WEST MAIN MULTIMODAL TRANSPORTATION + PLACEMAKING PLAN

Steering Committee Meeting #4

February 19, 2021

Meeting Warm Up

- Make sure your name is correct in your Zoom window

Agenda

- Quick Refresher on Project Timeline
- Engagement Updates
- Revitalize Rochester Fund Update
- Breakdown of Survey #1 Results (Community Goals)
- Existing and Planned Conditions and Needs Assessment
  - Outline Review
  - Approach to Ground Truthing
  - Example Modules
- Wrap Up & Action Items

Project Timeline

Project Deliverables

1. Public Engagement Plan
2. Existing Conditions and Needs Assessment
3. Design Alternatives and Recommended Strategies
4. Final Vision and Implementation Plan

TIMELINE

NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

OUTREACH PHASES

Awareness

Community Goal Setting

Co-Creation of Solutions

Draft and Final Report

PHASE FOCUS

- Introducing project to the community
- Recruiting project ambassadors

- Collecting goals from previous planning efforts
- **Refining goals that are specific to West Main**
- **Establishing existing and future conditions**

- Developing and refining strategies to address all the project goals

- Prioritizing actions
- Developing implementation strategies
- Presenting final plan

Engagement Updates

- New Survey is open!: https://forms.gle/M4uG9rZvejkwGpPD9
  - Please share!
- Two Pop-ups scheduled, please share!
  - Thursday 2/25 from 4-6
  - Friday 3/5 from 9-11

Revitalize Rochester Fund Update

- The fund offers an opportunity for a coalition of community groups to use funds for early implementation of streetscape elements
- This offers a tangible near-term benefit for community participation
- Several folks on this committee have already been contacted and expressed interest in being a part of the program
  - Only certain groups are eligible to apply for the funds, but many others can be involved in helping to shape their use
- More updates on this in the future!

Results of Survey #1: Goal Ratings

Weighted Goal Scoring:
Very Important = 3 points
Important = 2 points
Slightly Important = 1 point
Not Important = 0 points

Results of Survey #1: Top Ranked Goals

	Theme 1 : Design the City for Pedestrians	Theme 2 : Create Beautiful Spaces	Theme 3 : Provide Diverse Housing Options	Theme 4 : Celebrate Assets	Theme 5 : Create More Travle Choices	Theme 6 : Focus Growth	Theme 7 : Build Community Capacity and Ownership
Goal 1	Pedestrian-scale design will invite people to experience the neighborhood identity.	Neighborhood identity will be reinforced and uplifted by the arts.	Quality affordable housing will be accessible in the neighborhood.	The neighborhood will have a recognizable and inclusive identity.	West Main will be safe and accessible for travel by people of all ages and abilities using any mode of travel.	Small businesses and local jobs will grow in number.	Community organizations and residents will be empowered to play a role in implementing the vision for West Main.
weighted score	298	261	297	259	298	298	301
Goal 2	Parks and open space will be connected to and accessible from the corridor.	Contaminated vacant land will be remediated for future redevelopment or reuse.	The neighborhood will offer a mix of housing choices which meet the needs of individuals and families in all phases of life.	The historic significance of the area, including the legacy of Susan B. Anthony, will be promoted and preserved.	The corridor will provide a high-quality, quick, and comfortable experience for transit users.	Vacant land will be strategically positioned for redevelopment or reuse.	Young people in the surrounding communities will be involved in implementing the vision for West Main.
weighted score	281	315	304	281	281	293	273
Goal 3	West Main will be an enjoyable and engaging place to walk.	Trees and other landscaping will support air quality, stormwater management, and heat mitigation.			West Main will enhance connectivity between and through the surrounding communities.	Existing assets will be leveraged and celebrated to support economic growth.	
weighted score	306	308			275	289	
Goal 4		Community gardening and urban agriculture will be opportunities for community-led reuse of vacant land.				Future development will support high-quality and frequent bus service.	
weighted score		261				274	

The highest ranked goals from survey #1 are highlighted in orange.

These are goals that received the highest overall scores in each thematic category. Some of the goals are dropped out to better focus on the community's priority goals for the project.

Results of Survey #1: Survey Review Method

EXISTING GOALS

GOAL 1 (1.1)

Pedestrian-scale design will invite people to experience the neighborhood identity. *[Placemaking Plan]*

GOAL 2

[illegible] connected to and accessible from the corridor. *[Rochester 2034 (Parks and Open Space, Transportation), Comprehensive Access and Mobility Plan]*

GOAL 3

West Main will be an enjoyable and engaging place to walk. *[Reimagine RTS, Rochester 2034 (Transportation), Comprehensive Access and Mobility Plan, Placemaking Plan, Bull's Head URP]*

EMERGING GOALS

How would you change these goals? What other goals related to this theme do you have for West Main?

