

## PUBLIC INFORMATIONAL MEETING #1



*April 14<sup>th</sup>, 2016*

## Team Introductions

- Fisher Associates – Study Consultants
  - William Price, RLA – Principal in Charge
  - Frank Armento, AICP CEP – Senior Planner
  - Sarah Hogan, RLA – Project Manager
  - Michael Godfrey – Planner
- City of Rochester
  - Josh Artuso - Senior GIS Analyst / City Planner
  - Doug Benson - Associate City Planner

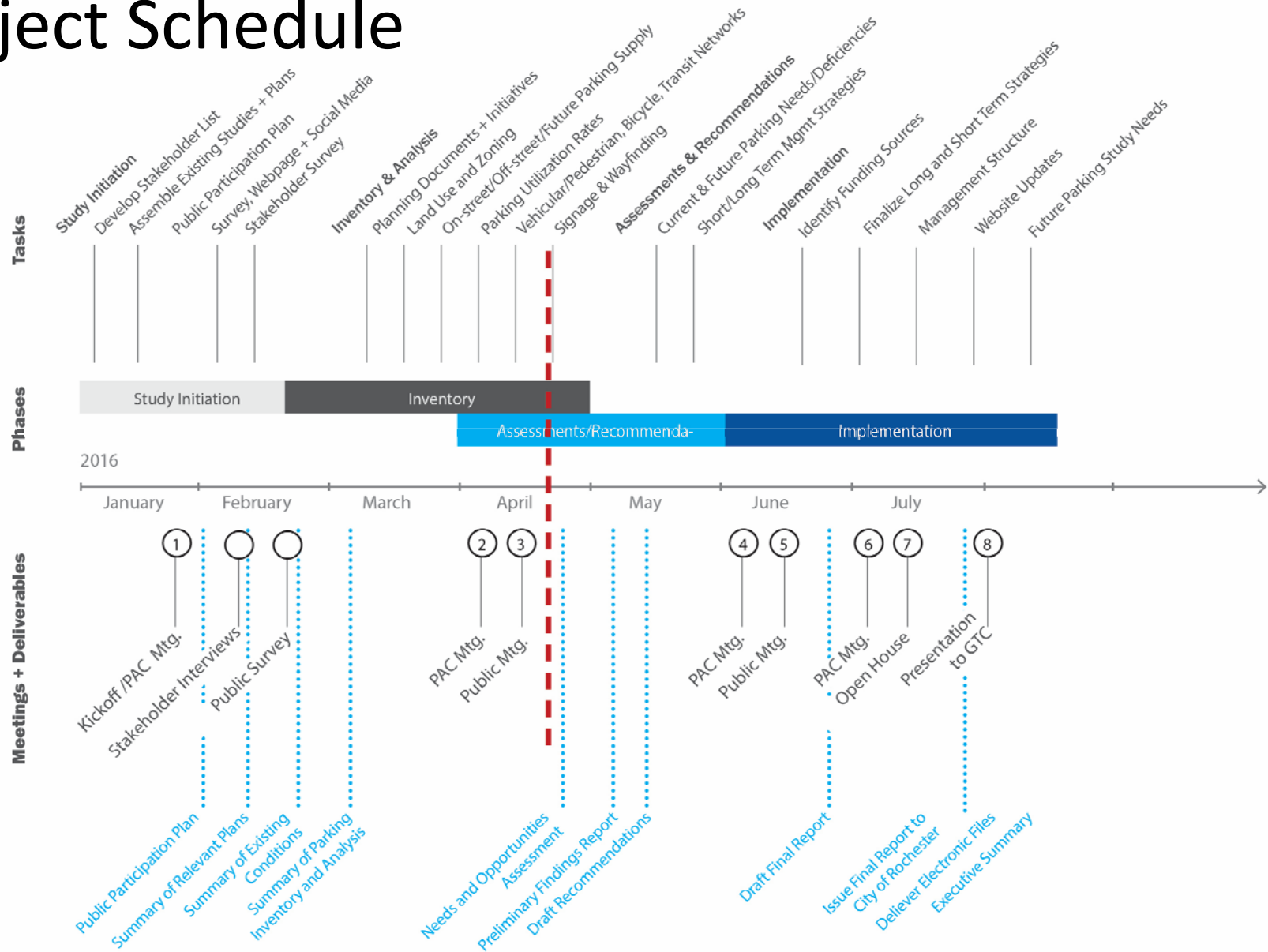
## Project Overview

## Public Meeting Format

- Formal Presentation
- Open House Format with “Discussion Stations”
  - Inventory Station
  - Survey Station
  - Parking Issue / Solution Station
  - Discussion Station #1
  - Discussion Station #2



