

Destination Medical Center: Progress and Growing Momentum

-Moderated by Patrick Seeb

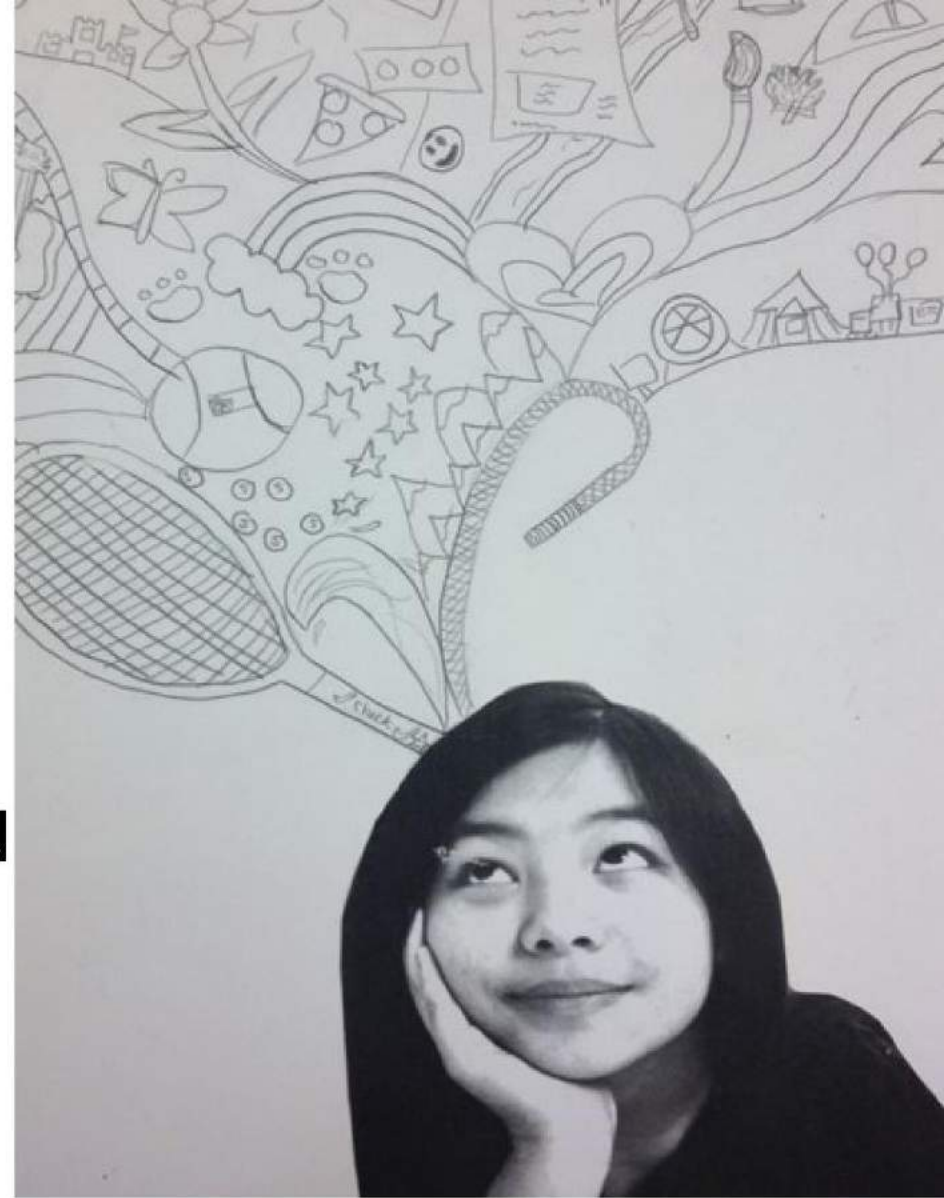


Jeremy Jacobs, Mortenson

Private Development and Investment

A VISION FOR INNOVATION

*DESTINATION MEDICAL CENTER
DISCOVERY SQUARE, PHASE 1*





Agenda:

- Project Goals
- Project Progress
- Design Update
- Next Steps
- Questions

Phase 1 Success Factors

- 1 Celebrate **“Science on Display”** by providing a modern, inviting space that welcomes stakeholders and community members to view, collaborate and partner in a world-class research environment.
- 2 Create a vibrant, yet thoughtful space that orchestrates serendipity through **“Positive Collisions”** amongst practitioners, educators, researchers and businesses.
- 3 Design a building that is **authentically Rochester** and that becomes the postcard image for America’s City for Health & Wellness.
- 4 Dynamically program and activate the building and surrounding space so that it becomes the **center of gravity** for the District’s live, work and play atmosphere.
- 5 Catalyze interest in, launch the ecosystem of, and become the **epicenter of Discovery Square**, where the acceleration of the translational continuum will take root.
- 6 Provide an environment that **stimulates discoveries** and accelerates the translation of research from bench to bed-side.
- 7 Ensure that the **needs of the patient** remain paramount and a guiding force for how the building should be designed, organized, branded, built, tenanted, programmed and sustained.

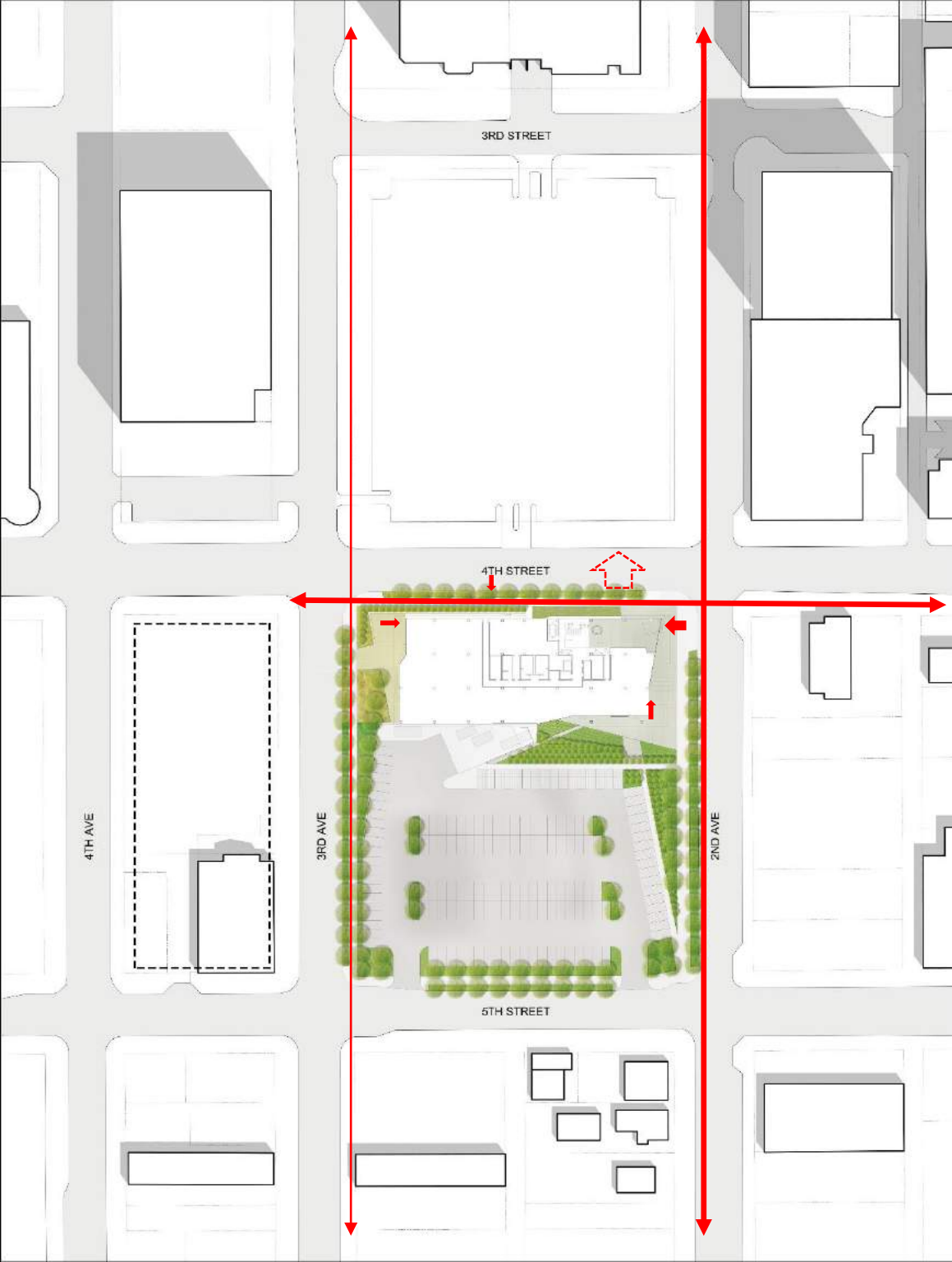
Project Progress

- 
- 1 Mortenson Announced as Developer for Discovery Square, Phase 1 – August 2016
 - 2 RSP+HOK Selected as Design Team for Discovery Square, Phase 1 – December 2016
 - 3 HR&A Market Study – January to March 2017
 - 4 Colliers Announced as Brokerage Partner – April 2017
 - 5 Schematic Design Complete – April 21, 2017



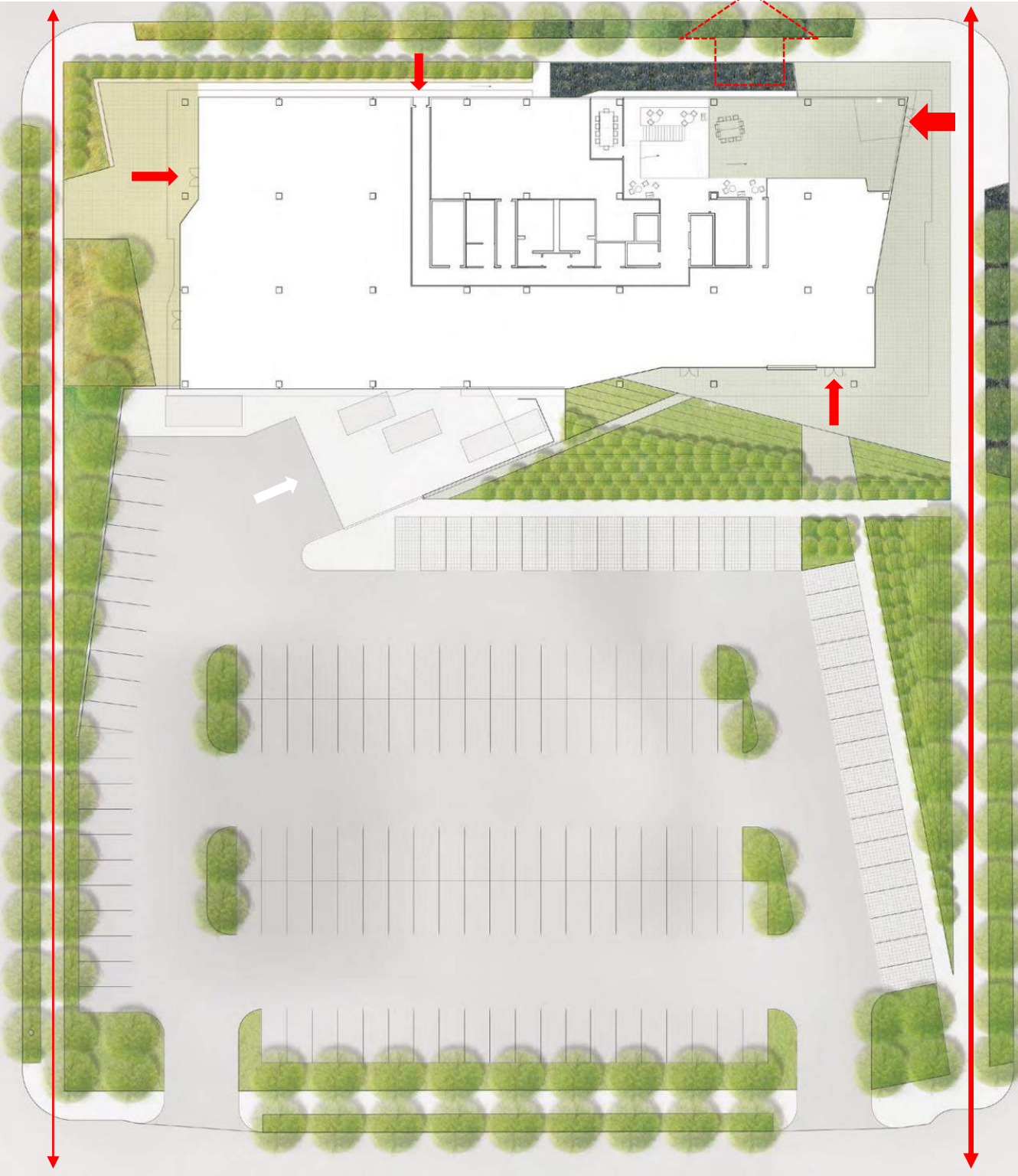
Design Update:

- Site Plan
- Renderings
- Next Steps
- Questions



Design Thinking: Site

- A strong presence day 1, setting up the long term plan



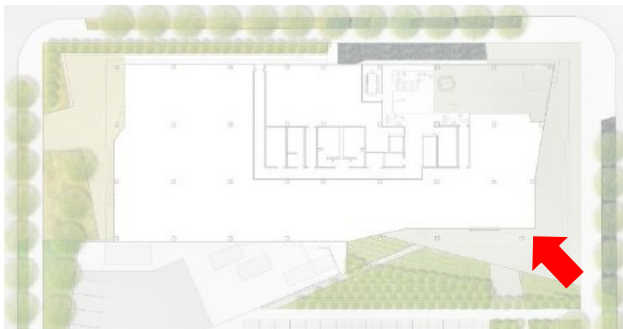
Design Thinking: Site

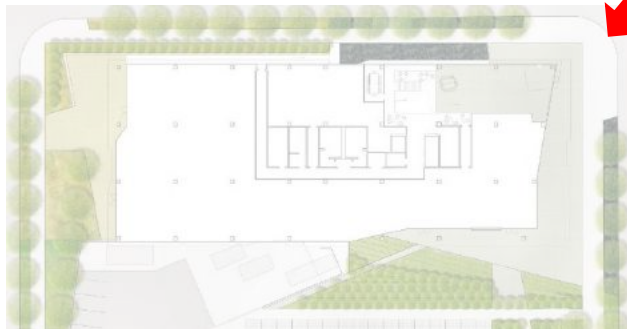
- Create a dynamic landscape
- Maximize movement through and around site
- Engage building users and public through a very permeable ground floor
- Become a hub for activity
- Create seating and gathering options throughout site



Design Thinking: Permeability

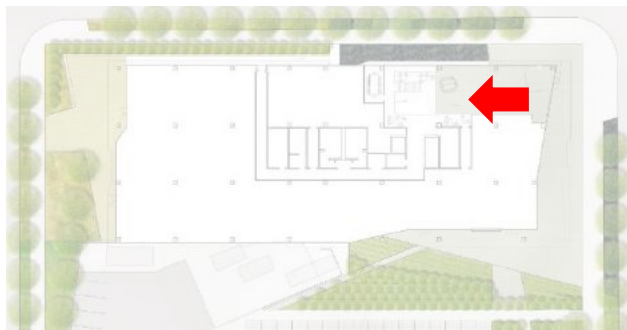
- Articulated ground floor creates multiple opportunities for entry – both for the building as well as sub-entries for future tenants.
- Active use outdoor space is set to be of maximum use to multiple ground level tenants.





