

## MEETING MINUTES

Steering Committee #3  
West Main Street Transportation and Placemaking Study  
22 January 2021

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### Introduction

#### Bill Belec

- First time on call, representing Trillium Health

#### Darin Ramsay

- REDCO Opportunity update
  - o We're hoping to make use of funds from the Revitalize Rochester Fund
  - o Team talked with Dr. Campbell regarding the possibility of tapping into \$3M in funding for streetscape enhancements, more information to come on this front and gauging interest from steering committee

### Engagement Update

#### Andre Primus

- Engagement update
  - o Have 5 ambassadors
  - o Potential pop-up location identified with Trillium Health

#### Jonathan at Trillium Health

- Location should be centrally located
- Location should be a safe space for everyone in the community

#### Andre Primus

- Survey Response
  - o Response has been relatively low – approximately 40+ respondents currently
  - o Survey response is a little different for this project: we have a quick turnaround for multiple surveys
  - o We need your help advertising for these surveys
  - o It has been sent out via email and social media, as well as a postcard with a link to the web location of the survey
  - o Please consider how you can share the survey by other means
  - o Employees can be hard to reach, but they can be a good group to share the survey with
- Survey Results
  - o High interest in:
    - Pedestrian-focused design ranks high as a need as well as creating beautiful spaces, housing choices (with the avoidance of gentrification)

- Celebrate assets (importance of history)
- Travel choices for all ages and abilities
- Focus growth on vacant land
- Build capacity and ownership, empower young people
- Demographic breakdown of results so far
  - 54% white
  - 35% Black
  - This is a better breakdown than most surveys we see, where the rate of white response is typically closer to 70%

## Discussion of Beginning of Existing Conditions Review

### Lydia Hausle

- Existing Conditions/Needs Map Overview
  - Vacancy – High level of vacant parcels, this is an important part of study
  - Important bus corridor with multiple routes running down it
  - There are bike lanes existing or planned around the corridor, but not on W. Main
  - Barriers to the neighborhood on two sides: railroad tracks to the north and highway to the east
  - Bus ridership – 560 boardings per day, 600 alightings per day
- Existing conditions assessment outline will be shared with the group for review

**Kevin Kelley** – updates to zoning in the City, placemaking map under development, will serve as a de facto zoning map.

### Lydia Hausle

- Committee Input
  - Your input is needed on what to show and what not to show in the needs assessment
  - Data doesn't tell the whole story – what do we need to add here to express the experience of the street better?

### Jay Arzu

- Streetscape history would be interesting and important to explore through this study
  - Former streetcar corridor
  - What was the design prior to 1983 (current design)?

### Bleau Cease

- Safety
  - Speed is a huge issue
  - Crashes need to be shown as well – how will this be done?

### Lydia Hausle

- We will look at all crashes, but as a practice we always emphasize the most vulnerable users on the road
- Common ways of expressing crashes are by heat map, showing crash mode and severity, and analyzing the disproportionate impacts of crash severity on pedestrians
- Perception of safety is also an important issue to address
  - Physical and personal safety need to be explored – ie. do people feel that they are personally safe when waiting at a bus stop.
- Final note! Help spread the word about survey #1