

## **District Overview**

This section of the CEDS Update provides an overview of the projects and programs undertaken by G/FLRPC in the past year. Following the overview of the projects and programs, the socioeconomic conditions of the District are addressed. The data analysis is provided at the District level and at the member level where available.

### ***District Activity Review***

For the past year, the Genesee/Finger Lakes Regional Planning Council has worked on several projects that both directly and indirectly impact the economic condition of our District. Reports completed by G/FLRPC may be obtained via the internet at [www.gflrpc.org](http://www.gflrpc.org)

#### **Aviation**

The G/FLRPC coordinates the Continuous Airport System Planning Process (CASPP) for the New York State Association of Regional Councils (NYSARC) with the Federal Aviation Administration (FAA). This year's program included the acquisition and/or development of approximately 20 geographic information system (GIS) coverages for 18 airports throughout New York State. All the GIS coverages went through a quality assurance/quality control process before being delivered to the FAA for further use. Some airports were chosen to pilot an internet web-based application that will facilitate ease of use for aviation planning.

#### **Canal Corridor Economic & Market Analysis**

The Canal Corridor Economic & Market Analysis Report was prepared by G/FLRPC for the New York State Department of State with funds provided under the Quality Communities Demonstration Program. The Village of Waterloo acted as the sponsor in association with the Town and Village of Seneca Falls and the Town of Waterloo.



***Village of Waterloo***

Major job losses in recent years in the Routes 5 & 20 Corridor in Seneca County motivated the communities of the Towns and Villages of Waterloo and Seneca Falls to come together to seek new opportunities to create jobs and stabilize community businesses. The project provides an inventory, analysis and strategy for balancing business development with the strong historic, cultural and environmental character of the area.

The project links environmental protection, community and neighborhood preservation, with sustainable economic development across the towns and villages adjoining the Canal Corridor in Seneca County.

### **Finger Lakes Energy \$mart Communities**

Finger Lakes Energy \$mart Communities is part of the New York State Energy Research and Development Authority's (NYSERDA) New York Energy \$mart Communities Program. The program was developed to complement the U.S. Department of Energy's Rebuild America Program. In the Finger Lakes Region, the program is managed by the G/FLRPC. In this capacity, we target regional energy needs by building a partnership - a network of individuals, organizations and agencies that contribute to urban and rural projects, demonstrating how energy-efficiency and diversifying energy resources can create economic, environmental and social benefits.

Collaborative efforts have resulted in residential energy improvements, downtown redevelopment efforts, farm equipment upgrades and other commercial and institutional energy measures. To transfer the success of projects to the rest of the region, Finger Lakes Energy \$mart Communities provides information and support at the local level to individuals, businesses and organizations interested in energy efficiency. By bringing such collaborations to communities that need them the most, we encourage decision makers and community members to adopt energy efficiency as a regional and personal goal.

Many of these efforts are concentrated in "Energy Target Zones" (ETZ) - neighborhoods or community sectors that could most benefit from implementing energy-efficiency measures. ETZ in our region are currently the Cities of Geneva and Batavia. NYSERDA contributes to these projects through its current programs, while partners share local experiences and resources.

The Finger Lakes Energy Smart Communities Coordinator facilitates projects, manages the community partnership and helps match community needs with the appropriate New York Energy Smart programs and other local resources.

### **Joint Flood Mitigation Plan**

The municipalities along the Tonawanda and Oatka Creeks in Genesee and Wyoming Counties have experienced several floods in the past, resulting in severe damage to residential, commercial, and public property as well as risks to the safety of residents and others. Beginning in December 2002, G/FLRPC staff, in association with the Joint Flood Technical Committee, began the process of reviewing flood risks and hazards, encouraging public involvement, developing mitigation activities, and recommending action steps to alleviate flood-related problems in the study area. The 24 participating municipalities will each adopt a Flood Mitigation Plan that describes and summarizes the process, findings, and recommendations.