Design Approach: Inside-Out

- Highly transparent + active ground floor = collaboration on display
- Entrance at key corner, activating Discovery Walk, 4th Street, and future Discovery Square.
- Indoor / Outdoor opportunities are created at multiple levels



Design Thinking: The CoLAB Space

- Warm, inviting – a combination of hospitality+science. Public space is focused on being usable, active, collaborative, and multi-use.
- Spaces flow – blending collaboration with Mayo + 3rd Party

Next Steps



Jon Buggy, RSP Architects

Redevelopment of Key Public Spaces



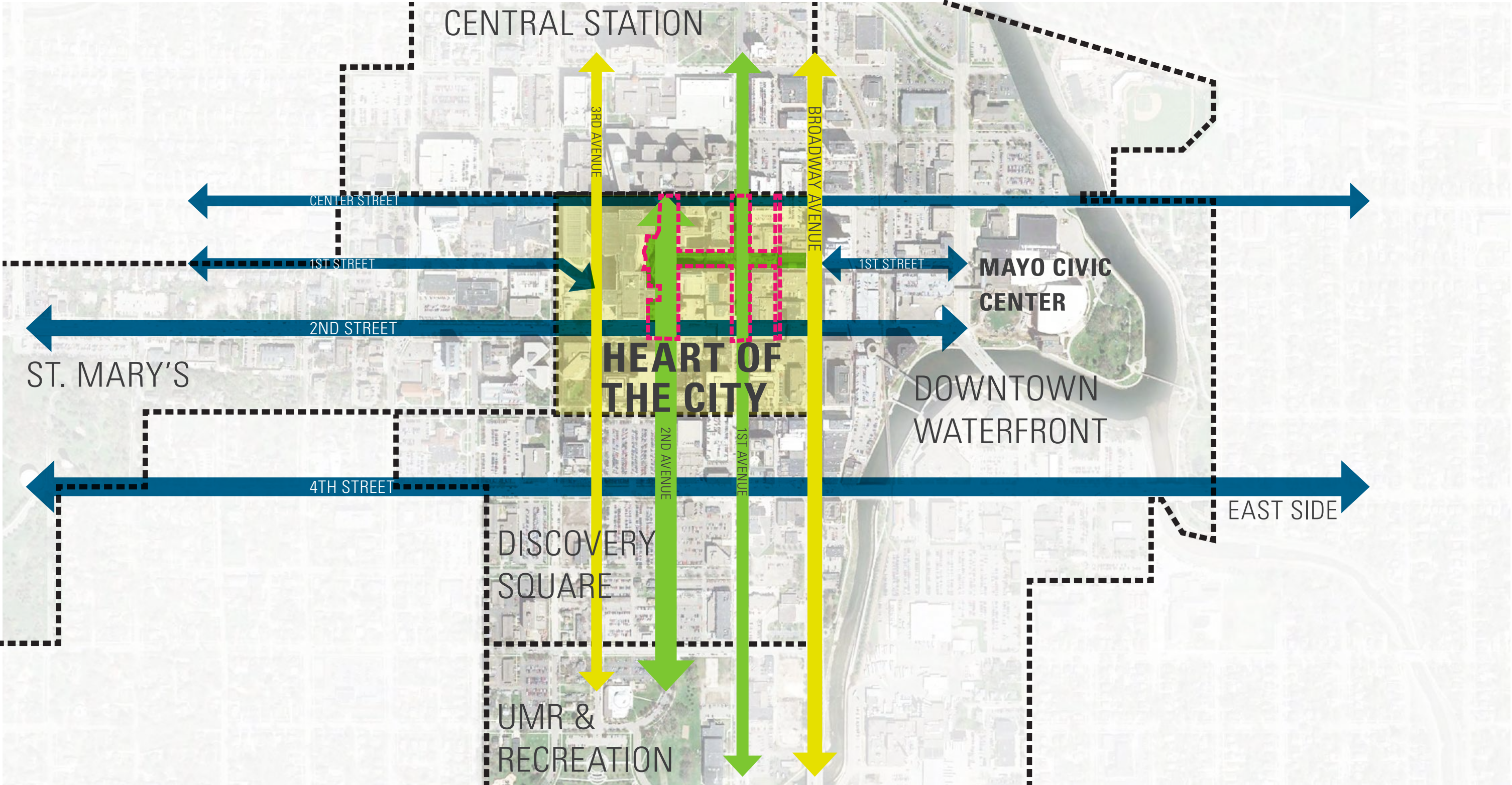
HEART OF THE CITY

ROCHESTER REAL ESTATE DEVELOPMENT AND INVESTMENT SUMMIT
05.04.2017

HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

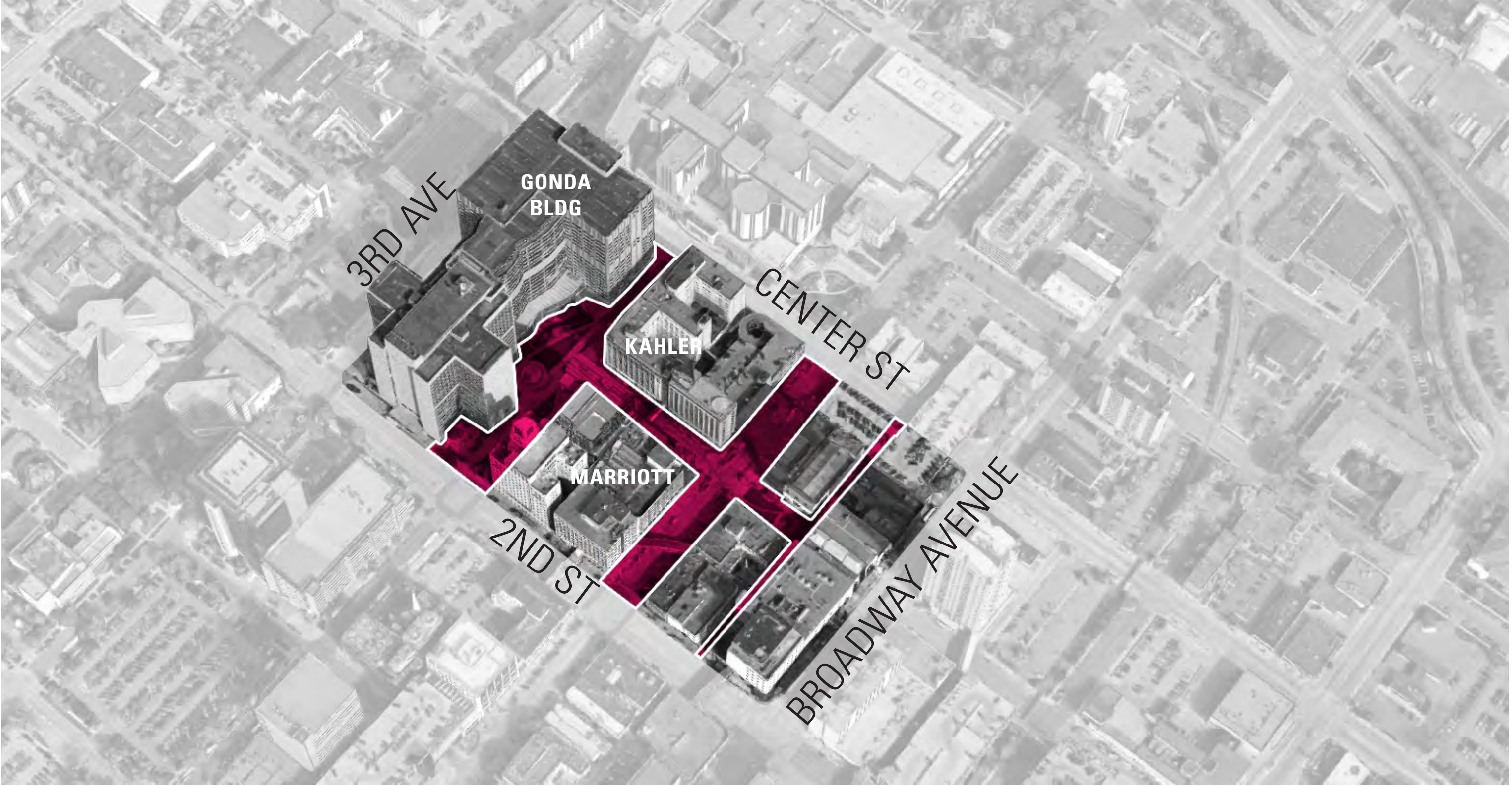
THIS IS THE HEART OF THE CITY



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

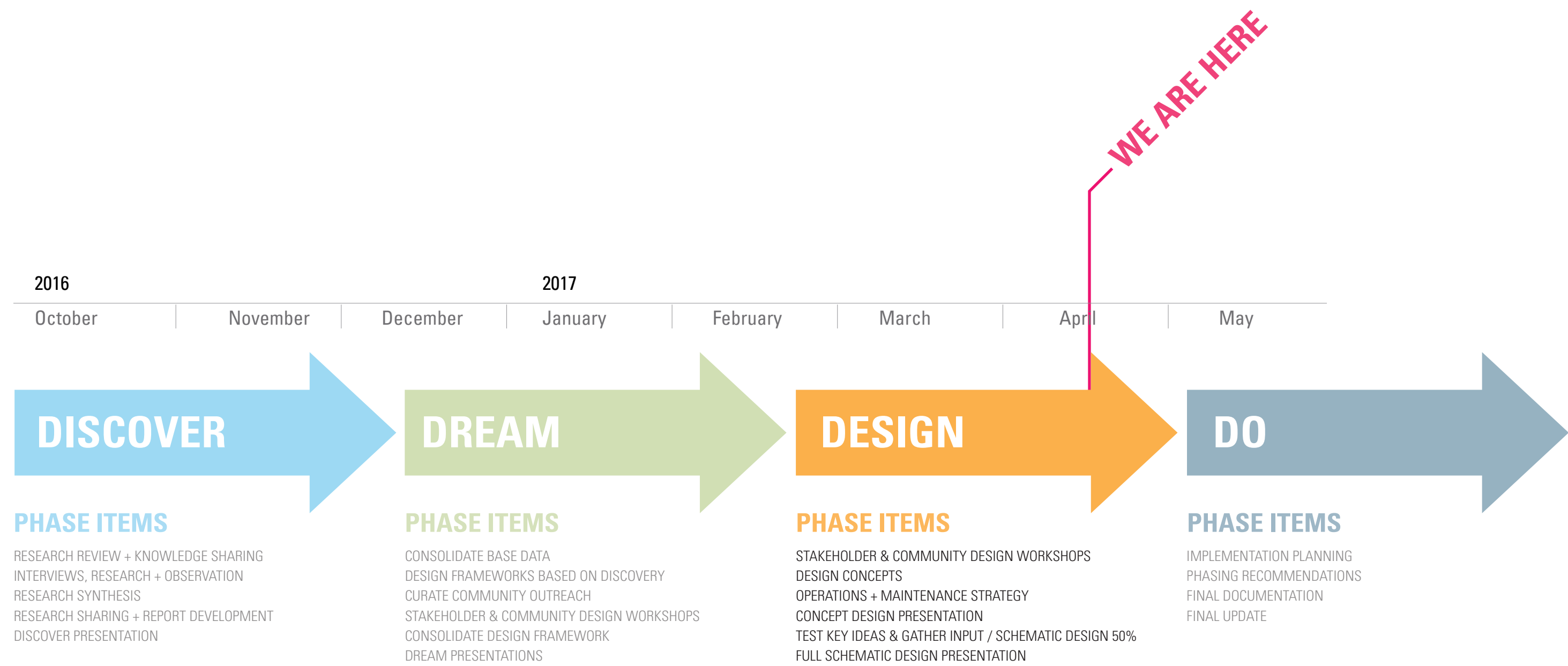
HEART OF THE HEART OF THE CITY SITE



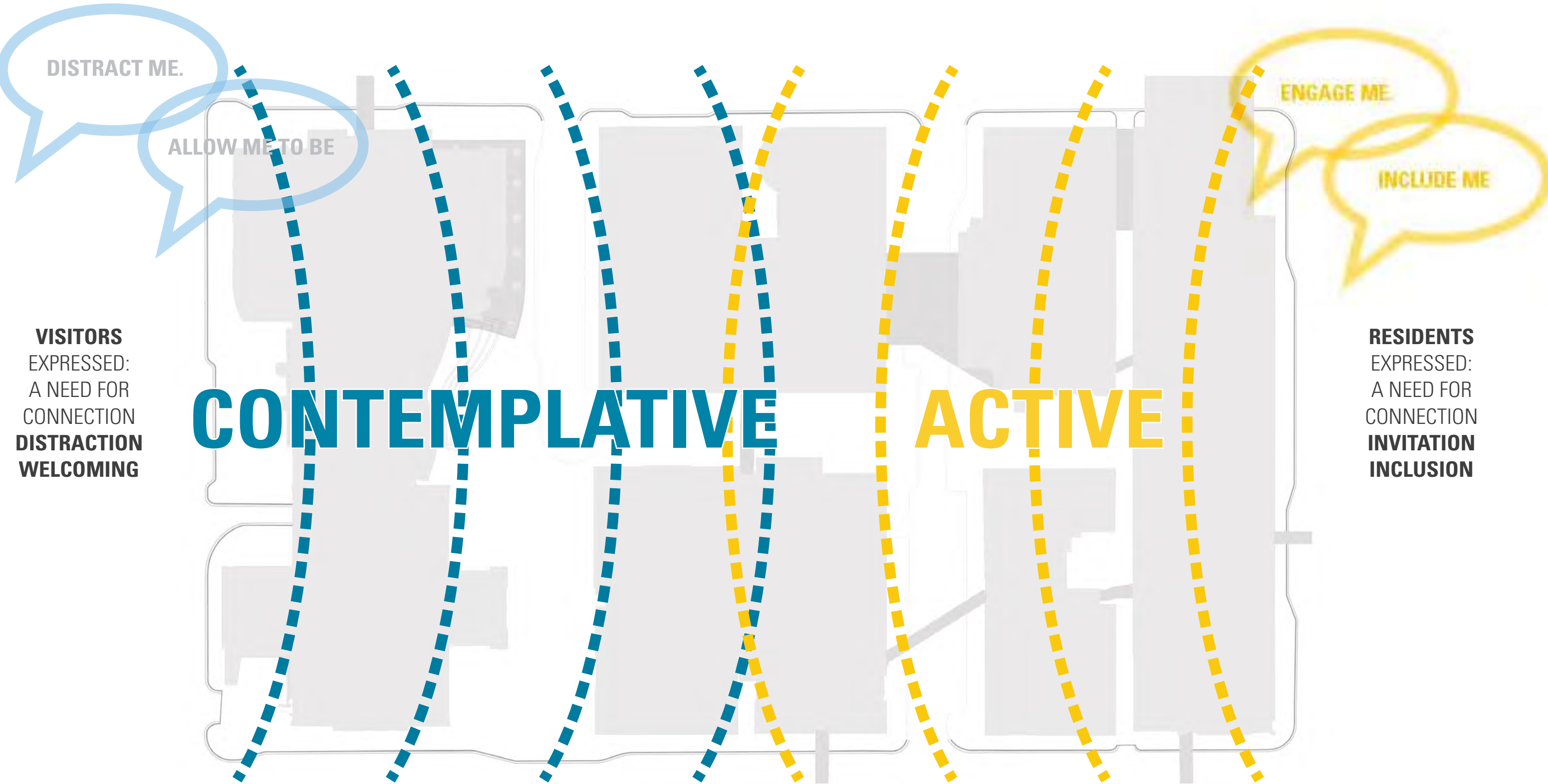
HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

