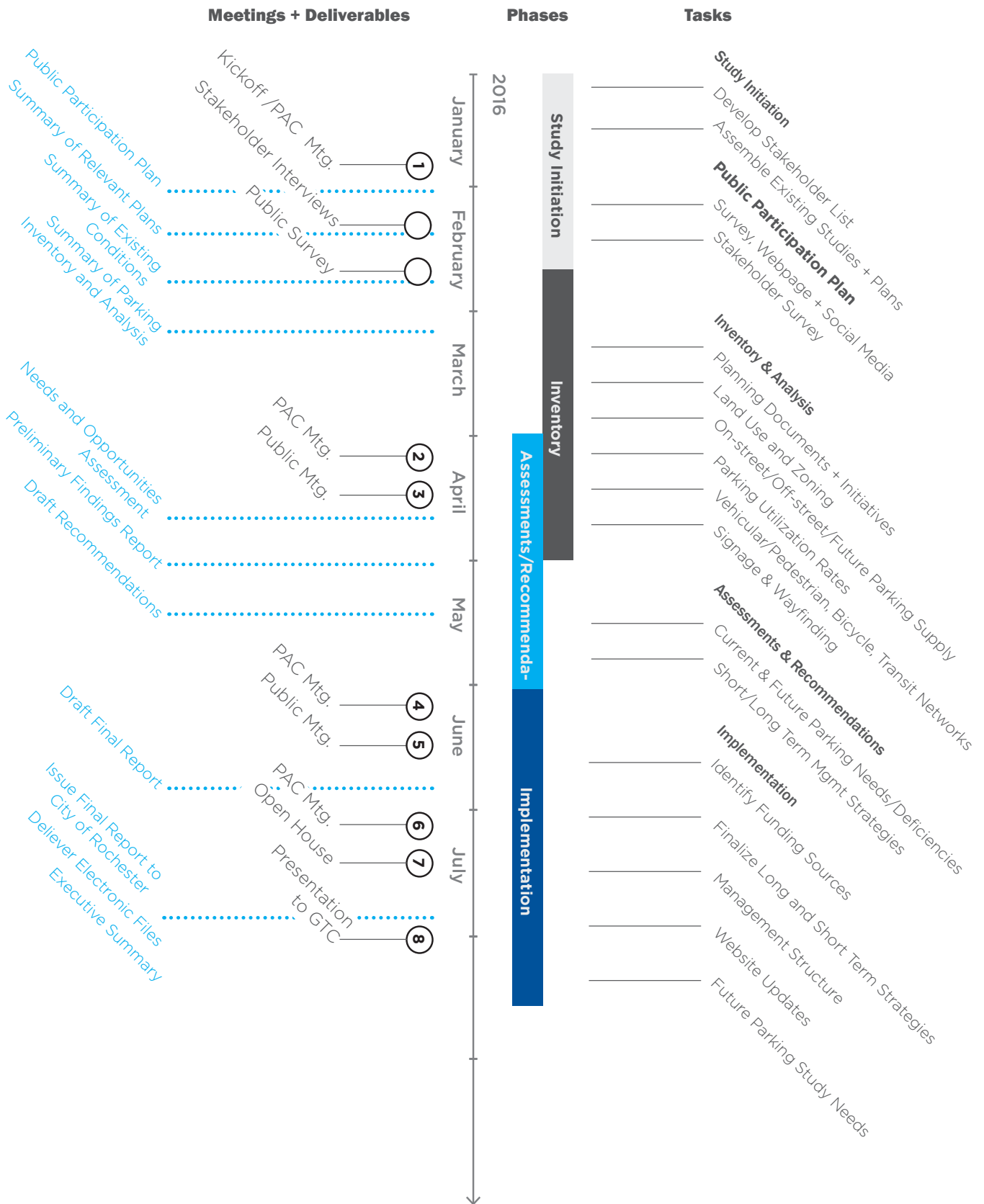
Online Survey

An online survey has been developed early in the study process to obtain input on parking and mobility issues. The survey was developed by the City, PAC and consultant team and includes questions regarding usage rates, means, and experiences using parking and mobility facilities. It also contains specific open-ended questions that will allow the respondent to identify opportunities for future improvements. The survey is accessible online via Survey Monkey and in paper form at key destination points along the corridor (e.g., YMCA, Monroe County Library). The online survey was available starting February 25, 2016 and will continue to be available two weeks after the first public meeting tentatively scheduled for the end of April 2016.