COMMUNITY FOCUS AREA

COMMUNITY FEEDBACK

CULTURAL HERITAGE

[illegible] with interpretive signage on walkways and trails will connect to historic sites such as the Anthony museum.

- A Susan B Anthony, Frederick Douglass & Underground RR exhibit
- There should be a combination of buildings that feature Rochester's history as well as nice shopping places, and cafes/other places to eat
- More destination places and more focus on history
- Visibility for historic sites, in particular the Susan B. Anthony House and Museum
- I would love to see a Visitors' Learning Center to enlighten the community and travelers about the history and achievements of the work of Susan B. Anthony. This center would have virtual learning, hands- on- learning, lectures, ample conference space and ample parking space.
- Would like a "Classic Look" as opposed to a modern trendy look.
- I would like to see W. Main in body more culture, family friendly and friendly police interactions. More of a neighborhood watch and festivals (small).

[illegible]

- Can we have a west side public transportation hub? Pedestrian spaces are great, but encourage biking and public transportation.
- [illegible] transportation stops should also be a priority.

BIKE ACCESS

- Dedicated Bus Lanes and protected low stress bike lanes.
- Bike Access!
- Bike paths would be a great addition tool
- Bicycle use and access
- Best Practices in Cycle tracks
- Bicycle friendly
- Bike Friendly, lighted and designed for police patrols
- Labeled, separate and safe bicycle lanes on west main. Increased connectivity to the city trails.
- Incorporate cycling

ACCESSIBILITY/CONNECTIVITY

- This may be implicit to the plan, but handicap and stroller accessibility are also important
- An emphasis on Four Seasons accessibility and livability.

PARKING

- Centralized parking and parking convenient to West Main businesses is also important, to draw in non-residents.

SIDEWALK IMPROVEMENT

- Need wide side walks. It would be nice if during warm weather there were places to sit. Places to eat or browse.
- More outside seating or tables.
- Sidewalks and designated paths connecting pedestrians/wheelchair users from bus stops to businesses
- Litchfield St and W Main St need paving, also the sidewalks need repair. I'm in a wheelchair and its very difficult to get around.
- Repaired streets, curbs and sidewalks!!
- Winters (except those without snow like today) walking West Main always meets unplowed sidewalks, and worse, piles across the sidewalk left by plowing contractors. Please address these nuisance violation with the priority given other property code violations.
- The most pressing needs of pedestrians on West Main are: 1) the narrowness of sidewalks, 2) public safety/ street-crime, 3) unswept debris and litter, 4) poorly maintained buildings, and 5) the insufficient number of signal lights/crosswalks (zebra crosswalks without signal lights just don't work in our city, especially with the lack of education and enforcement). While pedestrian-focused design is important, we also have overwhelming needs that are much further down on the hierarchy of needs.

ACCESS TO RETAIL/BUSINESS

- New shopping places that accept EBT, UHC, healthy food benefits, secure food shopping, cheap secure clothing shopping
- New stores and shops should be wheelchair accessible.
- More small business shops with healthier food choices in mind.
- More businesses to walk to, fewer curb cuts and longer light times for people to cross the street.
- Restaurants, shops
- West Main St sidewalk width adequate for table seating in front

TRAFFIC CONTROL

- Be sure to include some traffic calming measures (reducing travel lanes, reducing lane widths, adding parking lanes). I am a seasoned pedestrian and I feel a bit uncomfortable on some stretches of West Main Street (because cars are traveling too quickly and too closely)
- Traffic calming features--its like a 4 lane highway right now and no place for pedestrians.

COMMUNITY ENGAGEMENT

- There would need to be neighborhood engagement in these plans so that there is a sense of pride and belonging.

SAFETY

- West Main will be a safe gateway for pedestrians and vehicle traffic.
- All plans should have safety in mind.
- Less criminals walking around. More police presence (not social workers)
- Safety, architectural restoration, storefronts and shops to promote pedestrian traffic.
- Good sight lines so that pedestrians feel safe
- It can be intimidating/ frightening to walk W Main
- People need to feel safe while walking anywhere, in any neighborhood. What are ideas for helping people feel safe?
- Walkable and safe... even at night (*especially* at night, actually!). Thus needs lighting that is "safe feeling" but not "prison floodlight"-ish.

Results of Survey #1: Revised Themes and Goals

IMPROVE and EXPAND
Accessibility and Connectivity

GOALS

1.
Provide a high-quality experience for people taking the bus by improving bus stops.

2.
Provide safe and accessible spaces for pedestrians and bicyclists of all abilities.

3.
Provide a comfortable walking experience with streetscape improvements including street trees, lighting, benches, and flower boxes.

