



**Rochester Mobility Enhancement Study**  
**March 24, 2017 | 11:00 a.m.-12:30 p.m.**  
**City Hall | Room 008-A**  
**PSC Meeting #1 Minutes**

<b>ATTENDEES:</b>	Joe Bovenzi – GTC	Julie Tolar - RGRTA
Doug Benson – Planning	Justin Cole – Barton & Loguidice	Brenda Massie – Office of Innovation
Josh Artuso – Planning	Fred Frank – Parsons Brinckerhoff	Lora Barnhill – NYS DOT
Kevin Kelley – Planning	Roger Brown – CDC Rochester	Erik Frisch – City Engineering
Laura Miller – Parking	Rochelle Bell – Monroe County	

- Project Steering Committee (PSC) members met with members of the Project Consultant team to review and discuss the project goals, scope of work, and proposed process and methodology. Doug Benson presented a brief background history of the evolution of the project and summarized the project intent, scope, budget, and desired outcome.
- The total cost of the study is \$100,000 and is funded through a combination of a \$50,000 federal grant obtained through GTC, a \$20,000 cash match from the City of Rochester (for a total of \$70,000 for consultant services) as well as \$30,000 worth of in-kind support from City staff. As such, it was determined that potential City responsibilities to fulfill the in-kind contribution requirement could include:
  - Compiling and summarizing all relevant existing plans and studies (particularly the “Urban Village Development Strategy” and the “Urban Village Model Data Results and Analysis” reports completed by City Planning Staff in 2000-2001)
  - GIS data collection / coordination
  - Summary of existing Zoning Code regulations / interpretations
  - Assistance with public outreach / meeting logistics
  - Project webpage development and maintenance
  - Assistance with design, organization and facilitation of potential focus group meetings
- Doug Benson described each individual task and associated deliverables. For the Peer City Review of Best Practices for BRT/TOD portion of the project, the consultant team will look at the cities of Providence, RI, Cleveland, OH, and Kansas City, MO. Roger Brown suggested also taking a look at the street car system in Chattanooga, TN. Doug suggested that the consultants create a matrix of major American cities containing “high level” information on their mobility elements and systems (i.e. type of system, years in operation, initial cost, ridership, etc.) to be used as a context/framework.
- The Rochester Mobility Enhancement Study (RMES) will be coordinated with other City Planning related initiatives including the comprehensive plan update (Rochester 4.0), the Comprehensive Access and Mobility Plan (CAMP), the next iteration of the City’s Focused Investment Strategy and the City’s anti-poverty pilot programs and initiatives (Pathways to Prosperity/ Pilot Vanpool Project).
- Erik Frisch provided a brief explanation of the Comprehensive Access and Mobility Plan (CAMP) Study that will commence this summer and align with and elaborate on the information that is being produced as a part of this study. Tasks 4 & 5 of RMES (Create Transportation Vision / Develop City Transportation Policies, Goals, etc.) will be the crux of laying the groundwork for the CAMP study. CAMP will further develop concepts and

recommendations set forth in RMES. Both RMES and CAMP will feed into the update of the comprehensive plan update, Rochester 4.0. Erik will provide consultant team with information pertaining to ride-sharing initiatives that the City is currently working on.

- Due to the relatively large size of the PSC, it was determined that additional focus group meetings would be held with specific advocacy groups as needed (Chamber of Commerce, Reconnect Rochester, Business Leaders / Downtown Developers etc.), in lieu of adding additional members to the committee.
- The emerging transportation technologies portion of the study will include but not be limited to examining autonomous vehicles and transit, parking management technologies, transportation network companies, ride-sharing services (Uber, Lyft), transportation apps, smart cars, on-demand transit, bike-sharing, etc. and which ones might be most applicable to the City of Rochester
- Roger Brown advocated for making a strong connection to and relationship between enhanced mobility, improved transportation and economic impacts (poverty reduction, access to jobs, accessibility for suburbanites etc.).
- As a part of task 7, the consultant team will examine corridors and nodes through a vacant land analysis of areas previously identified in the City's Urban Village Model study, taking into consideration current land use patterns, zoning designations, density and public transit ridership rates to explore opportunities and identify at least one (1) potential location in each Planning Area where "transit oriented development" (TOD) might be appropriate. The consultants will also prepare a visualization / illustrative example of what a recommended TOD node could look / function like. It was agreed, for the purposes of the RMES project, that "transit oriented development" or TOD would be defined as primarily "bus rapid transit lines" or "high efficiency bus transit".
- It was determined that the first public meeting held for the project should be centered around developing a transportation vision statement for the city, as well as identifying common transportation issues, problems, priorities and goals. First public meeting will take place late spring/early summer. City staff may have a booth presence at upcoming summer festivals around the city expand public input opportunities.
- Julie from RGRTA gave a brief update on recent, current and planned transit authority initiatives, including their System Redesign Study, ROC-IT routes, and Super Transit Zones.
- Brenda Massie from the City's Innovation Office gave a brief update on the status of the City's Vanpool Pilot Program and suggested that a PSC member serve on the RMAPI Transportation Policy group to share outcomes of both initiatives.
- It was determined that there will be a total of seven (7) PSC meetings throughout the course of the study. Next meeting will be held after City has received draft materials from tasks 1 & 2 (most likely late April / early May).