



# Route 96 Transformative Corridor Strategic Infrastructure Plan



Prepared for the  
Community of Victor  
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**PLANNING** 4 PLACES

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# Route 96 Transformative Corridor Strategic Infrastructure Plan



## GENESEE TRANSPORTATION COUNCIL

*The Metropolitan Planning Organization for the Genesee-Finger Lakes Region*



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### **En Español**

El Consejo Genesee del Transporte asegura completa implementación del Título VI de la Ley de Derechos Civiles de 1964, que prohíbe la discriminación por motivo de raza, color de piel, origen nacional edad, género, discapacidad, o estado de ingresos, en la provisión de beneficios y servicios que sean resultado de programas y actividades que reciban asistencia financiera federal.

# Route 96 Transformative Corridor Strategic Infrastructure Plan

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# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 1 – Introduction

Victor is, by all measures, extraordinarily successful: it provides a high quality of life to residents, offers a premier location and amenities for businesses, and enjoys strong fiscal health that pays dividends to all of Ontario County. However, continued success is far from guaranteed if solutions to the traffic issues along New York State Route 96 aren't implemented in the near future.

To ensure that the community of Victor can continue to provide a quality of life and economic climate that meets the high expectations of existing and prospective residents and businesses, the Town of Victor and its partners have developed the Route 96 Transformative Corridor Strategic Infrastructure Plan (the Plan) to identify and prioritize strategies to improve traffic conditions within the Route 96 Corridor in the Town and Village of Victor, including at key intersections.

The Plan accomplishes this by prioritizing actions over policy, tactics over strategy and by building upon rather than duplicating previous efforts. It presents detailed project recommendations that have been selected based on rigorous technical analysis and extensive public input. To be absolutely clear: the Plan is not a 30,000-foot view, it presents practical, bankable solutions for achieving the results that Victor needs to address traffic issues on Route 96.

### ***Organization of the Plan***

The Plan is organized into five chapters, along with appendices containing the supporting documentation produced during its development, as follows:

- ◆ Chapter 1 – Introduction discusses the process used to produce the Plan, how it is organized, and the principles that guided its development.
- ◆ Chapter 2 – What the Community Thinks describes the extensive public and stakeholder engagement that was undertaken and the input on opportunities and issues provided by those that live, work, and play in Victor.
- ◆ Chapter 3 – What Needs to Be Fixed provides an overview of previous planning efforts, the findings of the technical analysis undertaken to quantify the current and future traffic issues being faced, and a summary of identified needs along the Route 96 Corridor (based on the technical analysis and input from the community).

**“If everyone is  
moving forward  
together, success  
takes care of  
itself”**

– Henry Ford

*The Route 96  
Transformative Corridor  
Strategic Infrastructure  
Plan presents the path  
forward for Victor to  
continue to be the  
community of choice in the  
Finger Lakes Region.*

*By advancing the Plan in  
the same cooperative  
manner in which it was  
developed, Victor will create  
the opportunity for success  
to take care of itself.*

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 1 – Introduction

- ◆ Chapter 4 – What Needs to Happen presents the high-priority projects and programmatic initiatives that, when implemented, will ensure that Victor has sufficient choices about how it wants to grow through the year 2040.
- ◆ Chapter 5 – What Comes Next summarizes the follow-on activities to be undertaken to implement the Plan and additional factors to be addressed that were raised during its development which require additional effort to be brought to conclusion.
- ◆ Appendices are available online and include the summary of recommendations from existing plans and studies, catalog of data sources reviewed and consulted, Steering Committee and public meeting materials, and the stakeholder survey materials.

### ***How the Plan was Created***

The purpose of the Plan is to make the Route 96 Corridor through the Town and Village of Victor safer and more efficient for all users of the roadway. Work on the Plan began in earnest in January 2017 and it was completed in March 2018. Addressing the transportation challenges along Route 96 has broad support. The Finger Lakes Regional Economic Development Council has named Route 96 one of three "Transformative Corridors." This means that it is a critical component of the regional transportation system and improvements to it are necessary for furthering the Council's overarching objectives of growing jobs, increasing regional wealth, driving private sector investment, and reducing poverty.

The Town of Victor led the development of the Plan along with its partners at the Village of Victor, Ontario County, Genesee Transportation Council, New York State Department of Transportation, and Finger Lakes Railway. Individuals from each of these partners worked cooperatively as members of the Steering Committee to provide the direction required to advance and complete the Plan. The Steering Committee provided ample opportunities for input by the public and other stakeholders. As a result, the Plan represents the collective vision of the community of Victor as a whole for how to improve Route 96 so that congestion does not limit future development opportunities.

### **Steering Committee Members**

*Victor Town Board*

*Village of Victor Board of  
Trustees*

*Town Planning Board*

*Town Economic  
Development Department*

*Town Planning &  
Building Department*

*Victor Local Development  
Corporation*

*Ontario County Planning  
Department*

*Ontario County Department  
of Public Works*

*Genesee Transportation  
Council*

*NYS Department  
of Transportation*

*Finger Lakes Railway*

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 1 – Introduction

### The Process

These are the key steps that were conducted to identify, prioritize, and describe specific actions for improving overall traffic conditions and operations along the NYS Route 96 corridor in the Town and Village of Victor.



#### ***Guiding Principles***

Prior to commencing the development of the Plan, it was determined that it needed to be different than ones that came before it. To accomplish this, three fundamental concepts were employed.

- ◆ Listen, Listen, Listen – “Location, location, location” is the real estate adage that explains why people and businesses choose to be where they are. The people who live and conduct business in Victor know best what issues they face on a daily basis so the Plan’s approach to public engagement was to ask them (not tell them) what should be done to improve quality of life and the business climate.
- ◆ Start from the Right Place – There has already been significant planning that can provide key information on how to address congestion in Victor. To get the most out of the taxpayer dollars that funded the Plan, every key step and activity was accomplished by building upon previous efforts without duplicating them.
- ◆ There is No Silver Bullet – There is no single project that will solve the traffic woes that frustrate drivers on Route 96 in Victor. The Plan presents a suite of coordinated actions that together will materially improve travel conditions along the length of the Route 96 Corridor.

This document is the culmination of the Plan. It is presented in a concise, straightforward manner so that the actions contained herein can be advanced to implementation in as timely a manner as possible.

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 2 – What the Community Thinks

The key to developing solutions to transportation problems is to ensure that they are well-understood and all viewpoints are incorporated. This can only be accomplished through the involvement of key stakeholders. Specifically, gathering input from the users of the transportation system who rely on it every day to get to their jobs, go to the doctor's office, take their children to school, and make other essential trips is necessary to supplement and complement available data on vehicle volumes, speeds, crashes, and turning movements.

Accordingly, meaningful stakeholder engagement is a major element of the Plan. Multiple opportunities were provided to gather feedback and comments on areas of concern along with potential solutions to be considered. The views and opinions of residents, business owners, employees of local businesses, and community leaders yielded significant insights.

### Public Engagement

Traditional techniques and newer methods were combined to disseminate information about the Plan and gather stakeholder input. Multiple events were held and a survey was conducted to gather feedback and comments on areas of concern along with potential solutions to be considered. Opportunities for the public to provide ideas and feedback were publicized via traditional television and print news outlets.

Digital communication was a critical element of the Plan, providing frequent, accurate, and up-to-date information to the public. A dedicated page on the Town's website was established to share background information, updates, meeting dates, presentation materials, and the link to the stakeholder survey.