PROCESS



CONNECTING RESIDENTS + VISITORS



ACTIVE + LAYERED DOWNTOWN



MAYO CLINIC VISITORS
2 MILLION



RESIDENTS
113,000

27,000 FAMILIES



STUDENTS
16,000



EMPLOYEES
78,000

(47% HEALTHCARE)



OTHER VISITORS
750,000

CONVENTION + BUSINESS VISITORS



MISSION STATEMENT

Create a **vibrant, world class**
urban downtown that is uniquely Rochester —
to attract residents and visitors to
the Heart of the City — a place that
celebrates **life, community, health**
and wellness **365 days** a year

HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

DESIGN PRINCIPLES

MAKE IT ROCHESTER

AUTHENTIC + CONTEXTUAL



MAKE IT A DESTINATION

HOME GROWN + WORLD RENOWNED



MAKE IT BIG + KEEP IT SMALL

BLEND BIG CITY + SMALL CITY, OLD + NEW



REVEAL THE UNSEEN

REVEAL THE MAGIC OF MAYO + SHARE STORIES



MAKE IT ABOUT LIFE

DIVERSITY OF EVENTS + ACTIVITIES THROUGHOUT DAY



MAKE IT ABOUT ART

INNOVATIVE + TRANSFORMATIVE + INTERACTIVE



MAKE IT ABOUT HEALING

MOMENTS OF REPOSE IN AN URBAN SETTING



MAKE IT INVITING

FLEXIBLE + DIVERSE PLACES TO GATHER



EMBRACE THE NORTH

PROVIDE YEAR-ROUND ATTRACTIONS + EVENTS



MAKE IT BRIGHT

INTEGRATED + EXPERIENTIAL LIGHTING



MAKE IT CONNECTED

ADA ACCESSIBILITY + SKYWAY, STREET + SUBWAY



MAKE IT GREEN

URBAN + NATURAL



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

ACTIVATING & CONNECTING PUBLIC SPACE FOR THE 365 PLAZA



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

**ART WILL BRING PEOPLE TO THE HEART OF THE CITY AND TO
ITS RETAILERS AND RESTAURANTS ON A DAILY BASIS**

ART





ACTIVATING RETAIL

PERMANENT + SEMI-PERMANENT FOOD + BEVERAGE
OPTIONS ARE KEY TO ACTIVATING PUBLIC SPACES

A large crowd of people, mostly wearing white clothing, are seated at long tables outdoors at night. The scene is illuminated by warm, orange-toned lights, likely from the building or streetlights. In the background, there are trees and a modern building with large glass windows. The overall atmosphere is festive and social.

**EXPANDED PROGRAMMING CAN ACTIVATE THE PLAZA ON A
REGULAR BASIS AND GENERATE ADDITIONAL EARNED INCOME**

FLEXIBLE PROGRAM

HEART OF THE CITY PLAZA ACTIVATION

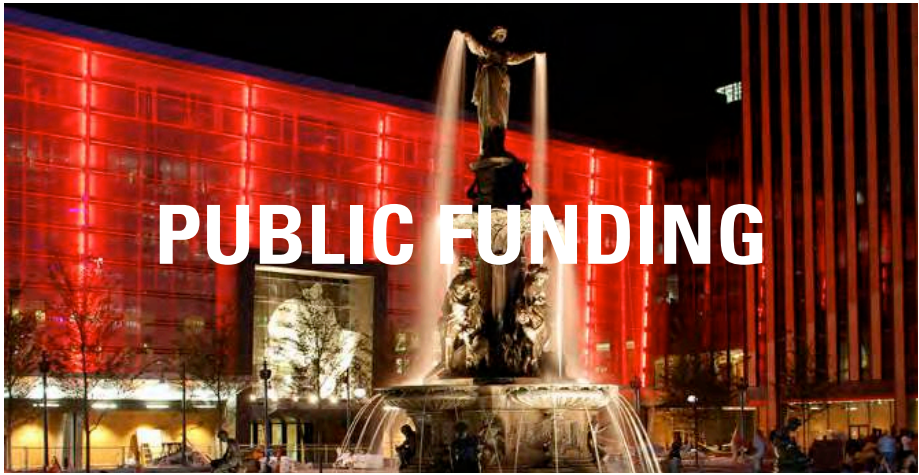


EARNED INCOME

OPERATING REVENUE CONSIDERATIONS, SPECIFICALLY **EARNED INCOME**, ARE IMPORTANT FOR BOTH THE **ECONOMIC VIABILITY** OF THE SPACE AND ITS **YEAR-ROUND ACTIVATION** AND **VITALITY**

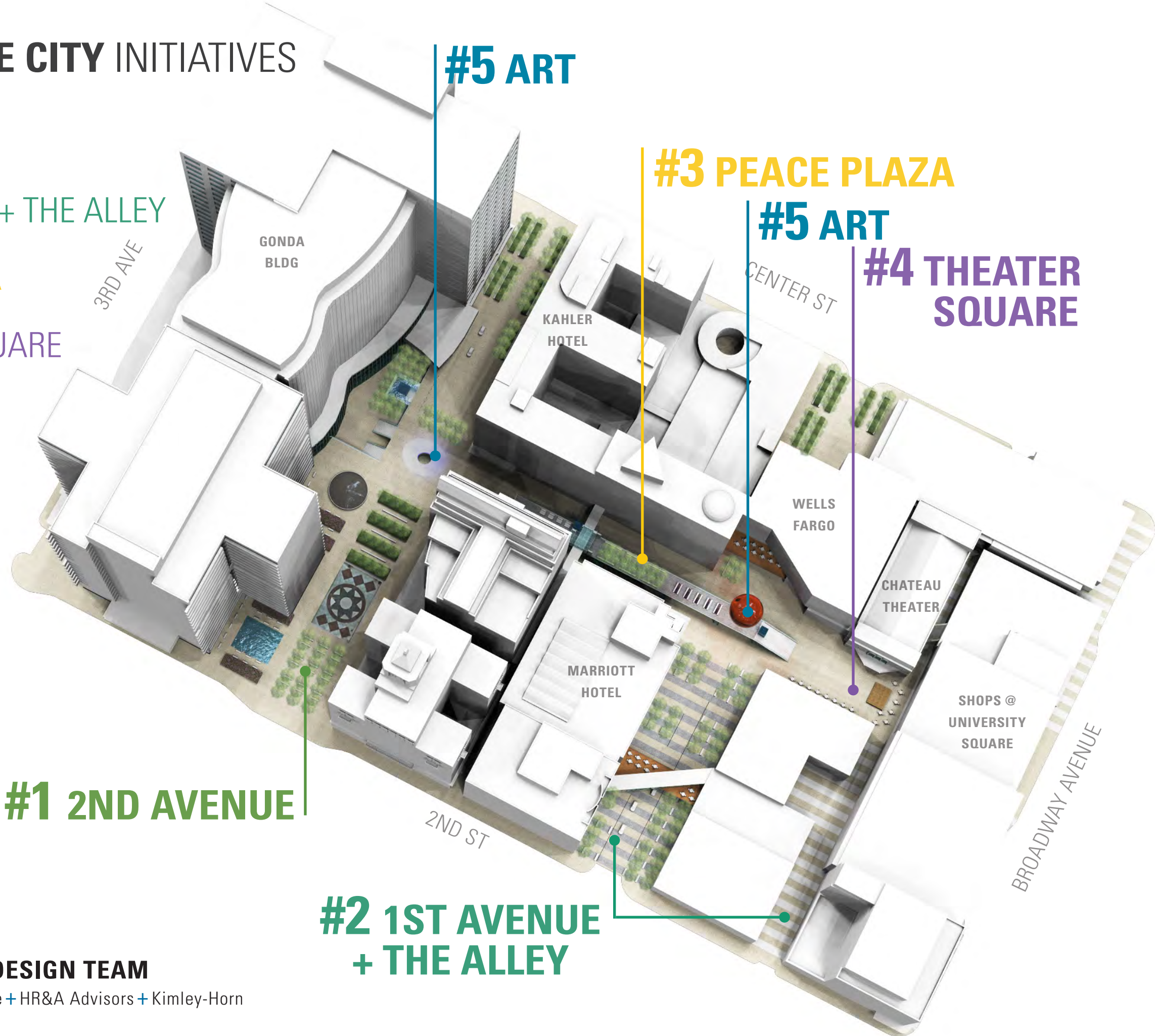
HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn



HEART OF THE CITY INITIATIVES

- #1 2ND AVENUE
- #2 1ST AVENUE + THE ALLEY
- #3 PEACE PLAZA
- #4 THEATER SQUARE
- #5 ART



INITIATIVE #1 2ND AVENUE

INVITING PEDESTRIAN
STREET THAT CONNECTS
TO DISCOVERY SQUARE



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

2ND AVENUE EXISTING



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

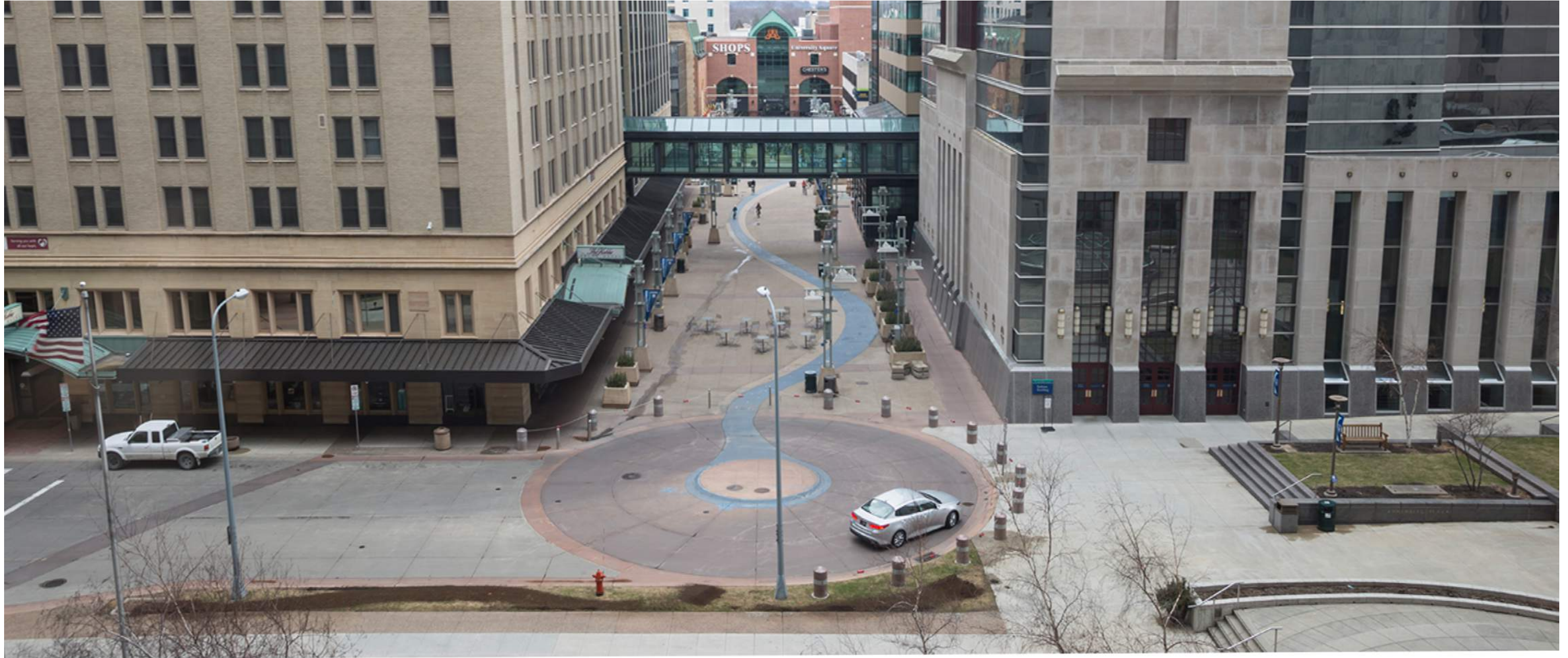
ZUMBRO GARDENS 2ND AVENUE



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

2ND AVENUE + PEACE PLAZA EXISTING



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

EARTH/SKY/WATER



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

EARTH/SKY/WATER

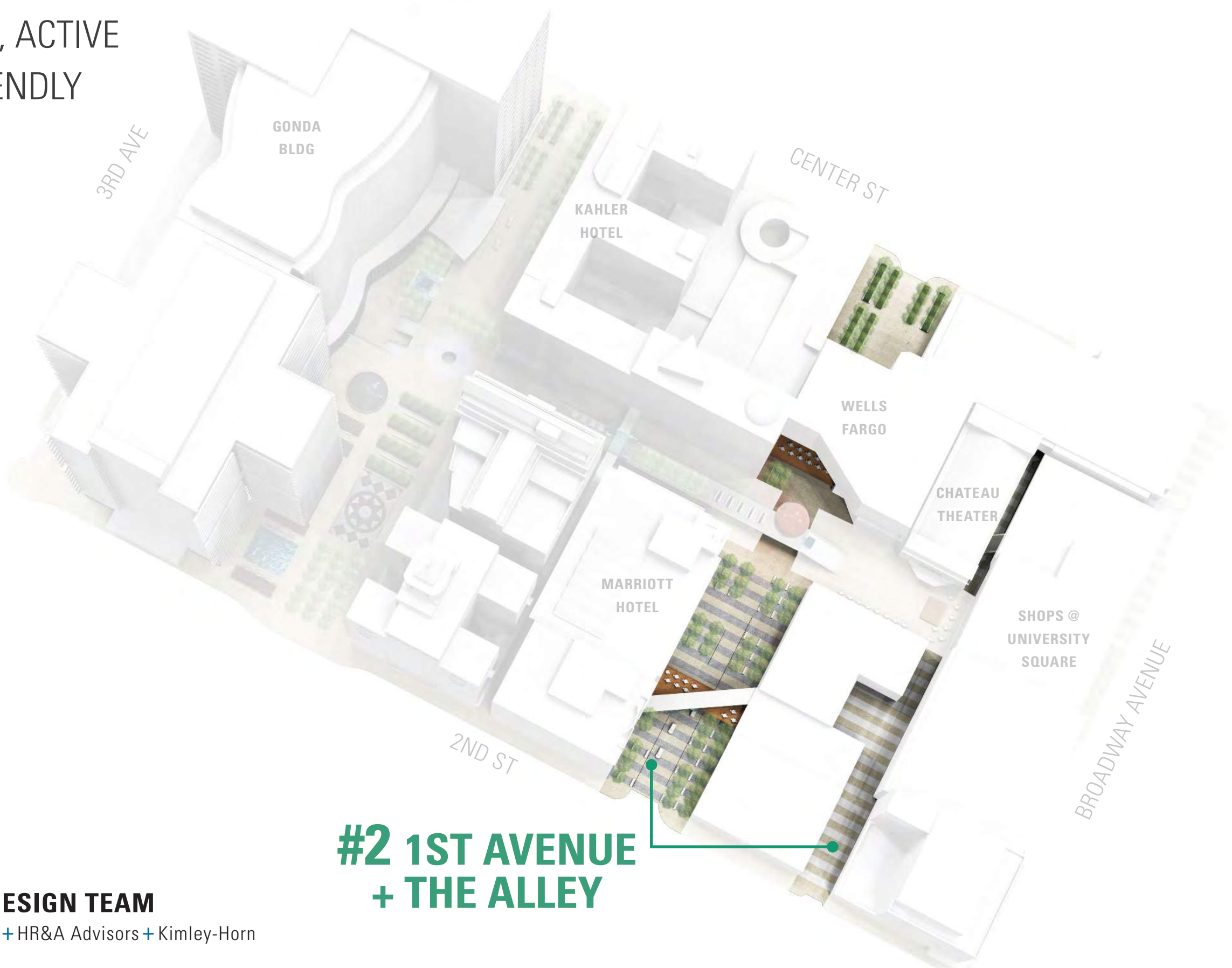


HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

INITIATIVE #2 1ST AVENUE + THE ALLEY

BEAUTIFUL, SAFE, ACTIVE
PEDESTRIAN-FRIENDLY
STREET/MALL.



