

KELLOGG ROAD STUDY AREA AT A GLANCE

Kellogg Road serves as a 0.6-mile connector between residential development and commercial areas. It provides direct access to NYS Route 8, is traversed by Sauquoit and Palmer Creeks, and located within the Sauquoit Creek Basin floodplain.



POPULATION

7,100 residents live in the Kellogg Road Study area



RESIDENT DEMOGRAPHICS

Median age: **40.6 years**

Median household income: **\$99,397**

Mobility Impaired: **8.5%**

Residents with no vehicles: **1.3%**

Residents that are office workers: **72.0%**



GEOGRAPHIC AREA

The study area encompasses the entirety of Kellogg Road from Oxford Road (western terminus) to the Oneida Street intersection (eastern terminus).



STUDY AREA CONCERNS

Traffic congestion

Pedestrian safety

Bicycle safety

Truck traffic

Stormwater management

Lack of access to trails and parks

KELLOGG ROAD STUDY PROCESS

Phase 1: FALL 2022 & WINTER 2023



PURPOSE

To foster improved connectivity, safety, and efficient transportation within the study area. Assess the conditions and begin the public engagement feedback loop.



TECHNICAL ACTIVITIES

- Various types of data collection — along with formal and informal observations — to measure and access such things as speed, crash types, traffic counts, health assessment, utilities, pedestrian and cyclist activity, vehicle turning movements, environmental conditions, and air quality
 - Analysis and summary of the current status of the study area to be incorporated and serve as the baseline data
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PUBLIC INVOLVEMENT ACTIVITIES

- Public Survey #1 focused on identifying concerns and opportunities; with 705 responses
- Steering Committee formed with local elected and government staff to inform of local concerns
- Door-to-door and direct mailing to inform people of the study
- Public Meeting #1, with approximately 50 people, where preliminary technical and survey data was shared

Kellogg Road Survey Discussion Appendix

A community feedback survey was created on January 22, 2023, that was designed for residents, commuters, and regular users of the Kellogg Road corridor. The purpose of the survey is to collect opinions from the public to identify important issues along Kellogg Road, understand the transportation priorities of the community, and incorporate the community's vision of a safer and more accessible roadway into the study. Survey responses were received between February 5th and March 15th, approximately two weeks following the first Kellogg Road public meeting.

The survey received 705 responses during the time that it was open. Responses were submitted utilizing a variety of public outreach tools such as direct mailings, in person meetings and social media. A postcard was mailed to 481 unique properties within or directly adjacent to the project area. The postcard had a QR code and web link to the online survey. In-person outreach efforts were conducted in the project area with flyers containing a weblink to the survey was distributed to businesses and commercial residential locations. The survey was also widely distributed by local elected officials, regional transportation partners, newspaper and online news agencies, and private social media posts.

Characteristics of Kellogg Road Travelers

A review of the survey results found the age of the respondents tended to trend highest among elderly and middle-aged adults. The age group providing the highest frequency of responses to the survey were those over the age of 65 years old (27.2%). This is followed by individuals between the ages of 45-54 (21.2%), 35-44 years old (19.5%), and 55-64 years old (18.7%). Inversely, just 13.5% of all respondents were under the age of 35.

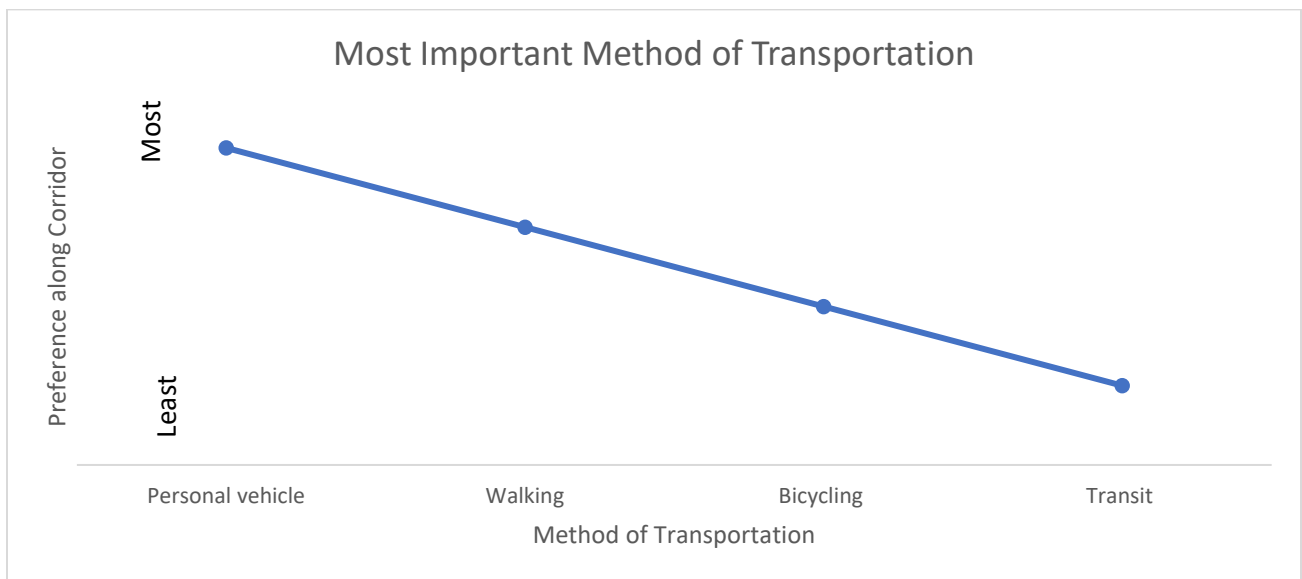
The age of the respondent population corresponds with the response to the survey that the person had many years of experience utilizing Kellogg Road. Among the 674 respondents (95.6%) who indicated that they are regular users of Kellogg Road, 77.8% reported having used Kellogg Road for over 11 years. Just 9.5% of regular users have been utilizing Kellogg Road for less than 5 years and 12.6% of users for between 6 and 10 years.