Social media was also utilized to reach as large an audience as possible. The dedicated Twitter handle @VictorRoute96 was established to promote the stakeholder survey and provide advance notice of the public meetings. In addition, live updates from the public meetings were provided on Twitter. In total, there were nearly 12,000 views of @VictorRoute96 posts on Twitter and users clicked our links nearly 200 times.

### Stakeholder Survey

A survey was produced to gather information from as wide an array of stakeholders as possible. The survey consisted of seven multiple choice questions, two open-ended questions, and the opportunity for respondents to be added to the mailing list for the Plan to receive updates on

### Did You Know?

*Some of the insights gained from the nearly 2,000 survey responses include:*

**73%**

of respondents travel the Route 96 Corridor multiple times per day

**63%**

of respondents drive alone on the Route 96 Corridor

**91%**

of respondents use the Route 96 Corridor to run errands (the most common trip purpose)

**65%**

of respondents use the Route 96 Corridor to get to work (the 2nd most common trip purpose)

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 2 – What the Community Thinks

the Plan. The online survey was available through the dedicated page on the Town's website, and hard copies were available at the Town and Village halls. The survey was released on July 17, 2017 and available through September 4, 2017. The link to the online survey was included in emails from the Town to its mailing list, multiple media outlets' initial coverage of the Plan, and in tweets from @VictorRoute96.

An impressive 1,921 total responses were received. Nearly 70 percent of respondents live in the Town or Village of Victor and 31 percent work in Victor, providing a good balance of perspectives. The survey yielded nearly 100 pages of comments with excellent observations on existing conditions and potential fixes to problem areas. An added benefit of the survey was that over 650 respondents provided their email address to be added to the project contact list.

### Public Meetings

Two public meetings were held as part of the development of the Plan. Notification of the meetings was sent to media outlets and to the recipients of the mailing list for the Plan. Both meetings garnered significant attention from regional print and television outlets.

The first public meeting was held on August 3, 2017 in the Main Meeting Room at the Victor Town Hall from 6:00 p.m. to 9:00 p.m. Participants had the opportunity to interact one-on-one with members of the Steering Committee and the consultant team. The format was "open house" style with a welcome table, introductory presentation, and individual stations for the various segments of the Route 96 Corridor. The stations allowed participants to identify problem areas by placing a numbered sticker on a map and then describing their concern(s) on a corresponding comment form. There were approximately 100 participants who provided over 150 comments, with the vast majority of those comments associated with a specific location.

The second public meeting was held on November 15, 2017 from 6:00 p.m. to 9:00 p.m. It included a presentation on potential alternatives to reduce delay on Route 96 based on the results of the stakeholder survey, comments received at the first public meeting, and the technical analysis conducted by the T.Y. Lin International consultant team. The presentation was followed by an open comment session where the nearly 100 participants provided suggestions for improvements to the potential alternatives that were presented, suggested altogether new alternatives, and had the opportunity to receive clarification on any questions they had on the Plan process. A recording of the presentation was posted on the page dedicated to the Plan on the Town's website for those that could not attend the meeting.

**The Two Public Meetings Attracted Approximately 200 Participants**

*These individuals provided detailed input that proved invaluable in identifying solutions for Route 96*



# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 2 – What the Community Thinks

### Field Observations

On June 14, 2017, members of the Steering Committee for the Plan and other invited stakeholders (including local business owners and the staff from the Ontario County Office of Economic Development) participated in a bus tour of the Route 96 Corridor. This allowed stakeholders to note areas for further investigation while observing conditions firsthand. In addition to Route 96 from Woodcliff Drive in Perinton to Route 332 in Farmington, the tour route included the Main Street Fishers/Route 251 area where a large number of technology and manufacturing firms are located and Dryer, Cork, and Rawson Roads which are frequently used to bypass congestion on Route 96 heading into the Village. Following the bus tour, participants met at the Victor Town Hall to further discuss issues in the project area. The following week, on June 22, 2017, a walking tour of the Village was conducted from north of High Street to Church Street. This included a review of sidewalks, intersection crossings, and other considerations related to the safety and comfort of pedestrians and bicyclists.

### What We Heard

Comments received through each of these public engagement opportunities was similar in terms of the issues that need to be addressed along Route 96 in Victor.



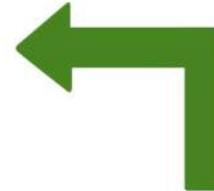
#### Delay

*Congestion faced by motorists is the #1 concern. South of Route 251 through the Village is the most often cited location of excess delay during peak periods*



#### Safety

*Backups caused by delay and speeding outside the Village during non-peak periods and on adjoining streets increase the potential for crashes*



#### Access

*Making turns onto and off of Route 96 can be difficult, especially at Lynaugh Road, Church Street, and businesses in the Village and immediately north of it*



#### Biking & Walking

*Traffic volumes and lack of dedicated space make bicycling difficult. Driver behavior and the slope of sidewalks in certain areas of the Village dissuade people from walking*

There is great value in obtaining meaningful public input so long as it is fully incorporated into the development of solutions. The Plan accomplishes this by coupling stakeholder perspectives with rigorous technical analysis as detailed in the following chapters.

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 3 – What Needs to Be Fixed

It's no secret that traffic is the primary concern in Victor. When the volume of vehicles on Route 96 exceeds its ability to move them efficiently, excess delay (or congestion) occurs. Drivers seeking to avoid spending time stuck in traffic on Route 96 use alternate routes. This can create a ripple effect of spillover traffic onto roads adjoining Route 96 that has negative impacts on residential neighborhoods and results in unfavorable views of any and all future development, regardless of its merit. The first step in identifying solutions to the traffic issues in Victor is drilling down and understanding what they are, where they are, and why they're occurring.

### Combining "We Think" With "We Know"

The input received via the stakeholder survey, public meeting, and field observations described in Chapter 2 was invaluable in identifying the opportunities and issues to be evaluated. This direction was supplemented with an analysis of current data for numerous factors, as well as the foundational work on existing and projected traffic and land use included in the Town's Comprehensive Plan of 2015 and other recent initiatives. The data compiled and analyzed for the Plan were cataloged for reference during its development and can serve as an easy to use resource for future planning. These data elements were categorized in the catalog as follows:

- ◆ Existing Transportation Infrastructure & Physical Conditions
- ◆ Demographics & Socio Economic Characteristics
- ◆ Existing & Future Transportation Operating Conditions
- ◆ Pedestrian and Recreational Amenities
- ◆ Planned Transportation Improvements
- ◆ Municipal Zoning, Design & Construction Standards

### A Multi-Faceted Community

The population of Victor increased from 5,784 residents in 1980 to an estimated 14,496 in 2015 – an increase of more than 150 percent. To put this in perspective, over the last 35 years Victor has accounted for nearly half of all of the population growth in Ontario County and one of every 12 new residents to the 4,700-square mile Finger Lakes Region has chosen to call Victor home. Businesses locate near customers and prospective employees. This explains the approximately 70 commercial and industrial projects in the Route 96 Corridor that have been approved over the last five years.