#2 1ST AVENUE + THE ALLEY

1ST AVENUE EXISTING



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

ENTRY PLAZAS (CURBLESS) 1ST AVENUE



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

ENTRY PLAZAS (CURBLESS) 1ST AVENUE



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

THE ALLEY EXISTING



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

THE ALLEY

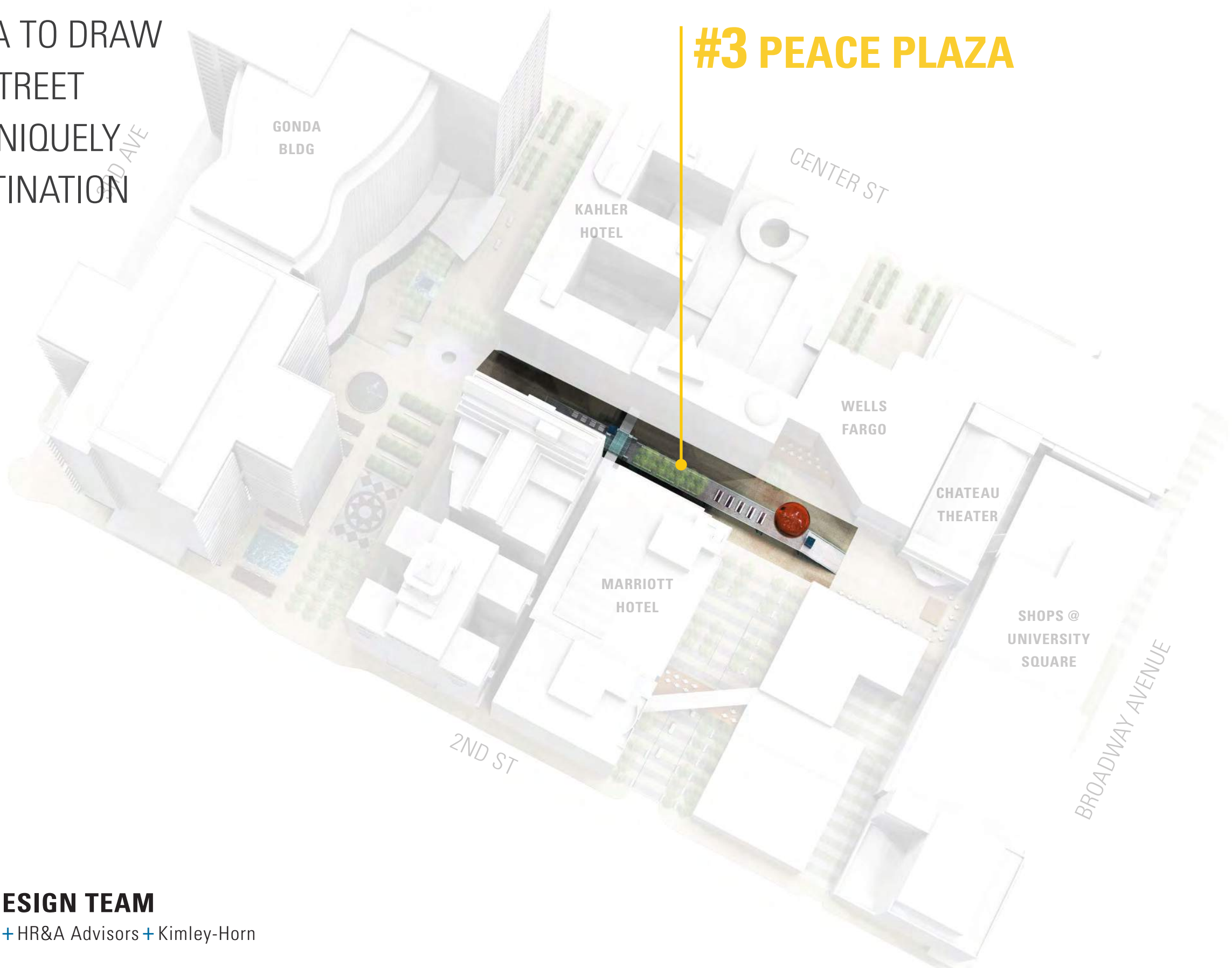


HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

INITIATIVE #3 PEACE PLAZA

ACTIVATED PLAZA TO DRAW
PEOPLE TO THE STREET
AND CREATE A UNIQUELY
ROCHESTER DESTINATION



#3 PEACE PLAZA

HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

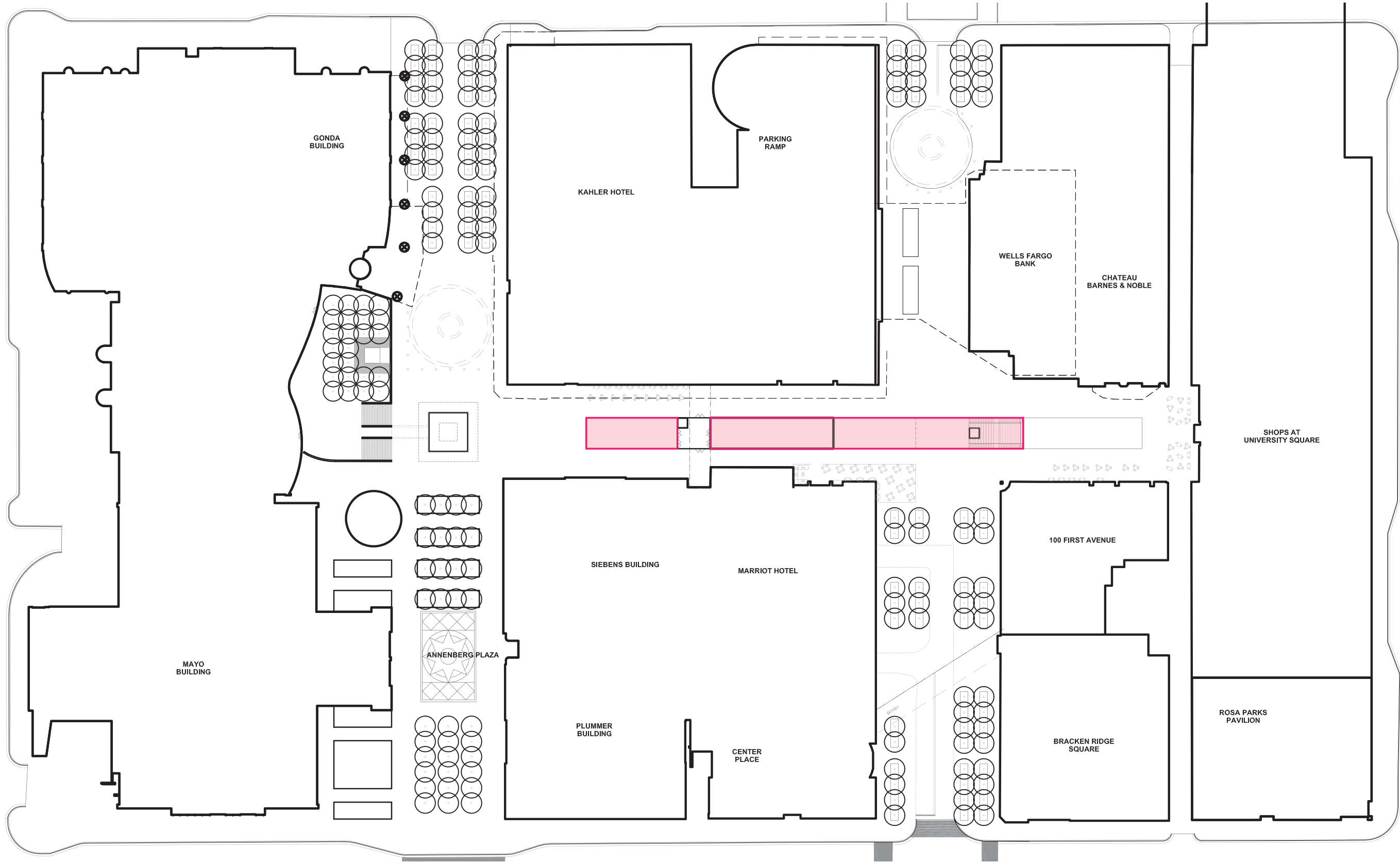
A photograph of a public park space, likely in a city. In the foreground, several people are sitting on low, rectangular concrete blocks. A tall, modern, grey light pole stands on the right side. The park is filled with young trees and paved walkways. In the background, several tall skyscrapers are visible under a clear sky. The text "EVERYDAY USE" is overlaid in large, white, bold letters across the center of the image.

EVERYDAY USE

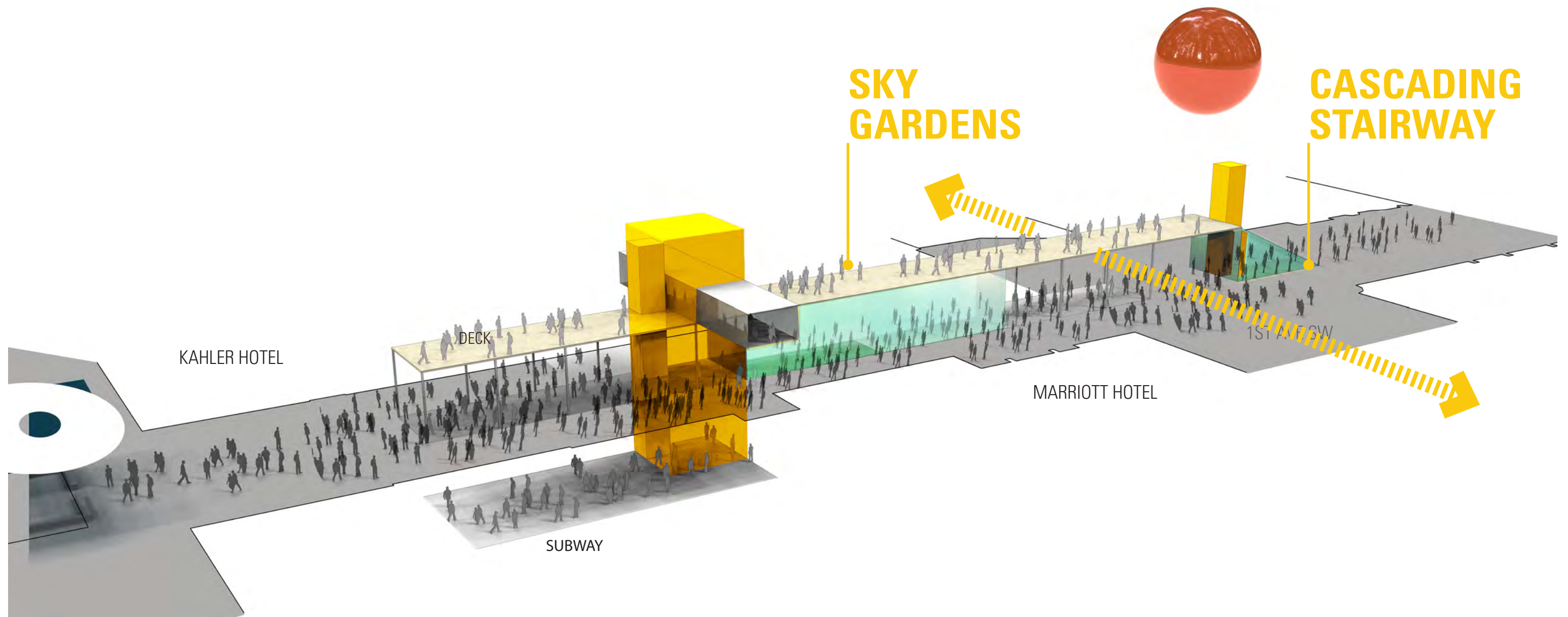
EVENT USE



PROPOSED (SKY GARDEN) SQUARE FOOTAGE 7,540 SF (420 PP CAPACITY @ 18SF/PERSON)



CONNECTION ACTIVATION+RETENTION TRANSFORMATION ICONIC

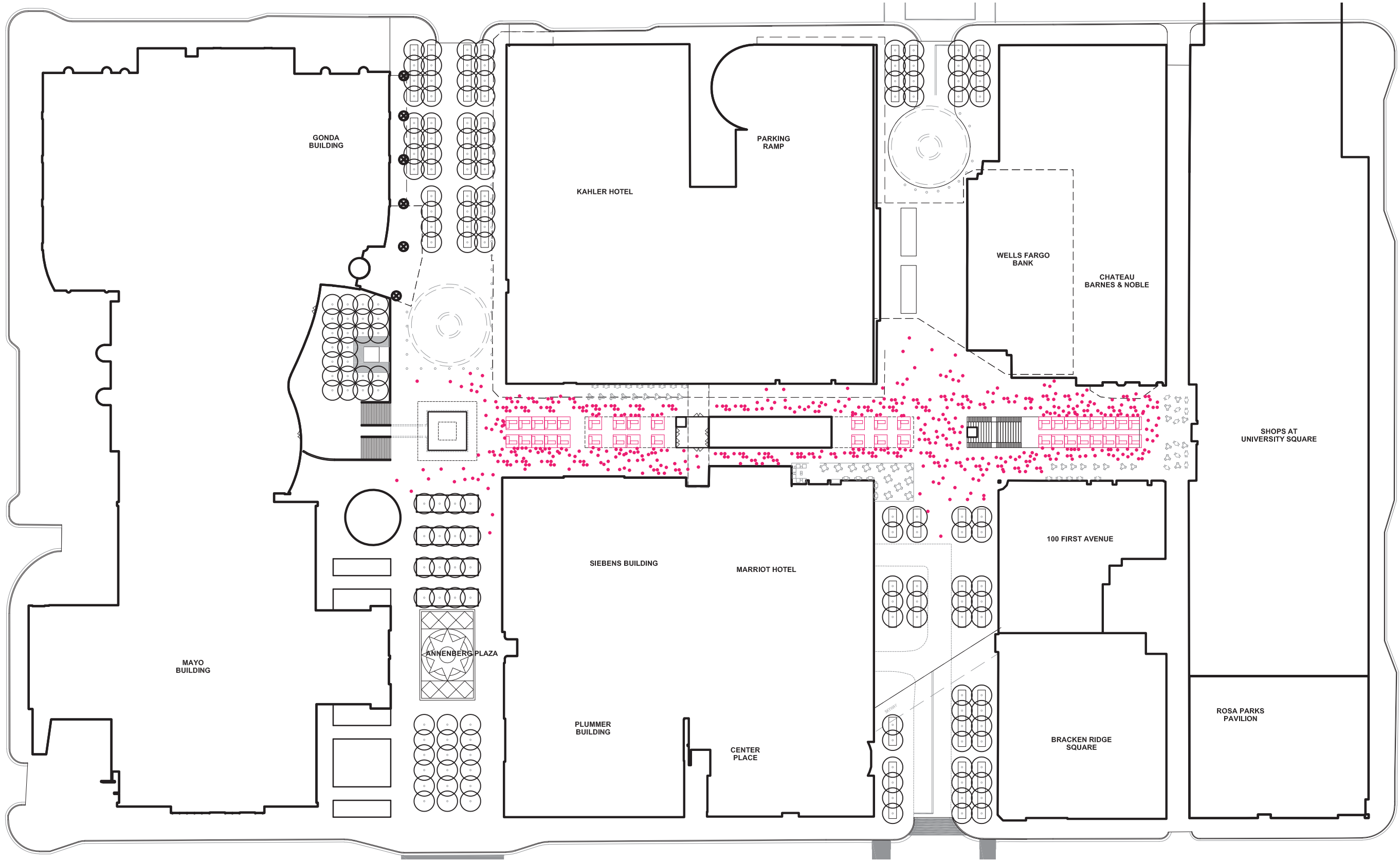


THE SKY GARDENS AND **CASCADING STAIRS** AT THEATER SQUARE COMBINED WITH
THE **MARKET BRIDGE** WILL MAKE A **BOLD** AND **ICONIC** STATEMENT IN ROCHESTER