Existing Preferences and Uses of Kellogg Road Travelers

Respondents indicated in the survey that under the current roadway conditions, there is a large preference for the use of vehicles to navigate Kellogg Road. Nearly half (48.9%) of respondents drive their single-occupant vehicle more than five days a week, with another 29.4% driving their vehicle 3-4 days per week. In total, 97.1% of respondents chose to drive a vehicle through Kellogg Road at least once throughout the week. Regarding shared motorized vehicle experiences, 63.5% of respondents chose to carpool at least once a week, while less than 1% utilized the bus for transportation. The preference for vehicles on Kellogg Road under the current roadway conditions is reaffirmed in other questions throughout the survey where most

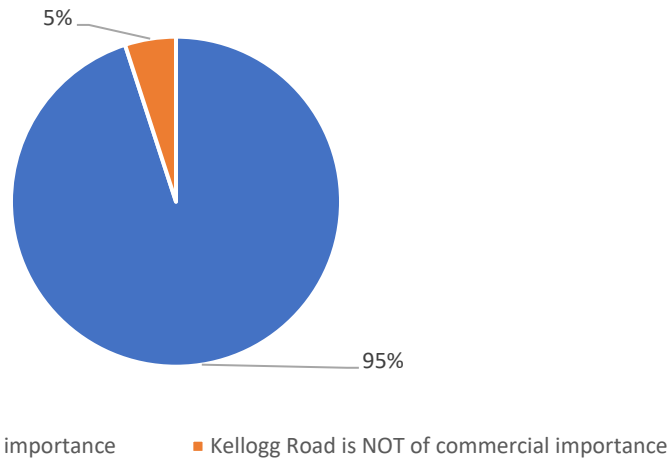
respondents (84.3%) indicated that their personal vehicle is the most important transportation method to them for use on Kellogg Road.

Compared to the usage of motorized vehicles, there is less of a preference for walking or alternative forms of transportation under the current roadway conditions. Respondents reported walking or utilizing a mobility assisting device along the corridor at least once per week 15.8% of the time, and 9.7% of respondents utilized a bicycle or scooter at least once a week. In a similar trend, just 10.2% of respondents later in the survey stated that walking was the most important means of transportation along Kellogg Road for them personally. 35 respondents had left comments within this section of the survey, in which at least 13 indicated that Kellogg Road was a part of their regular running or jogging route and was frequently listed as a challenge to traverse due to pedestrian safety and accessibility concerns.



Almost all respondents (95%) highlighted Kellogg Road’s commercial importance by indicating the most frequented reason for using Kellogg Road was to run errands such as grocery shopping, access the pharmacy, or complete other necessary tasks. The percentage of respondents who use the corridor for other reasons drops by over 30% for other uses such as going to a restaurant (63.3%), going retail shopping (52.3%), and visiting family and friends (50.4%). The smallest usage of Kellogg Road was for the purposes of commuting to work (37.1%) or commuting to school (15.4%).