## Project Schedule



## Project Status To Date...

- Project Advisory Committee Formed Complete
- Public Participation Plan Complete
- Inventory Phase Complete
  - Review existing plans and studies
  - Inventory Existing Conditions
  - Inventory Regulatory Signage
  - Field Data - Collect Parking Utilization Counts
- Public Parking Survey On-going
- Stakeholder Interviews On-going
- Public Information Meeting #1 Present
- Analysis & Recommendations On-going
- DRAFT Implementation Strategies Summer 2016
- Public Information Meeting #2 Summer 2016
- Finalize Study Summer 2016
- Final Presentation Summer/Fall 2016

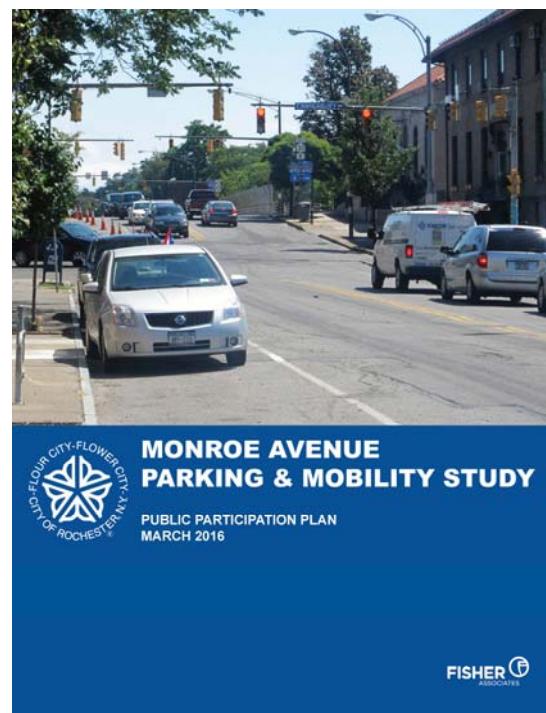


# Public Participation Plan

Public Participation Plan (PPP) is a document that details the specific methodology for community and stakeholder outreach, establishes roles and responsibilities of the Project Team, and identifies key outreach meetings at critical points throughout the process.

Elements of the PPP will include:

- Public Outreach Goals, Objectives, & Principles
- Stakeholder Identification
- Stakeholder Questionnaire
- General Public Parking Survey
- Webpage Design/Content
- Social Media Outreach



# Public Outreach Tools

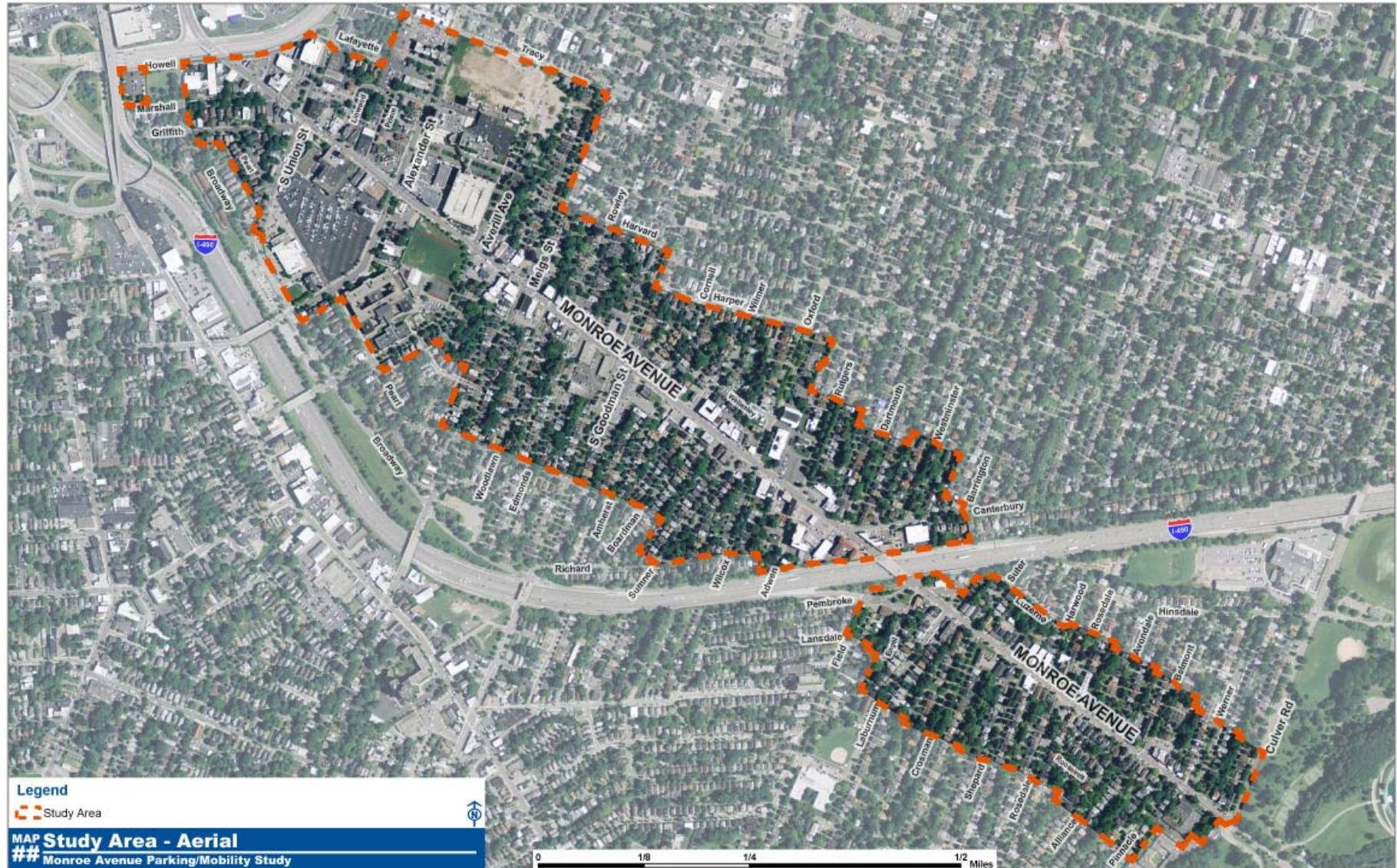
A screenshot of a Facebook post. At the top, the status bar shows the time as 6:09 PM and battery level at 34%. The Facebook navigation bar is visible with icons for home, search, and profile. The post header shows the page name 'Monroe Avenue Parking & Mobility Study' with a red notification badge. Below the header are three tabs: 'Page', 'Activity' (selected), and 'Insights'. The post content includes a profile picture of a street scene, the page name, and the post text: 'Have you filled out the Monroe Avenue Parking & Mobility Survey yet? Check out the link below. Your feedback is important to us! www.surveymonkey.com/r/monroeave'. Below the text is a photo of a 'WELCOME TO THE UPPER MONROE NEIGHBORHOOD' sign in front of a house. The post is from 'Tom O'Callaghan' and has '241 people reached'. At the bottom, there are buttons for 'Like', 'Comment', 'Share', and a 'Boost Post' button. The bottom of the screen shows the Facebook mobile app navigation bar with icons for News Feed, Requests, Messenger, Notifications, and More.