### **2002 Land Use Monitoring Report**

This annual report provides information on the issuance of new building permits and identifies trends and areas of growth within the Genesee/ Finger Lakes Region. The report analyzes the number of permits issued, total square footage, and total value for new buildings for each county within the region. The analysis looks at the following four categories and respective subcategories: "residential" (single-family, two-family, three or four-family, five-or more family, mobile homes/ trailers); "industrial;" "commercial" (offices/ banks, retail/ service, service stations, hotels/ motels); "community service" (hospitals/ health facilities, schools/ churches, public works/ safety, utilities); and "not elsewhere classified." This report is important because land use trends influence the economy on a local, regional and state level.

### **Local Government Workshop**

In an effort to support local government training and education the G/FLRPC along with many federal, state, regional, and local sponsors has presented the Regional Local Government Workshop series two times per year since 1996. Each workshop attracts over 250 county and municipal staff, elected officials, and boards, along with other planning professionals. By providing semiannual training workshops, we are empowering regional stakeholders with the knowledge to best serve and make decisions in their respective communities.

**Local Laws to Protect Finger Lakes Water Quality**

Within the Finger Lakes region, watershed protection plans have been completed for Cayuga and Canandaigua Lakes, and one is nearing completion for Conesus Lake. Preparation of each plan has been undertaken in partnership with the Department of State, financed through grants from the Environmental Protection Fund - Local Waterfront Revitalization Program, and overseen by an inter-municipal organization comprised of the local governments and organizations involved in watershed protection.

The watershed protection plans identify priority actions needed to protect and improve water quality, including capital projects and local development controls. Building on these watershed protection plans, the G/FLRPC staff is developing specific stormwater control laws and/or ordinances for local governments within the Cayuga, Canandaigua, and Conesus Lake watersheds. Key communities within each watershed will be identified, and local controls drafted to address gaps in their ability to implement management practices for preventing or minimizing non-point pollution.

Staff will also prepare a manual of model local laws and case studies to reduce or minimize water pollution from non-point sources as a resource for local governments. Finally, staff will conduct a series of workshops throughout the state's Great Lakes watershed to stress the importance of local development controls as a means for addressing non-point sources of pollution, as well as to provide information and examples of local laws and controls appropriate to a variety of local circumstances.

**Main Street Transportation Tools**



Main Street Transportation Tools was a study that identified the various tools that can be used to enhance Main Street as a center of viability in communities. Main Street “Tools”, for the purpose of this study were referred to as the elements that when used properly, have the potential to reverse the trend of decline and rejuvenate downtown districts and surrounding neighborhoods. A few examples of such tools are signage, façades, bike lanes, sidewalks and gateways.

The study area for this project was in two communities within the Genesee/Finger Lakes Region. The rural village chosen was Warsaw, and the suburban village chosen was Spencerport.

This study was seen as a benchmark report for the Genesee/Finger Lakes Region because it served as a foundation for the development of models for revitalization in the region. This revitalization was based on the integration of transportation and design elements and development options. Several types of data were collected to further enhance community inventories beyond their physical appearance and access attributes. This information included community based demographic and community input data.

This report itemized the information that was specifically collected for the Village of Warsaw and Spencerport to develop a clear picture of this community's assets and liabilities were and how the assets can be enhanced with Main Street as a focal point for that improvement.



***Village of Spencerport***

**Oatka Creek Watershed Technical Assistance**

G/FLRPC staff have worked with the Oatka Creek Watershed Committee to build a stakeholder database, analyze local laws in the watershed, and present a series of public meetings in association with the Oatka Creek Watershed State of the Basin Report and Watershed Management Planning effort.

**Orleans County Agricultural District Renewal**

G/FLRPC staff worked with the Orleans County Planning Department on renewal of Agricultural Districts including revision of databases, mapping and final submittal to the New York State Department of Agriculture & Markets.