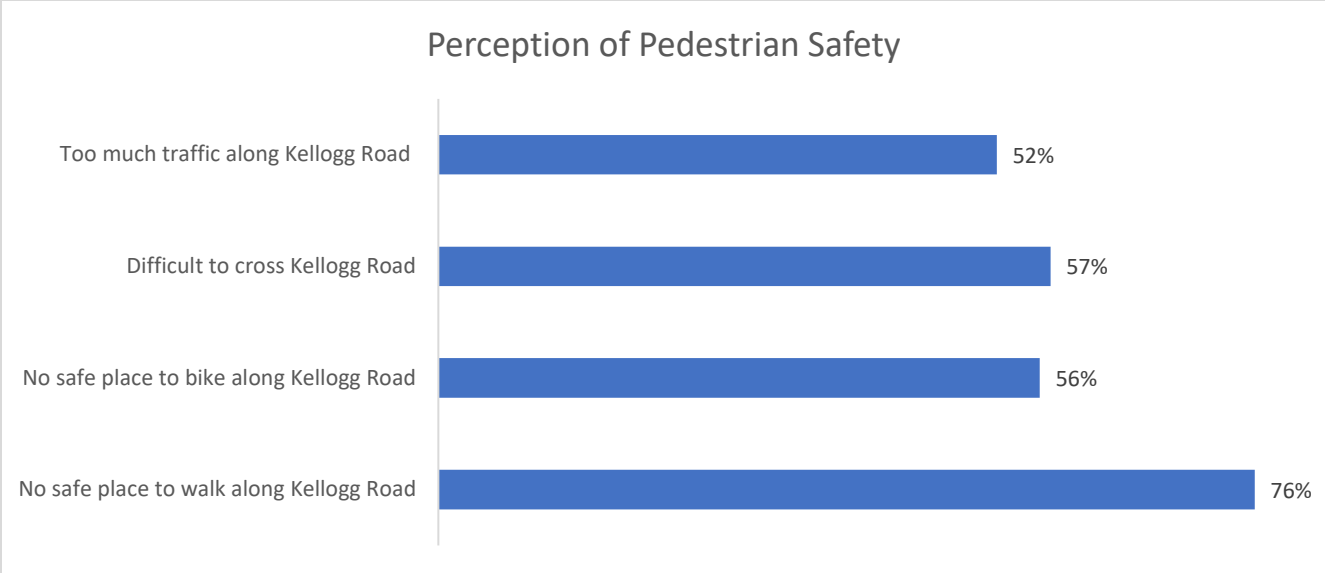
Commercial Importance of Kellogg Road



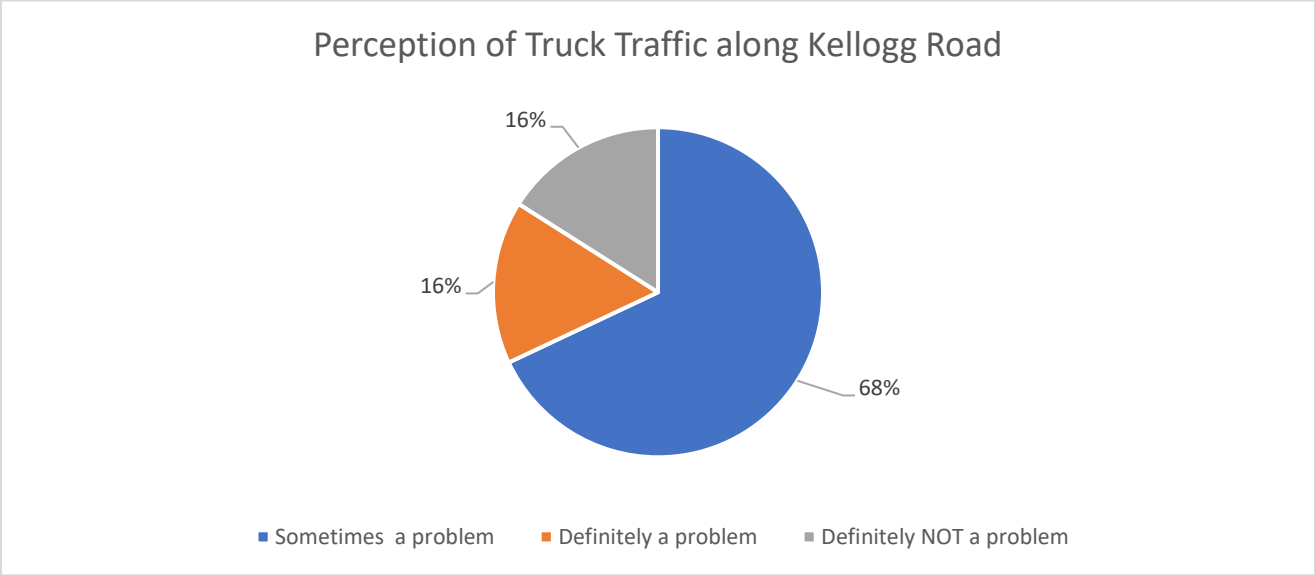
Concerns of Kellogg Road Travelers

Survey respondents traveling on Kellogg Road have a shared perception that the roadway is generally unsafe for pedestrians and bicyclists. When asked how safe users of Kellogg Road would feel if walking or biking on the corridor, the level of safety was ranked at a 2 out of 10. On a separate question in which respondents were asked to rate pedestrian mobility/walkability in the Kellogg Road Neighborhood from one (very difficult to walk/access) to four (extremely walkable/accessible), respondents provided an average of a 1.2 rating. More specifically, respondents found parks, trails, and other recreations to be the least accessible (60.3%) from Kellogg Road, followed by work (53.7%), and school (46.2%).

Regarding traffic concerns more broadly, there were a number of potential issues that respondents felt accurately applied to Kellogg Road. The main concerns were there is no place to walk safely (75.9%), followed by difficulty crossing the road (56.5%), and no place to safely bike across the road (55.9%). Inversely, just 12% of respondents indicated there was no place that they wanted to go within walking distance. The results suggest Kellogg Road hosts a wide variety of commercial and recreational venues, but they are difficult to access.



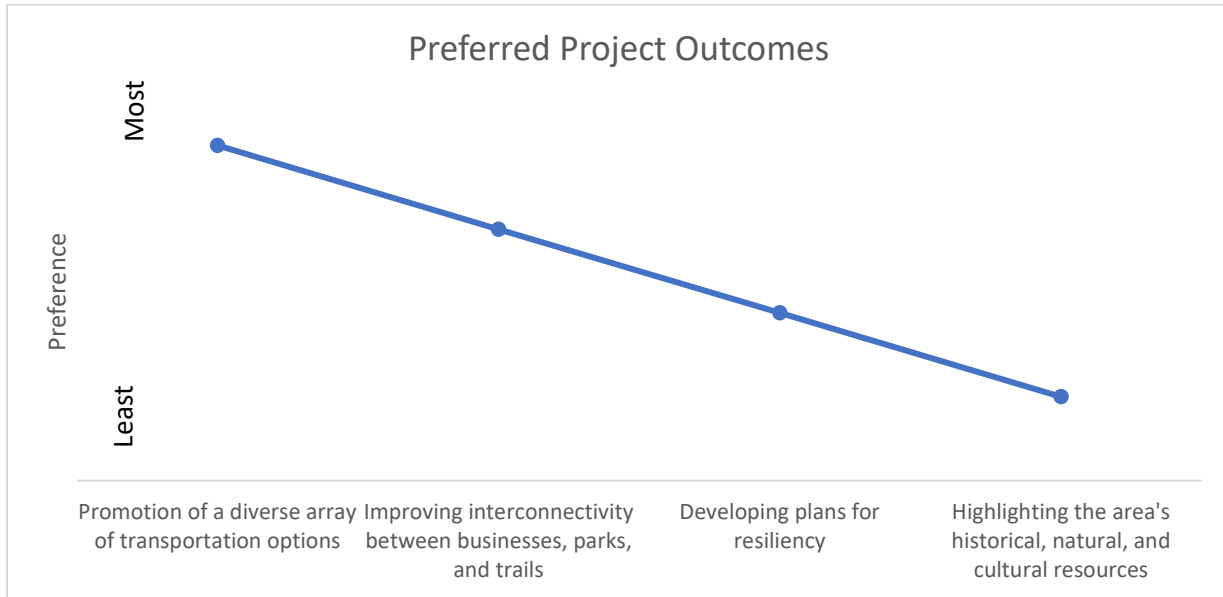
The survey also touched on the topic of commercial truck traffic, as this is frequently cited as a major point of discussion in areas with large amounts of commercial development. When asked if respondents thought commercial truck traffic was a problem along Kellogg Road, 75% of users indicated commercial truck traffic is a problem at least some of the time. However, most residents did not highlight this as a consistent or well-defined problem, as only 16.2% stated commercial traffic was definitely a problem, while a similar 15.6% said it was definitely not a problem.