A screenshot of a mobile web browser displaying the City of Rochester, NY website. The address bar shows "cityofrochester.gov". The page header includes the City of Rochester logo and the text "City of Rochester, NY" and "Lovely A. Warren, Mayor". A search icon and a "MENU" button are visible. The main content area features a large blue button with the text "Share Your Thoughts TAKE THE SURVEY". Below this, a red text block reads: "We want to hear from you! Click on the button above to take a brief survey regarding your parking and mobility experiences along the Monroe Avenue corridor in the City of Rochester." Underneath is a section titled "Project Background" with an aerial photograph of a city street scene. At the bottom, a paragraph states: "Monroe Avenue, a mixed use corridor that originates on the edge of downtown and runs through the southeast quadrant of the City,". The browser's status bar at the top shows "Verizon", "6:32 PM", and "32%" battery. The bottom of the screen shows standard mobile navigation icons.

# Inventory Complete

- Study Area Definition
- Parking Distribution On-Street & Off-Street
- On-Street & Off-Street Parking Utilization Capacity
- Off-Street Regulations – User Restrictions
- On-Street Regulations
  - Alternate Parking
  - Business/Rush-Hour
  - Missing Signs
  - No Parking Areas
  - Reserved Parking
  - Street Cleaning
  - Time Limits
  - Unregulated
- Zoning & Land Use
- Transit, Bicycle & Pedestrian Facilities