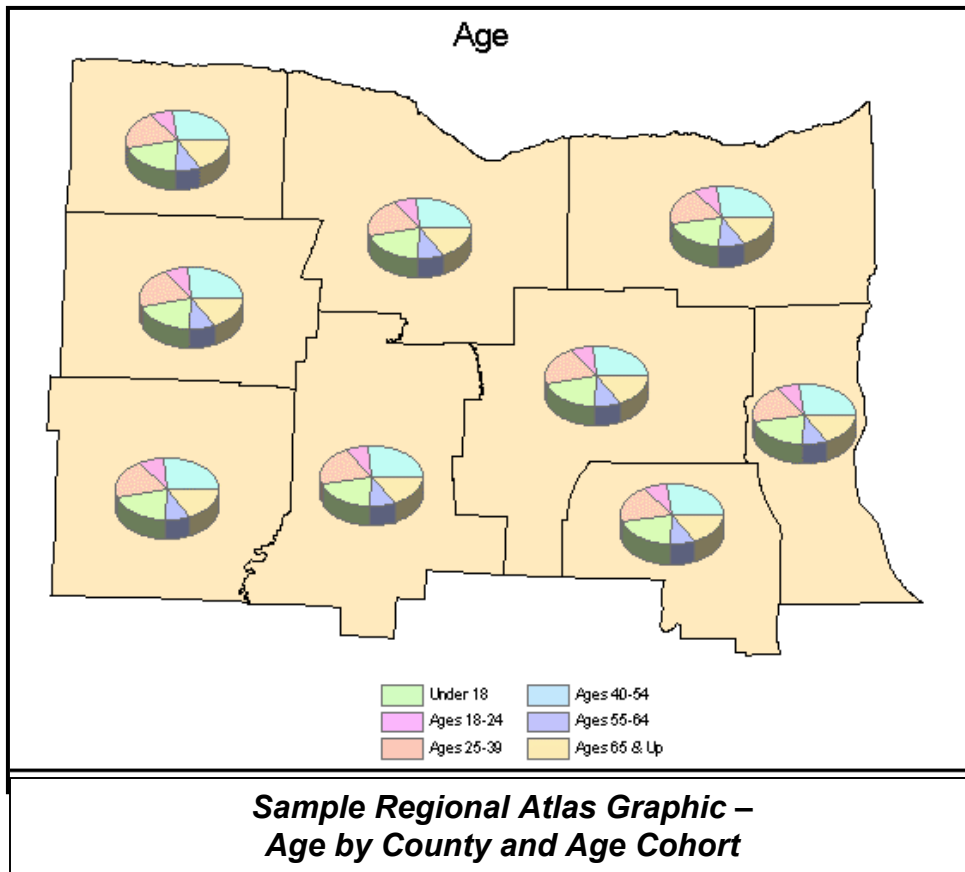
**Public Arts Study**

The G/FLRPC staff completed this study for Arts and Culture for Greater Rochester, which examines model approaches and the percentage of funding dedicated to Public Arts as a portion of construction budgets for new buildings in urban areas.

The report identified other comparable American cities (based upon population, education, income, etc.) that have successfully adopted Public Art policies, which in turn have served as a catalyst for economic development and community revitalization.

**Regional Atlas**

A Regional Atlas is in development by G/FLRPC in conjunction with the Genesee Transportation Council (GTC) for the nine-county Genesee/Finger Lakes region. The Atlas will serve as a central location for socio-economic, demographic, transportation, and land use data that is regularly used by GTC, G/FLRPC and their member agencies. The Regional Atlas (and associated products) will be successors to the Regional Transportation Atlas published by GTC in 1998.



The products of the study will be a Regional Atlas and associated data products (county-level profiles and archives of the collected data and analysis results). These products will analyze and summarize current conditions and regional trends. The results will be presented in tabular and/or graphic format at various levels of geography.

Data for the Atlas has been obtained from various local, state and federal sources. The types of data that have been collected include: demographic, housing, land use, economic/socio-economic, transportation, government, education, health, public safety, and natural resources.