Suggested Improvements and Outcomes from Kellogg Road Travelers

Respondents were provided an opportunity to rank a number of high-level conceptual project outcomes on a scale of one to five, with one being the most important outcome. The possible outcomes include: the promotion of a diverse array of transportation options, providing a sense

of place, improving interconnectivity between nearby community assets, creating additional climate and flood resiliency measures, and highlighting historical and cultural resources. The most frequently number one ranked outcome was the promotion of a diverse array of transportation options that are safe for bicycling, walking, running, public transit, and/or vehicles (53.39%). This is followed by improving interconnectivity between businesses, parks, and trails (35.75%) in rank two, and developing plans for resiliency (30.39%) in rank three. The least important outcome, with 62.44% of respondents ranking it at a five, was highlighting the area’s historical, natural, and cultural resources.



When prompted to prioritize the specific improvements respondents would like to see along Kellogg Road, there was a notable preference for pedestrian-accommodating roadway improvements. Specifically, respondents were most interested in sidewalks (81.9%), intersection improvements (74%), and wide road shoulders (60.2%). There was a lesser degree of enthusiasm regarding bicycle infrastructure, as 40.2% of respondents wanted to see bike lanes added. Placemaking elements such as street trees (32.5%), planters or hanging flowers (26.2%), pedestrian-scale streetlights (23.46%), and decorative banners (11.5%) were the least prioritized element for the corridor. Finally, bio-retention and rain gardens, which were included in part due to the known flooding concerns along Kellogg Road, were a priority by just 29.6% of respondents.

Finally, respondents were provided a list of less tangible improvements that could be made to the Kellogg Road neighborhood and prompted to choose what improvements they would like to see made. The most preferred improvement was to decrease traffic congestion in the neighborhood (66.3%). This is followed by accessibility and pedestrian improvements such as improved connectivity between parks and trails (42.1%), and the addition of non-vehicular transportation options (40.5%). Some respondents also wanted to see a reduction in the number of trucks traveling through the area (32.14%). As was evident from the responses to

other questions, there was a comparative lack of interest in placemaking components such as street trees (27.9%), additional public recreational spaces (17.8%), and more event spaces (9.6%), as well as a lack of interest in increasing bus transit options (14.4%).

KELLOGG ROAD STUDY PROCESS

Phase 2: WINTER & SPRING 2023



PURPOSE

To present possible design concepts, based on technical data and public comments from Phase 1. Obtain preferences and feedback from the public to refine the concepts and elements that will be progressed to the draft plan.



TECHNICAL ACTIVITIES

- Use technical data analysis and community input from Phase 1, along with industry best practices, to develop preliminary concepts and define key elements for Kellogg Road
 - Propose possible site-specific safety improvements, based on residents' concerns
 - Summarize technical information about the corridor, design concepts, and key elements
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PUBLIC INVOLVEMENT ACTIVITIES

- Public Survey #2 focused on visual and amenity preferences; with 158 responses
- Business stakeholders were identified, and short interviews were administered to 5 willing participants
- Public Meeting #2, held at two different times in the corridor, for people to talk with HOCTC about design concepts and elements

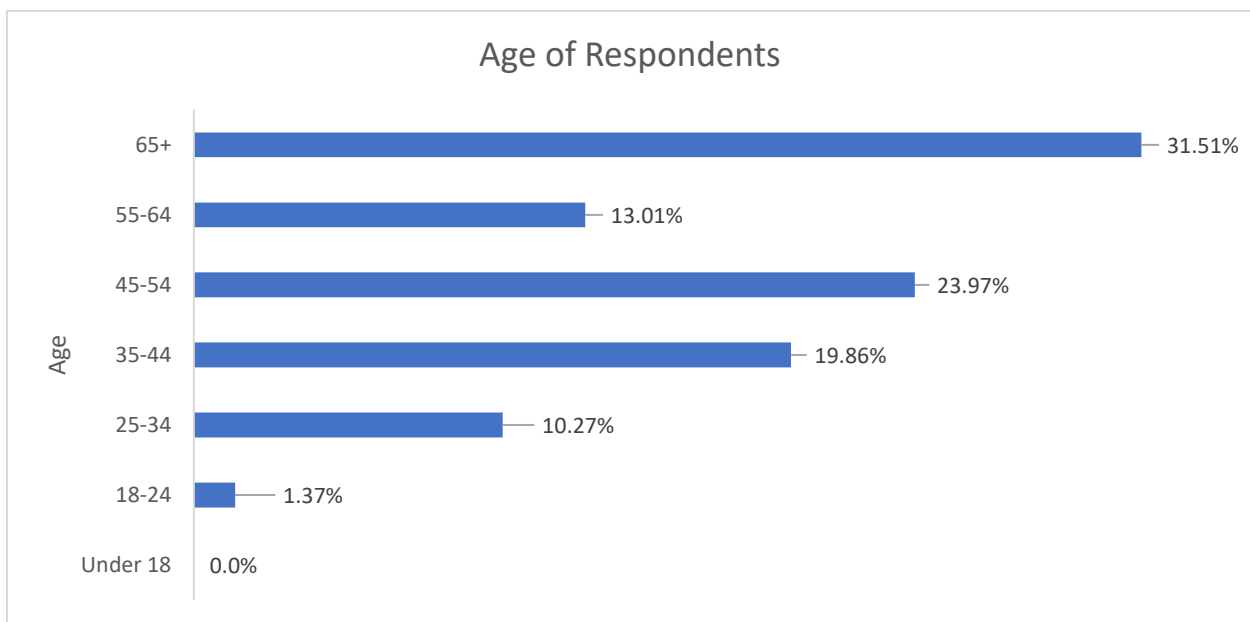
Kellogg Road Visual Survey Discussion Appendix

A visual preference survey was released on May 8, 2023 to get the opinion of residents, commuters, and regular users of the Kellogg Road. corridor regarding how they would like to improve their community's aesthetic, while taking safety into consideration. The purpose of this survey was to ask respondents to rate their preferences on a series of roadway elements that could impact the future physical design concepts for Kellogg Road. The survey was open from May 9 until June 7, 2023.