**“Maybe stories  
are just data  
with a soul.”**

– Brené Brown

*The comments provided during the public engagement process were essentially stories about how congestion on Route 96 is harming the valued character of Victor.*

*More than 4 out of 5 respondents to the stakeholder survey felt that traffic on Route 96 was heaviest between 3:00 p.m. and 6:00 p.m. on weekdays.*

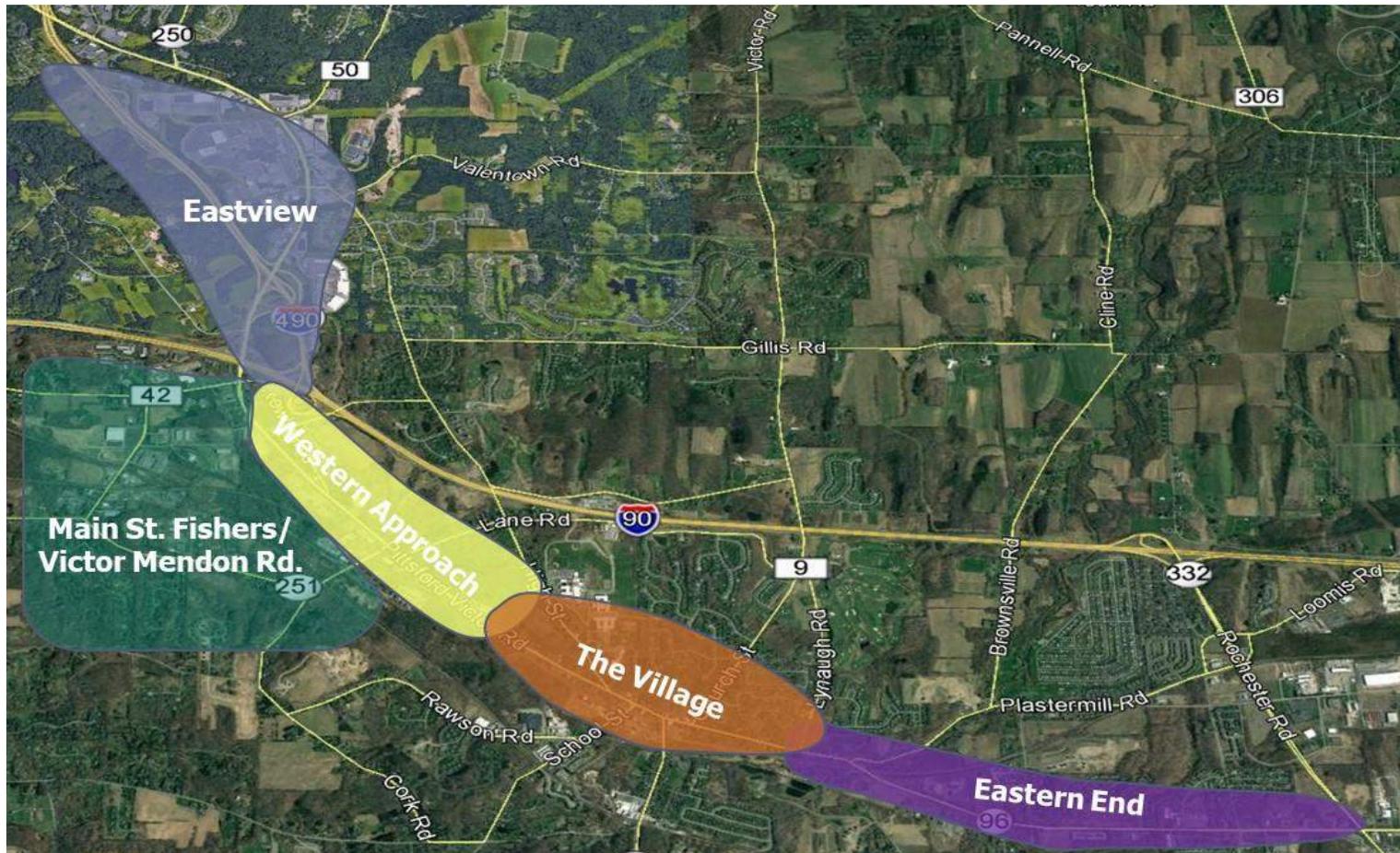
*INRIX travel time data – which is gathered from over 300 million sources – confirmed that this is the time period when traffic on Route 96 is heaviest.*

*It turns out that the stories of being stuck in traffic on Route 96 are just that: data with a soul.*

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 3 – What Needs to Be Fixed

This growth in population and businesses has not occurred in a uniform pattern within Victor or even the Route 96 Corridor. The reality is that the Route 96 Corridor is comprised of very distinct zones with unique needs, each of which requires customized solutions. What first comes to mind for most non-residents when asked about Victor is the retail portion of the Route 96 Corridor stretching from Eastview Mall to interchange 29 of I-490. Most people, however, are unaware of the significant number of technology and manufacturing firms clustered in the area between Main Street Fishers and Victor Mendon Road Route 251 on the west side of Route 96. The Village with its dense, walkable environment is where Route 96 becomes Main Street and is bookended by stretches of Route 96 that also offer attractive commercial, residential, and mixed use development opportunities.



# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 3 – What Needs to Be Fixed



### Eastview

Delay associated with significant retail development that draws shoppers from as far away as Canada; particularly acute on weekends and during the Holiday Season. Traffic signals don't adequately adapt to changing traffic patterns. 50 mph speed zone combined with weaving movement of southbound vehicles at I-490 interchange creates safety issues. Difficult left turn movements onto Route 96 at Woodcliff Drive, Turk Hill Road, and High Street.



### Main Street Fishers/Victor Mendon Road

Safely turning onto Route 96 at Omnitech Place intersections can be difficult; this is a contributor to queuing and associated intersection delay at Main Street Fishers/Rowley Road intersection as more drivers use this since it is signalized. Poor connectivity to roads on east side of Route 96. Lack of walkability and bikeability from hotels to restaurants and for workers at businesses. General aesthetics of roads could be improved.



### Western Approach

Southbound traffic backs up in afternoon/early-evening where Route 96 narrows from five lanes to three lanes. The use of Cork, Dryer, and Rawson Roads as a means to circumvent delay on Route 96 creates unwanted traffic in residential neighborhoods. Increase walkability on west side of Route 96 to better serve businesses there and create a connection with the Village.



### The Village

Increasing congestion threatens the viability of businesses, but diverting traffic around the Village is not an option. Three traffic signals within one-quarter of a mile of each other (High Street, School Street, and Route 444/Maple Avenue), including large numbers of school buses at High Street and pedestrian actuation, are a point of concern. Turning from Church Street onto Route 96 is problematic. The slope of sidewalks north of Town Hall are steep.



### Eastern End

Drivers regularly exceed posted speed limits, which are 45 mph from the Farmington town line to just south of Lynaugh Road and then 30 mph from Lynaugh Road through the Village. The only signalized intersection on this segment is at Mertensia Road in Farmington, making turns onto Route 96 difficult (Lynaugh Road and McMahon Road are cited most often). Anticipated development is expected to increase safety concerns.

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 4 – What Needs to Happen

Substantial resources have been allocated for planning in Victor over the past several years to determine a preferred future for the community. Congestion on Route 96 has consistently been the most significant concern to residents. Accordingly, the success of the Plan should and will be determined by whether or not its actions, when implemented, will have a material impact on reducing excess delay along Route 96 in Victor both now and in the future. To ensure that the actions contained in the Plan will accomplish this, various ideas and variations of them were tested using proven analytical methods for assessing current traffic volumes and predicting future ones.

### ***Building on Previous Efforts***

Every relevant planning effort since 1999 was reviewed. This included Town and Village plans, land use regulations, design and construction standards, and traffic impact studies that were produced for recent development proposals. Given the importance of Victor as an economic engine for Ontario County and the larger region, plans and studies produced by Ontario County, the Finger Lakes Regional Economic Development Council, and the Genesee Transportation Council were consulted as well. These plans and studies covered not only general land use and transportation but also mitigation of natural and human-caused hazards, the use of technology for transportation (known as intelligent transportation systems or ITS), public transportation services, and the movement of freight and goods.

