

This memo represents a summary of responses taken from the community survey conducted between January 31, 2018 and April 16, 2018 at the link <https://transitcorridorsroc-demo.metroquest.com/>.

1. Welcome

The welcome slide provided information on the project and instructions on how to complete the survey. There were a total of 436 responses to the survey.

2. Development Tools

The first question asked respondents to rate a series of development tool images on a scale from 1 to 5 (1 being least preferred; 5 being most preferred) according to how the respondent feels such development tools should be explored as part of encouraging transit-supportive development in Rochester. There were four categories of development tools:

- Urban Form
- Streetscape
- New Parking Approaches
- Mix & Proximity of Uses.

Below is a screenshot from one of the questions. A summary of each of the responses follows.

The screenshot shows a survey interface with a blue header and sidebars. The main content area is titled 'Development Tools' and contains a question about transit supportive development tools. The question is 'What do you think about these transit supportive development tools?'. Below the question, there are four tabs: 'Urban Form', 'Streetscape', 'New Parking Approaches', and 'Mix & Proximity of Uses'. The 'Urban Form' tab is selected. Under this tab, there are three sub-questions: 'Density Done Right', 'Frame the Street', and 'Activate Sidewalks'. The 'Activate Sidewalks' sub-question is selected. It features an image of a sidewalk with a dog and people walking. Below the image, there is a rating scale from 1 star (least preferred) to 5 stars (most preferred). The rating scale shows 4 stars selected. At the bottom of the survey, there are buttons for 'Previous', 'Optional Comment', and 'Next'.

Development Tools

What do you think about these transit supportive development tools?

Urban Form Streetscape New Parking Approaches Mix & Proximity of Uses

Density Done Right

Frame the Street

Activate Sidewalks

Activate Sidewalks

Encourage sidewalk use by requiring entrances and windows on the sidewalk as well as attractive design, signage, lighting, etc.

Please rate this image from 1 star (least preferred) to 5 stars (most preferred)