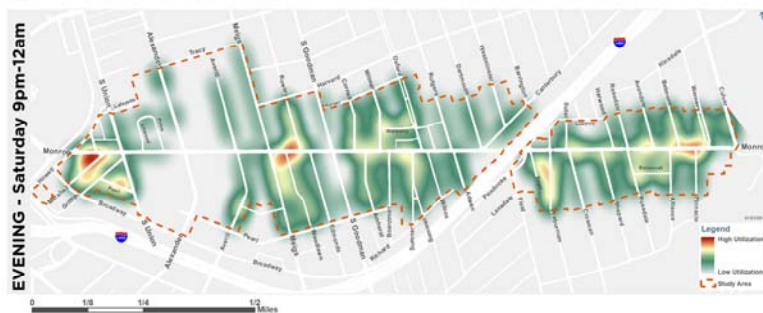
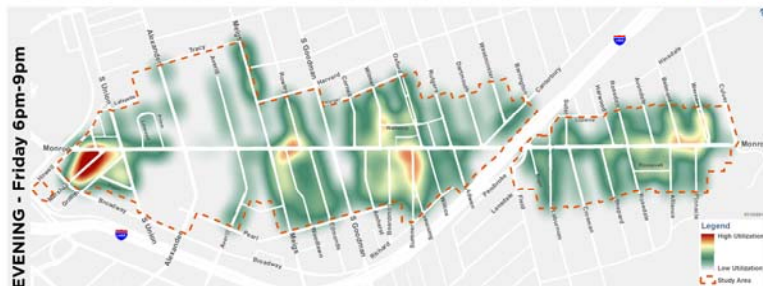
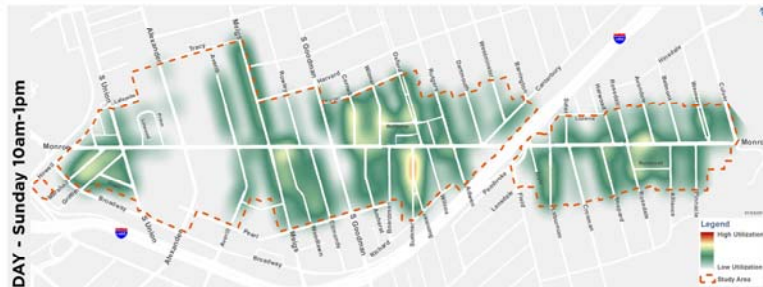