The data analysis and recommendations included in each of the approximately 20 plans and studies provided insight and potential ideas for reducing congestion on Route 96 in Victor. Ultimately, the “Traffic Task Force Report” and “Traffic Project List 6<sup>th</sup> Version with change in Volume/Capacity Reduction” (Appendices XIV A and XIV B of the Town’s Comprehensive Plan of 2015, respectively) included the most expansive listing of potential projects along with high-level evaluations of each that considered cost, improvements to safety, reduction in delay, needed approvals, and timeframe for implementation. Similar to the catalog of data that was created for the Plan (and discussed in the previous chapter), a compilation of all of the relevant recommendations from the plans and studies reviewed was produced in an easy-to-use standardized format and can serve as a resource for future efforts.

### **What is Level of Service?**

*Level of Service (or LOS) is a system for measuring how well roads are performing in terms of moving vehicles.*

*In simple terms, segments of a road and intersections are assigned a level of A through F.*

*LOS A is free flow conditions/very limited wait times at signals. LOS F is stop and go traffic/waiting through multiple red lights.*

*Unlike grades in school, an “A” isn’t ideal. LOS A means that the road is overbuilt for the number of vehicles it serves. The sweet spot is LOS C or D.*

*If the Plan’s High Priority Projects are built, conditions on the Route 96 Corridor during the evening “peak hour” will be an LOS C for southbound traffic and LOS D for northbound traffic with no intersections at LOS F.*

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 4 – What Needs to Happen

### *Selecting the Right Projects*

Infrastructure of all types require a significant investment. It doesn't matter if the discussion involves tax dollars or private funds. There must be a positive benefit returned for not only initial construction but also the required maintenance over the full lifecycle of the project. To evaluate the likely impacts of various alternatives on travel times along the Route 96 Corridor and at signalized intersections, three traffic models representing the evening "peak hour" (when there are the most cars on Route 96) were created as part of the Plan. The traffic models were built in a software application that is an industry standard, combining macroscopic analysis and microsimulation capabilities (Trafficware's Synchro and SimTraffic, respectively). This makes the models developed for the Plan ideal for the testing and analysis of projects aimed at reducing delay along Route 96 both in the present and the future.

#### **Current Year Model**

Replicates current conditions with respect to traffic volumes and speeds using existing roadway configurations and locations and timing of traffic signals. This model was calibrated to recent traffic counts and travel time data to provide a base from which to build the future year 2040 models.

#### **2040 No-Build Model**

Projects conditions in 2040 with respect to traffic volumes and speeds using existing roadway configurations, locations and timing of signals, and the addition of a roundabout at Route 96 and Lynaugh Road, which is expected to be built in 2019 (this is the only planned improvement in the corridor).

#### **2040 Build Model**

Projects conditions in 2040 with respect to traffic volumes and speeds using future roadway configurations, locations and timing of signals based on the High Priority Projects of the Plan and the addition of the roundabout at Route 96 and Lynaugh Road included in the No-Build Model.

As with any model, the reliability of outputs are only as good as the quality of the inputs used to derive them. Recently-collected vehicle volume and turning movement counts and altogether new ones were obtained and supplemented with travel time from INRIX, the premium provider of crowd-sourced traffic data, for the Current Year Model. Volumes based on anticipated growth in population and employment were derived from the Genesee Transportation Council (GTC) regional travel demand model, which includes all surrounding municipalities including Perinton and Farmington. The Ontario County Planning Department produced an updated build-out analysis that estimates the development potential of vacant and underdeveloped parcels in the Town and Village of Victor. The GTC and Ontario County Planning Department data on future drivers of traffic growth on the Route 96 Corridor were instrumental in developing the 2040 No-Build Model and 2040 Build Model. Various project alternatives that would mitigate the negative impacts of congestion on the Route 96 Corridor over the next 20-plus years were assessed as coordinated sets of solutions.

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 4 – What Needs to Happen

### ***Solving the Problem***

Based on testing of alternatives using the future year traffic models, a limited number of practical, achievable, cost-effective projects were identified that will alleviate the bulk of the congestion on the Route 96 Corridor through 2040. The benefits of these projects can be augmented by instituting non-infrastructure programs along the Route 96 Corridor and by the implementation of other projects located adjacent to but not on the corridor.

The six High Priority Projects of the Plan are:

- ◆ New Local Street along Ontario Central Railroad
- ◆ Route 96 3-Lane to 5-Lane Conversion
- ◆ Route 251/Lane Road Connection
- ◆ Omnitech Place/Willowbrook Road Connection
- ◆ Plastermill Road-Collett Road-Delray Drive Connection
- ◆ Lane Road/Victor Egypt Road/Lynaugh Road Roundabout

In terms of programs to be advanced by the Town and Village, it is recommended that the Town and Village develop a Complete Streets policy that identifies improvements that will increase the safety (real and perceived) and attractiveness of bicycling and walking community-wide, including on the Route 96 Corridor. Codifying access management strategies that require shared driveways and parking, frontage roads, and other means would also be beneficial, especially on the Eastern End of the Corridor. To address speeding, the Town and Village should work with the Ontario County Sheriff on more active enforcement of existing speed limits, as well as the NYS Department of Transportation to determine if any changes to the limits are warranted.

A number of other initiatives were also fully discussed and analyzed but are not included in the Plan. These fall into two categories: 1) projects that should be advanced but are the responsibility of private sector entities and 2) projects that have merit but are cost-prohibitive due to the benefits accrued relative to their cost. The former include improvements to the internal road network at Eastview Mall and connections to adjacent properties. The latter includes new connections to I-490 and the NYS Thruway as well as significantly expanding public transportation (additional and more frequent RTS Ontario service or light rail/commuter rail service), all of which have costs that greatly exceed those of the six High Priority Projects and recommended programmatic initiatives.

### **The 80/20 Rule**

*The 80/20 Rule is also known as the Pareto Principle and the Law of the Vital Few.*

*First theorized by the Italian economist and engineer Vilfredo Pareto, it has been proven in everything from quality control processes to hazard prioritization that 80 percent of outcomes result from 20 percent of the causes.*

*This efficiency is particularly advantageous when selecting projects that will compete for scarce resources.*

*High Priority Projects that have the demonstrated potential to significantly reduce delay on the Route 96 Corridor through the year 2040 have been identified.*

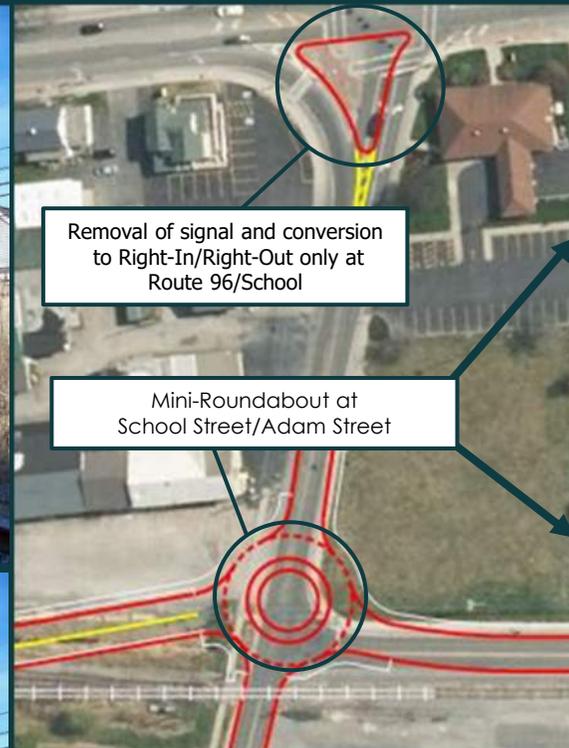
*There are six of them and they can get the Route 96 Corridor functioning at LOS C/D.*

*They are presented on the following pages and should be prioritized for implementation as soon as possible.*



# Route 96 Transformative Corridor Strategic Infrastructure Plan High Priority Project #1

## New Local Street along Ontario Central Railroad



**Description**  
 Converts an underutilized section of the Ontario Central Railroad to a “Complete Street”, serving motorists, bicyclists, and pedestrians. It begins at Route 251 and runs parallel to Route 96, terminating at either a roundabout southeast of Lynaugh Road (currently planned for construction in 2019) or a new traffic signal at Plastermill Road. A traffic signal would also be added at Route 444 (Maple Avenue). Properties that access Route 96 would also access the new Local Street. The right-of-way is wide enough to accommodate realigned tracks for future rail service. Potential physical constraints are wetlands created by the tracks and Great Brook.

