

For immediate release
November 3, 2017



MEDIA ADVISORY

Weigh in on Recommendations to Improve Route 96 Traffic

The Town of Victor will host a public meeting on Wednesday, November 15, 2017 from 6:00 p.m. to 9:00 p.m. at the Victor Town Hall, 85 East Main Street. The purpose of the meeting is to share and receive feedback on draft recommendations to improve traffic conditions along Route 96. Anyone who lives or travels along the more than six miles of Route 96 in Victor is encouraged to attend, learn about the recommendations, and offer their thoughts or suggestions. The meeting will start at 6:00 p.m. with a presentation followed by public comment.

This meeting is an important step in developing the Route 96 Transformative Corridor Strategic Infrastructure Plan, an initiative led by the Town of Victor to identify practical and realistic solutions to traffic congestion along Route 96. The primary goals are to make the corridor safer and more efficient for all users of the roadway; to maintain the outstanding quality of life that makes Victor a community of choice; and to ensure the continued economic success of the town and village.

The set of cost-effective strategies to be discussed at the November 15, 2017 meeting are the result of an extensive review of previous studies and recommendations, as well as an updated traffic analysis and a successful public outreach effort. A public meeting in August and a stakeholder survey yielded approximately 4,000 comments that painted a detailed picture of traffic issues facing Victor and provided a number of excellent ideas for solutions. In addition, a consultant team led by T.Y. Lin International conducted bus and walking tours of the corridor with the project steering committee to observe conditions firsthand.

The consultant team has since analyzed all suggestions and identified innovative solutions tailored to the distinct needs of the corridor. Public input at the November 15, 2017 meeting will play a critical part in developing a set of final recommendations. The plan will be completed by the end of this calendar year. This will be followed by an environmental review as required by state law. The town anticipates completion of the environmental review in the spring of 2018.

The completed plan will build on past efforts without duplicating them, and it will include concrete, actionable proposals ready for implementation – not ready to sit on a shelf. The plan also will provide Victor with the flexibility to pursue various growth strategies in the future. Without action, current and projected traffic volumes present a risk to Victor, which has more than doubled in population since 1980 and transformed into an economic engine of the Finger Lakes region.

Regional and state leaders have acknowledged the importance of addressing Victor's transportation challenges. The Finger Lakes Regional Economic Development Council (FLREDC) has named Route 96 a "Transformative Corridor," meaning that infrastructure improvements are critical to further economic development. As a result, the town was awarded State and Federal funding to develop the Route 96 Transformative Corridor Strategic Infrastructure Plan. A steering committee for the project includes representatives from the Town and Village of Victor, Victor Local Development Corporation, Ontario County, the Genesee Transportation Council, and New York State Department of Transportation.

FOR MORE INFORMATION: Email Route96@town-victor-ny.us or call Supervisor Marren at 585-742-5020. A webpage has been established for the project at <http://www.victorny.org/index.aspx?nid=292>. Follow @VictorRoute96 on Twitter and check the Town of Victor Facebook page for updates, including opportunities for public comment in addition to participation at the November 15, 2017 public meeting.