The survey received 158 responses during the time that it was open. The survey was open from May 9 until June 7, 2023. The survey was distributed at the second public meeting on May 22, 2023, and left open for two weeks following the meeting to allow for community participation. Responses were garnered utilizing a variety of public outreach tools such as direct mailings, in person meetings and social media. A postcard was mailed to 481 unique properties within or directly adjacent to the project area. The postcard had a QR code and web link to the online survey. The survey was also widely distributed by local elected officials, regional transportation partners, newspaper and online news agencies, and private social media posts.

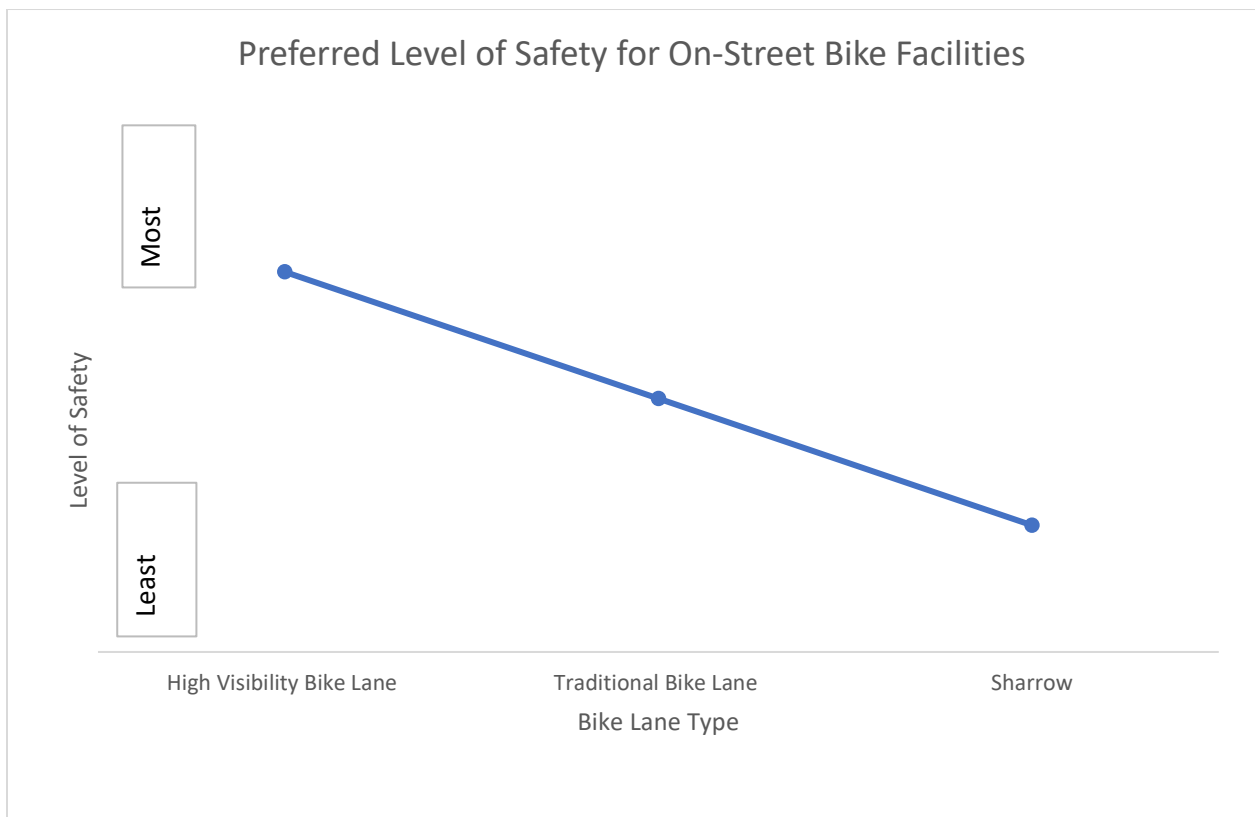
Characteristics of Kellogg Road Travelers