**What it Fixes**  
 Relieves delay on Route 96 without bypassing the Village business district and increases access to properties on the east/south side of the roadway.

**Construction Costs**  
 Route 251 to School St: \$5.3–\$6.1 million  
 Route 444 to Lynaugh Rd: \$2.0–\$2.3 million  
 Route 444 to Plastermill Rd: \$2.8–\$3.2 million  
 Total: \$7.3–\$9.3 million\*  
 \*Relocation of railroad tracks from Route 251 to Plastermill Road estimated at \$2.0-2.9 million, and would require separate funding.



# Route 96 Transformative Corridor Strategic Infrastructure Plan High Priority Project #2 Route 96 3-Lane to 5-Lane Conversion

Existing



Proposed



## Description

Reconfigures the existing segment of Route 96 from just south of Omnitech Place to Route 251 from one travel lane in each direction with a center turning lane to two travel lanes in each direction (four through travel lanes) with a center turning lane. The entire length would be curbed with eight-foot shoulders, 12-foot through travel lanes, and a 14-foot center turn lane. This configuration will better match the adjoining segment of Route 96 to the north beginning at the Main Street Fishers/Rowley Road intersection. Minimal right of way would be needed. This improvement works directly in concert with the new Local Street along the Ontario Central Railroad (High Priority Project #1) to better distribute existing and projected traffic volumes, which will reduce delay on a corridor-wide basis. It is also designed to accommodate the new Route 251/Lane Road Connection (High Priority Project #3).

## What it Fixes

Relieves delay on Route 96, which will decrease the number of drivers using Cork Road, Dryer Road, and Rawson Road as a cut through. This improvement increases the Town's ability to consider more development options than would be possible with the current lane configuration in this segment of the Route 96 Corridor. Overall, this is a better use of the existing pavement. This project will also reduce conflicts created by the merging of southbound traffic on Route 96 near Omnitech Place where the current lane reduction occurs.



## Construction Costs

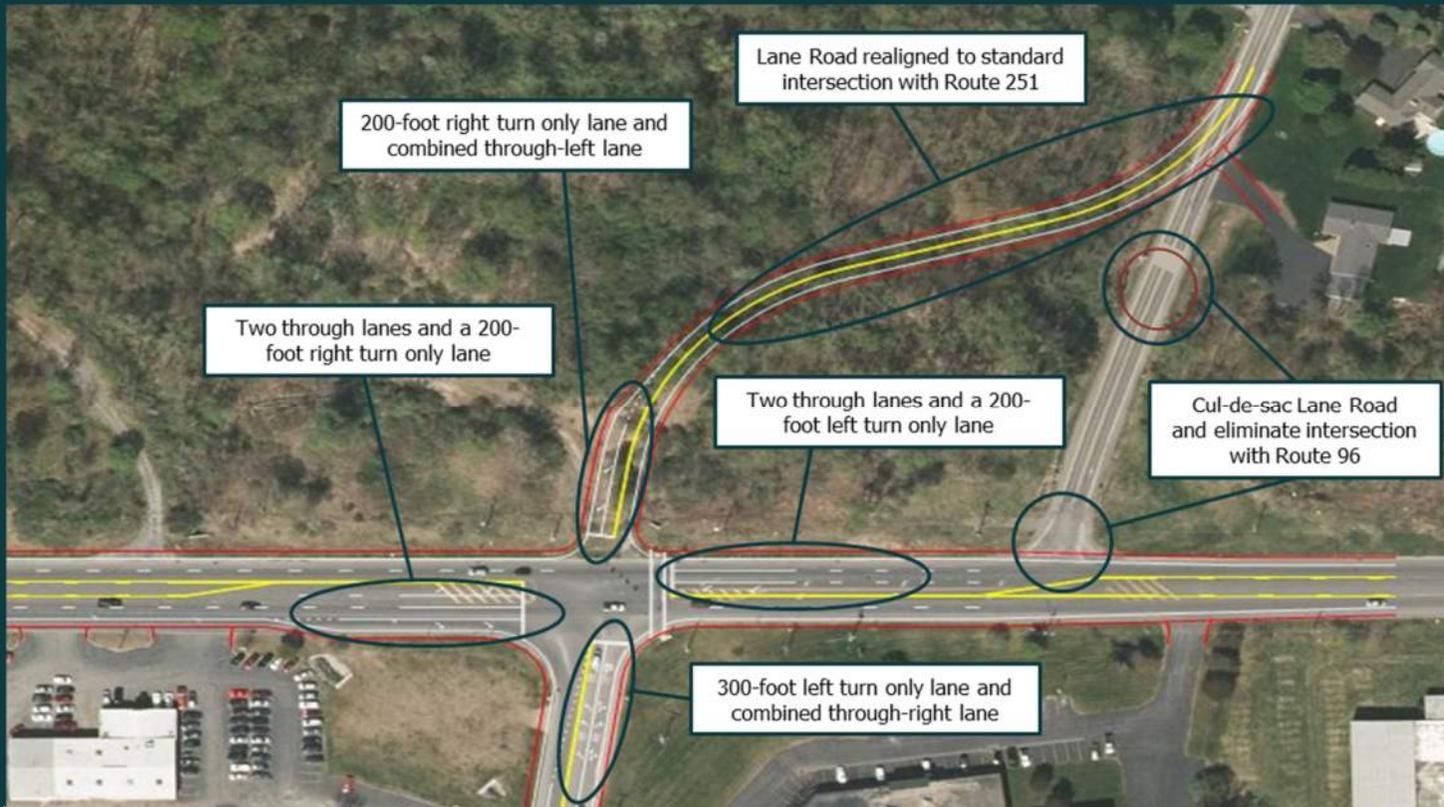
\$1.8 million–\$2.0 million



# Route 96 Transformative Corridor Strategic Infrastructure Plan

## High Priority Project #3

### Route 251/Lane Road Connection



Existing



Proposed

#### **Description**

Aligns Route 251 and Lane Road to create a new intersection with a traffic signal. Lane Road is shifted to the north. Route 251 and Route 96 is currently a signalized intersection with a left turn only and a right turn only lane from Route 251 onto Route 96 and no dedicated turn lanes from Route 96 onto Route 251. The redesigned intersection will feature the following lane configurations:

- ❑ Route 251: 300-foot left turn only lane onto northbound Route 96 and combined through-right lane to Lane Road and southbound Route 96;
- ❑ Route 96 Southbound: two through lanes (per Route 96 3-Lane to 5-Lane Conversion/High Priority Project #2) and a 200-foot right turn only lane onto Route 251;
- ❑ Lane Road: 200-foot right turn only lane onto northbound Route 96 and combined through-left lane to Route 251 and southbound Route 96; and
- ❑ Route 96 Northbound: two through lanes (per Route 96 3-Lane to 5-Lane Conversion/High Priority Project #2) and a 200-foot left turn only lane onto Route 251.