Goals from Survey #1 were then condensed and refined to incorporate community priorities from Survey #1.

In Survey #2, we are asking the community to let us know if they feel these revised goals match the priorities and needs of their community.

Results of Survey #1: Revised Themes and Goals

SUPPORT and FOSTER
Sustainable Communities

GOALS

1.
Expand and maintain clean, safe, and accessible sidewalks.

2.
Find temporary uses for vacant land before it's permanently developed or reused.

3.
Support existing businesses by expanding existing small business programs, and increase local job opportunities through workforce training and development.

4.
Support and expand high quality affordable housing opportunities and create strong anti-displacement policies before making major investments.

Results of Survey #1: Revised Themes and Goals

CELEBRATE and PROMOTE
History, Culture, and Legacy

GOALS

1.
Empower community organizations and residents to lead the development and implementation of the vision for West Main.

2.
Acknowledge, promote, and preserve elements of cultural significance - including the legacies of Susan B. Anthony, Frederick Douglass, and other leaders – while enhancing their relevance for current residents.

3.
Uplift the neighborhood by funding and promoting creative, community-oriented activities including street murals, sculptures, festivals, and other artistic expressions.

Results of Survey #1: Draft Vision Statement

The West Main Multimodal Transportation and Place-making Plan is a transportation and public realm improvement effort rooted in an inclusive, community-based leadership and decision-making process.
The plan will focus on : (1) improving and expanding safety, comfort, and accessibility for people walking, biking, and taking the bus; (2) supporting and fostering sustainable economic activities and opportunities; and (3) celebrating and promoting the history, culture, legacy of surrounding communities.

Existing and Planned Conditions and Needs Assessment

1. Context and Introduction

Transportation and Society (1 page)

- Establish an understanding of connections between transportation, land use, and social and economic conditions

The Social History of West Main (1-2 pages)

- Historic demographic and economic trends
- Prominent people and movements
- Redlining, highway construction, and other policy impacts

History of the Built Environment (1 page)

- Adjacent land use
- Previous street right-of-way and streetscape designs
- Historic transportation uses and patterns, including streetcars
- Historic photos from City Archive

Related Plans and Objectives (1-2 pages)

- Brief overview of other planning efforts in the area
- Summary of existing city, neighborhood, and corridor-level goals and objectives

Planned Conditions (1-2 pages)

- Maps and accompanying text
- Referencing Bull's Head Revitalization Plan, Rochester 2034, Placemaking Plan, Reimagine RTS, and others

2. Social and Economic Life on West Main

The People (1 page)

- Demographics, community groups and leaders, etc.

The Economic Climate (1 page)

- Analysis of economic opportunities and considerations for community wealth building
- Overview of existing programming and resources (Rochester Economic Development Corporation, Office of Community Wealth Building, Bull's Head etc)

3. The Built Environment

The Transportation Conditions (3-4 pages)

- Multimodal transportation analyses

The Public Realm (1-2 pages)

- Streetscape, active building frontages and uses, etc

The Buildings and Land Use (1 page)

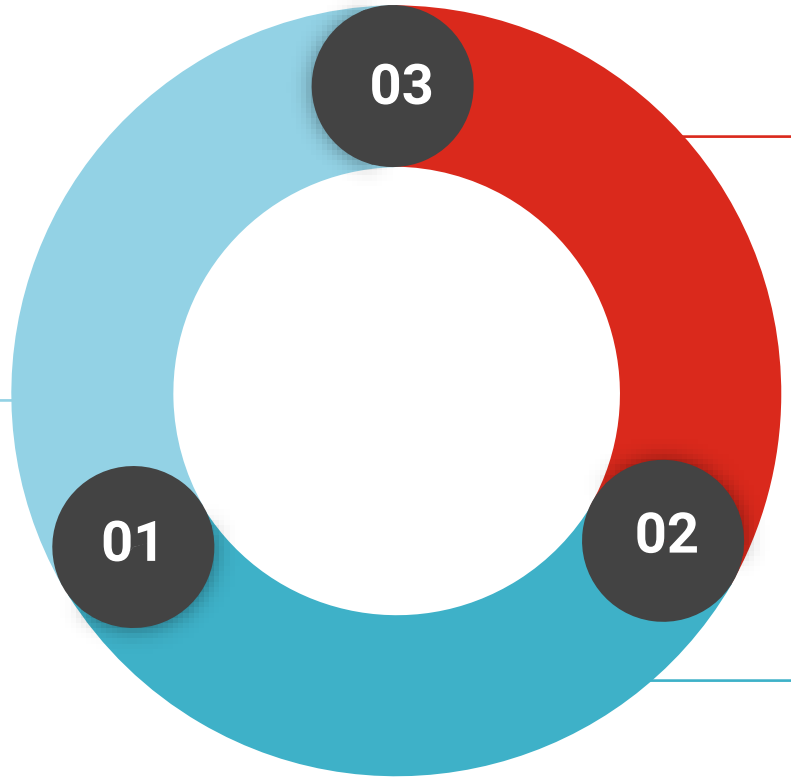
- Zoning, planned development, vacancy, etc.