Previous Optional Comment Next

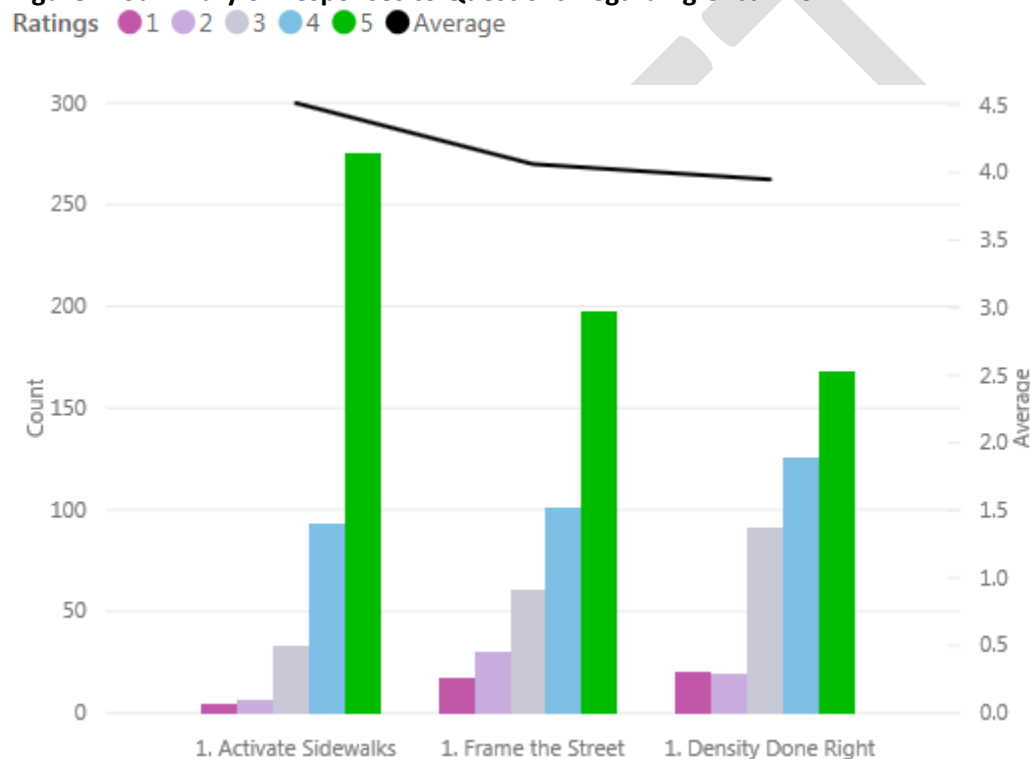
Urban Form

Respondents were asked to rate on a scale of 1 to 5 (1 being least preferred; 5 being most preferred) various urban forms of development that encourage transit-supportive development, including:

- Activate Sidewalks – Encourage sidewalk use by requiring entrances and windows on the sidewalk as well as attractive design, signage, lighting, etc.
- Frame the Street – Require buildings built to the sidewalk, with parking placed behind and no new drive-throughs.
- Density Done Right – Attractive, compact development that is appropriate to the scale of the surrounding neighborhood.

Figure 1 represents responses to the questions regarding Urban Form

Figure 1: Summary of Responses to Questions Regarding Urban Form



Findings

A majority of survey takers responded positively to all propositions regarding Urban Form. The most favorable survey response is towards activating sidewalks in which attractive storefront design and signage prompts activity along the sidewalks. Out of 436 respondents, over 350 prefer to activate sidewalks. Frame the street, a similar urban form of development also garners a popularly positive response with close to 70% of survey takers either agreeing or strongly agreeing with its implementation. The response with the most uncertainty, Density done right, still receives mostly positive feedback. The prevalence of disagreeable responses to density done right may stem from the limiting or prohibitive nature of the form. Residence may be hesitant to agree to more restrictive or less restrictive zoning or urban code based upon their individual residential or commercial interest.

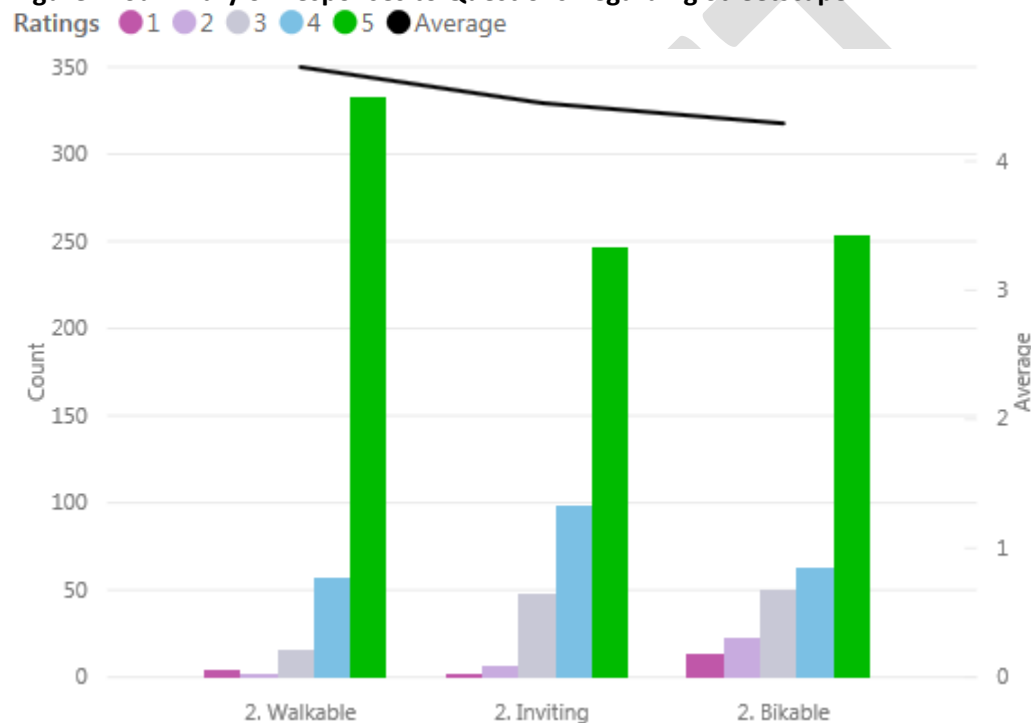
Streetscape

Respondents were asked to rate on a scale of 1 to 5 (1 being least preferred; 5 being most preferred) various streetscape elements important to encouraging transit-supportive development, including:

- Walkable – High quality infrastructure to make streets accessible, comfortable, and inviting for walkers of all ages and abilities (sidewalks, crosswalks, lighting, curb cuts, etc.).
- Inviting – Elements to beautify the street and make corridors more inviting places (trees, planters, public art, attractive buildings, lighting, signage, benches, etc.).
- Bikable – High quality infrastructure for people to bike with comfort and confidence (continuous bike lanes or cycle tracks, bike parking, signage, traffic calming, etc.).

Figure 2 represents responses to the questions regarding Urban Form

Figure 2: Summary of Responses to Questions Regarding Streetscape



Findings

The walkability of downtown areas has elevated on the priority list of a city and its residents nationwide over the past decade. This is resonated in the findings of the survey in that a high proportion of respondents prefer to concentrate on creating walkable streets. Inviting streetscape also receives a highly preferred consensus among respondents. Public art, trees, benches, and other street amenities offer an inviting presence that creates more activity along streets and adds to the cultural value of neighborhoods. Bikability also attracts the preference of the Rochester survey takers. The bikability of the City of Rochester hones interest with over 250 respondents ranking as the highest priority continuous bike lanes, bike amenities, and lower traffic density.

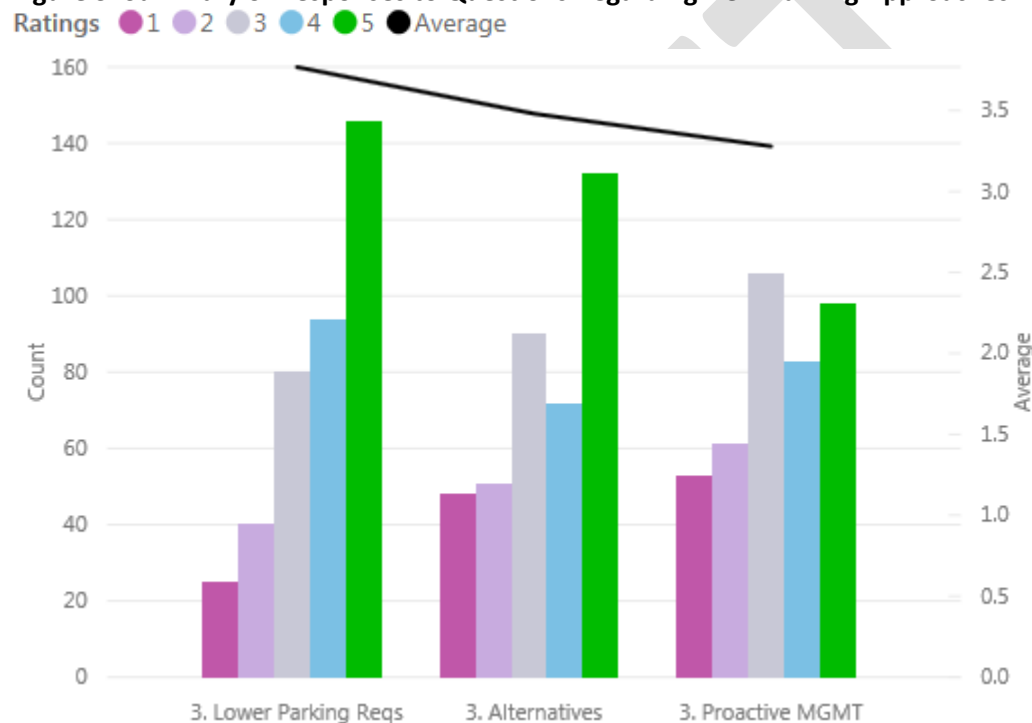
New Parking Approaches

Respondents were asked to rate on a scale of 1 to 5 (1 being least preferred; 5 being most preferred) various new parking approaches important to encouraging transit-supportive development, including:

- Lower Parking Requirements – Reduce or eliminate parking requirements along transit-supportive corridors.
- Alternatives – Prioritize space along transit corridors for bike parking, bikeshare, carshare, ride hailing, emerging technologies, etc.
- Proactive Management – Make better use of existing parking spots through stricter enforcement and innovative pricing strategies.

Figure 3 represents responses to the questions regarding New Parking Approaches

Figure 3: Summary of Responses to Questions Regarding New Parking Approaches



Findings

When asked about new parking approaches, respondents mostly preferred lower parking requirements, however, there is a greater range of responses with approximately 38% of respondents giving this a rating of 3 or less. This would limit restrictions on parking along transit-supportive corridors. Alternatives to parking spaces such as bike parking, bikeshare, and emerging technologies have a highly preferred response which indicates willingness to adopt a variety of transportation types into the urban form. Though preferred, alternatives display a dip in preference compared to lower parking requirements. The least preferred parking approach is proactive management, which involves stricter enforcement and new pricing strategies to maximize the utility of existing parking. Proactive management garners a majority rating of three, indicating unwillingness or unsureness of further enforcement on parking.

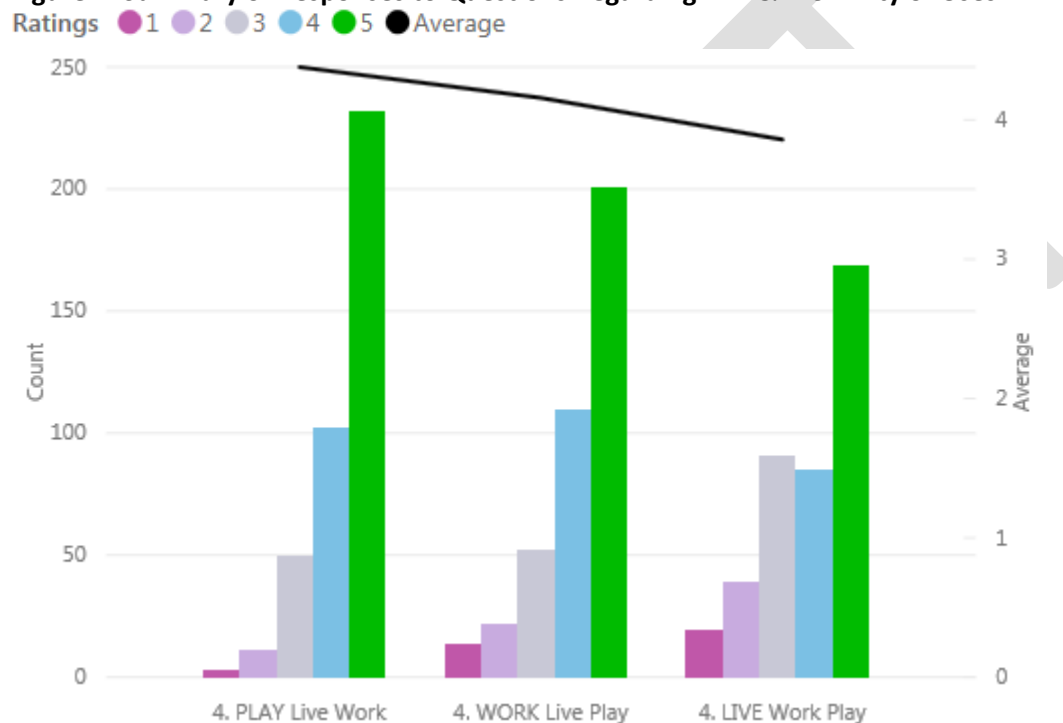
Mix & Proximity of Uses

Respondents were asked to rate on a scale of 1 to 5 (1 being least preferred; 5 being most preferred) the mix and proximity of land uses that encourage transit-supportive development, including:

- Play, Live, Work – Develop more places for shopping, dining, and entertainment along transit-supportive corridors.
- Work, Live, Play – Attract and develop more job opportunities and employment centers along transit-supportive corridors.
- Live, Work, Play – Develop more housing options along transit-supportive corridors.