#### **What it Fixes**

Creates a single intersection to replace two offset ones, improving connectivity across Route 96. Provides dedicated turning lanes at each leg of the intersection to address the most prominent turning movements.

#### **Construction Costs**

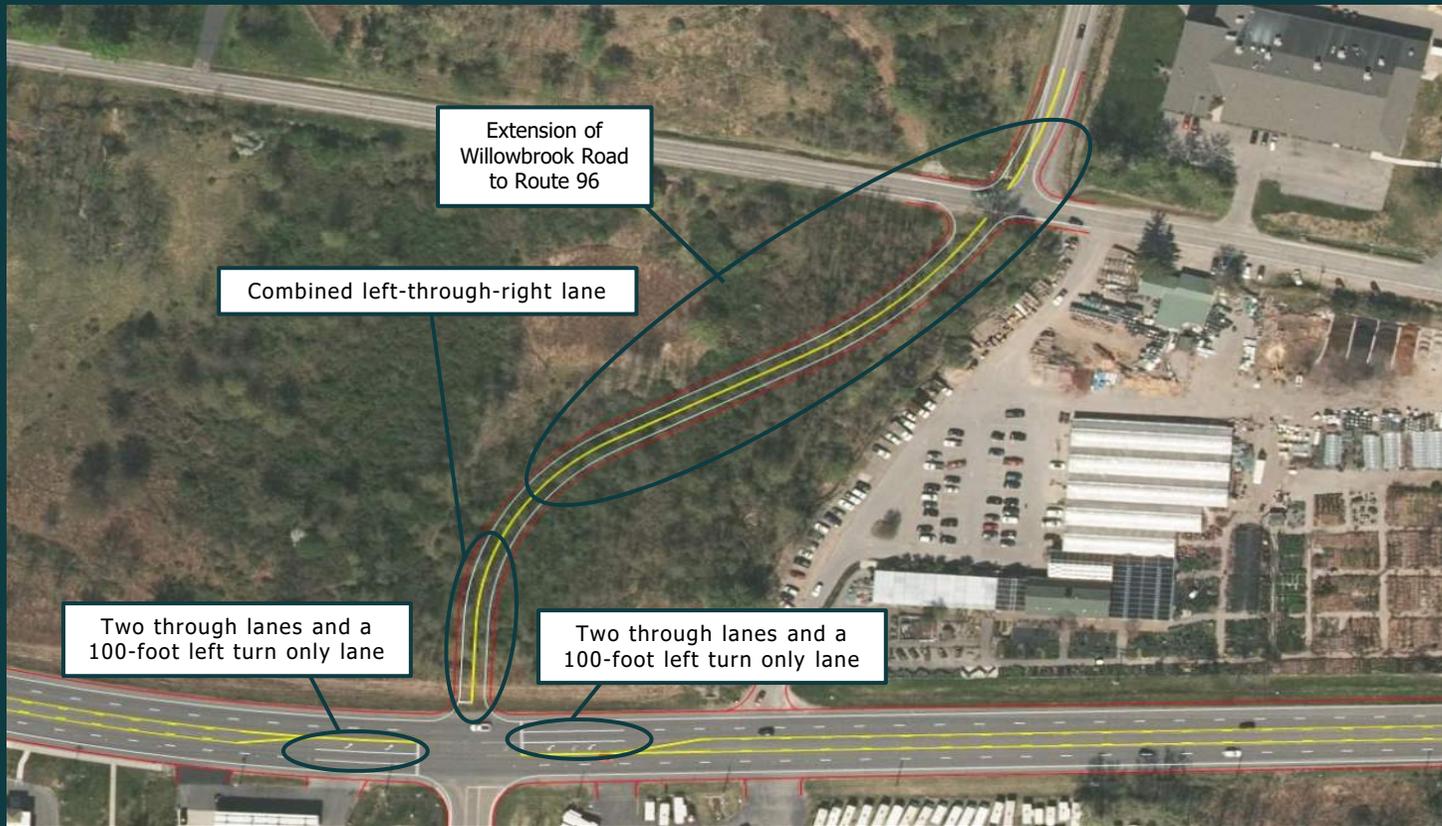
\$470,000–\$540,000



# Route 96 Transformative Corridor Strategic Infrastructure Plan

## High Priority Project #4

### Omnitech Place/Willowbrook Road Connection



#### **Description**

Extends Willowbrook Road to create a new signalized intersection at Route 96 and Omnitech Place. The Willowbrook Road extension will feature one lane in each direction with six-foot paved shoulders. The redesigned intersection will feature the following new lane configurations:

- ❑ Willowbrook Road: combined left-through-right lane to Route 96 and Omnitech Place;
- ❑ Route 96 Northbound: two through lanes and a 100-foot left turn only lane onto Omnitech Place; and
- ❑ Route 96 Southbound: two through lanes (per Route 96 3-Lane to 5-Lane Conversion/High Priority Project #2) and a 100-foot left turn only lane onto Willowbrook Road.

#### **Construction Costs**

\$520,000–\$600,000

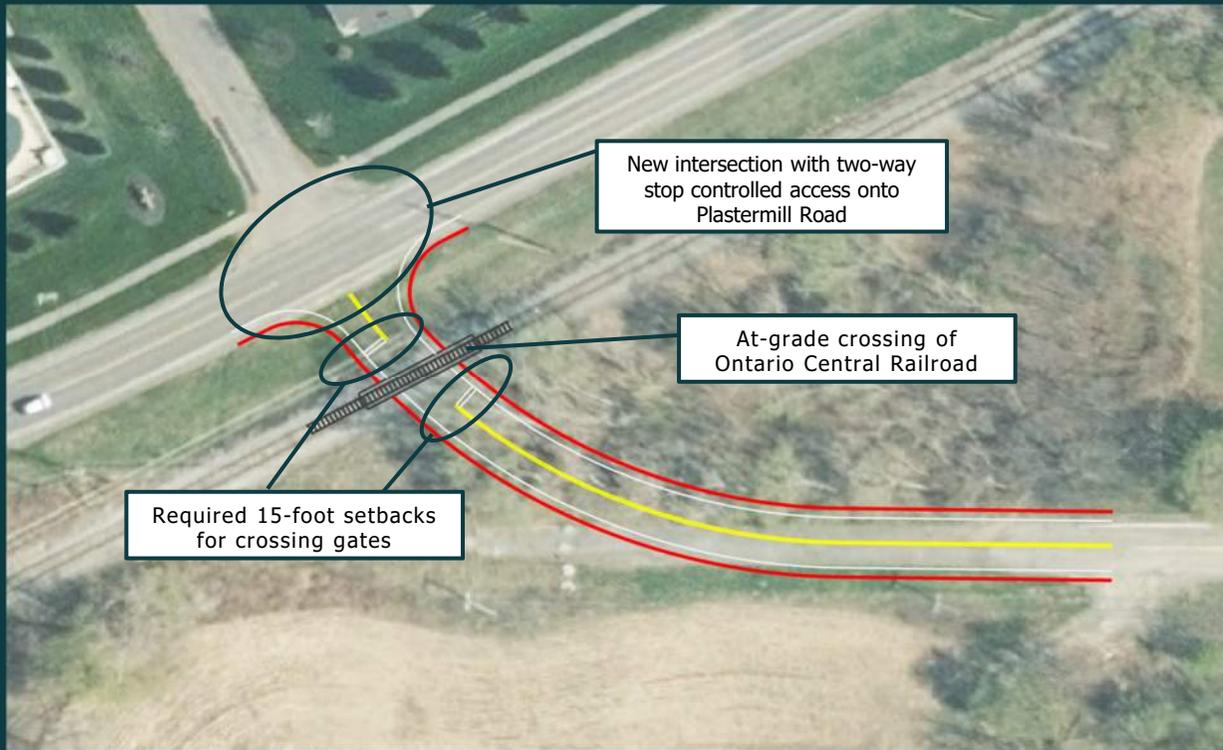
#### **What it Fixes**

Creates a new east-west connection on Route 96. Will relieve some of the congestion at the Route 96/Main Street Fishers/ Rowley Road intersection and increase safety as some drivers will choose this intersection because it provides another option for making a left turn onto Route 96 northbound via a traffic signal.