4. Defining the Future

Community Goal Setting Process and Vision (1 page)

- Process for drafting, confirming, finalizing community goals through engagement
- How the Existing Conditions & Needs Assessment will be used in the visioning process

Approach to Ground Truthing Data



Refine Findings

Use feedback to refine findings that will form the baseline understanding for the next phase of the project

Develop Initial Findings

Use existing data to develop an initial understanding of physical, social, and economic conditions

Ground Truth Findings

Share draft findings with the public and stakeholders to confirm, debunk, or deepen findings

Example Module: Transportation

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Community members around West Main use transit to get to work at **almost double** the City's average rate

Commute Mode Distribution by Census Block Group (1 dot = 1 worker over 16)

- Driving alone
- Carpool
- Public transit
- Walking or biking
- Other

American Community Survey 2015-2019

The communities around West Main street have a lower rate of vehicle access than the Citywide average

Distribution of Household Vehicle Access by Census Block Group
(1 dot = 1 household)

- Household with access to a vehicle
- Household without access to a vehicle

American Community Survey 2015-2019

West Main Street carries bus riders between Downtown and Southwest Quadrant neighborhoods

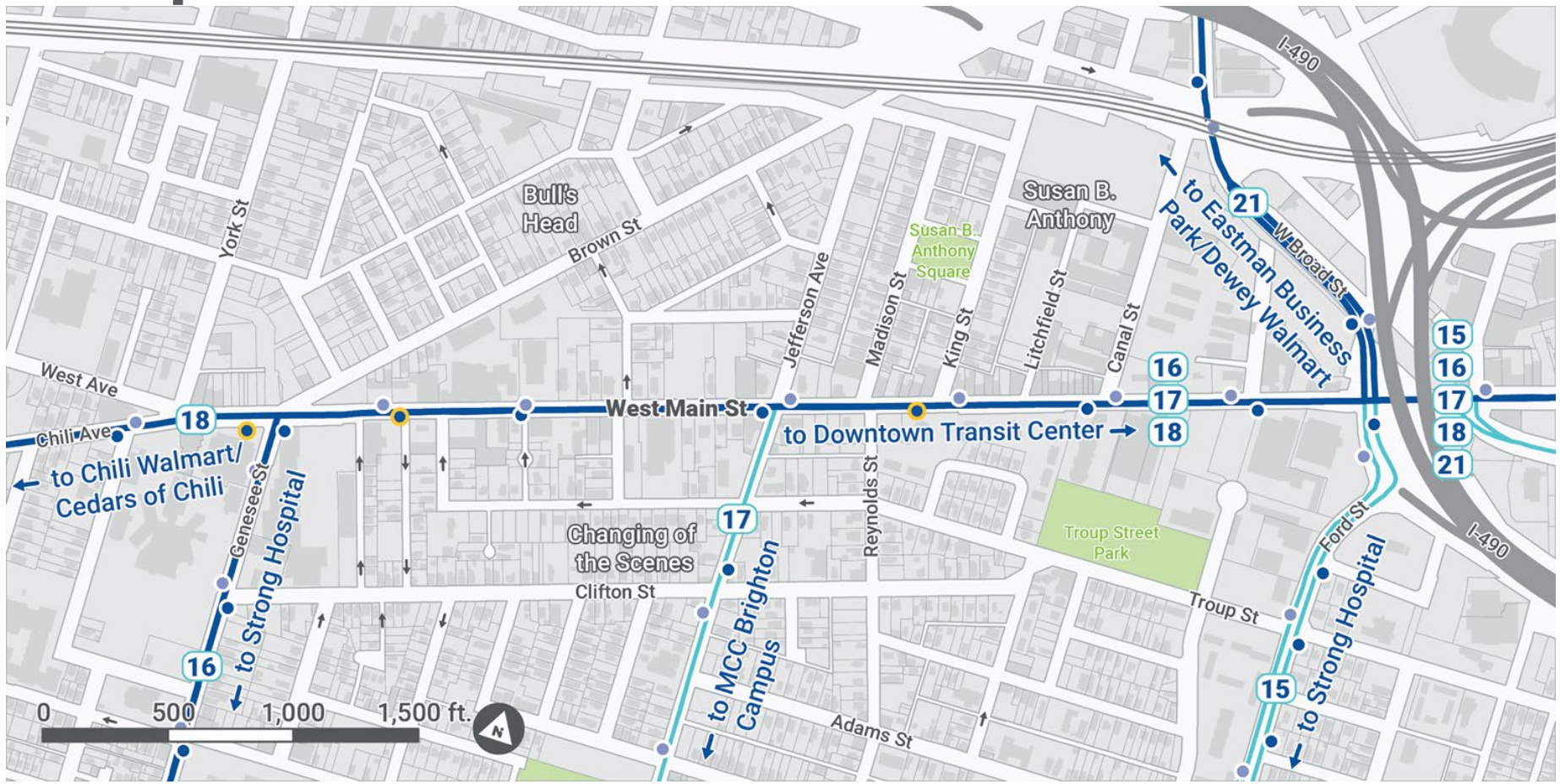
Transportation Network

- Bus route
- Route number
- Inbound stop
- Outbound stop
- Bus stop with shelter
- Traffic signal
- Bike lane
- Planned Bike Boulevard
- Shared-use path
- Barrier crossing

When RTS Reimagine takes effect in May 2021, West Main will be home to **two Frequent Service routes**

RTS Reimagine Bus Routes and Stops

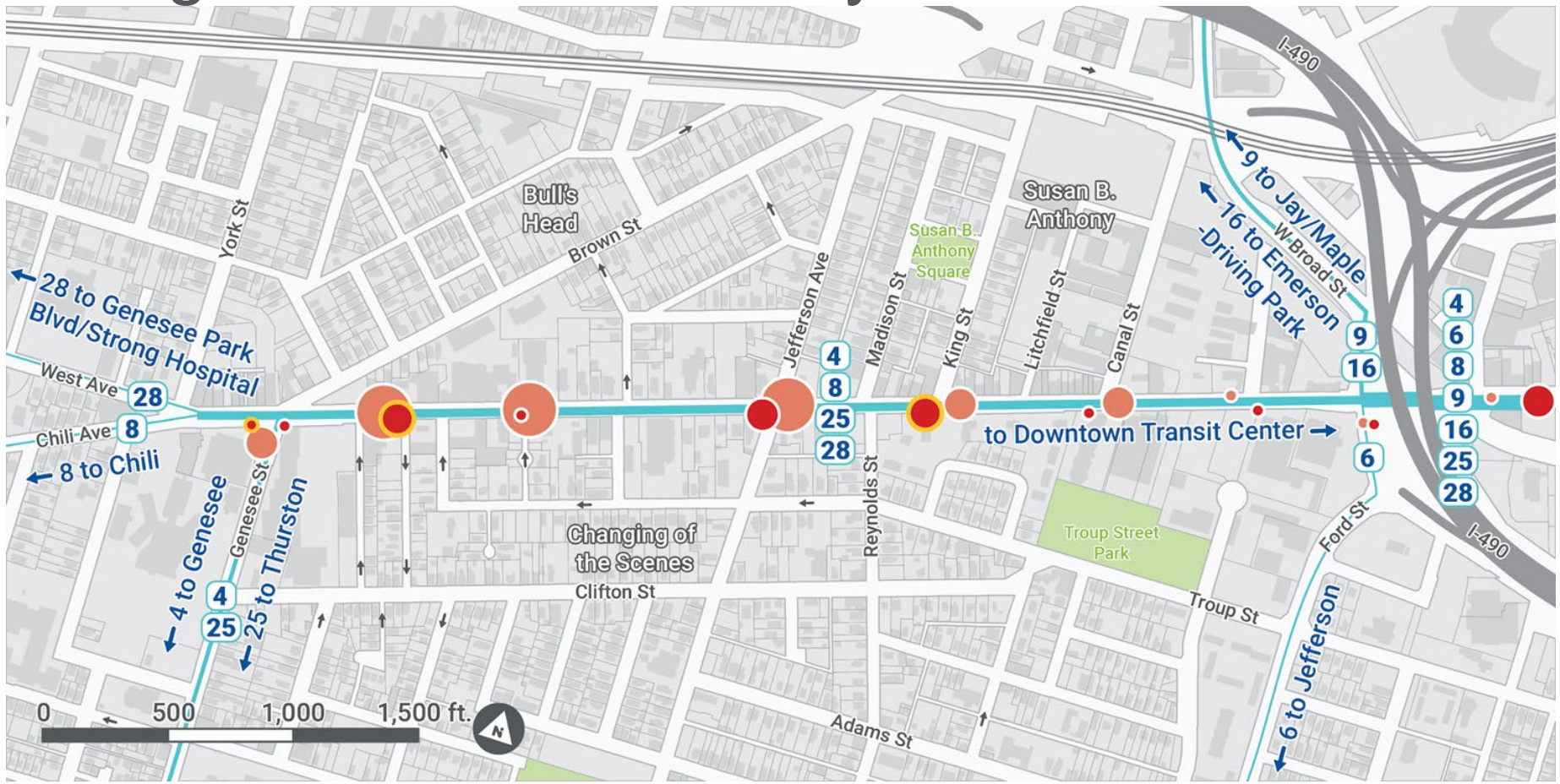
- Route number
- Frequent Service route
- Local Service route
- Inbound stop
- Outbound stop
- Bus stop with existing shelter