### **Regional Development Projections**

The Regional Development Projections study began April 2003 and will be finalized in March 2004. The Regional Development Projections study will identify anticipated land use trends in the region. This project is the next step to the 2001-2002 Regional Development Analysis, which collected and analyzed all regional municipal land use regulation and control documents including zoning, subdivision, site plan and other local land use laws. In addition to the aforementioned documentation, zoning districts for all municipalities in the region were obtained and digitized. Further digital coverages will be acquired or developed as they are seen useful for the projections, including land cover and land use.

The product of the study will be a Regional Development Projections report that will include the methodology, projections, analysis and conclusions. Input will be gathered from regional planners. It will be used to assist in the development of methodological assumptions that will serve as benchmarks during the completion of the regional projections.

### **Regional Population Forecast**

The last time G/FLRPC conducted regional, county and municipal population forecasts was 1997. These forecasts were adopted as the official county and municipal forecasts for the region by the G/FLRPC and have been widely used in regional, county and municipal planning efforts including the last two Transportation Long Range Plans. G/FLRPC, with input from GTC and county planning and economic development departments, is developing a new set of population forecasts that take into account all previous historical data, recently released Census 2000 data, and new qualitative information.

### **Regional Roundtables**

The Regional Roundtable series is an ongoing attempt on the part of the G/FLRPC staff to bring experts together and to facilitate discussions surrounding issues of regional importance.

In 2002-2003 the Regional Roundtable series has included Main Street Revitalization, Regional Energy Production and Consumption, Regional Revolving Loan Fund, and Agricultural and Farmland Protection.

**Route 332 Intermunicipal Development Analysis**

The Route 332 Intermunicipal Development Analysis is a two phase study that will analyze the effects future development will have on the quality of life and the economic climate of property owners and businesses along the corridor. Municipal stakeholders include the City of Canandaigua, the Towns of Canandaigua and Farmington.



***A portion of the Route 332 Corridor***

The first phase included the development of build-out and associated fiscal impact analyses for several growth scenarios. This phase included a review of current land use regulations and zoning along with the identification of those items that may inhibit growth and development (such as environmental and infrastructure limitations). This phase was funded by Governor Pataki’s Quality Communities Demonstration Program.

The second phase will take the findings of phase one and discuss them among relevant stakeholders and develop recommendations for intermunicipal coordination that will maximize the benefits and minimize the impediments of future growth and development. The Genesee Transportation Council is funding this phase of the project.

**Seneca County Empire Zones**

G/FLRPC staff worked with the Seneca County Department of Planning & Development on renewal of their Empire Zones including revision of databases, mapping and final submittal.

**Town & Village of Arcade Hazard Mitigation Plan**

The Disaster Mitigation Act of 2000 amends the Robert T. Stafford Disaster Relief and Emergency Assistance Act by adding a new section, 332 - Mitigation Planning. Section 332 places new emphasis on mitigation planning. It requires all local governments to have an approved All-Hazard Mitigation Plan in place by November 1, 2004 to be eligible to receive Hazard Mitigation Grant Program (HMGP) project funding.