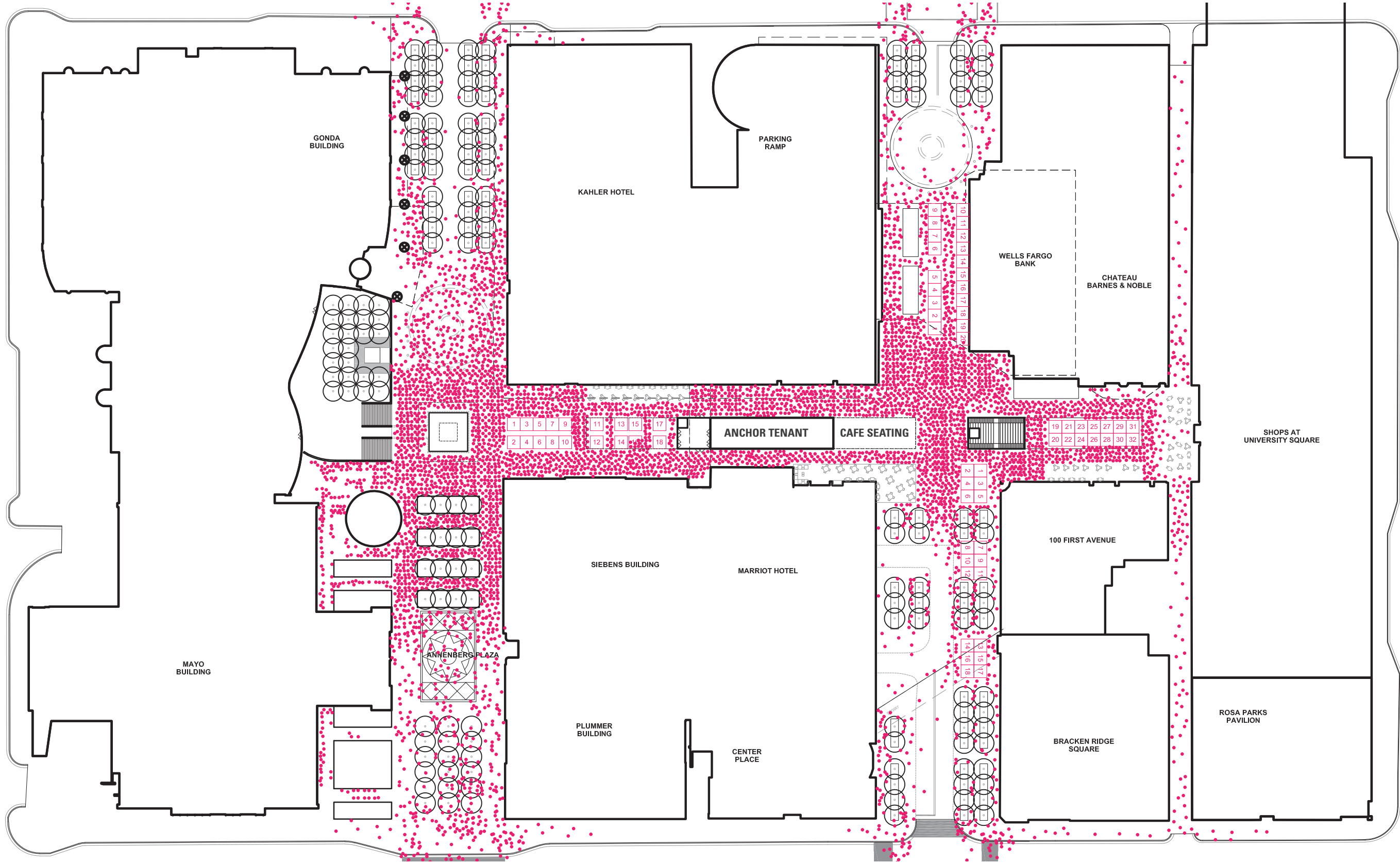
HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

FARMER'S MARKET 40 BOOTHS / 500 - 4,500 PP



THURSDAYS ON FIRST 40 BOOTHS / 4,500 - 10,000 PP



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn



PEACE PLAZA EXISTING



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

THE MARKET BRIDGE (SUMMER/OPEN)



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

THE MARKET BRIDGE (WINTER/CLOSED)

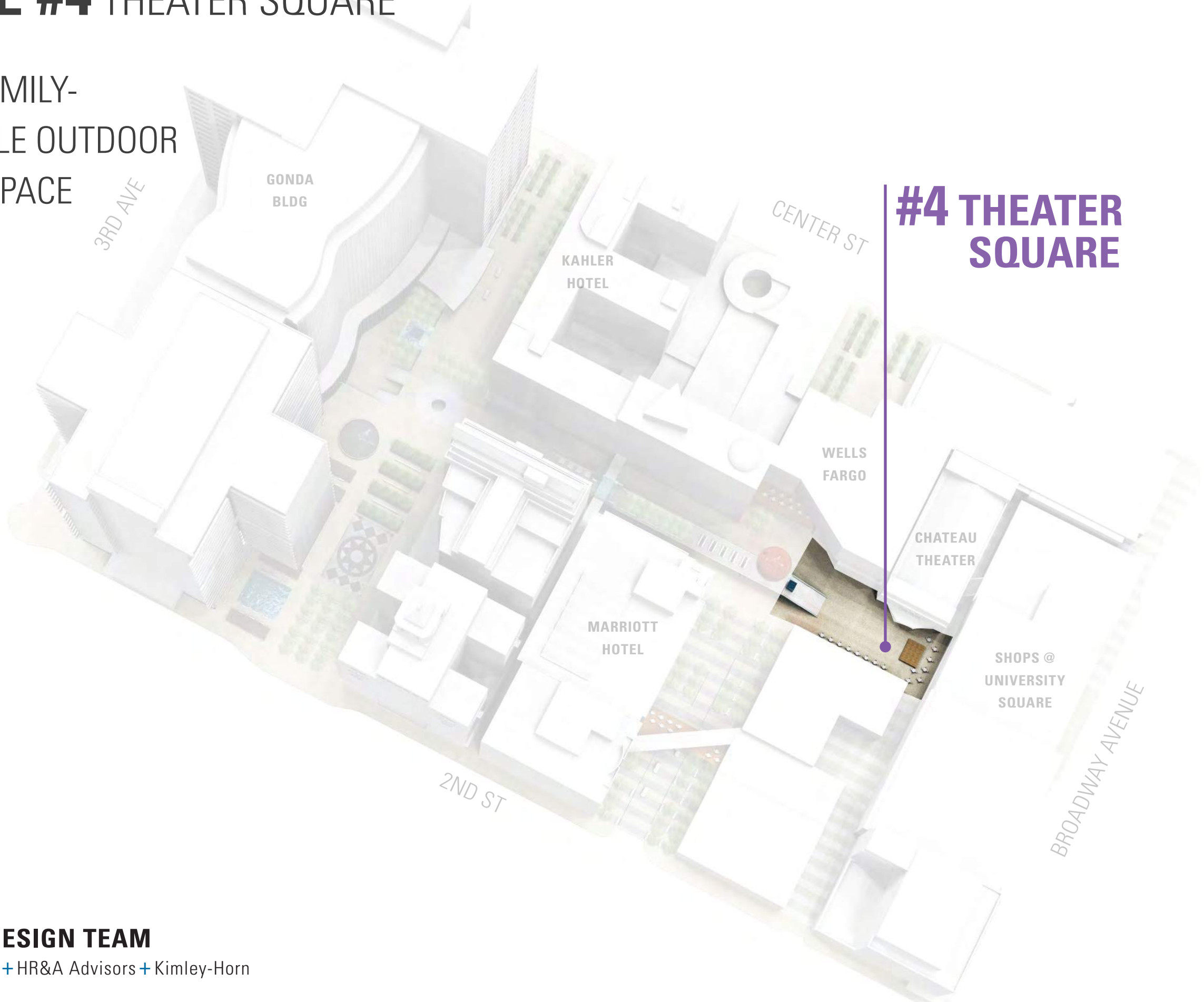


HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

INITIATIVE #4 THEATER SQUARE

YEAR-ROUND, FAMILY-FRIENDLY, FLEXIBLE OUTDOOR PERFORMANCE SPACE



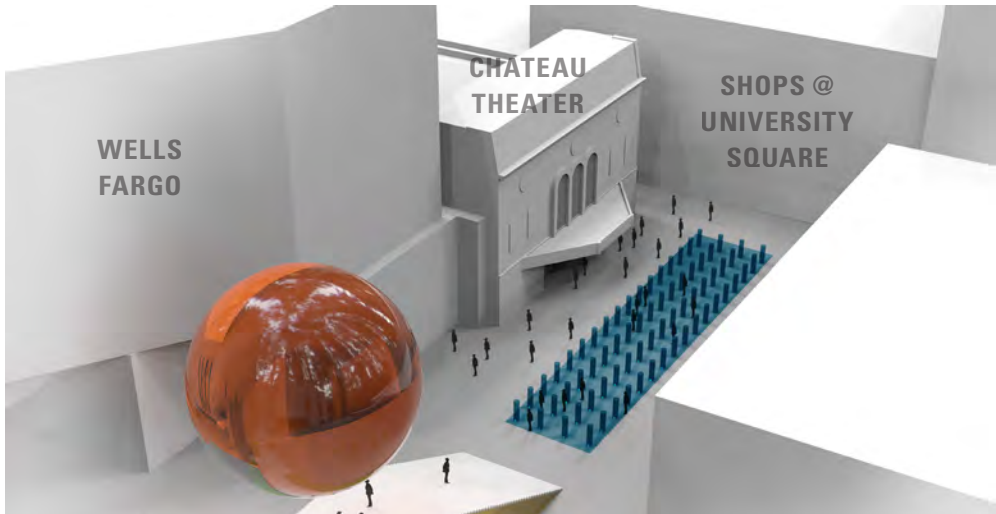
#4 THEATER SQUARE

HEART OF THE CITY DESIGN TEAM

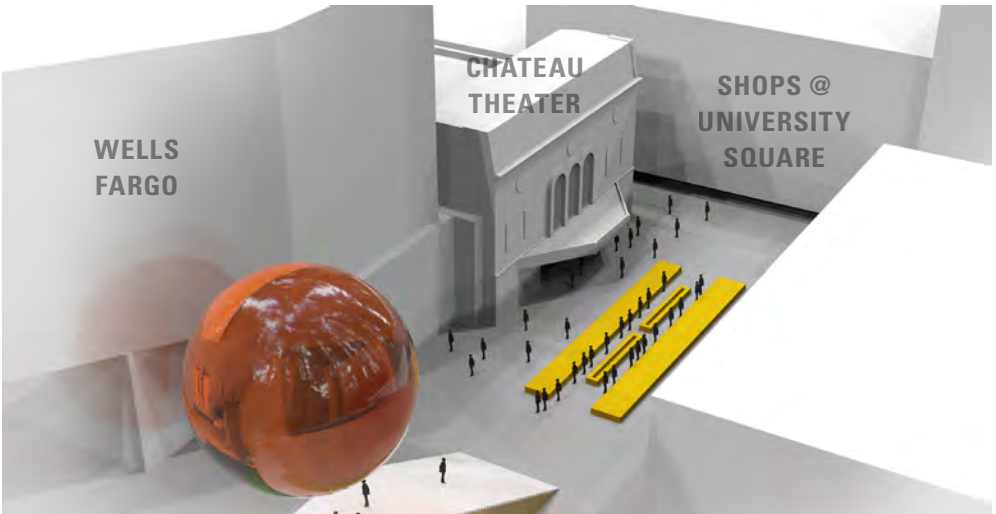
RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

THEATER SQUARE TRANSFORMABLE SPACE FOR ANY EVENT

SUMMER FOUNTAIN



WINTER FIRE TABLES



PERFORMANCE/EVENT



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

THEATER SQUARE EXISTING



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

THEATER SQUARE



HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

THEATER SQUARE

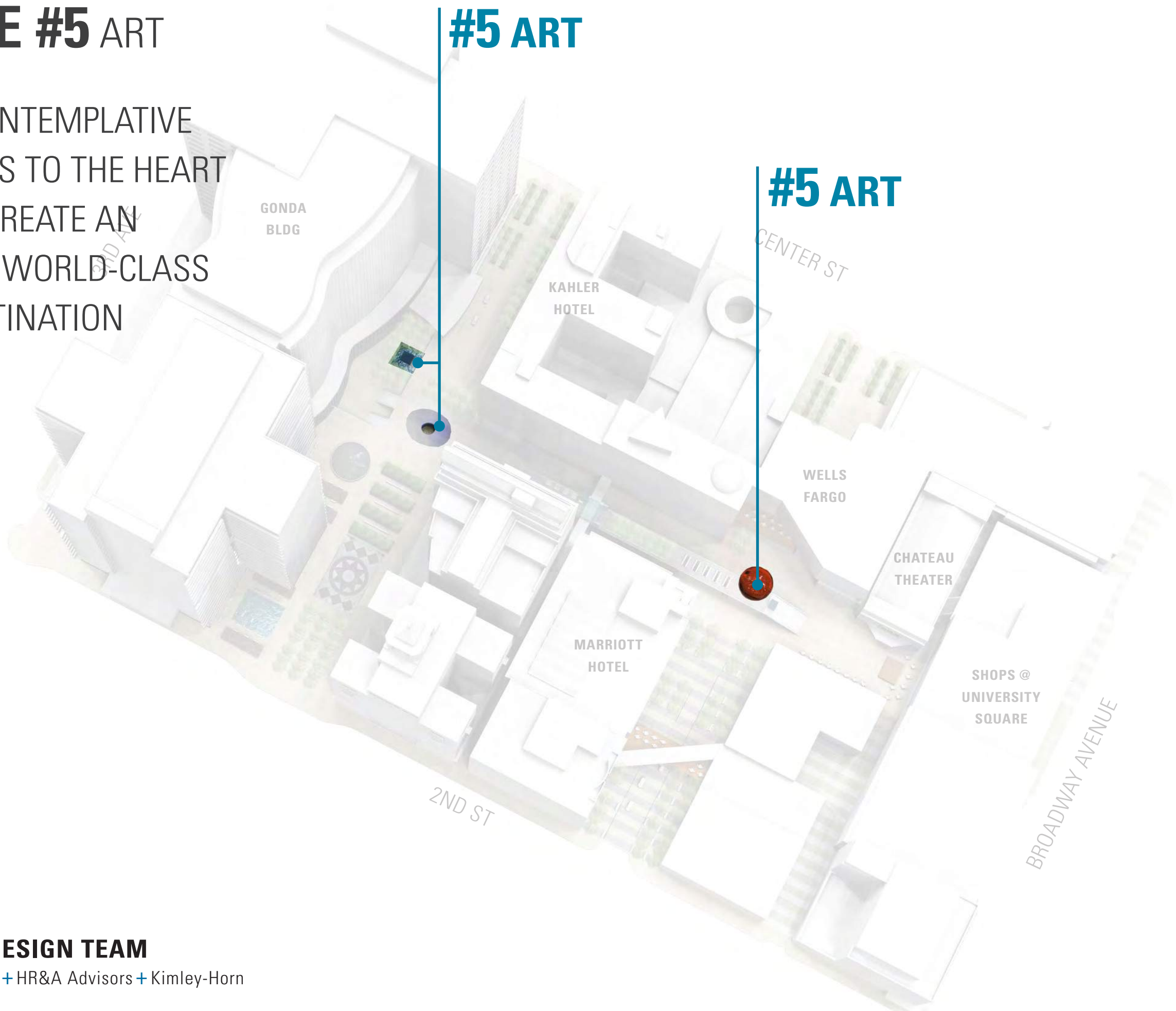


HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

INITIATIVE #5 ART

INTERACTIVE, CONTEMPLATIVE
ART AS MAGNETS TO THE HEART
OF THE CITY TO CREATE AN
AUTHENTIC AND WORLD-CLASS
ROCHESTER DESTINATION