An average of **560** people get on the bus and **592** people get off the bus along West Main each day

Average Number of People Who Get Off the Bus by Stop Each Weekday (Sept. '19 - Feb. '20)

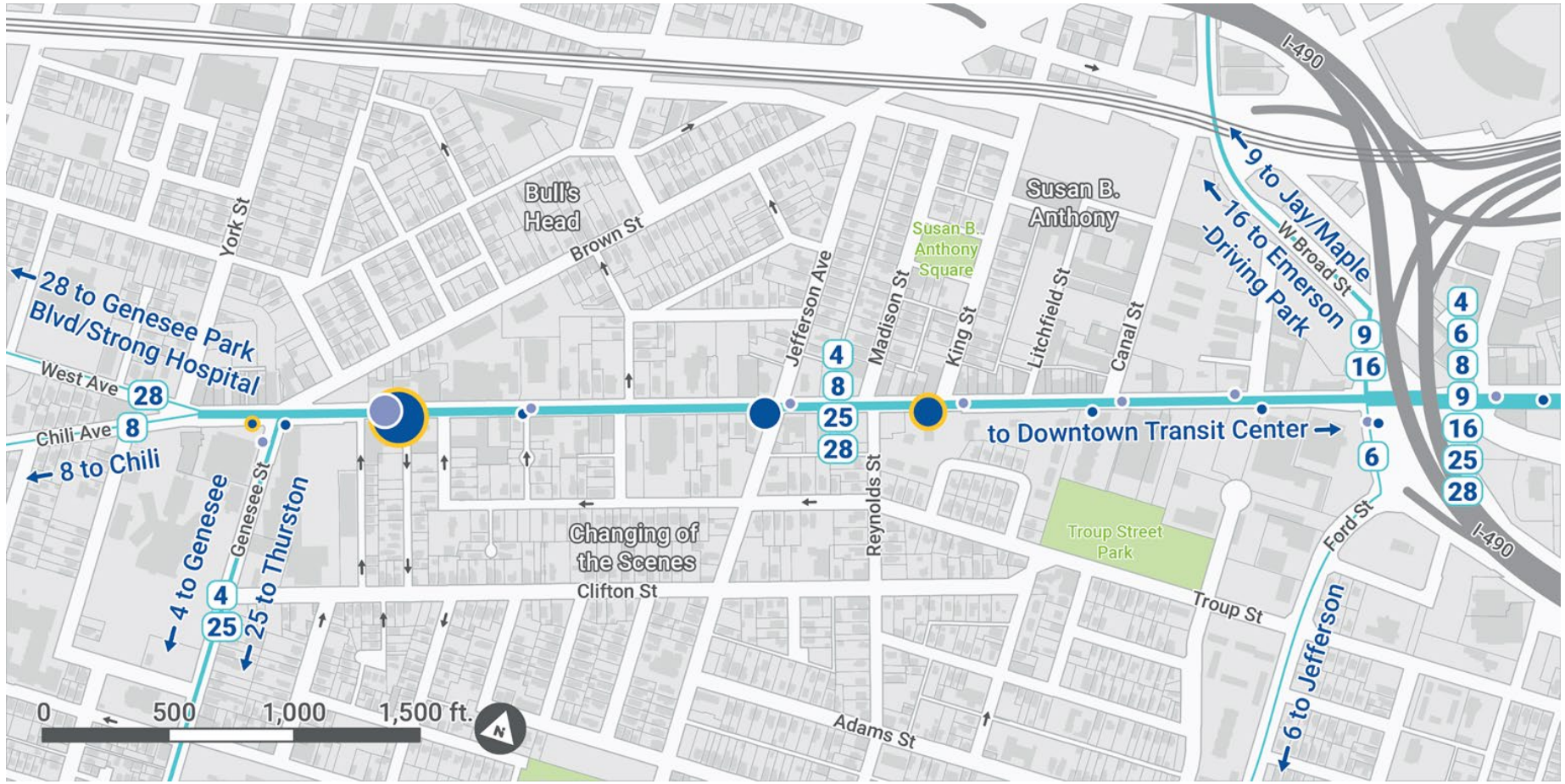
- Bus route
- Route number
- 0 - 21 alightings
- 22 - 48 alightings
- 49 - 105 alightings
- Inbound stop
- Outbound stop
- Bus stop with shelter