# Parking Utilization Capacity Heat Maps

## WEEKEND UTILIZATION

## ON-STREET



## WEEKEND UTILIZATION

## OFF-STREET





# Parking User Restriction Off-Street Map



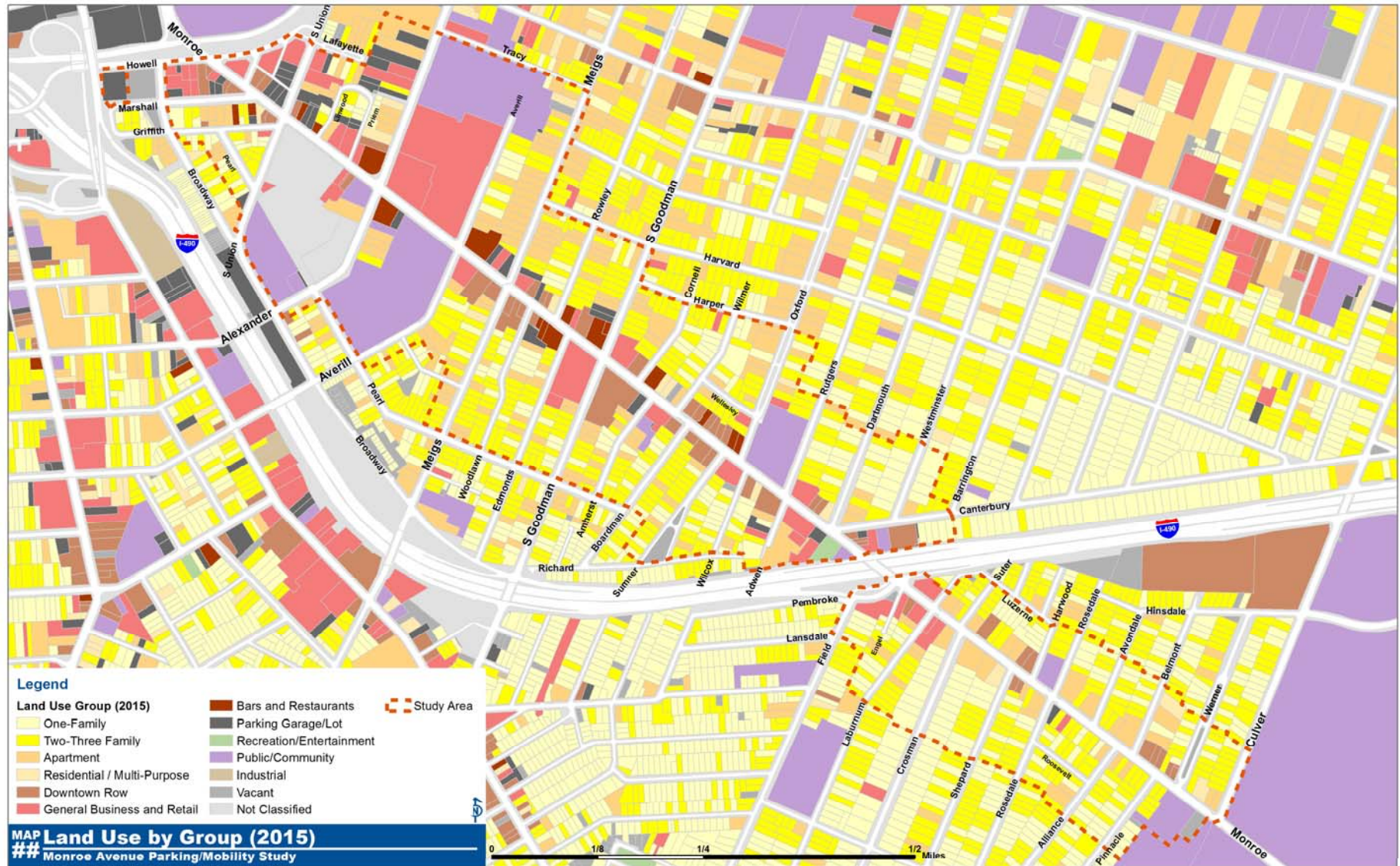




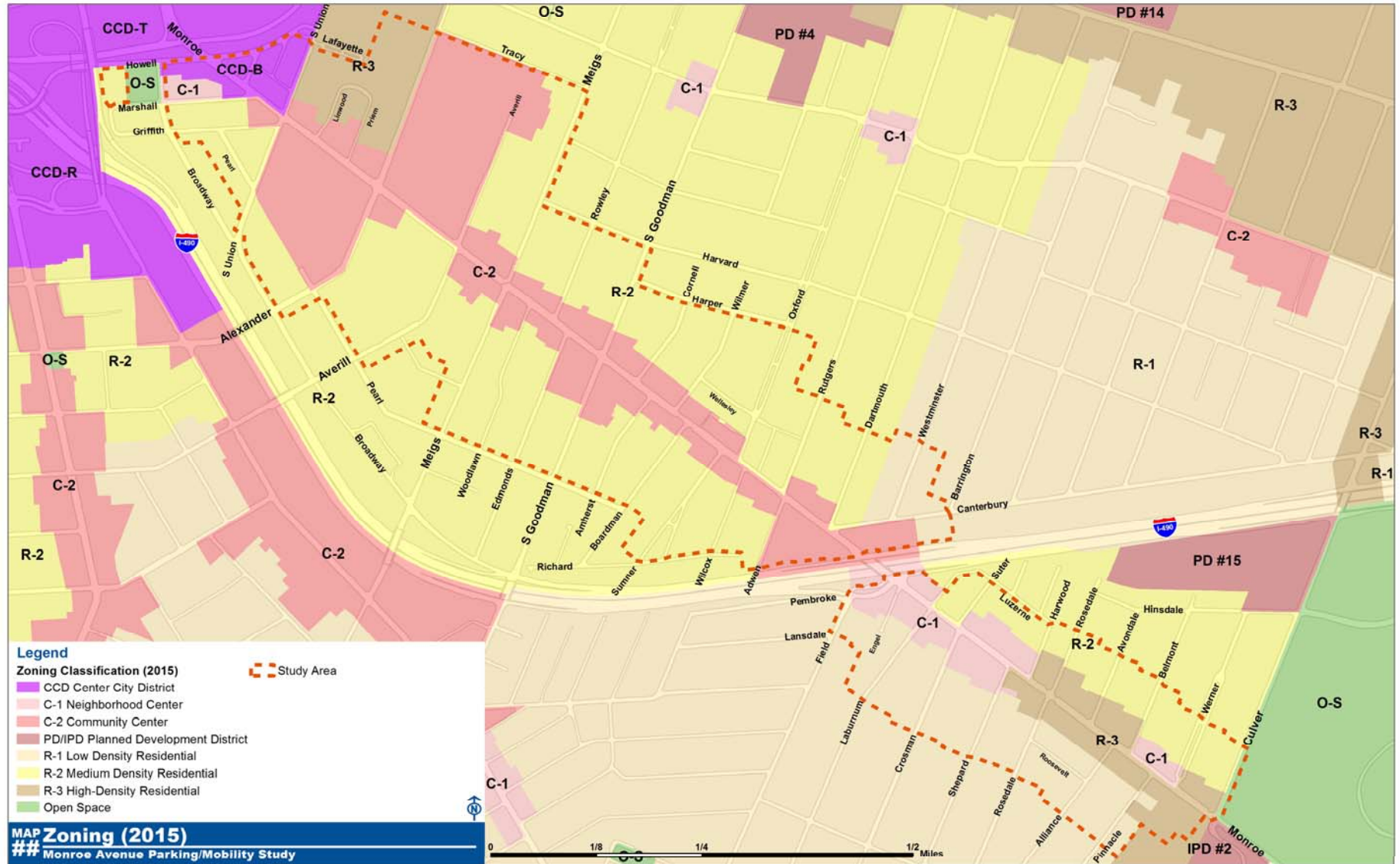








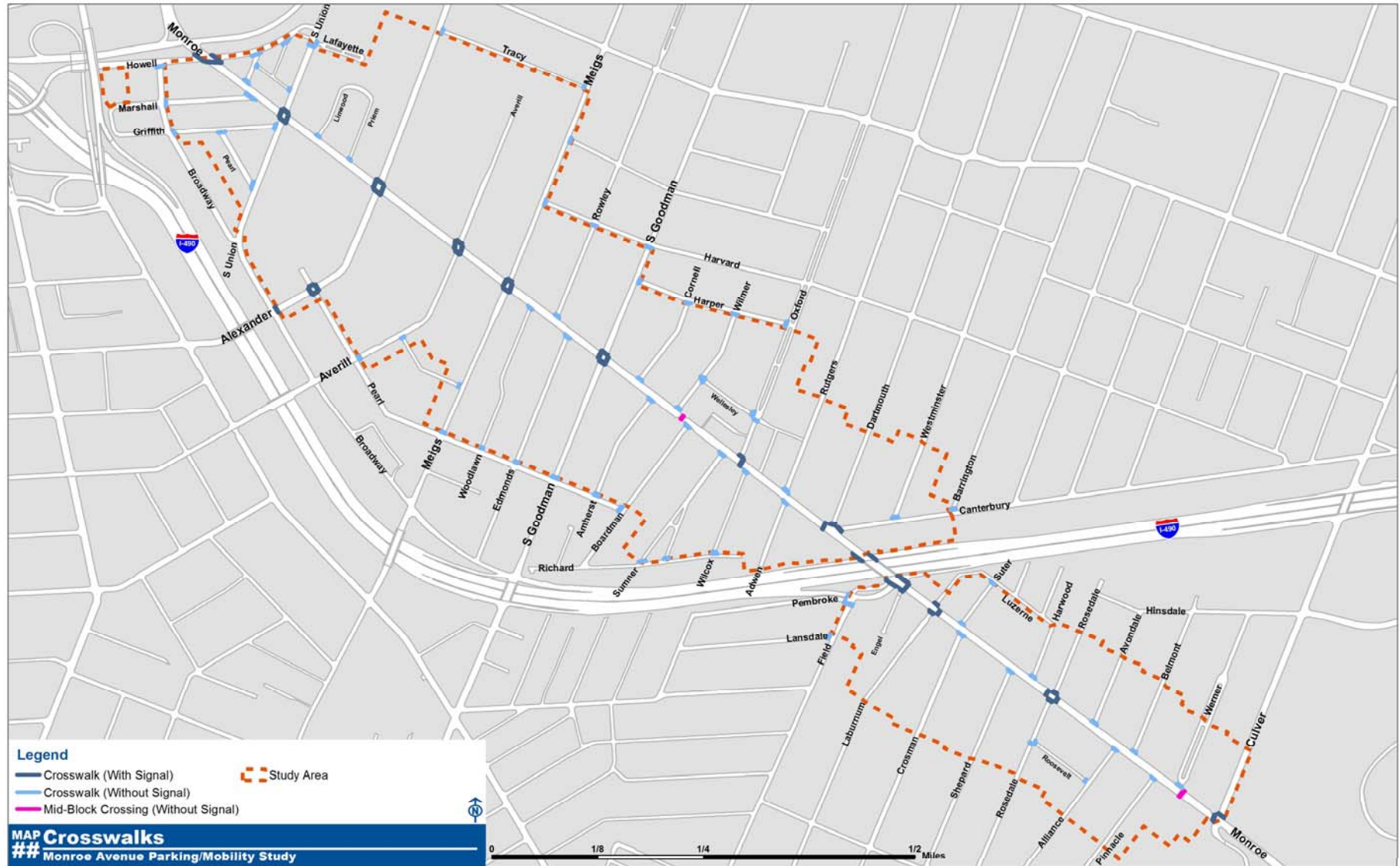












## Parking Inventory Summary

- 1,594 On-Street Total Spaces

- 4,398 Off-Street Total Spaces

City of Rochester 179

Non-Profit 202

Private 4,017

- 5,989 Total Parking Spaces in the Study Area

- Off-Street Breakdown

- 803 Authorized Only

- 386 Customer Only

- 70 Employee Only

- 1,500 Permit & Hourly

- 63 Permit (Free Nights & Weekends)

- 239 Permit Only

- 20 Private

- 54 Reserved

- 883 Shared – Authorized Only

- 124 Tenant Only

- 30 Tenant / Visitors

- 21 Visitors Only

- 205 No Sign

## Parking Inventory Summary

- 8 Reserved Parking (Handicap)
- 25 Bus Stops
- 1.4 mile Bike Share
- 0.76 mile Bike Lane
- 0.28 mile Bike Boulevard
- 6.3 miles On-Street parking space
- 44 Bicycle Racks
- 14 Intersections with crosswalks and lights
- 2 Mid-block crosswalks without lights

# Public Parking Survey

- Distributed Online at [www.surveymonkey.com/r/MonroeAve](http://www.surveymonkey.com/r/MonroeAve)
- Collection Period
  - Open - February 25<sup>th</sup>, 2016
  - Close - May 1<sup>st</sup>, 2016
- Number of Respondents to Date
  - **449** Participants through Survey Monkey
- Survey Boxes - Hard Copy Surveys
  - Distributed at YMCA, Monroe County Library & Blessed Sacrament Church
  - Collection May 1<sup>st</sup>, 2016



## Respondents (as of April 13<sup>th</sup>)

**449** Respondents to-date

Business Owners: 28  
Residents: 249  
Employee: 63

### Visitor:

- Dining/Bar 401
- Shopping 314
- Tourism/Attractions 116
- Medical 47
- Other 74
- No 14



**MONROE AVENUE**

# SURVEY

BY CAR, BY BUS, BY BIKE OR ON FOOT...