#5 ART

#5 ART

HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

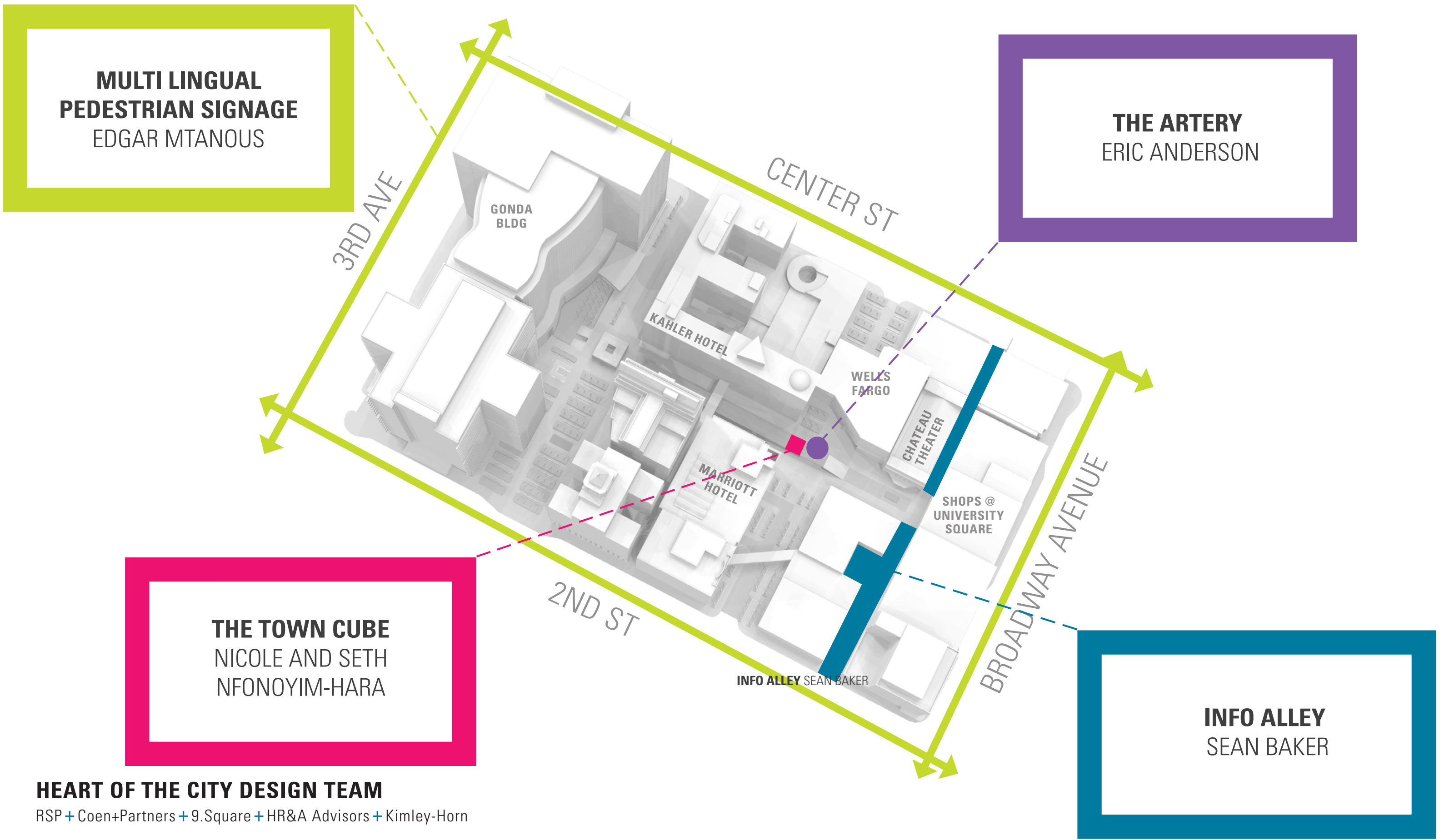


ICONIC ART



**DESTINATION
ART**

PROTOTYPERS POTENTIAL COLLABORATION





MAKE IT ROCHESTER

Richard Freese, City of Rochester

Short & Long-term Transit and Transportation



DMC

TRANSPORTATION
INFRASTRUCTURE
PROGRAM MANAGEMENT



Integrated Transit Studies (ITS)

Real Estate Development and
Investment Summit

May 4, 2017

J8614

Transportation Principles For DMC

1. Make it easy, affordable, and convenient for people from southeast Minnesota and around the World to get to downtown Rochester.
2. Bring 30% of the workforce to downtown Rochester on transit by 2035
3. Create a park-once downtown environment connected by a frequent downtown circulator
4. Build shared-parking prioritized for economic development
5. Create world-class streets, designed for People

Transportation Principals for DMC

6. Create an exceptional place for healthy, human-powered transportation
7. Form a downtown Rochester Access Authority
8. Invest in sustainable transportation infrastructure and programs that reduce the ecological footprint of the City
9. Use DMC funding to leverage public and private transportation infrastructure funding
10. Establish and maintain a transportation network that is accessible and inclusive to people of all ages, abilities, and states of wellness

Existing Employment

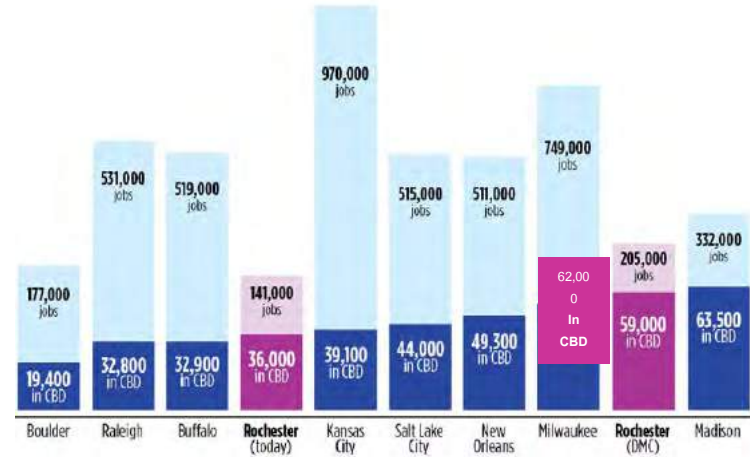
	DMC/Downtown Rochester		City of Rochester
Health Care and Social Assistance	81%	Health Care and Social Assistance	46%
Accommodation and Food Services	6%	Retail Trade	11%
Public Administration	6%	Manufacturing	9%
Professional, Scientific, and Technical Services	1%	Accommodation and Food Services	8%
Retail Trade	1%	Educational Services	5%
Others	5%	Others	21%
Total	100%	Total	100%

Economic Sector Changes

Major Employment Growth by Sector

Employment Sector	Annual Average Growth 1980-2010	Annual Average Growth 2010-2040	Change in Annual Growth Rate	Total Growth 2010-2040
Health Service / Medical Science	851	854	3	25,600
Non Business Service	204	285	82	8,600
Hospitality	113	163	50	4,900
Retail Trade	143	152	8	4,500
Construction	50	108	58	3,200
F.I.R.E.	84	94	10	2,800
Business Services	77	84	7	2,500
Information Services	34	64	30	1,900
Government & Education	92	48	(44)	1,400
Manufacturing	(88)	25	114	800
Transp/Warehsg/Util.	21	25	4	700
Wholesale Trade	20	22	3	700

Downtown Employment Growth



The ratio of downtown jobs to the regional population is very high when compared to other US cities. This ratio is projected to increase further over the next 20-30 years and will result in a widening gap between workforce demand and working age residents.

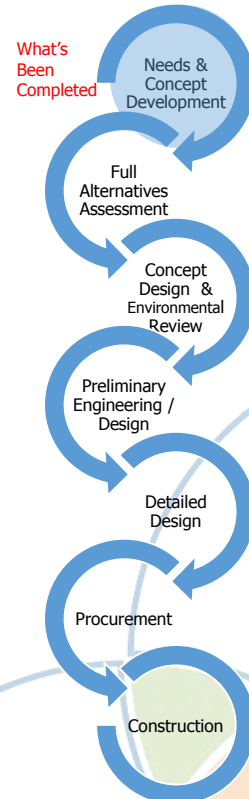
Source: DMC Development Plan

DMC Plan Mode Shift Goals

Mode	Current mode share	2035 Target mode share at minimum standards	2035 Target mode share with more capacity for growth and people
Drive alone	71%	50%	43%
Carpool	12%	14%	14%
Walk or bicycle	7%	13%	13%
Transit	10%	23%	30%

Integrated Transportation Studies

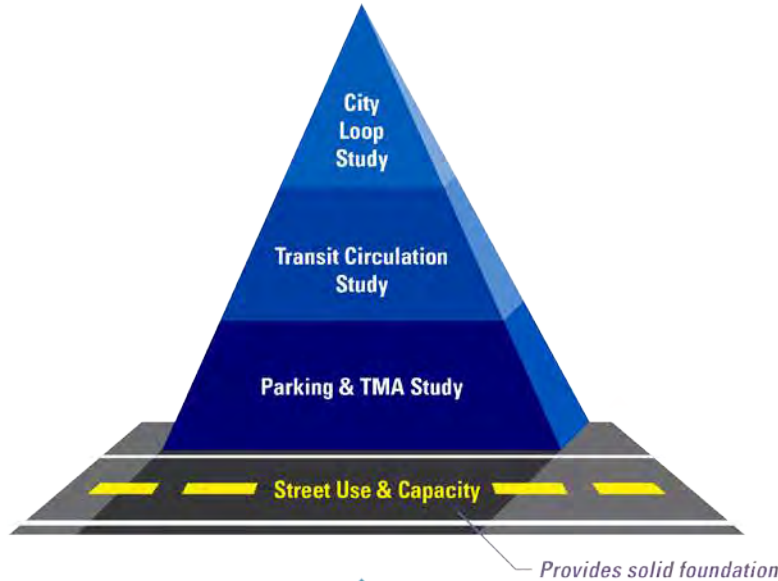
- Four Transportation Studies Underway
 - *Downtown Transit Circulator & Operations Study*
 - *Street Use & Operations Study*
 - *Parking & Travel Demand Management Study*
 - *City Loop Study*
- Purpose of this cycle of work is to validate & refine DMC Vision concepts with focus on feasibility of implementation & cost-effectiveness in context of overall District vision
- Studies will advance overall transportation program to point where work on developing individual projects can proceed



Integrated Transportation Studies

In a compact urban district all travel modes & services impact others and need to be considered jointly to achieve a successful outcome

Addressing each mode individually or on a project by project raises significant risk that projects or services will not work in concert to achieve vision



The alternative is to conduct independent studies without a solid base or connection.

*Each study works with and supports the related studies to create an **Integrated System**.*

*Result will be an **Uncoordinated System**.*

Study Overview

DMC Plan ESTABLISHED the Vision....Purpose of Studies is to advance EXECUTION of that Vision

DMC Plan an excellent example of identifying elements of a Subarea Transportation Plan

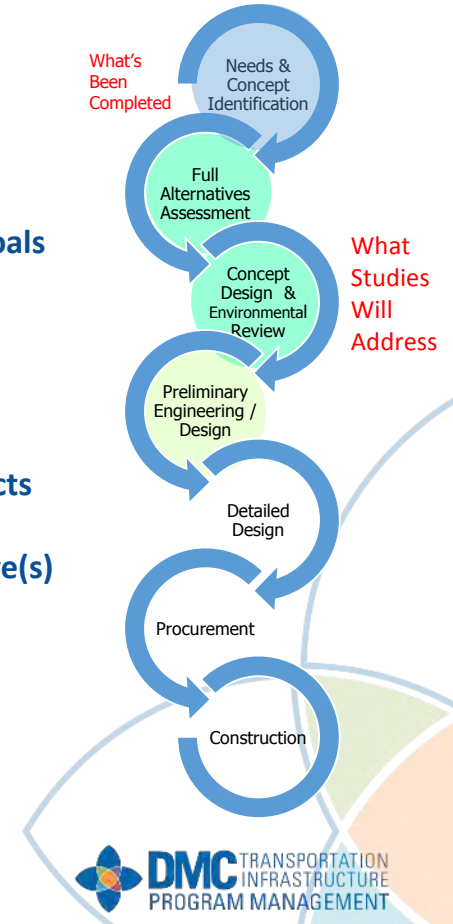
- Understanding of current travel / Understanding of future travel needs
- Goals and Objectives for Transportation reflecting Economic & Community Development Goals
- Identified Access & Mobility Problems / Potential Access & Mobility Strategies
- Completed High Level Assessment of Strategies
- Defined a recommended Transportation Concept and Scope addressing Objectives for the District

Additional steps as shown are needed to begin refining elements the Plan elements into Projects

Study work will lead the point of having officially recognized Locally Preferred Alternative(s)

Work will include

- Understanding of impacts and possible mitigation needs
- Understanding of constructability & financial feasibility
- Develop refined estimate of costs to use in programming dollars
- Help develop understanding of Coordination & Phasing Issues



Key Transit Circulator Work in ITS Study

- Study transit alternatives / changes at level of detail needed to enter FTA Project Development
- Analyze circulator operations under different operating conditions
- Analyze impact of shifting bus hub operations to 3rd / 4th Ave west of Gonda Building
- Assess combined impact of Circulator & Reservoir Parking operations on streets and properties outside of District
- Assess potential ramifications of circulator / peripheral parking on city bus operations
- Address issue of relocating regional commuter bus drop-off and layover parking

