

---

Date: Tuesday, April 5<sup>th</sup>, 2016

---

Attendees:

City of Rochester, Fisher Associates, Project Advisory Committee Members  
See attached sign-in sheet.

---

From:

Sarah Hogan, RLA

---

Subject: PAC Meeting #2

---

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 3:30 with a PowerPoint presentation by Sarah Hogan from Fisher. The presentation began with an outline of the Project Status to Date, which included the following updates;

- **Study Schedule - Complete**
  - The Study Schedule was reviewed and it was noted the study process was on target to date and we are halfway through the project.
  
- **Public Participation Plan - Complete**
  - The Public Participation Plan has been finalized and uploaded to the City of Rochester's project website. Sarah Hogan reviewed the public outreach efforts that have occurred to date. 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.
    - First public informational meeting has been scheduled for April 14<sup>th</sup> 2016.
  
- **Inventory Phase - Complete**
  - The inventory phase was outlined and reviewed in greater detail. Several maps were reviewed in the presentation including the following:
    - Study Area Map
    - Parking Distribution Map
    - On-Street & Off-Street Parking Utilization Heat Maps
    - Off-Street Parking User Restriction Map
    - Off-Street "No Parking" Areas Map



- 
- On-Street "Reserved Parking" Map
  - On-Street Missing Signage Map
  - Land Use/Zoning Map
  - Transit Route & Stops Map
  - Bicycle Facilities Map
- 
- **Public Parking Survey - On-going**
    - The Public Parking Survey was reviewed with regards to the outreach methods, number of respondents to date and collection period time frame.
    - The survey was opened February 25<sup>th</sup>, 2016 and will remain open through May 1<sup>st</sup>, 2016.
    - To-date 440 participants have participated in the online survey through Survey Monkey.
    - Survey boxes, including hard copies of the survey, have been distributed to the YMCA, Monroe County Library & Blessed Sacrament Church. The survey boxes will be collected the week of May 2<sup>nd</sup> and included in the data analysis.
    - Sarah Hogan presented a "snap-shot" of the survey results to the PAC members via PowerPoint and a complete printed document.
  
  - **Stakeholder Interviews - On-going**
    - The PAC members were informed of the stakeholder questionnaire that was developed and utilized in our stakeholder interviews which expanded on the public parking survey questions.
    - All stakeholders were contacted by email and/or a phone call for outreach efforts.
    - Sarah Hogan noted that 13 interviews have been completed to date and four additional interviews were scheduled for the week of April 4<sup>th</sup>, 2016.
    - Several stakeholder themes were identified throughout the interview process 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
  
  - **First Public Meeting**
    - First public meeting date has been set for April 14<sup>th</sup>, 2016. All PAC members were encouraged to attend.
    - Sarah Hogan presented the public meeting format to the PAC members, which included a twenty minute formal PowerPoint presentation to the public. The remaining meeting would be geared towards an open house



---

format allowing the public to move about the boards and review the information in greater detail.

- All inventory boards would be on display for public viewing.
- “Stations” would be setup with project team members in attendance to listen and write down ideas/issues from public input.
- The stations would include the following:
  - Inventory Station – review all inventory 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 will be generated where the public can “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.

- **Next Steps**

- The following steps were outlined to the PAC members:
  - Assessment phase including a Strengths, Weaknesses, Opportunities and Threats Analysis.
  - Current & Future parking needs and deficiencies.
- A preliminary findings report will also be generated to capture all the inventory data to date.

**Comment from PAC/City:**

The following comments were noted from PAC/City members throughout the presentation:

- **Comment:** Josh Artuso from the City noted the public meeting date was set and meeting information has been updated on the City's project website. A mass email will be sent to all participants who provided their email via the survey monkey link and neighborhood associations for public meeting information. A press release was also generated for the Sunday Democrat and Chronical for additional advertisement. Sarah Hogan noted that public meeting information will also be uploaded through Facebook.
- **Comment:** Parking distribution map referenced 5,926 total spaces and it was noted that parking within 5' of a driveway curb cut is not allowed in the City code.  
*Response: PAC members commented that this is not enforced and would greatly reduce the number of available parking spots. Fisher and the City should review this dimensional requirement in the code in greater detail.*
- **Comment:** On-street parking dimension was noted in the study area at 18' spacing. This dimension was measured in the field and based on existing tick mark spacing along Monroe Avenue in the Upper Monroe Neighborhood.



---

***Response:** It was noted that 24' spacing was utilized in several areas of the City in new development projects. Several PAC members felt this was dimension too long. The City code makes no reference to on-street parking dimension standards. Fisher and City to confirm this dimension. It was noted that for our study purpose, 18' would be the dimension utilized.*

- **Comment:** The City requested more detail be provided to parking spaces, for example, land-use, public vs. private, etc.

***Response:** Fisher will include this information in the final report and provide a breakdown in the public meeting #1 PowerPoint presentation.*

- **Comment:** The City requested bicycle rack information to be included in the bicycle facilities map.

***Response:** Fisher will revise the bicycle facilities map and include bike rack locations provided by the City.*

- **Comment:** Several PAC members noted regulatory signage is confusing. Merchants can request approval for signage from City (traffic control board), however when the merchants vacate, signage is left behind and the result is irregular and numerous regulations.

***Response:** City wide signage review could be a potential recommendation from this study. It was also stated by Brent Penwarden (MCDOT) that if the length between signs is less than 200', a second sign is not needed.*

- **Comment:** Shared parking is a large component to the parking solution within the project study area. Parking apps have been developed and could be a resource.



### Action Items

- Continued preparation for Public Informational Meeting #1 – April 14<sup>th</sup>, 2016
- Schedule PAC Meeting #3 for mid-June 2016.
- Confirmation from City Zoning and/or DES on On-Street parking dimension.

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, RLA**

Project Manager



135 Calkins Road, Suite A  
Rochester, NY 14623

585.334.1310 ext. 230 (office)

585.704.8103 (mobile)

[shogan@fisherassoc.com](mailto:shogan@fisherassoc.com)

[www.fisherassoc.com](http://www.fisherassoc.com)

# Sign-In Sheet

PAC Meeting #2 - April 5th, 2016

Name	Address	E-mail
DOUG BENSON	CITY PLANNING	BENSOND@CITYOFROCHESTER.GOV
Josh Artuso	City Planning Office	Artusoj@cityofrochester.gov
Moiry Lemperle	Monroe Ave Merchants Assn	MLEMPERLE@smind.com
BRENY LEWARDEN	MCDOT	brenwarden@monroecity.gov
Mike Godfrey	Fisher	-
Sohn Thomas	citizen	johnthom@quest.com
Lora Barnhill	NYS DOT	lora_barnhill@dot.ny.gov
Jacque Whitfield	SENSC	whitfldj@cityofrochester.gov
Joe Bavenzi	GTC	jbavenzi@gtcampa.org
Matt McCarthy	City NBD	MCCARTHM@cityofrochester.gov
Sarah Hogan	Fisher Associates	shogan@fisherassoc.com
Bill Price	Fisher Associates	wprice@fisherassoc.com