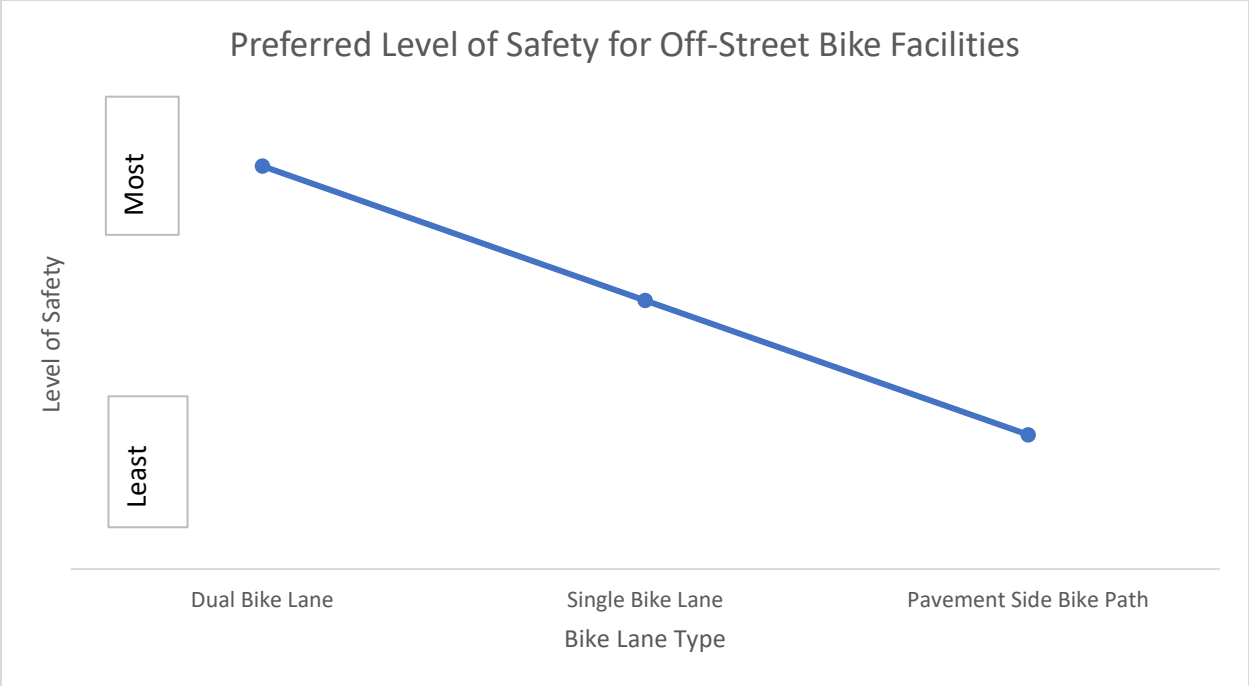
A review of the survey results found that a majority of respondents tended to be over the age of 65+ years old (31.5%). This is followed by individuals between the ages of 45-54 years old (24.0%), 35-44 years old (19.9%), 55-64 years old (13.0%), 25-34 years old (10.3%), and 18-24 years old (1.4%). No respondents to this survey were under the age of 18 years old. Almost all respondents reported themselves as regularly utilizing Kellogg Road for daily transportation (97.5%).



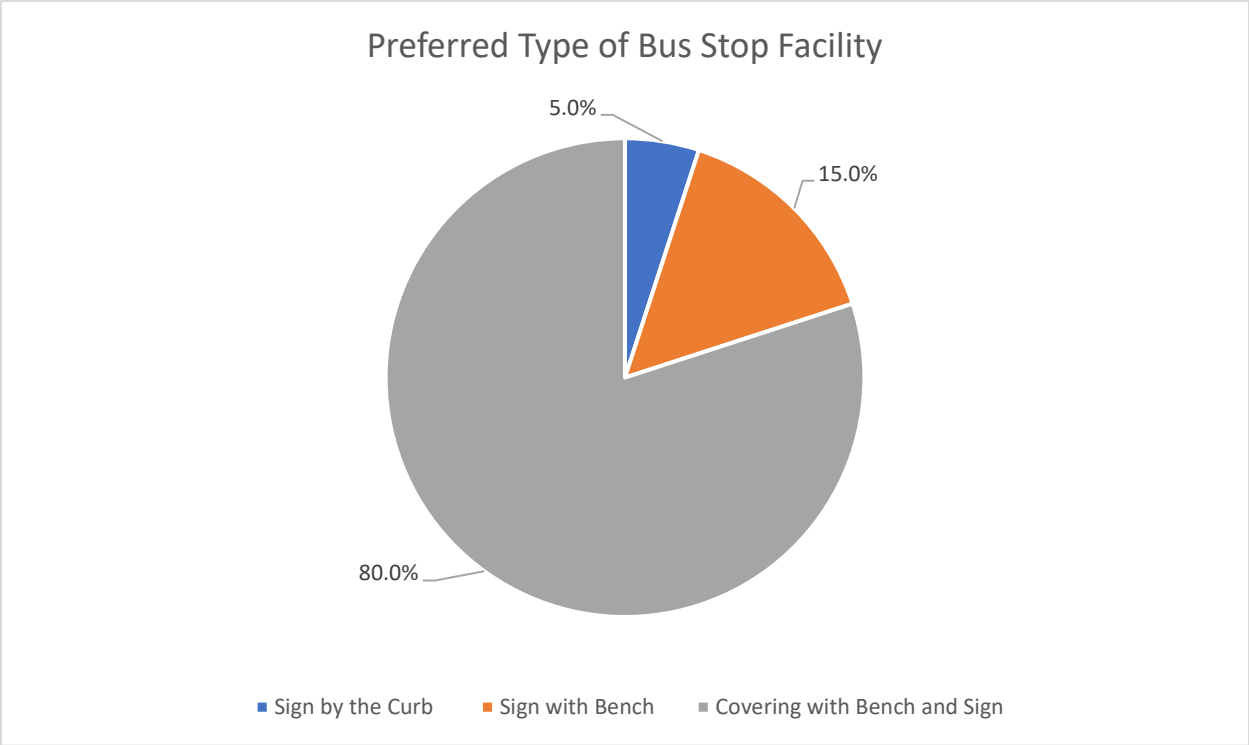
Existing Preferences and Uses of W. Chestnut Street Travelers

When participants were asked if they felt safe enough to ride their bicycle along the corridor, only 5.7% responded affirmatively, while the remainder were unsure or felt unsafe. It was clear that respondents preferred separated bike lanes with high visibility markings opposed to a sharrow or a bike lane delineated with only a white line. When asked to rank these options, 83.6% of respondents chose a high visibility bike lane as their first choice, 82.2% chose a traditional bike lane as their second choice, and 86.8% of respondents indicated that a sharrow was their last choice. When asked about the perception of safety regarding different off-street bicycle facilities, 47.3% ranked a marked bi-directional bicycle lane as safest while 45.7% of participants ranked a delineated single lane as safest. Nearly 73.6% of participants, the overwhelming majority, ranked a pavement side path for bicycles and pedestrians as the least safe.