Key Street Use Work in ITS Study

- Assess street redesigns at concept engineering level
- Study impact of reducing travel lanes, increasing # of transit vehicles, intersection restrictions
- Assess possible business impacts relative to on-street parking, loading, visibility, pedestrian access
- Achieve stakeholder buy-in on proposed changes in individual corridors
- Confirm magnitude of traffic reduction needed
- Look at optimum phasing of projects
- Fully consider need / feasibility of new streets

Key Parking and TDM Work in ITS Study

- Parking Management
 - Develop a better understanding of demand by User Market
 - Identify potential location & possible actions to protect Reservoir Parking sites
 - Develop phasing or development guidelines for bringing peripheral parking online
 - Identify actions to implement key parking policies
 - Determine whether circulator service to peripheral parking is phased in first as lower cost bus-type service
- Travel Management Authority
 - Resolve preferred organizational structure / Delivery Model for TMA efforts
 - Develop Final TMA Business Plan
 - Create a TMA Pilot Program delivering customized programs
 - Foster Transition from Pilot to Permanent Program

Key City Loop Work in ITS Study

- Determine how City Loop would “Fit on the ground”
- Evaluate through community engagement process how residential and business owners opportunity for input on design and impacts within specific corridors
- Finalize alignment and design concept by district
- Prepare City Loop Design Book (appropriate materials, streetscaping, street hardware, etc)
- Address early federal project development requirements
- Identify opportunity / plan Pilot project

Integrated Transit Studies



Transit Circulation Study



Street Use and Operations Study



Parking and TDM Study



City Loop Study

Circulator Purpose and Need Statement

*The purpose of the Rochester Downtown Transit Circulation Project is to provide **high quality downtown public transportation service** for residents, commuters, businesses, patients, students, and visitors that will support the City of Rochester and DMC district transportation, economic development, and livability goals and substantially increase public transportation use downtown.*

Rochester Transit Markets

Mayo
passengers
between
St. Marys and
Downtown



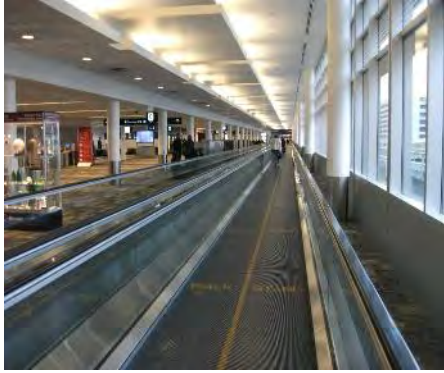
Peripheral
parking for
St. Marys and
Downtown
Employees



Internal circulation
within downtown
for employees,
residents, patients,
visitors and
students



Transit Modes – Elevated



Transit Modes – Surface

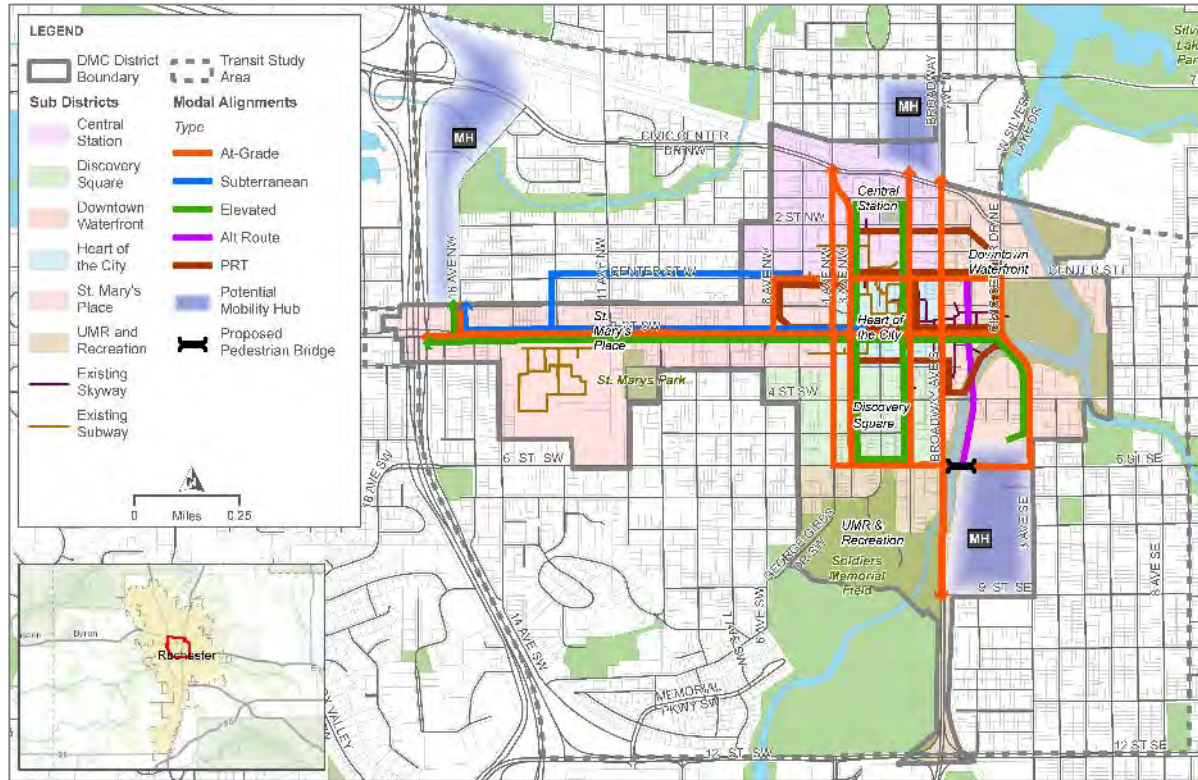


Transit Modes – Subterranean





Route Options



Integrated Transit Studies



Transit Circulation Study



Street Use and Operations Study



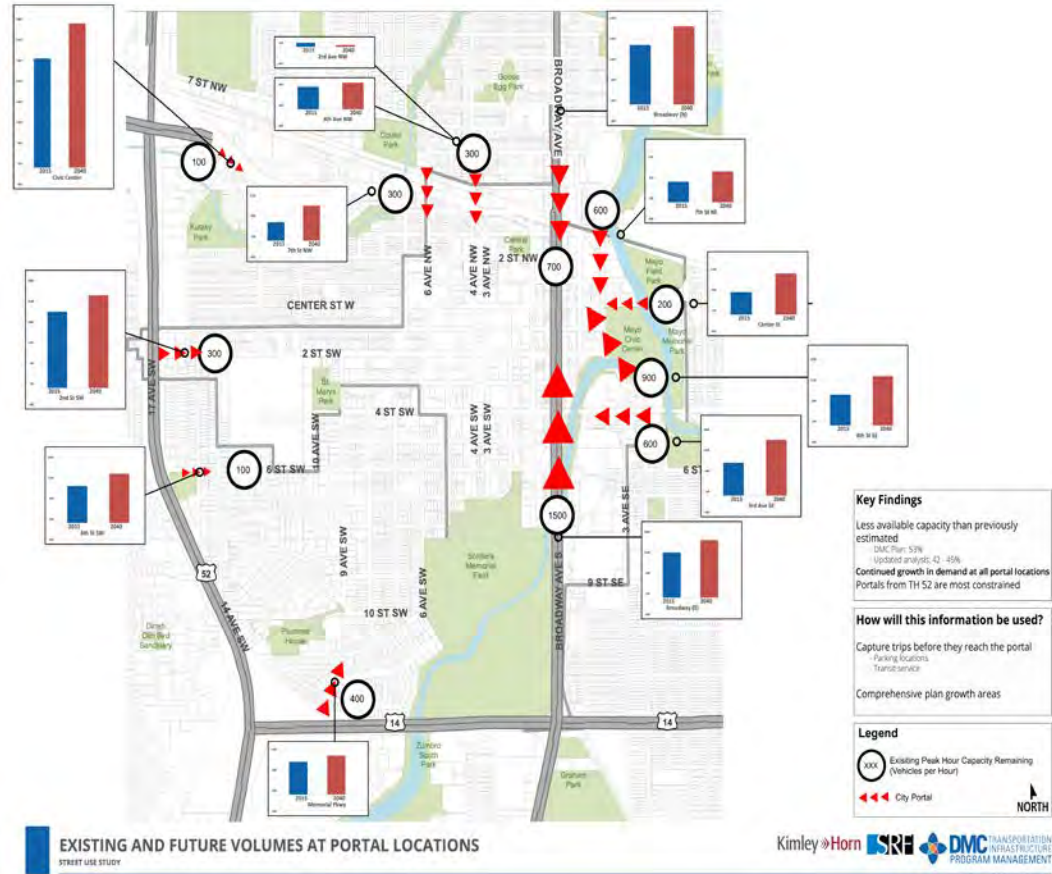
Parking and TDM Study



City Loop Study

Portal Capacity Update

- **Key Findings**
 - Less available capacity than previously estimated
 - DMC Development Plan 53%
 - Updated analysis 42-45%
 - Portals from TH 52 are most constrained
 - Inform parking locations and transit options



Integrated Transit Studies



Transit Circulation Study



Street Use and Operations Study



Parking and TDM Study



City Loop Study

Parking Policies

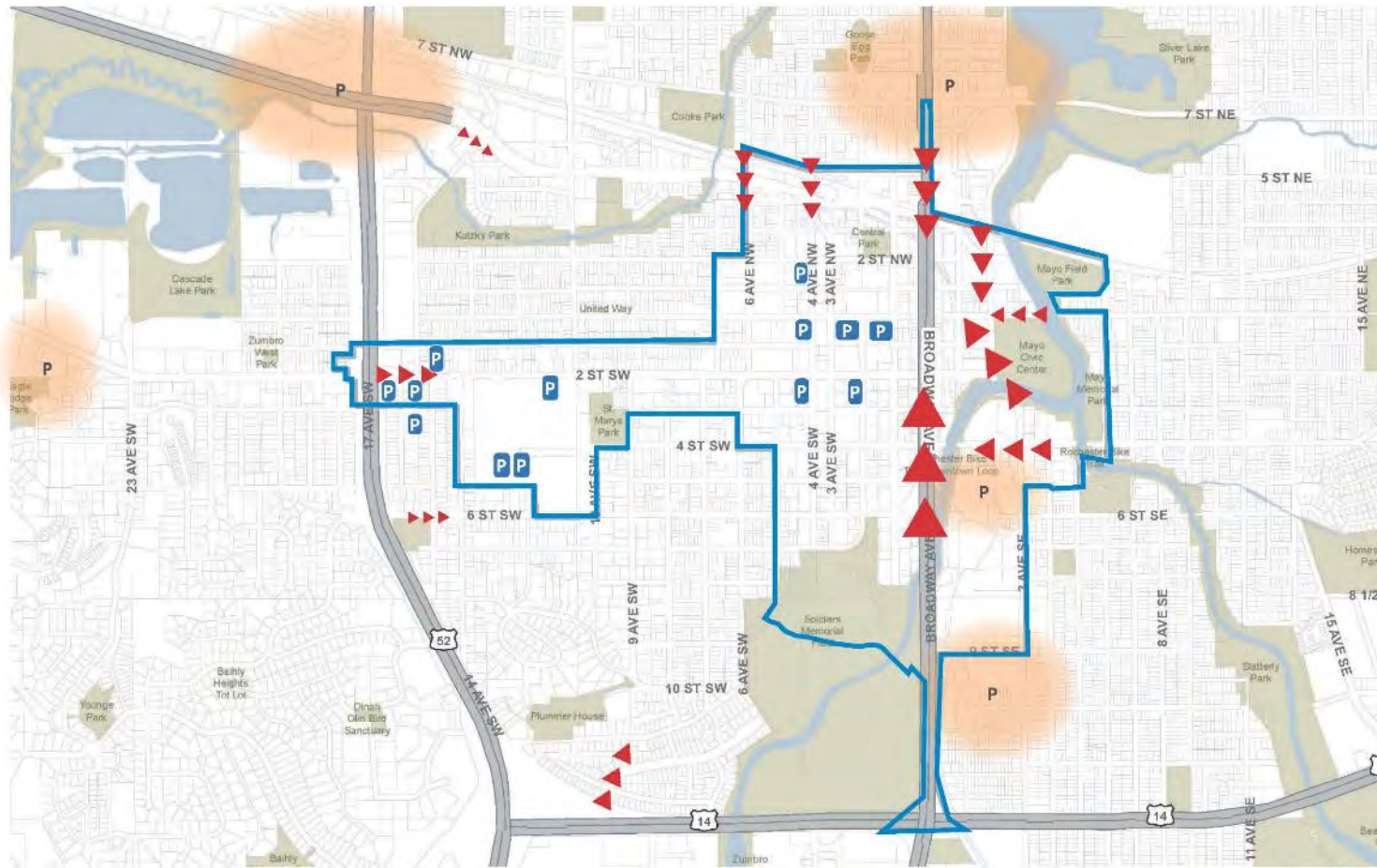
1. Maintain ownership of parking assets & grow the system
2. Set an expectation of a 5-to-1 return on parking investments
3. Strongly support the concept of “Shared Parking”
4. Leverage parking investment to support new development opportunities

Parking Policies





5. Support a consolidated parking management organization to promote effective and customer friendly parking and access management
6. Develop a robust parking planning function
7. Create a balanced and sustainable community access strategy
8. Promote a “Park Once” approach for downtown Rochester and integrate good urban design principles



Street Network / Portal Capacity / Parking Relationship



LEGEND

-  DMC District Boundary
-  Potential Future Parking Locations (locations shown are conceptual only)
-  Existing Parking Locations
-  Remaining Capacity at Key Portals

Parking / TDM Study Overall Approach

- **Emphasis on Access, not Parking**

- ☐ Access supports City's goals (especially economic development / health)
- ☐ Rochester needs the people, not their cars parked all day long

- **Transportation Demand Management (TDM)**

- ☐ Encourages access through programs/incentives that use multiple travel modes and make it easy to choose not to drive

- **Develop Modal Shift Targets**

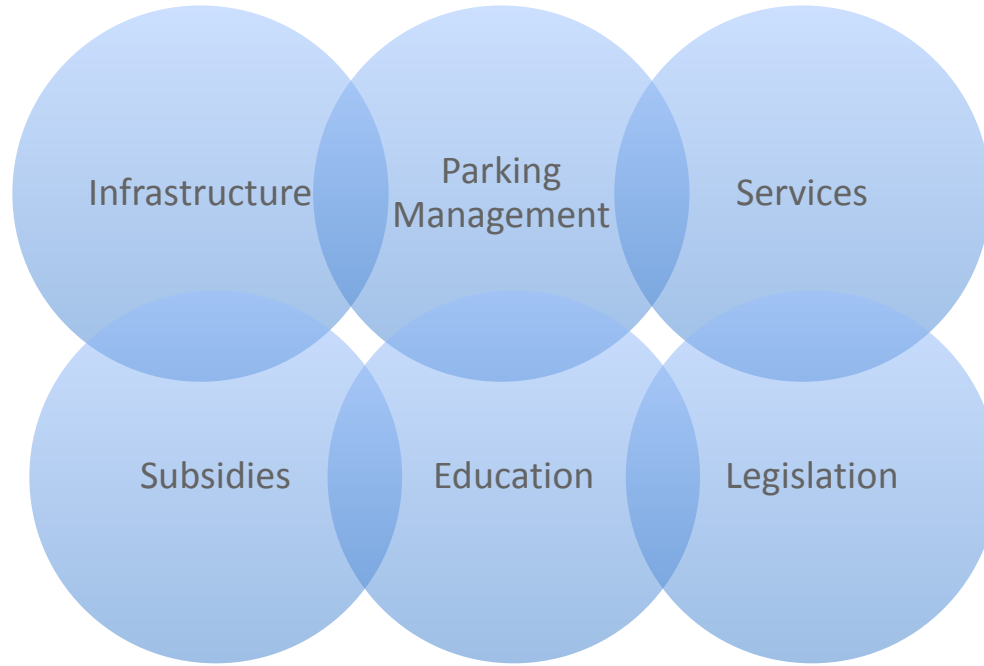
- ☐ Develop modal shift targets and program elements designed to achieve single occupant vehicle demand reduction goals



What is TDM?