Figure 4 represents responses to the questions regarding Mix & Proximity of Uses.

Figure 4: Summary of Responses to Questions Regarding Mix & Proximity of Uses



Findings

Transit-supportive corridors enhance the accessibility of local entertainment, enterprise, and housing. In the balance of the Mix and Proximity of Uses, respondents more highly preferred to prioritize entertainment focused land uses, such as dining and shopping, along transit-supportive corridors. Entertainment based land use is followed in preference by a working focused land use followed by living focused land use.

3. Transit-Supportive Corridors

The second question asked respondents to prioritize various corridors throughout the City of Rochester in terms of where transit-supportive development in Rochester should be focused. Respondents were able to identify up to three corridors from a list of suggested corridors that they believe either should be or should not be the focus of transit-supportive development; or respondents were able to offer additional corridors not suggested.

Below is a screenshot from one of the questions. A summary of responses follows.

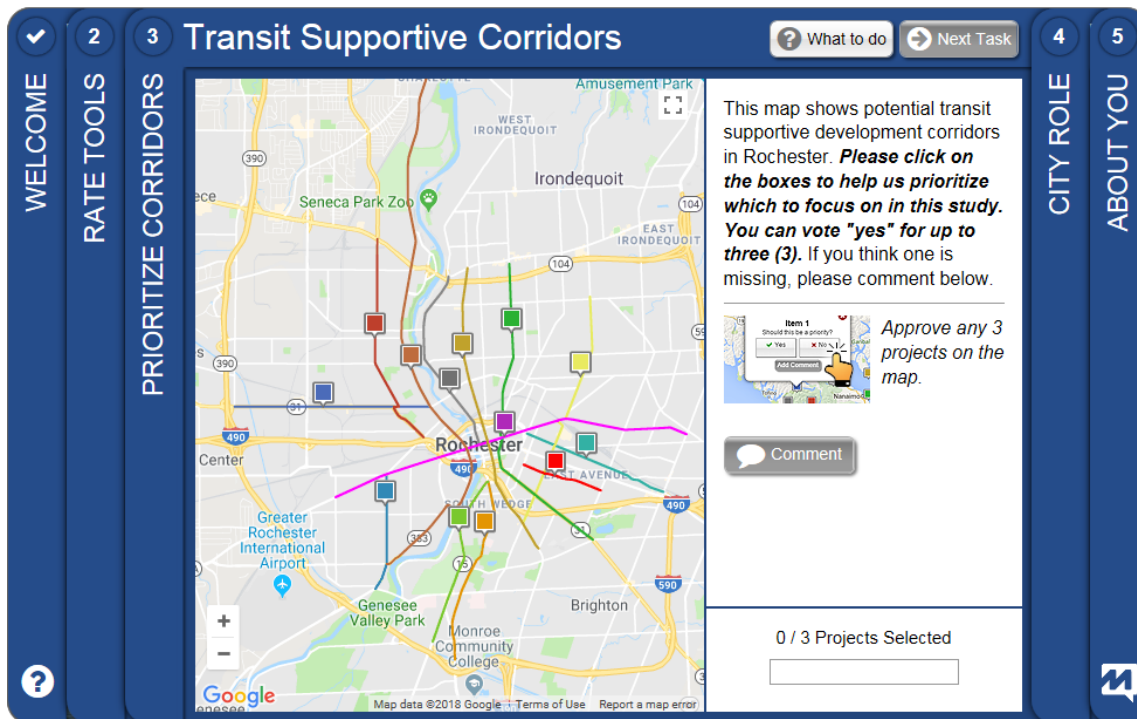
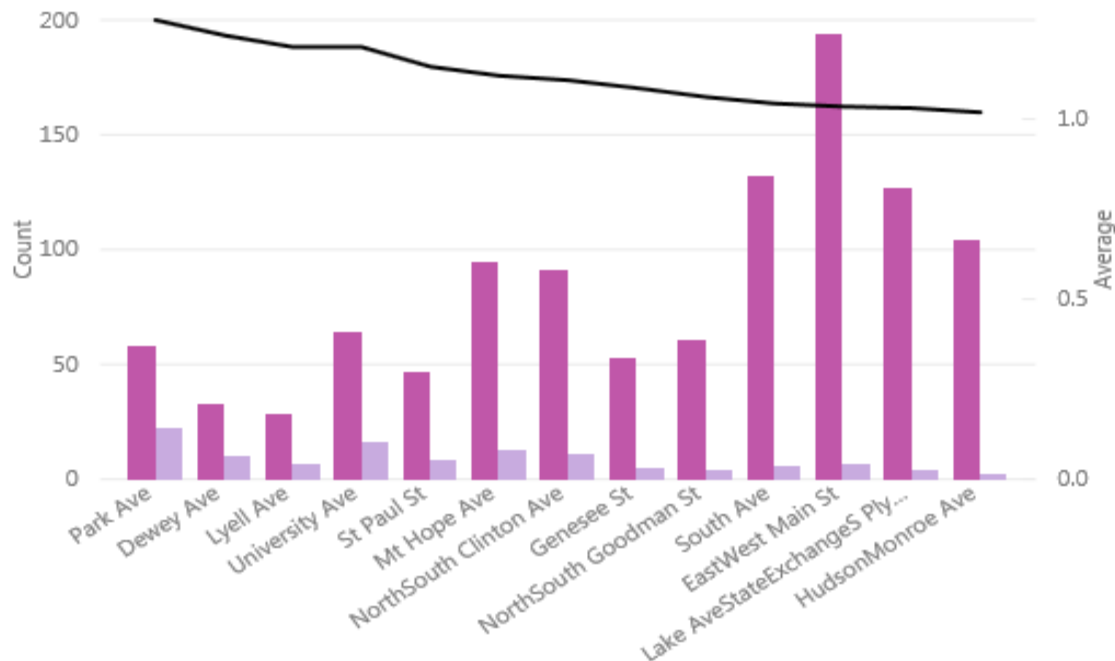