To participate in the parking and mobility survey, scan this QR code or visit the site listed below:



[www.surveymonkey.com/r/MonroeAve](http://www.surveymonkey.com/r/MonroeAve)

---

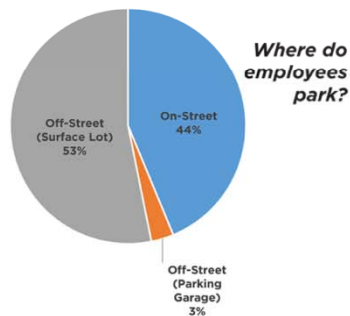
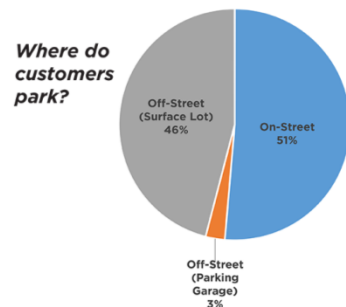
For More Information & Survey Visit...

 [www.cityofrochester.gov/monroeavenueparkingstudy/](http://www.cityofrochester.gov/monroeavenueparkingstudy/)  [www.facebook.com/monroeaveparking/](http://www.facebook.com/monroeaveparking/)

## Public Parking Survey Snapshot

**449** Respondents  
To-date  
Open February 25 - May 1

### Business Owner Responses



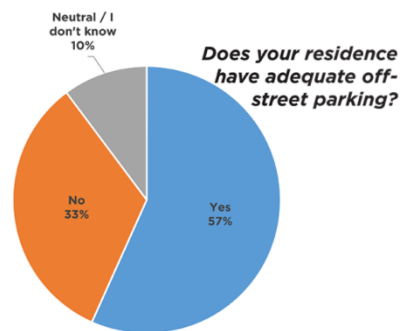
**Would your business be interested in shared parking or a community lot?**

**69.2%** Interested

### Resident Responses

**Does your residence have off-street parking?**

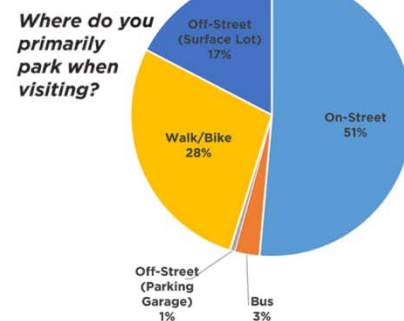
**79% YES** **21% NO**



**How often do you experience parking issues in your neighborhood?**

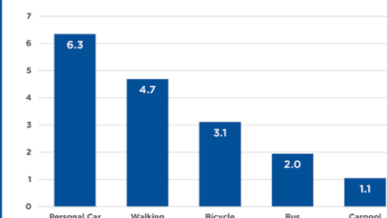
**43.7%** Frequent-Always  
**45.3%** Seldom-Never

### Visitor Response



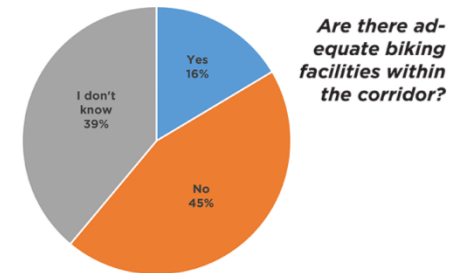
### Usage Responses

**Average number of times per week and per mode to Monroe Avenue:**



**Are parking areas and alternative modes easy to find?**

**44%** Hard to find  
**32%** Easy to find  
24% Neutral

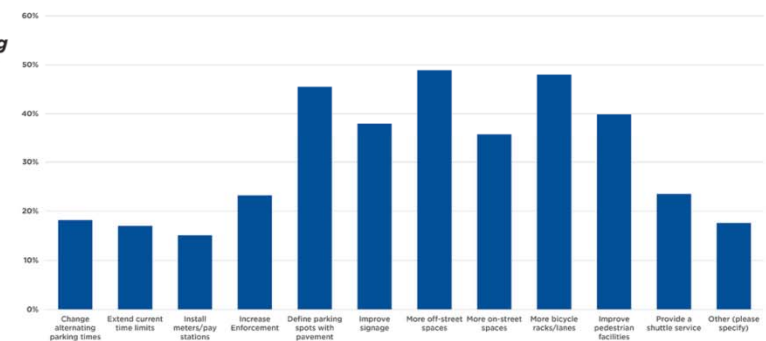


**When parking, how close do you usually find a spot?**

**21.2%** Right in front/adjacent (1 minute walk)  
**47.4%** 2-4 minute walk (under 1/4 mile)  
**13.8%** 5-9 minute walk (1/4 - 1/2 mile)  
**2.3%** 10 + minute walk (1/2 + mile)  
**2.0%** I take the bus  
**13.3%** I walk/bike