A collection of strategies designed to reduce roadway congestion and demand for single occupancy vehicle travel while redistributing travel demand to alternative travel modes, times, and routes.

What is TDM?



Integrated Transit Studies



Transit Circulation Study



Street Use and Operations Study



Parking and TDM Study



City Loop Study

City Loop Purpose and Need

City Loop is an branded, accessible, high quality year-round walking and biking facility designed to promote health (physical and mental) and attract development.

Potential users: Rochester residents, downtown and DMC area employees, visitors, patients, and patient companions.

- Convenient and accessible to high activity areas in the DMC
- Connecting both energized and reflective places
- Recognizable as a key element of Rochester's downtown
- Welcoming to all users
- ADA accessible

Studies Findings to date:

DMC Plan remains a solid framework

- Current DMC marketing efforts are yielding success
- Development interest is exceeding our expectations for the first five years
- Development is occurring in a manner consistent with the DMC Vision
- Infrastructure planning is consistent with the DMC timeline

Studies suggest refinements

- Multiple circulator types may be needed to provide quality service to the variety of community needs and downtown employees.
- Peak hour congestion and rapidly diminishing capacity at downtown portals near Highway 52 suggests reconsideration of reservoir parking locations.

Studies suggest refinements

- Mayo has a comprehensive, well-run TMA in place serving 28,000 employees
- 12,000 current downtown employees are not served by any TMA

Therefore...

Studies suggest refinements

- Travel Demand Management will be a critical element to address traffic and parking needs. We have conducted surveys with downtown employers and employees to determine how best to tailor a program to meet Rochester's needs.
- A TDM Advisory Committee has been established
- Downtown City employees to take part in Pilot Program

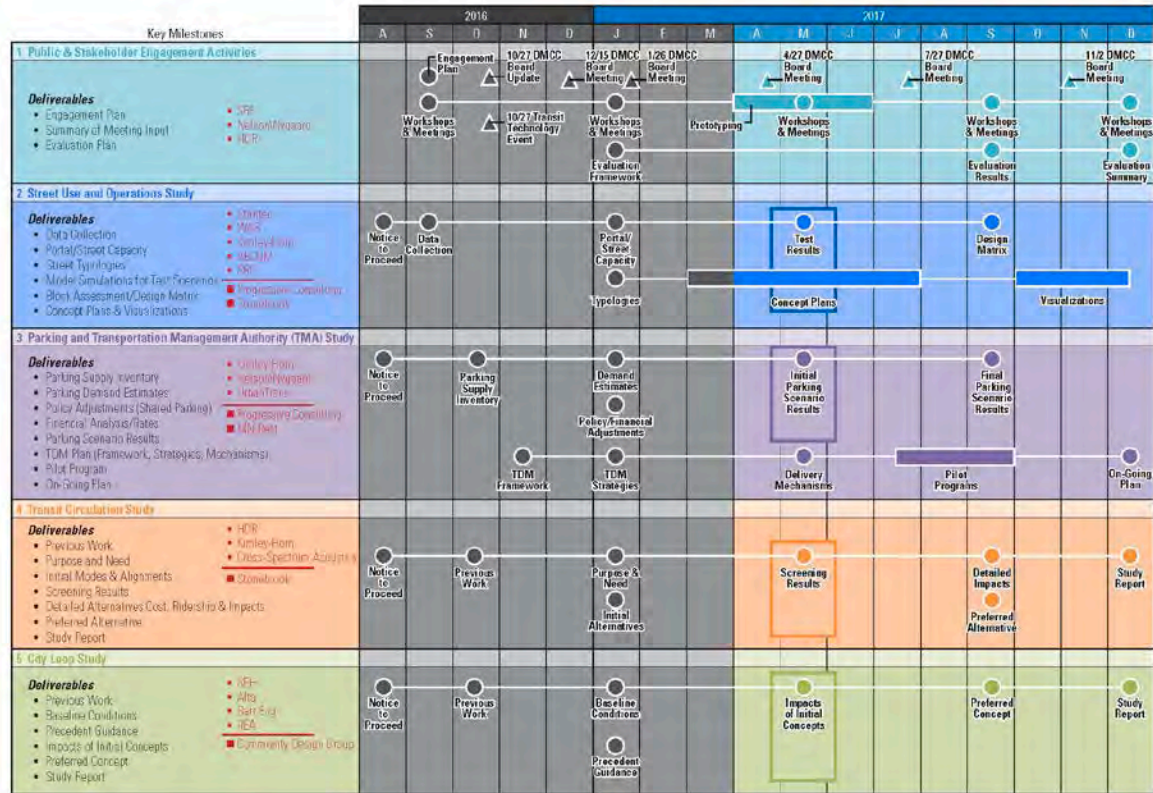
Studies suggest refinements

- The City Loop holds potential to be a transformative element for downtown Rochester – adjustments are being made to improve accessibility for those with limited mobility and incorporate restorative healing opportunities identified in the Heart of the City planning.

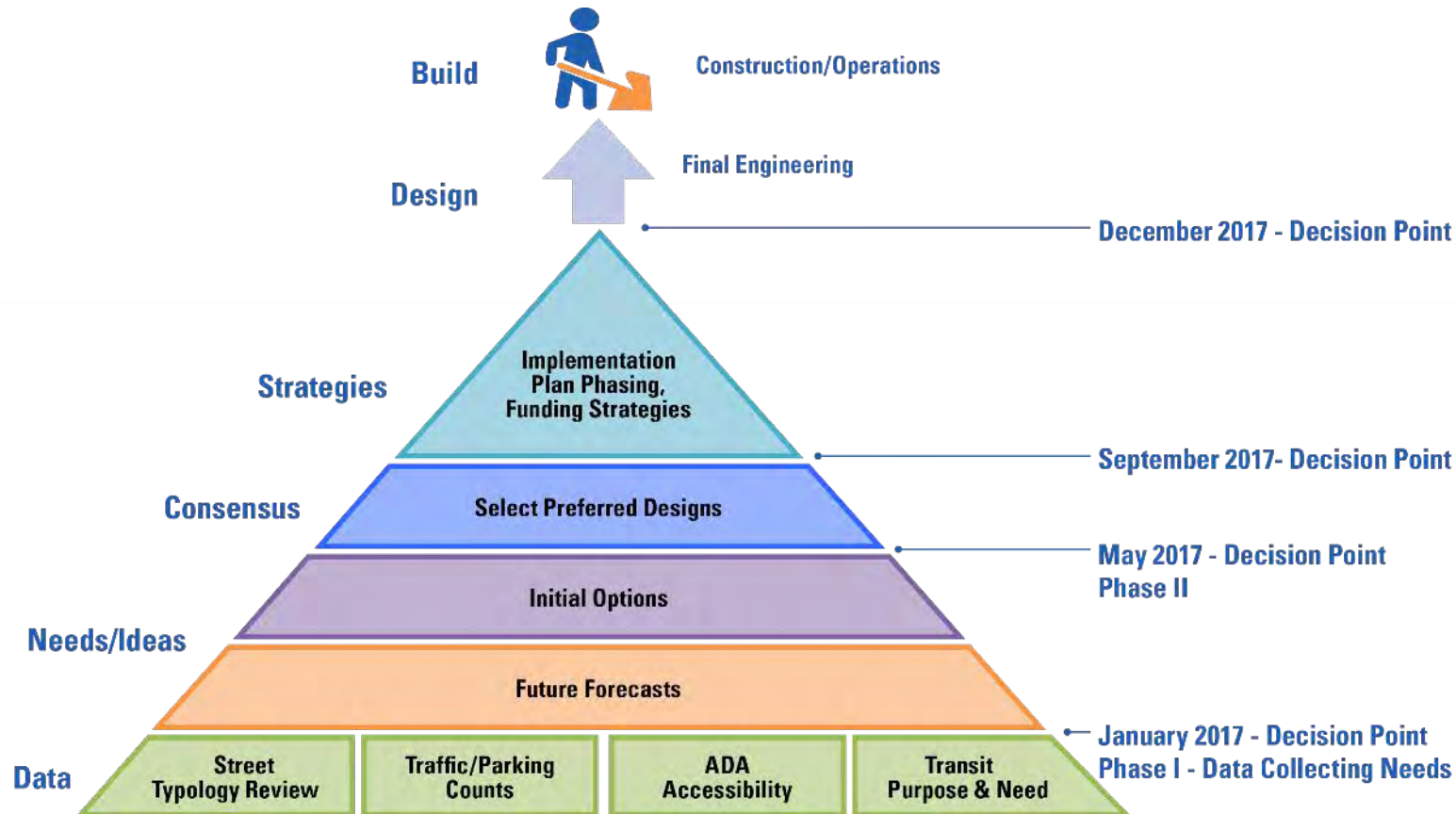
TDM Stakeholder Recommendations

- More transit service outside peak hours, on-time performance and greater convenience
- A single online portal or application where people can see all their travel options
- Educational programs that help employers and employees understand their travel options and what transportation programs and services are available to them
- Incentives to encourage people to try travel options other than driving alone
- Better wayfinding to showcase not only where to go, but how far the walk is

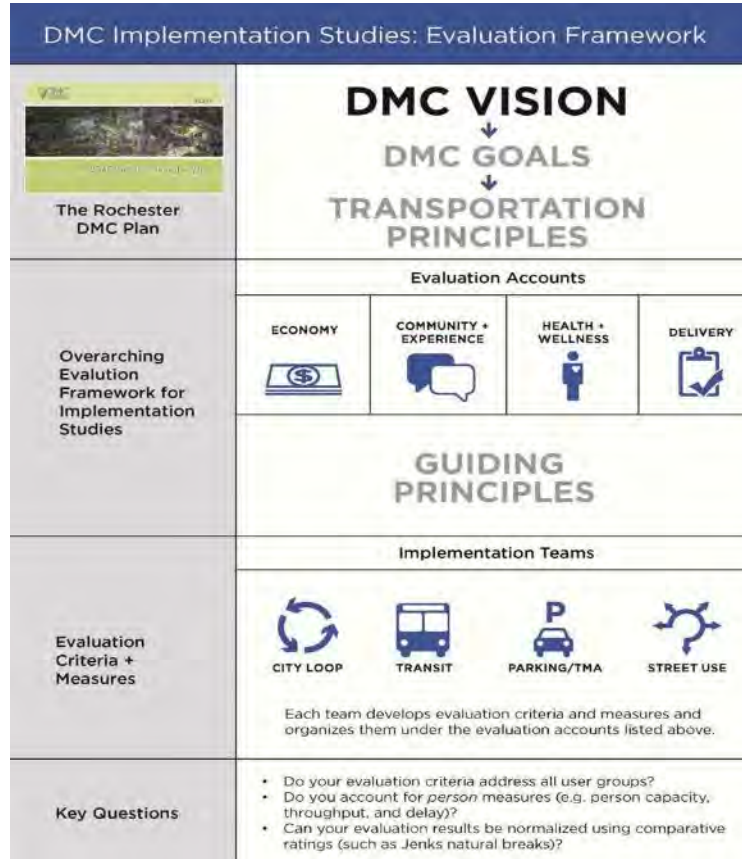
Milestones and Deliverables



Next Steps – May Milestones



ITS Evaluation Framework



Four accounts

ECONOMY



COMMUNITY +
EXPERIENCE



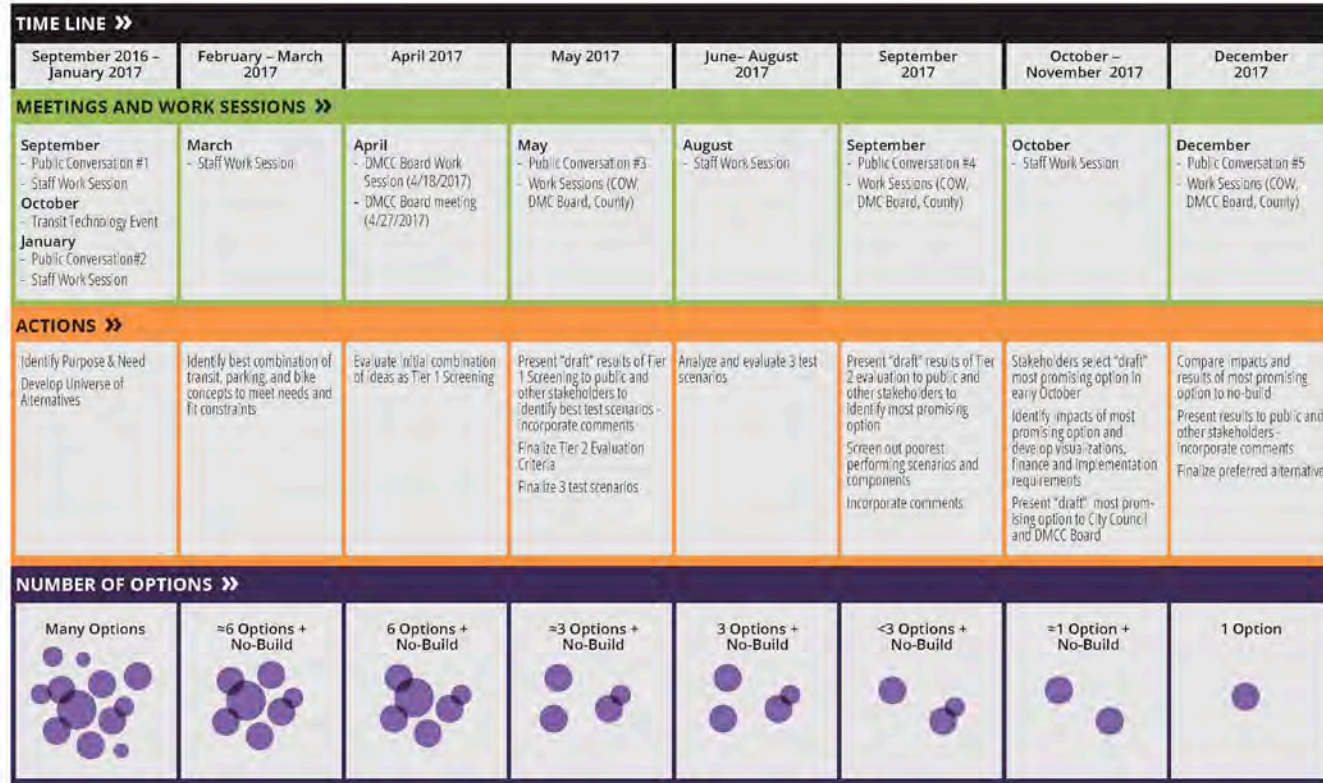
HEALTH +
WELLNESS



DELIVERY



Process to Develop and Evaluate Alternatives



Our continued focus

space required to transport 60 people



car



bus



bicycle

(Poster in city of Muenster Planning Office, August 2001) Credit: PressOffice City of Munster, Germany

Questions & Answers

