

**SUSTAINABLE PRACTICES  
FOR BUILDING OWNERS AND OCCUPANTS**

# **TRANSPORTATION**

**PARKING  
ALTERNATE TRANSPORTATION**

# Parking



## Background:

Rochester's current transportation infrastructure relies heavily on the automobile. As a result, parking plan discussions are often a necessity when considering development in the City of Rochester.

## Concept:

In order to address long-term environmental sustainability, reduce air pollution, and achieve the City of Rochester's greenhouse gas emissions reduction goals, future discussions that involve the development of parking spaces will be a factor in helping reduce vehicle miles traveled and encourage public transportation or other, more environmentally conscious transportation options.

## City Codes:

Parking is referenced in the Rochester City code in § 120-173 linked [here](#).

Subsection references:

- Parking transfer credits: 120-173E(3)(f)
- Shared parking: 120-173E(3)(a)(2)
- Bicycle parking: 120-173E(3)(c)

### ***Did you know?***

The University of Rochester uses a mobile application called Pango to increase parking efficiency.

### ***Did you know?***

Parking lots are designed to provide spaces during peak demand hours, leading to a surplus of availability during times of regular to no demand. As a result, the constructed parking lots creates an impervious surface which is far larger than needed<sup>1</sup>.



## Heat Island Effect:

In an urban area, the heat island effect occurs when the sun heats up parking lots, roofs and other dark surfaces. A hot zone is created that can act as an island of heat. The Solar reflective Index (SRI) is a metric used to compare various materials. Materials with high SRI's are ones having white or light colors. Materials with a low SRI include black or gray shingles, asphalt and traditional concrete. Projects can reduce the heat island effect by methods such as:

- Minimizing the development footprint
- Using undercover / underground parking
- Using materials with high reflectance
- Covering roofs with high SRI material
- Installing green roofs
- Providing shade from trees





***Rochester's Turning Point Park***

Sources: <sup>1</sup>New York State Stormwater Management Design Manual ([http://www.dec.ny.gov/docs/water\\_pdf/swdm2015entire.pdf](http://www.dec.ny.gov/docs/water_pdf/swdm2015entire.pdf))  
Hyperlink: <http://www.ecode360.com/8682809>

# Parking



TARGET GROUP	WHAT CAN I DO
<p><b>All members of the Rochester community</b></p> 	<ul style="list-style-type: none"> <li>• Seek alternate methods to travel (e.g. Rochester-Genesee Regional Transit Authority (RGRTA) Buses, walking, biking, Uber/Lyft/Ride Share), carpool (reference "Alternate Transportation" in this guide).</li> <li>• Refer to "Stormwater Management/Green Infrastructure" Section of this guide for helpful sustainable practices that can be applied to parking lots.</li> </ul>
<p><b>Developer, Landlord, Business Owners, Institutions, City Officials</b></p> 	<ul style="list-style-type: none"> <li>• Contact the City of Rochester Planning Department for a listing of currently vacant or unused parcels. Meet with the City to discuss options for the parcels and see if they fit into your goals. Consider green infrastructure and local benefits as a part of your project.</li> </ul>

# Alternate Transportation



## Background:

With increasing awareness of the emissions associated with individual vehicles, alternate forms of transportation are becoming more and more accessible.

## Shared Vehicles:

The City of Rochester piloted a Van pool program in late 2016. A *van pool* is a group of up to 12 commuters who voluntarily participate in a rideshare arrangement. To apply to create a new Van pool [click here](#).

## Electric Vehicles:

The City of Rochester has 24 charging ports located in City Parking lots and garages. [Click here](#) to learn more and view where the charging ports are located.

## Buses:

The Rochester Regional Transit Service (RTS) has created a website that will assist with the determination of which bus route(s) need to be taken to travel to your destination. [Click here](#) to determine a route and check the schedule. RTS has also created a website to inform riders about the actual bus locations. [Click here](#) to learn more.

## Zip Cars:

Zip cars are becoming more popular in the Rochester area. Programs are starting up at Rochester Institute of Technology (RIT) and the University of Rochester. Zip car locations can be found by [clicking here](#).



*Bike Share Program*



*Electric Car Charging Station*



## Did you know?

The City of Rochester launched a Bike Share program in July 2017. [Click here](#) to learn more information on the program! [Click here](#) if to sign up for the bike share in Rochester.

Sources: <http://www.cityofrochester.gov/Vanpool/> -- Italicized text is direct quote from City Website  
Hyperlinks:<http://www.cityofrochester.gov/article.aspx?id=8589970571>  
<http://apps.vride.com/Find/Employer?q=rochester>  
<http://www.cityofrochester.gov/evcharging/>  
<https://www.myrts.com/Maps-Schedules/RTS-Monroe/Schedule-pdfs>  
<https://www.myrts.com/wmb>  
<http://www.zipcar.com/>  
<http://www.cityofrochester.gov/article.aspx?id=8589970571>  
<http://bike.zagster.com/roc/>

# Alternate Transportation



TARGET GROUP	WHAT CAN I DO
<p><b>All members of the Rochester community</b></p> 	<ul style="list-style-type: none"> <li>Consider ways to adjust daily routines to accommodate alternative transportation such as shared vehicles and bike share.</li> </ul>
<p><b>Developer, Landlord, Business Owners, Institutions, City Officials</b></p> 	<ul style="list-style-type: none"> <li>Accommodate alternative transportation in a site plan (e.g. provide an electric car charging station or run conduit for an electric charging station to the parking lot for future installation).</li> <li>Site near transit routes and walkable areas.</li> </ul>