Figure 5 represents responses to which corridors should or should not be the focus of transit-supportive development.

Figure 5: Summary of Responses to Questions Regarding Mix & Proximity of Uses

Ratings ● 1 ● 2 ● Average



**Responses indicated as "1" means "yes" for being the focus of transit-supportive development; responses indicated as "2" means "no" for being the focus of transit-supportive development.*

Some of the other corridors identified that were not suggested as part of the question responses include:

- Highland or Elmwood
- Along the River

Findings

In the portion of the survey addressing location of transit-supportive corridors, respondents are overwhelmingly positive in their selection of targeted streets. Many more respondents choose streets that they believe should be prioritized rather than streets they believe should be left alone. It is apparent that the East-West Main Street captures the most support for priority corridors. The South Avenue corridor, Lake Ave-State-Exchange-S. Plymouth corridor, and Hudson-Monroe corridor all received high priority for being transit-supportive. Other notable positive feedback is displayed for the North-South Clinton Avenue and Mt. Hope Avenue corridors. Park Avenue and University Avenue, two corridors east of Downtown, display the highest response of "no" from survey takers. There is less interest among respondents for transit-supportive corridors along Dewey Avenue and Lynn Avenue.

4. City's Role

The third question asked respondents to identify what the City of Rochester's role should be in encouraging and prioritizing transit-supportive development. This question required open ended responses and received 185 responses.

Below is a screenshot from this question.

WELCOME

RATE TOOLS

PRIORITIZE CORRIDORS

CITY ROLE

4

What is the City's Role?