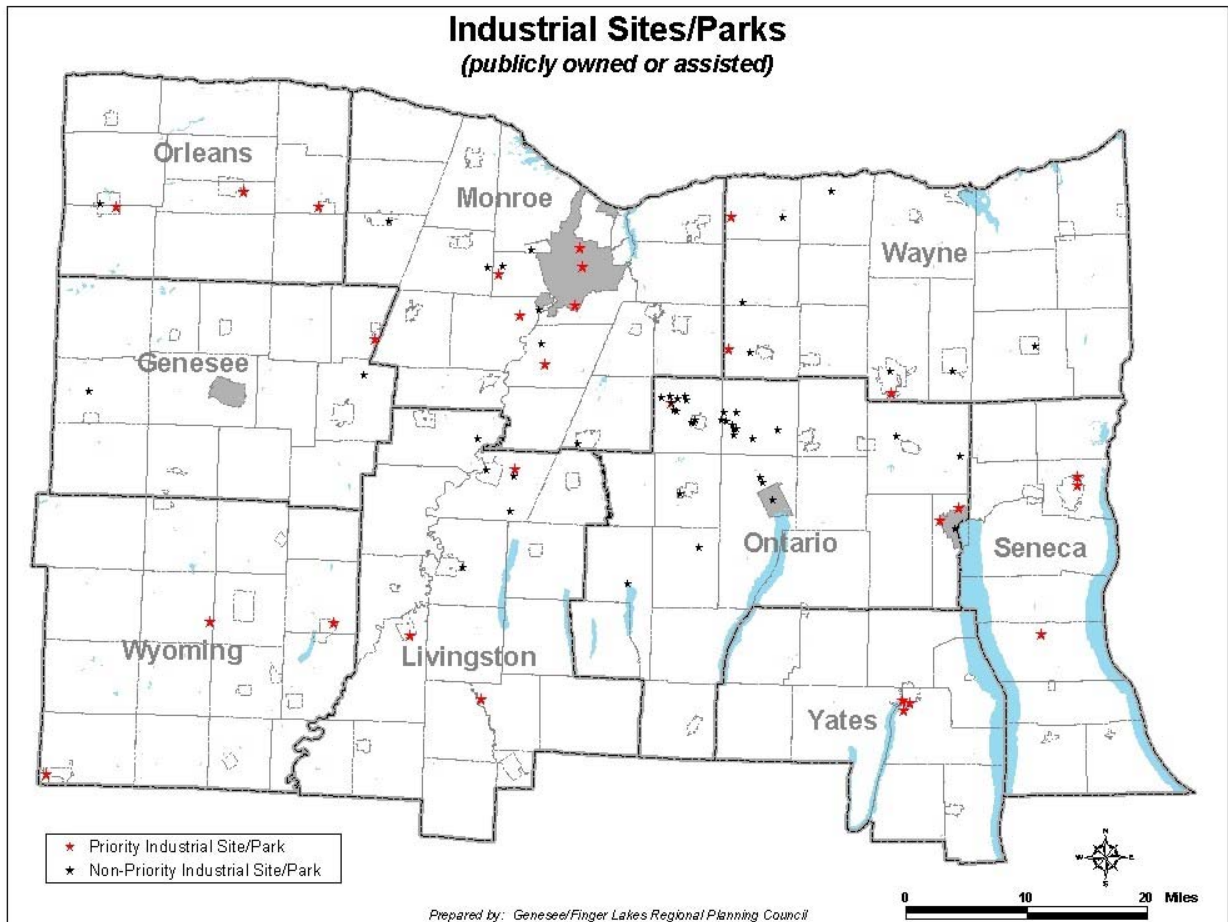
The development of the Town and Village of Arcade Hazard Mitigation Plan (May 2003) can be considered a three-phase process. The first phase was the development of the Town and Village of Arcade Flood Mitigation Action Plan, which was completed in September 1999. The second phase was the completion of a hazard analysis using the automated program HAZNY (Hazards New York) in 2002. The third phase was the development of the all Hazard Mitigation Plan, which includes the integration of the Flood Mitigation Action Plan and the hazard analysis.

**Transportation and Industrial Access**

As a result of the nine-county region's economy being highly dependent on manufacturing, the reduction and removal of transportation barriers that limit access to existing and planned industrial parks and sites was seen as crucial to local and regional economic development.

As a result the G/FLRPC, along with the Genesee Transportation Council, developed the following two phase study. The first phase created a database of all publicly owned and or assisted industrial parks and sites (including brownfields) in the region. In addition, the identification of high priority sites was made. Phase two will detail the associated transportation and access attributes in order to address them with design and policy recommendations that can improve the flow of goods and people to and from these priority sites.

Below is a map that indicates the region's publicly owned and or assisted industrial parks and sites (denoted as a black star) and the region's priority sites (denoted as a red star.) In some cases the publicly owned and or assisted industrial parks and sites are also the priority sites, therefore, they only appear in red.



### Village of Macedon Consolidation Study

In the winter of 2001, the Village Board of Macedon was approached concerning the initiation of a possible study to determine the costs and benefits of consolidation with the Town of Macedon. State officials were invited to a public meeting to provide resources and information useful in a potential study. Sufficient interest was raised to lead to the Village Board taking action to initiate consolidation/dissolution study. G/FLRPC staff worked with the Town and Village of Macedon to complete the Village of Macedon Consolidation Study.