When asked about what would best encourage an increase in the usage of public transit, participants generally agreed that a bus stop with a covering was the best option (80.0%), while 15.0% preferred a bench with a bus stop sign, and 5.0% preferred only a bus stop sign in the grass by the curb.

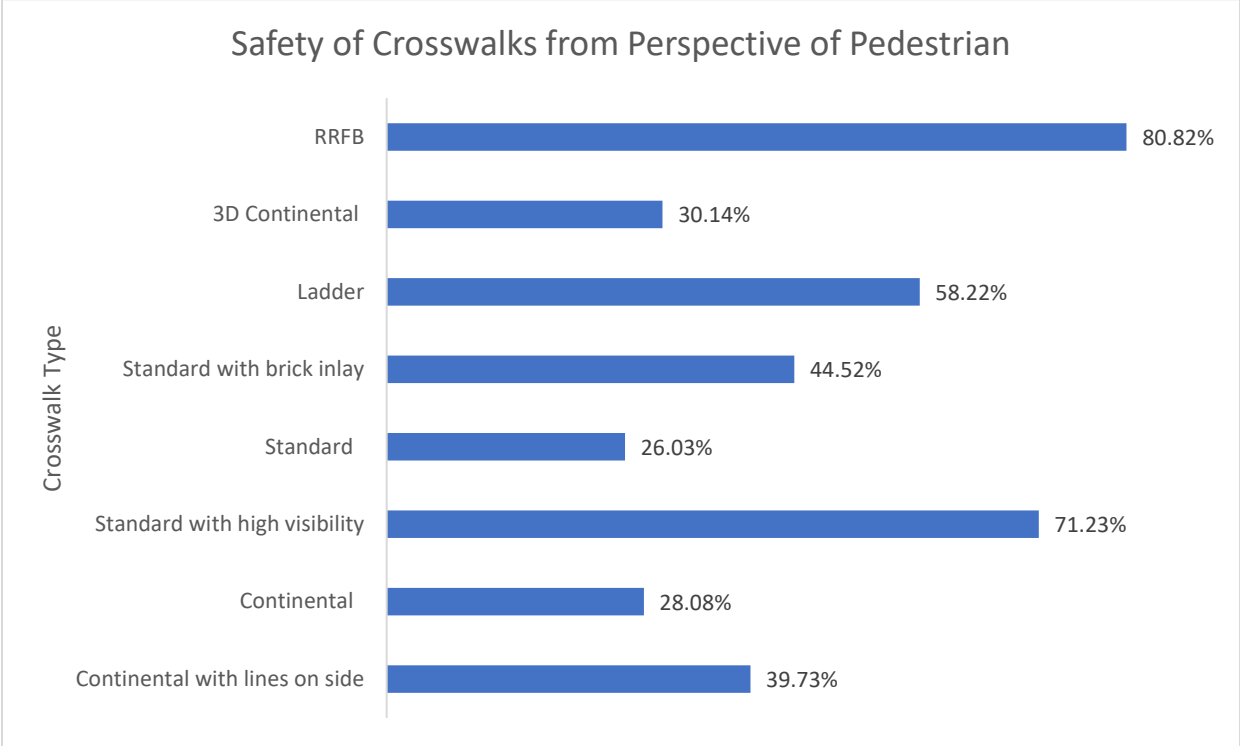


Participants were asked to evaluate their comfort level when crossing different intersections configurations from a scale of 1 to 10, 1 being the least comfortable and 10 being the most. When asked about more comprehensive a four-way intersection with protected bike lanes as well as both pedestrian and bike crosswalks, the average comfort level was rated to be a 3. The intersection design included bump outs and detailed crossing delineations, which may be unfamiliar concepts to residents as they are not as common in the area. This image showed a higher level of vehicular traffic and did not include turning lanes.

When asked about a mini-roundabout with no designated bike lanes or crosswalks, the average comfort level was also rated to be a 3. This could be partially due to the lack of safety features, including lane markings and protection for bicyclists.

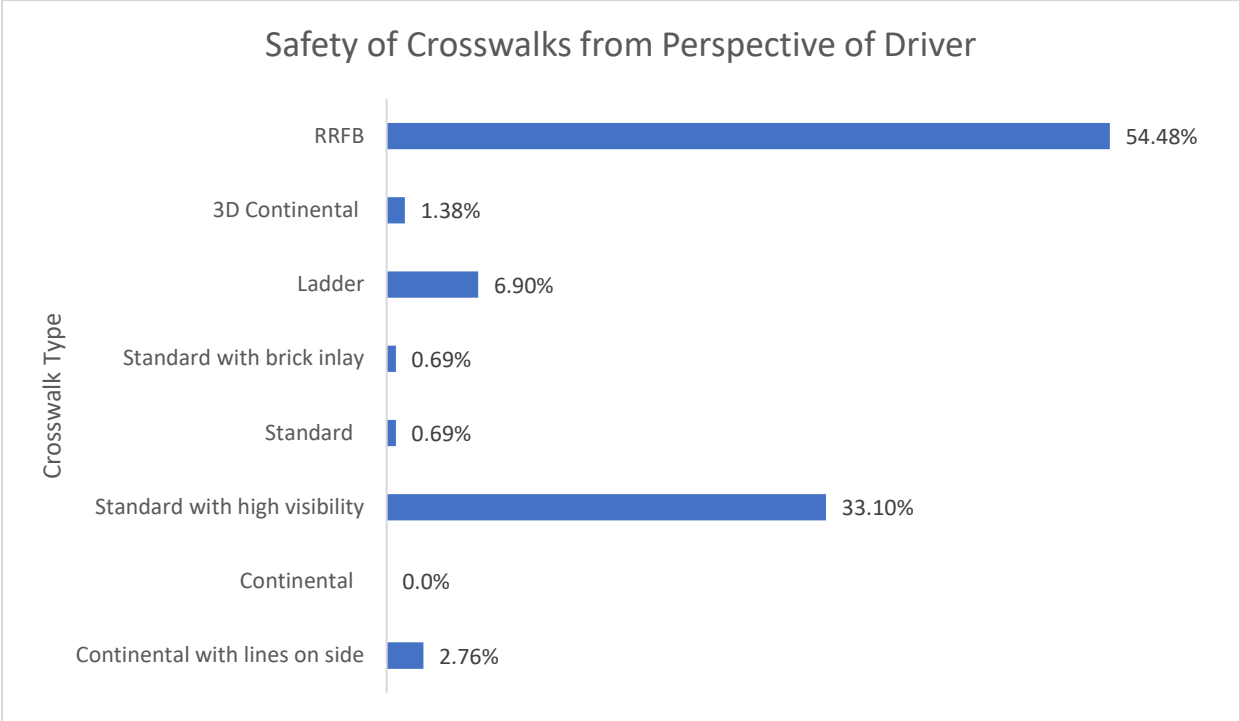
When asked about a highly delineated multi-mode friendly four-way intersection with a designated left turning lane and a pedestrian refuge island, respondents on average rated their comfort level to be a 4. This image was the highest rated intersection in the visual preference survey. It featured a plentiful markings on the roadway, delineating bike lanes, and pedestrian crossings. The higher comfort level may have been influenced by the presence of a pedestrian refuge island and pavement markings.