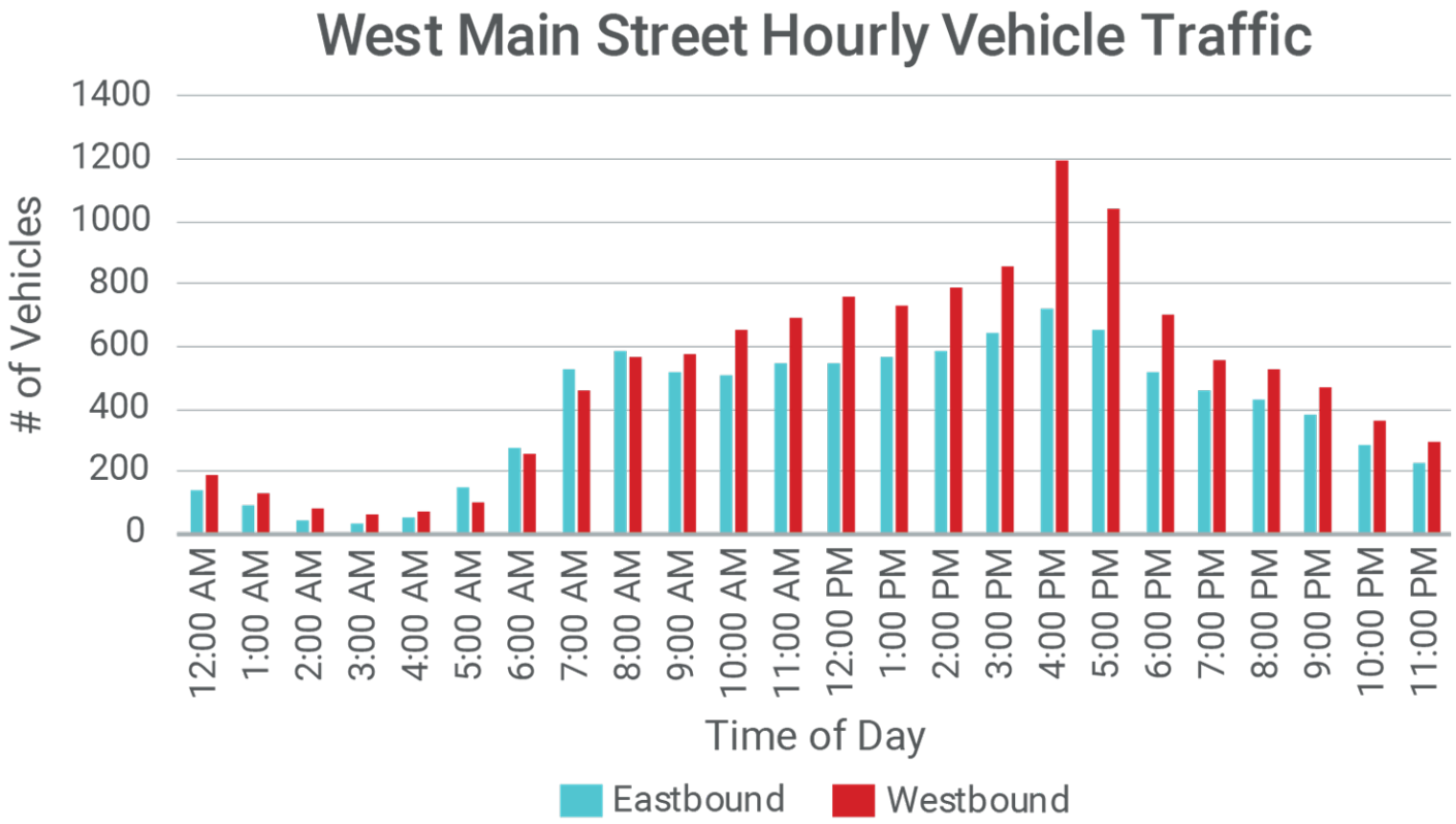
Most of the popular stops where people wait to get on the bus have shelters

Average Number of People Who Get On the Bus by Stop Each Weekday (Sept. '19 - Feb. '20)

- Bus route
- Route number
- 0 - 35 boardings
- 36 - 69 boardings
- 70 - 134 boardings
- Inbound stop
- Outbound stop
- Bus stop with shelter



Around **19,400** vehicles traveled along West Main each day in 2019.