**Water Resources Baseline Program**

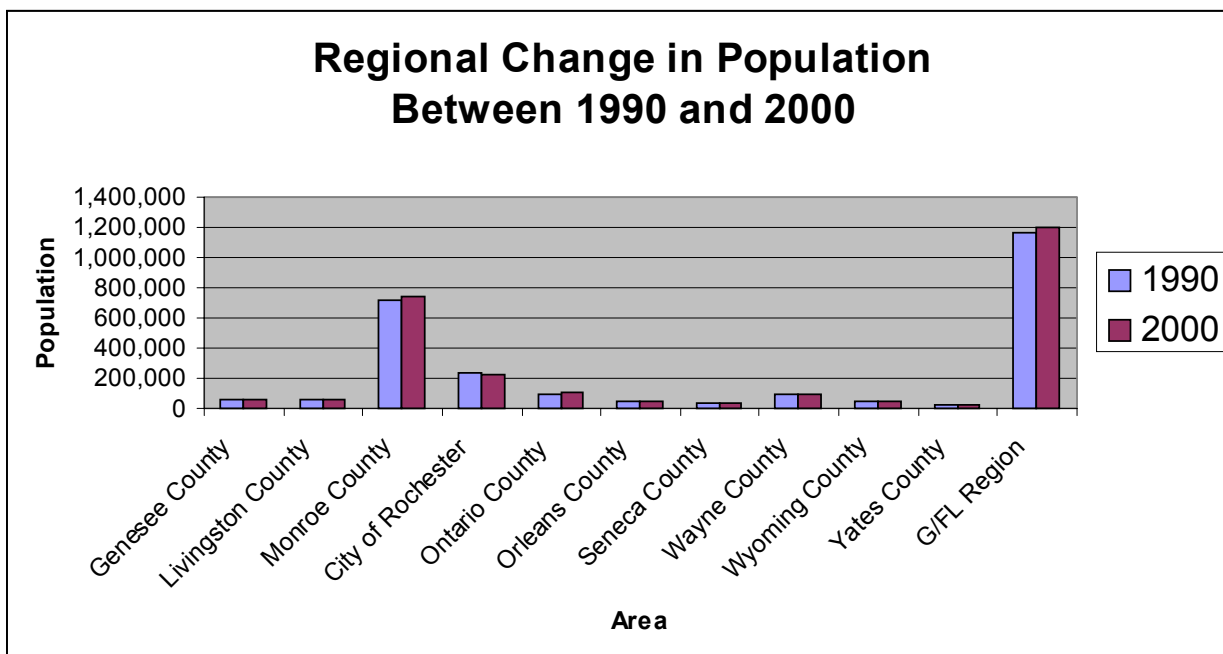
G/FLRPC staff in association with the New York State Department of Environmental Conservation worked with watersheds, counties and municipalities in the region this year on several tasks including Stormwater Phase II regulation development and outreach, development of the Genesee River Basin Watershed Restoration & Protection Strategy, assistance with the implementation of the Rochester Embayment Remedial Action Plan, assistance with implementation of the Cayuga Lake Watershed Management Plan, and assistance with the Conesus Lake Watershed Management Plan development.

**Wyoming County GIS Data Development**

G/FLRPC works with Wyoming County Economic Development & Planning on an annual basis to produce geographic information system (GIS) databases, coverages and maps for Wyoming County.

### District Population

The G/FL region grew from 1990 and 2000. The growth was primarily concentrated in Monroe County with an increase of 21,375 people, followed by Ontario County with an increase of 5,123 people and Wayne County with an increase of 4,642 people. Other specific county population changes appear in the following charts.



The same population counts graphically depicted above are presented in the chart below along with corresponding changes in persons as well as growth and reduction rates.