# Route 96 Transformative Corridor Strategic Infrastructure Plan High Priority Project #5

## Plastermill Road/Collett Road/Delray Drive Connection



### **Description**

Extends Collett Road to create a new two-way stop controlled intersection with Plastermill Road and Delray Drive. This includes an at-grade crossing of the Ontario Central Railroad at a location that is not currently anticipated to see heavy use in terms of frequent trains or long sets of railcars. This was taken into account when analyzing potential queues and their impacts on northeast bound traffic on Plastermill Road. If the frequency or length of the railroad car sets were to increase significantly, there is the opportunity to create a dedicated right turn only lane on Plastermill Road for northeast bound traffic which would reduce longer queues impacting through traffic.

### **What it Fixes**

Travelers from the north seeking to access destinations on the eastern end of Route 96 must use either McMahon Road or Route 332. This project would create direct access for these travelers to Mertensia Road from Collett Road. Currently, drivers have difficulty making lefts off of McMahon Road onto Route 96. The project will improve safety as the intersection of Route 96 and Mertensia Road is signalized, providing for easier turns onto Route 96.

### **Construction Costs**

\$330,000–\$360,000



# Route 96 Transformative Corridor Strategic Infrastructure Plan High Priority Project #6

## Lane Road/Victor Egypt Road/Lynaugh Road Roundabout



### **Description**

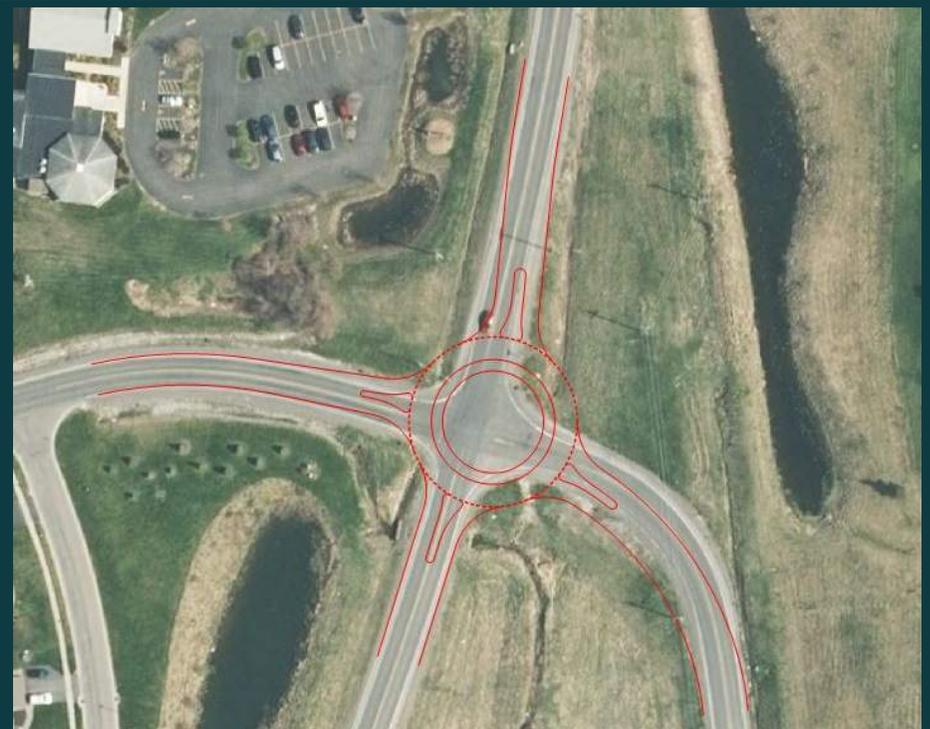
Creates a roundabout at the intersection of Lane Road, Victor Egypt Road, and Lynaugh Road. This would replace the current four-leg intersection that has stop signs for vehicles on Lane Road and Lynaugh Road seeking to access or cross Victor Egypt Road. The current speed limits at the intersection are 55 mph on Victor Egypt Road, 50 mph on Lynaugh Road, and 40 mph on Lane Road. The geometric design of the roundabout would be supplemented with signage and, if necessary, markings on the approaches to alert drivers of the appropriate speed.

### **What it Fixes**

The roads at this intersection become major access points to Route 96 at the Western Approach (Lane Road – see High Priority Project #3), Village (Victor Egypt Road becomes Church Street), and Eastern End (Lynaugh Road – see High Priority Project #1). Roundabouts have been proven to reduce the severity of crashes at intersections by lowering speeds. In addition, the speed limit is reduced from 55 mph on Victor Egypt Road to 25 mph where it becomes Church Street less than one half-mile south of the intersection.

### **Construction Costs**

\$1.5–\$2.0 million



# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 5 – What Comes Next

The High Priority Projects presented in the previous chapter will improve conditions along the Route 96 Corridor for travelers to an acceptable level by reducing delay (particularly, waiting times at intersections) through 2040. However, these benefits won't be realized unless the projects are constructed, and that requires funding. Federal and state funds are allocated almost exclusively to preservation and maintenance of the existing transportation system. Still, a strong case can and should be made that the High Priority Projects of the Plan receive financial backing from these sources given the Route 96 Corridor's designation by the Finger Lakes Regional Economic Development Council as one of only three "Transformative Corridors".

There are also opportunities to implement the High Priority Projects using local revenues. "Homegrown" funding offers advantages in terms of streamlining project delivery by providing greater flexibility in selecting a preferred design. Local revenues can include not only County, Town, and Village funding but also funding from private parties including developers seeking to build additional facilities within the Route 96 Corridor and existing businesses and residences. The key consideration in generating local funds is equity: the means for levying the required funds must be fair and impartial. Those who benefit from the improvement to operating conditions along the Route 96 Corridor pay relative to the amount of the benefit they receive.

### ***Establishing the Foundation***

The process used to develop the Plan sought to overcome many of the pitfalls that typically plague planning initiatives and result in the recommendations not moving forward. First, rather than placate all interested parties by including every potential solution suggested as a recommendation, the Plan wholly focuses on the implementation of a limited number of projects that provide the maximum benefit – six projects not sixty. Second, significant effort was expended on developing the High Priority Projects to the level of specificity needed so that an analysis and determination of finding pursuant to the NYS Environmental Quality Review Act and Town Law Section 272a can be conducted, clearing the way for advancement to scoping, preliminary engineering, and detailed design. Third, the Steering Committee that includes the agencies that will implement the High Priority Projects concurs that they are the suite of preferred solutions to addressing congestion on the Route 96 Corridor and, most importantly, residents and business owners support their enactment.