### Future Parking/Mobility Responses

**What would make parking and mobility in the Corridor better?**



**Do you think the Corridor would benefit from shared-parking among businesses with different hours?**

**81% YES** **19% NO**

# Stakeholder Interviews

A stakeholder questionnaire was developed and utilized in our outreach efforts to further examine the Monroe Avenue Parking & Mobility Study from those who have a “vested” interest in the corridor.

- **39** stakeholders were identified and a list of these stakeholders and their affiliations can be found in the Public Participation Plan.
- **16** stakeholder questions were asked during the interview process that expanded on the public parking survey.

# Major Stakeholder Themes

- Enforcement
- Congestion
- Parking is not an issues
- Parking is an issue
- Maintenance
- Signage
- Future parking and mobility
- Positive attributes

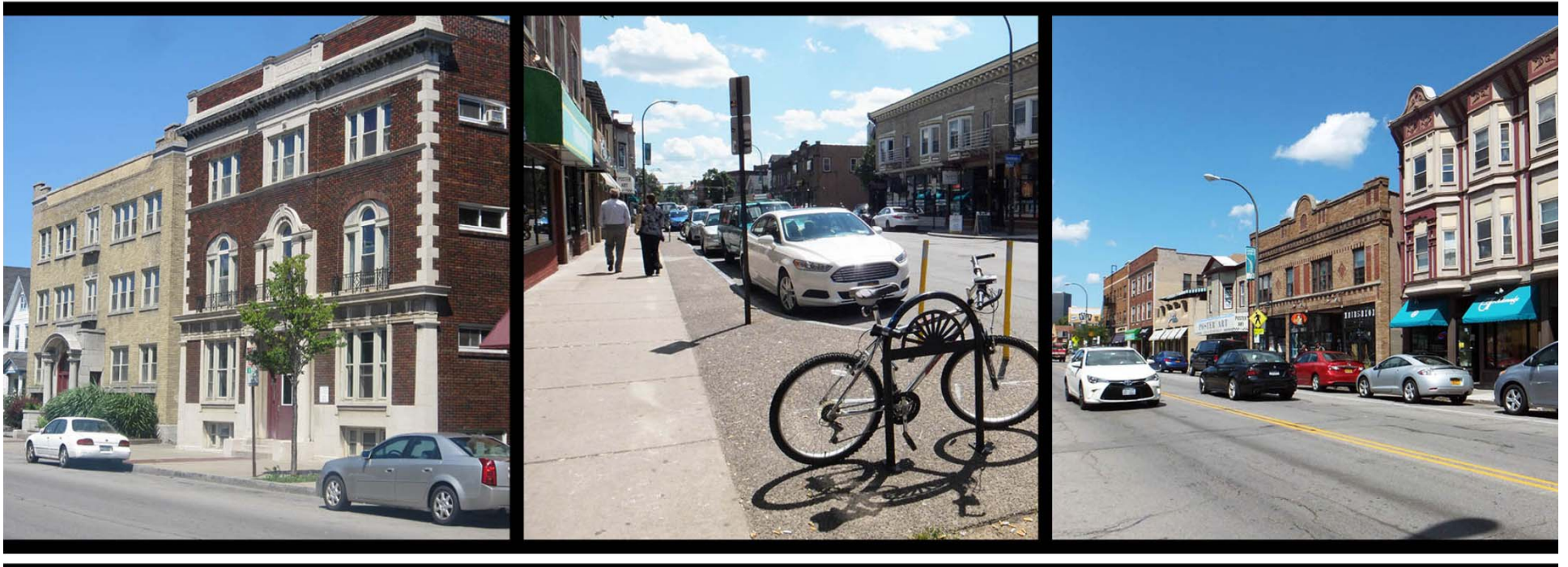
## Next Steps...

- Preliminary Findings Report
- Assessment
  - SWOT Analysis – Strengths, Weaknesses, Opportunities, Threats
  - Current & Future Parking Needs / Deficiencies
- DRAFT Recommendations & Implementation Strategies
- Public Informational Meeting #2 – Summer 2016



## Questions...

Please Visit with Our Team at the “Discussion Stations”



*THANK YOU!*