

Appendix XIV: A Traffic Task Force Report

Date: May 30, 2013

To: Victor Town Board and Victor Village Board of Trustees

From: Victor Traffic Task Force

Subject: Traffic Task Force Report

Task Force Team Members

Joe Bovenzi-Genesee Transportation Council
Meg CHaides-Village Planning Board
Dan Duprey-Clark,Patterson, Lee
Al Gallina-Town Planning Board
Dave Goehring-New York State Department of Transportation
John Holden-Village Mayor
Joe Logan-Town Planning Board
Paul Lytle-Facilitator
Rick Venvertloh-LaBella
Tim Maher-Village Board
Steve Metzger-LaBella
Jennifer Michiewicz-Clark,Patterson, Lee
Chuck Moynihan-Resident
Brad Pearson-Village Planning Board
Rich Perrin- Genesee Transportation Council
Paul Spitzer-New York State Department of Transportation
Dave Tantillo-Town Board

Traffic Committee's Problem Statement/Situation Appraisal for Victor Traffic

The Town and Village of Victor are experiencing a growing traffic problem. While most of the past focus has been on Route 96, much of Victor ends up being impacted because motorists often utilize several "by pass" routes to escape the traffic congestion on Route 96. This tactic extends Victor's traffic congestion (along with the associated safety issues and quality of life issues) well beyond Route 96. Most of these traffic congestion problems (on Route 96) have been quantified and documented in project reports for earlier traffic studies. Several routes and intersections in Victor have Volume to Capacity Ratios (V/C) greater than 1.0.

Traffic congestion is most significant during the morning hours of 7:00-9:00 AM and during the afternoon hours of 3:00-6:00 PM. This traffic stems from a significant number of "pass through" motorists traveling through Victor from the south and east to Interstate 490 and the NYS Thruway. It also stems from motorists moving to and from destination points in Victor such as Eastview Mall, the Victor Central School District campus, and Victor's Village Center.

Victor has drafted a broad Comprehensive Plan. Traffic, Economic Development, and Future Land Use/Growth Management have been determined to be the most important components of the Plan. Traffic has been identified as the most pressing component of the three because of the impact it has on effectively defining and implementing the other two.

Victor has been and continues to be blessed with a high degree of outside interest from residential, retail, commercial, and light industrial growth opportunities. Increased traffic comes with these opportunities. Ontario County realizes significant tax benefits from the existing development in Victor and will continue to benefit from future growth in Victor. Many Victor residents believe that they experience the negative impacts from this growth that benefits the entire County.

Results and Impacts that Victor Realizes from Traffic Congestion

- increases safety risks to both residents, motorists, bicyclists and pedestrians
- impacts Victor residents overall quality of life
- impacts local, existing business revenues/growth due to accessibility and congestion issues
- impacts Victor's ability to establish its Village as a core, destination point
- damages road and utility infrastructures
- if left unchecked, will someday impact Victor's overall desirability

Victor Traffic Task Force Deliverable

In order to begin implementing Victor's Comprehensive Plan, a plan is needed to improve Victor's current traffic issues. In addition, new traffic issues and challenges will be realized because of the rate at which new residential, retail, commercial, and industrial developments are taking place. Because of this, the Traffic Task Force developed a ranked list of traffic management projects that are weighted using a list of cost/benefit measures and impacts. Projects were evaluated using a common template so that individual ratings and comments on each project were documented on a single spread sheet.

Projects were rated assuming a full build out has occurred in both Town and Village. The Committee's focus was on identifying and rating projects that target routes and intersections that currently have V/C ratios greater than 1.0. The final list (along with the project ranking criteria) is included in the attached spread sheet.

Victor Traffic Task Force Recommendations:

1. Town and Village Boards review the project rankings and obtain any additional clarification that is needed to completely understand the work process that was utilized and the results. Town and Village Boards (or a subset of the Transportation Task Force) may consider contacting Ontario County to obtain information and comments on selected projects.

2. Town and Village Boards share the project rankings with the Town Codes and Development Department, the Town and Village Planning Boards, and the Town and Village Zoning Boards. Ask for feedback on how the Boards might use the rankings as they currently stand and what additional work might make the rankings more beneficial to them as they review and approve development projects.
3. Town and Village Boards should investigate the past work completed on the “Fair Share” proposal (a project similar to the Town’s Parks and Recreation Department process for collecting fees from developers to help fund improvement projects). As a start, Town and Village Boards should request a presentation from Clark, Patterson, Lee on the available funding mechanisms for transportation infrastructure projects that they have already identified.
4. The rankings and associated project descriptions are posted on the Town/Village website.
5. Town Board shares the rankings with the Land Use/Growth Management and Economic Development Task Forces.
6. Town and Village consider hosting open public forum (s) on the subject of traffic where the project rankings are explained and the purposes, costs, and benefits of specific projects are reviewed.
7. A joint review meeting is held after the public forum (s) are completed with representation from Town and Village Boards, Planning/Zoning Boards, Comp Plan Task Forces (Traffic, Land Use/Growth Management, Economic Development), and Codes and Development Department to determine next steps.
8. Once the entire project list is approved by all key stakeholders and the public has had an opportunity to provide input, the approved list should be incorporated into the Comprehensive Plan. Once the Comprehensive Plan is approved, the execution of this list should be part of the Comprehensive Plan Implementation Team. At that point, Town and Village Boards may consider forming a sub-group (from the Traffic Task Force membership) to continue working on Victor’s traffic issues and perhaps select the “best” improvement project for the each of the following three areas (Eastview Mall traffic, Route 96 Corridor traffic, and Developer-Funded traffic improvements).

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