**"These awards are critical to building the foundations for New York's future and ensuring that our economic momentum continues."**

– Governor Cuomo on December 13, 2017 in announcing \$755 million in awards via the regional economic development council process

*The Route 96 Corridor is a critical component of the county, regional, and Upstate New York economies.*

*Even with increased competition from online sellers such as Amazon, Victor continues to thrive with the openings of additional high-end retailers.*

*The efficient functioning of Route 96 is critical to sustaining this success.*

*The Finger Lakes Region has been awarded \$570 million over the past 7 years via the Governor's regional economic development council process and NYS received \$1.8 billion in Federal highway funds in 2018 alone.*

*The total amount of funding needed to construct the six High Priority Projects is estimated to be approximately \$15 million.*

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 5 – What Comes Next

### ***Generating the Revenue***

At the beginning of the development of the Plan, it was anticipated that the required solution to the worsening problem of congestion on the Route 96 Corridor would be much more expensive than the total cost of the six High Priority Projects. After all, this is not a new issue and fixing it has eluded previous attempts at doing so. Given the estimated price tag of \$14.76 million to implement the Plan relative to the amount of available funding from Federal and NYS programs, the Plan recommends that every avenue for acquiring the needed revenues from these sources be exhausted prior to considering raising funds from local sources (excluding the required match to the Federal and NYS programs).

Along with pursuing Federal and NYS resources for implementation of the High Priority Projects, contributions from developers seeking to build projects that rely on the smooth operation of the Route 96 Corridor via “construction under permit” should also be sought. This would allow developers with payment and performance bonds to construct the High Priority Projects, guaranteeing that the improvements would be made to the preferred standard of quality at no cost to the public. The High Priority Projects along with the funding sources that could be sought for their construction are provided below. The source of Federal funds would be the Federal Highway Administration’s Surface Transportation Block Grant Program and, potentially, the Highway Safety Improvement Program. It should be noted that Federal funds for the High Priority Projects will not be available until October 1, 2020.

High Priority Project	Federal	State	Local
New Local Street along Ontario Central Railroad: \$7.3-\$9.3 Million		✓	✓
Route 96 3-Lane to 5-Lane Conversion: \$1.8-\$2.0 Million	✓	✓	✓
Route 251/Lane Road Connection: \$470,000-\$540,000	✓	✓	✓
Omnitech Place/Willowbrook Road Connection: \$520,000-\$600,000		✓	✓
Plastermill Road/Collett Road/Delray Drive Connection: \$330,000-\$360,000		✓	✓
Lane Road/Victor Egypt Road/Lynaugh Road Roundabout: \$1.5-\$2.0 Million	✓	✓	✓

In the event that Town or Village funds are required to implement the High Priority Projects, the Town and Village have various options available to them. The Town and/or Village could choose to form a Transportation Development District (TDD), which is allowed for under current NYS law as a Development Facilitation Improvement District. This would allow the costs of constructing the High Priority Projects to be raised and financed by levying assessments on a benefits-derived basis. It requires that the Town Board and/or Village Board take various actions to generate revenue for the High Priority Projects and (per their discretion) additional future improvements. These include delineating the boundaries of the TDD and receiving approval from the State Legislature and the Governor to establish it. Once the TDD is established, financing could be obtained at a low interest rate since there would be an ascertained source for repayment for the upfront costs of construction.

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 5 – What Comes Next

The Town has already delineated a Route 96/251 Overlay District that adheres to the boundaries of parcels that would benefit from the improvements resulting from the construction of the High Priority Projects. The Village could do the same and consider adding most, if not all, of the properties in the Village as the area impacted by traffic on Route 96 includes a large proportion of the municipality. Another option would be town-wide and village-wide transportation assessments added to current property taxes, but this may be less palatable to property owners. Preservation and maintenance of the High Priority Projects subsequent to their implementation would best be factored into municipal-wide tax assessments as the costs would be significantly less compared to those for the initial construction and the amounts would be representative of the benefits accrued by all property owners.

### ***Follow-On Activities***

Beyond constructing the Plan's High Priority Projects, instituting Access Management and Complete Streets policies, and requesting speed limit adjustments where necessary, there are also a limited number of additional actions that should be undertaken in the future.

- ◆ Removal/Reduction of Thruway Tolls – For more than 20 years it has been suggested that tolls on the NYS Thruway be either removed or reduced between interchanges 44 (Route 332) and 45 (I-490). The argument is that the cost of the tolls disincentives drivers to take the NYS Thruway, adding to the number of vehicles on Route 96 during peak periods. Variations of this proposal include the removal/reduction being limited to the morning and evening peak periods and only for Victor residents. Determining the potential change in vehicles on Route 96 from removing or reducing tolls on the NYS Thruway is outside the scope of the Plan as it involves an economic assessment of elasticity of demand. This assessment should be undertaken.
- ◆ Cashless Tolling and the Reconfiguration of Interchange 45 – The NYS Thruway Authority has begun introducing cashless tolling and is committed to expanding it across its system over the next few years. Cashless tolling combined with other modifications to the physical layout of the interchange of the NYS Thruway with the eastern terminus of I-490 could improve the efficiency of that route as a means for traveling to and from Victor. This would make the NYS Thruway a more enticing option for some drivers by lessening the time for vehicles to pass through it. This would also have the benefit of relieving delay when an incident reduces the capacity on Route 96 and more drivers opt to use the NYS Thruway.
- ◆ Leveraging Technology – Better synchronization of traffic signals on Route 96 could provide an up to seven percent increase in efficiency (per the Town's Comprehensive Plan). Looking beyond that in both the near-term and long-term, opportunities to harness the benefits of intelligent transportation systems exist. These include variable message signs that provide real-time information on conditions along the Route 96 Corridor at locations that allow drivers to make an informed decision on their routing and the impacts of automated (i.e., self-driving) cars that have the potential to increase existing highway capacity by 25 percent to 200 percent.

# Route 96 Transformative Corridor Strategic Infrastructure Plan

## Chapter 5 – What Comes Next

- ◆ Assessing Impacts on Phillips and Wangum Roads – Traffic in the Main Street Fishers/Route 251 area is expected to continue to increase as the companies located there expand (both additional employment at existing businesses and the introduction of new ones in the area). Impacts on Phillips and Wangum Roads should be analyzed and reviewed for potential safety issues related to increases in volumes and changes in traffic patterns resulting from the Omnitech Place/Willowbrook Road Connection High Priority Project.
- ◆ Accommodating Turns onto Benson Road – Speeds on Route 96 in the vicinity of I-490 interchange 29 create concerns for drivers turning onto Benson Road from Route 96. The traffic models developed for the Plan tested turn lanes from Route 96 onto Benson Road with a traffic signal. If the number of crashes warrants additional analysis at this currently unsignalized intersection, more analysis should consider the modeled turn lanes and traffic signal relative to changes in level of service on Route 96 and at corresponding intersections.

### ***Conclusion***

The community of Victor faces a critical decision: accept worsening congestion on Route 96 that will compromise and likely harm quality of life and economic opportunity or take action by implementing six projects that have the demonstrated potential to alleviate this excess delay. A strong case has been made that the funding for these improvements should come from Federal and NYS transportation and economic development programs. If monies from these sources do not materialize, there are mechanisms that would allow the Town and Village to raise the revenues to complete these projects on their own.

**Destiny is no matter of chance. It is a matter of choice. It is not a thing to be waited for, it is a thing to be achieved.**

**– William Jennings Bryan**



# Route 96 Transformative Corridor Strategic Infrastructure Plan

March 2018