In 2019, the average speed recorded on West Main was **33 mph**

Around 3,000 (15%) drivers were traveling at or above 40 mph

Source: Impact Speed and a Pedestrian's Risk of Severe Injury or Death, Brian Tefft, AAA Foundation for Traffic Safety, 2011

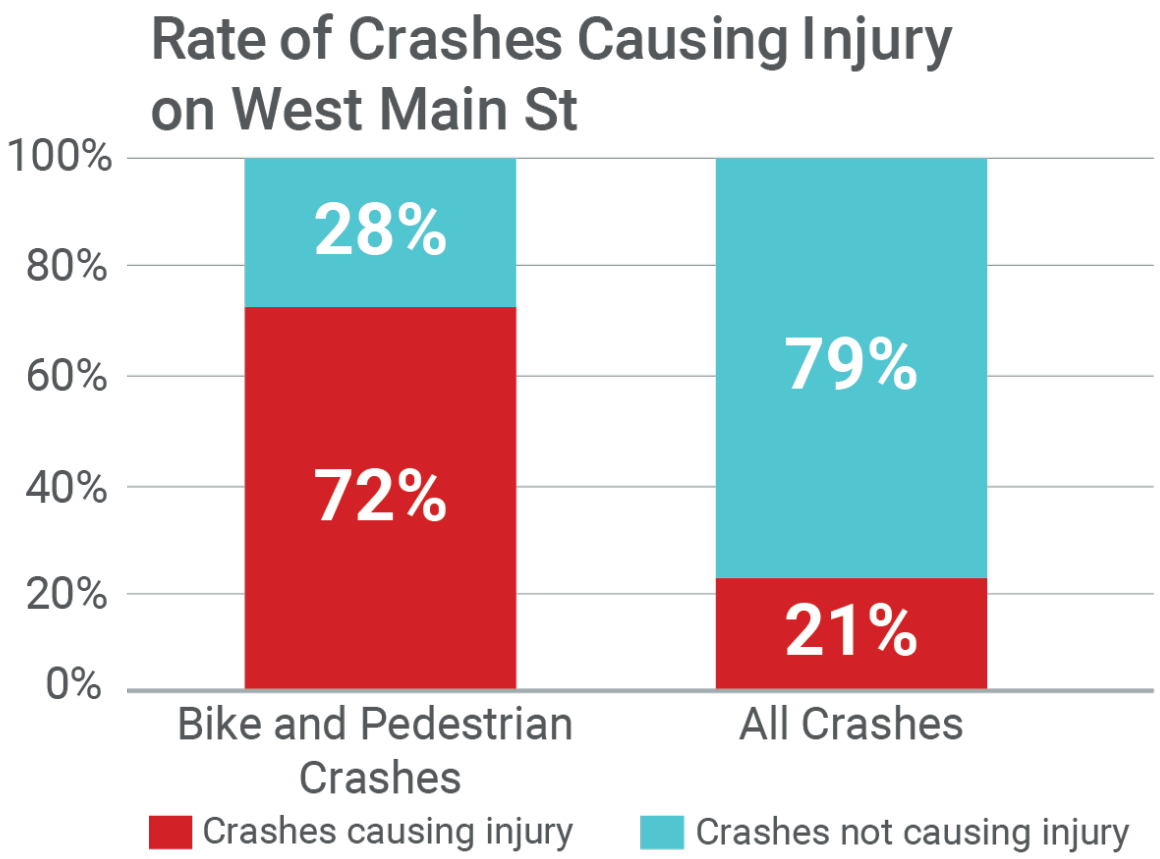
From 2015 to 2019, a crash was reported on West Main every **3.5 days** on average

Density of Crashes Along West Main Weighted by Severity

More crashes and more severe crashes

Fewer crashes and less severe crashes

Only 6% of reported crashes involved a person biking or walking, but these crashes caused injuries at a greater rate



How has the way you experience West Main changed in the last 11 months?

Alarming number of drivers caught speeding on emptier U.S. roads during coronavirus pandemic

By NELSON OLIVEIRA
NEW YORK DAILY NEWS | APR 17, 2020 AT 5:04 PM

The New York Times

New York Streets Are Nearly Empty, but Speeding Tickets Have Doubled

As the pandemic drastically reduces traffic, some drivers are taking advantage of open streets to speed and drag race.

THE WALL STREET JOURNAL.

U.S.

Rate of Crash Deaths on U.S. Roads Rose During Coronavirus Pandemic

In first half of 2020, traffic volumes fell but speeding and other risky behaviors were up

The Washington Post
Democracy Dies in Darkness

Transportation

The coronavirus pandemic emptied America's roadways. Now speeders have taken over.

Wrap Up and Action Items

- Help us spread the word about Survey #2
- Help us spread the word about popups
  - Thursday, February 25, 4-6PM
  - Friday, March 5, 9-11AM