What to do

Next Task

5



ABOUT YOU

What is the most important thing that **City government** can do to encourage transit supportive development in Rochester?

This could include things like changing zoning, parking regulations, development policies, or gap financing.
What do you think?

Submit

Next



While a full tabulation of open ended responses is difficult, below is a word cloud portraying the most popular word phrases used in response comments.



5. About You

The final question asked respondents to provide general information about themselves. This includes:

- Zip code
- Age
- Primary mode of transportation
- Frequency of using RTS buses
- Identifying where you take RTS buses

Below is a screenshot from this question.

The screenshot shows a survey interface with a blue header and a vertical sidebar on the left. The sidebar contains five tabs: 'WELCOME', 'RATE TOOLS', 'PRIORITIZE CORRIDORS', 'CITY ROLE', and 'ABOUT YOU' (which is selected). The main content area is titled 'Tell us a bit about you...' and contains a 'Final Questions (Optional)' section. This section includes five questions: 'What zip code do you live in?' (text input), 'What is your age?' (dropdown), 'What is your PRIMARY mode of transportation?' (dropdown), 'How often do you use the bus/RTS?' (dropdown), and 'Where do you go when you use the bus/RTS?' (checkboxes for Work, School, Shopping, Services, Healthcare, Community Activities, Dining/Going Out, and Other). Below these is an email address field and two buttons: 'Submit Final Questions' and 'Skip'. To the right of the questions is a 'Thank You' section with a message and a link to the project website, and a logo for 'Rochester 2034' with the tagline 'Where the River Flows'.

The following figures represent responses to the questions about the respondents.