When asked about a single-lane conventional roundabout, respondents on average rated their comfort level to be a 3. While there were lane markings depicted in the image, there were no other safeguards for bicyclists or pedestrians.



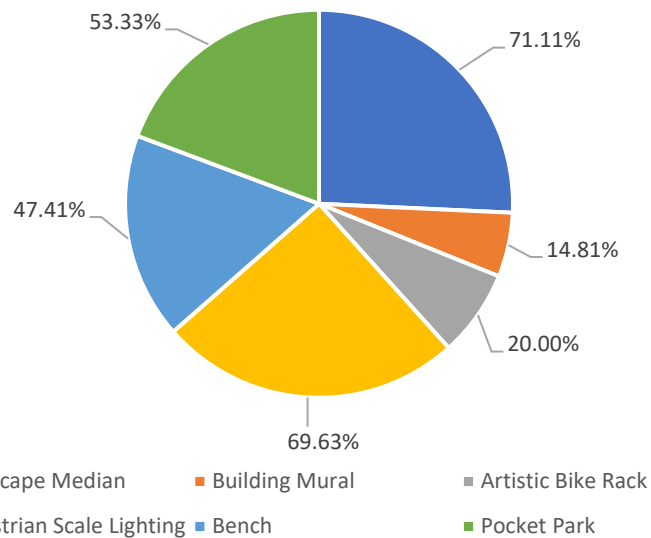
When asked about how safe respondents felt using different kinds of crosswalks, crosswalks supplemented with rectangular rapid flashing beacons (RRFB), textured or high visibility standard crosswalks, and ladder style crosswalks all scored highly. The continental-style crosswalk scored low, and the 3-dimensional paint did not impact the results of this crosswalk type. 80.8% felt an RRFB was the safest, 71.2% felt a standard crosswalk with high visibility marking was the safest, 44.5% felt a standard crosswalk textured with a brick inlay was the safest, and 4 in 10 respondents felt a ladder style crosswalk option was the safest. A consensus observed by the majority of respondents that the 3-dimensional continental crosswalk, a standard continental crosswalk, or a typical standard crosswalk were the least safe crossing types.

When asked about crosswalks from the perspective of a driver, respondents felt RRFB's and high visibility standard crosswalks were the safest. Less than 10% of drivers felt that all other options would encourage them to be more aware of pedestrians and drive more safely.



When asked about which placemaking features would be preferred within the community, respondents rated a landscape median the highest (71.1%). The next highest-ranking amenity was pedestrian-scale lighting (69.6%), followed by a pocket park (53.3%), a bench (47.4%), an artistic bike rack (20%), and finally a building mural (14.8%).

Streetscape Preference by Amenity



Participants were asked to rank public spaces to spend their time in on a scale from 1 to 10, 1 being the least likely and 10 being the most. Respondents did not have a strong preference for any of the public spaces in the visual preference survey. On average a pavilion, playground, dog park, and amphitheater were all ranked a 3. While the pavilion and dog park offer open space, the playground included slides, shrubbery, and benches. The amphitheater did not depict much landscaping, which is why it could've been rated a 3 instead of a 4. A highly landscaped, garden style park which included lots of outdoor space was rated to be a 4, the highest ranking out of all the options.

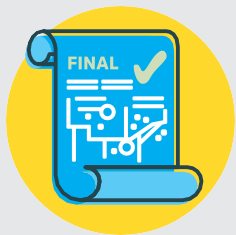
KELLOGG ROAD STUDY PROCESS

Phase 3: SUMMER 2023 & FALL 2023



PURPOSE

To present refined draft collection of concepts, elements, and recommendations (including cost estimates) to the public and tangentially, to local governments for review and acceptance.



TECHNICAL ACTIVITIES

- Draft a final plan that refines elements of some of the design concepts, using community feedback and best practices as guidance
 - Coordinate all aspects of recommended design with local governments, including implementation options and funding
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PUBLIC INVOLVEMENT ACTIVITIES

- Public Meeting #3 to present the recommended corridor plan and get community input
- Public Survey #3 to determine the level of agreement with the concepts and plan
- Small group presentations with stakeholders, as requested, to answer questions about the study recommendations
- One-month public comment period to gather feedback