Social Media

Facebook will be the primary social media outlet utilized throughout the study to encourage public participation. In conjunction with the City's review and approval, the consulting team will have the primary responsibility of Facebook postings. The primary goal of this outreach method will be to reach the broader community.

3.0 STUDY SCHEDULE



MONROE AVENUE PARKING/MOBILITY STUDY SCHEDULE

ATTACHMENT A:**PROJECT ADVISORY COMMITTEE MEMBERS**

AFFILIATION	NAME	TITLE
City of Rochester	Artuso, Josh	Senior GIS Analyst / City Planner
NYS DOT, Region 4	Barnhill, Iora	Transportation Analyst
City of Rochester	Benson, Doug	Associate City Planner
GTC	Bovenzi, Joe	Program Manager
City of Rochester	Frisch, Erik	Transportation Specialist
Fisher Associates	Godfrey, Mike	Planner
Fisher Associates	Hogan, Sarah	Project Manager
City of Rochester	Johns Price, Nancy	NSC Administrator
Monroe Village Task Force	Krisiloff, Allen	Chair
Monroe Avenue Merchants Association	Lemperle, Moira	President
City of Rochester	McCarthy, Matt	Economic Development Specialist
City of Rochester	Parrino, Maurguerite	Associate Zoning Analyst
Monroe County DOT	Penwarden, Brent	Associate Engineer
Fisher Associates	Price, Bill	Principal
Upper Monroe Neighborhood Association	Thomas, John	Resident

ATTACHMENT B:

STAKEHOLDERS

AFFILIATION	NAME	TITLE
Archimage	Kim-Fredell, Peter	Owner
Art Museum of Rochester	Napier, Scott	Owner
Beachland Consulting, LLC	Renaldi, Fred	Contact
Big Deal Pizza	Wratni, Rose	Owner
Blessed Sacrament Church	Kennedy, Robert	Father
Buckingham Properties	Lynott, Patrick	Contact
City of Rochester Parking Enforcement	Miller, Laura	Director
City of Rochester, Department of Environmental Services	St. Aubin, Karen	
City of Rochester, Rochester Police Department - Goodman Section	Cuyler, Lloyd	Captain
City of Rochester, Southeast Neighborhood Service Center & Rochester Police Department	Alberti, Frank	Lieutenant
Commercial Properties / Rochester Antique Market	Darcy, Jack	Owner
Congregation Beth Shalom	Kilimnick, Shaya	Rabbi
Enright Liquor	Enright, Joe	Owner
Enright's Thirst Parlor	Enright, Norine	Owner
Jeremiah's Tavern	112 Cology LLC.	Owner
L & E Real Estate	Jacques, Ed	Contact
Lock 66 Neighborhood Association	McCarthy, Colleen	President
Marshall Street Bar & Grill	Bush, Kelly	Owner
Monroe Ave Rite Aid	Dusett, David	Manager
Monroe Family YMCA	Cuomo-Oberst, Amy	Executive Director
Monroe Branch Library	Scheg, Mary	Branch Manager
New Life Presbyterian Church	Swift, Deb	Pastor
O'Callahan's Pub	O'Callahan, Tom	Owner
Park Ave Pets	Jacques, Lisa	Owner
Park Central Neighborhood Association	Stetzer, Renee	President
Park-Meigs Neighborhood Association	Lembach, John	Contact
Pearl-Meigs-Monroe Neighborhood Association	Wells, Michael	President
RAC/Avondale	Griggs, David	Owner
Reconnect Rochester	Governale, Mike	
Refinement Studio	Ely, Cynthia	Owner
Rochester Arts Center	Gouldthorpe, Janice	Owner
Rochester Center for Disability Rights	Darling, Bruce	Executive Director

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STAKEHOLDERS (CONTINUED)

AFFILIATION	NAME	TITLE
Rochester Cycling Alliance	MacRae, Scott	President
Rochester-Genesee Regional Transportation Authority	Pacheco, Joy	Executive Director
Scotch House Pub	Smith, Paul	Owner
Street Manager - Highland Planning	Topa, Jen	Contact
The Avenue Diner	Georgakopoulos, Spiros	Owner
Upper Monroe Neighborhood Association	Stevens, Chris	Contact
Wadsworth Square Neighborhood Association	Mayer, David	Contact