Figure 6: Summary of Responses to Respondents' Home Zip Code

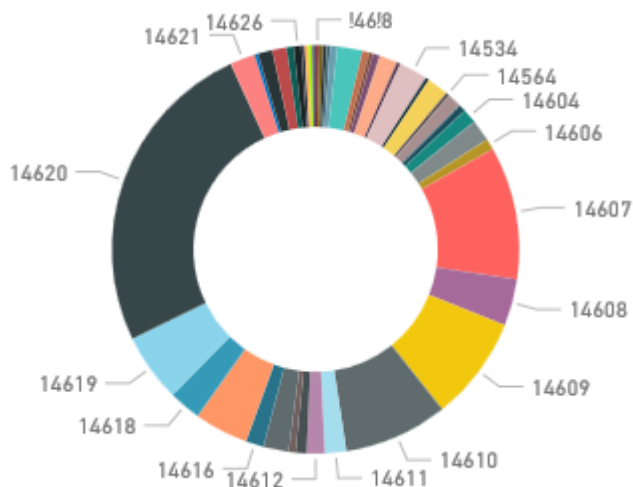


Figure 7: Summary of Responses to Respondents’ Primary Mode of Transportation

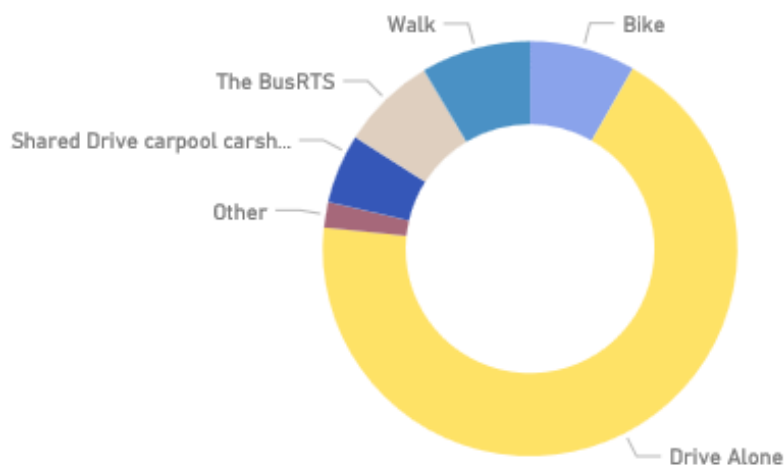


Figure 8: Summary of Responses to Respondents’ Frequency of Use of RTS Buses

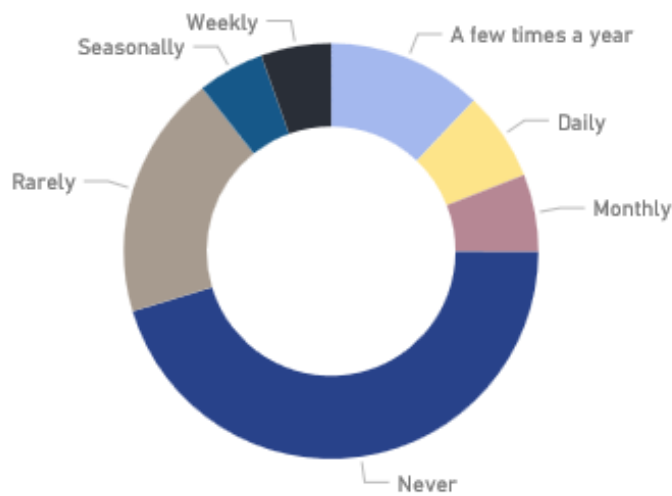
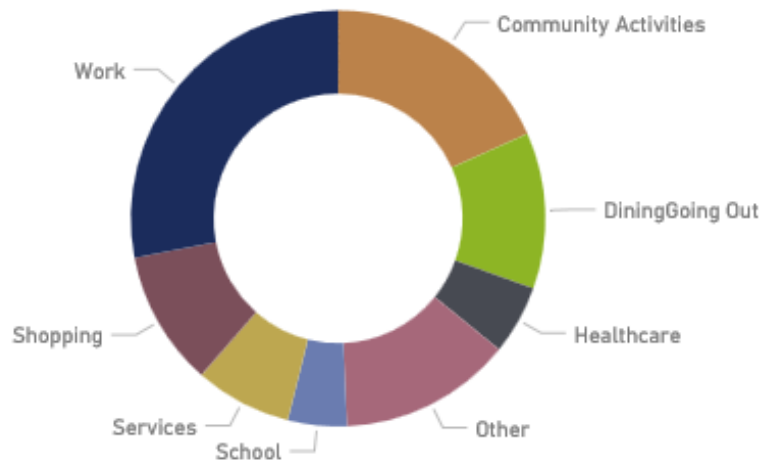


Figure 9: Summary of Responses for What Respondents’ use RTS Buses for



Findings

When asked about the role of City government in the promotion of transit-supportive development, respondents deliver several wide-ranging responses. The most popular response is a concern for parking within the city. A group of other popular responses include “city”, “zoning”, “use”, and “development”, which tends to indicate that respondents believe City government should play a role in shaping urban form and policy to bolster transit-supportive development. Three interesting and favored responses to the survey are “more”, “better”, and “help”, which indicates that the current role of the City government can improve in the matter of transit-supportive development. The responses of “bus”, “bike”, and “transit”, indicate that respondents believe city government can help improve alternative modes of transportation. Government support of transit-supportive corridors may deter the trend of automotive dominance as the Primary Mode of Transportation among respondents (**Figure 7**). Buzz words such as “people”, “neighborhoods”, and “corridors” show respondents’ belief that transit-supportive corridors encouraged by the City will influence and shape the way people experience neighborhoods and livelihood.

About the Respondents

Most respondents reside in zip codes east of the Genesee River. The most responses come from 14620 Zip Code, which encapsulates the South Wedge neighborhood, Highland Park, and Strong neighborhoods. The main mode of transportation for respondents is overwhelmingly automotive. The closest modes of transportation to drive alone are bike, walk, and bus, which combined, don’t even make up half of the drive alone respondents. Respondents said that they predominantly never or rarely use RTS Bus as their primary mode of transportation. Among the respondents, only a small portion either ride the bus daily or weekly. Among those who do utilize the bus system, most use it to go to work or community activities. Other notable uses include dining/going out, shopping, and other.