Change in Population for the Genesee/Finger Lake Region Between 1990 and 2000				
County	1990 Population	2000 Population	Changes in persons	% Change
Genesee County	60,060	60,370	310	0.5%
Livingston County	62,372	64,328	1,956	3.1%
Monroe County	713,968	735,343	21,375	3.0%
City of Rochester	231,636	219,773	-11863	-5.12%
Ontario County	95,101	100,224	5,123	5.4%
Orleans County	41,846	44,171	2,325	5.6%
Seneca County	33,683	33,342	-341	-1.0%
Wayne County	89,123	93,765	4,642	5.2%
Wyoming County	42,507	43,424	917	2.2%
Yates County	22,810	24,621	1,811	7.9%
<b>G/FL Region</b>	<b>1,161,470</b>	<b>1,199,588</b>	<b>38,118</b>	<b>3.3%</b>

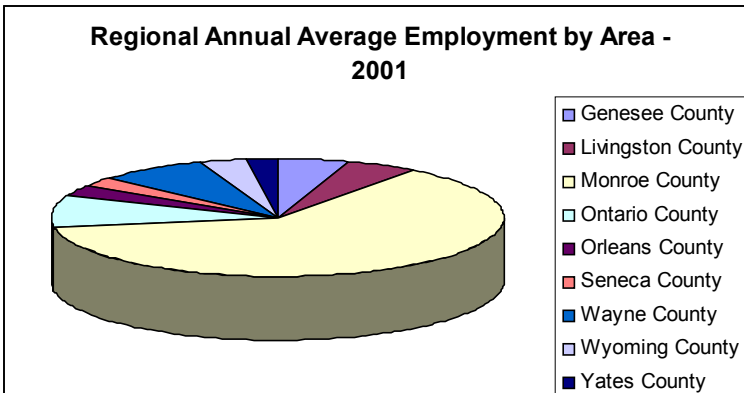
Source: US. Bureau of the Census, 1990 and 2000

**District Labor force**

The labor force portion of this overview uses data from the New York State Department of Labor, Bureau of Economic Analyses.

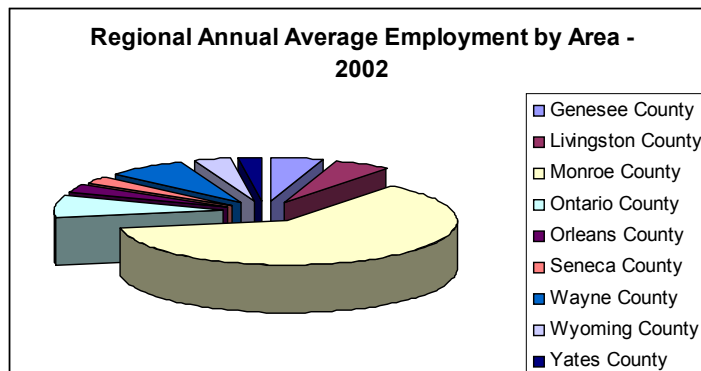
Annual Average Employment by Area in the Genesee/Finger Lakes Region, 2001-2002			
Area	Average 2001	Average 2002	change
Genesee County	29,300	29,100	-200
Livingston County	31,500	31,300	-200
Monroe County	369,600	367,300	-2,300
City of Rochester	106,500	105,800	-700
Ontario County	50,900	50,600	-300
Orleans County	19,000	18,900	-100
Seneca County	15,000	15,700	700
Wayne County	45,700	45,400	-300
Wyoming County	19,600	20,500	900
Yates County	13,300	13,400	100
<b>G/FL Region</b>	<b>594,000</b>	<b>592,100</b>	<b>-1,900</b>

Source: New York State Department of Labor, 2002



Upon review of the chart above, we see that there has been a decrease in annual average employment in most counties with the exception of Seneca, Wyoming and Yates who experienced increases with annual averages of 700, 900 and 100 persons respectively.

Upon review of the locational distribution of employment, we see that the highest concentration is in Monroe County with an annual average employment of 369,600 persons in 2001 and 367,300 persons in 2002 (which includes the City of Rochester with 106,500 persons in 2001 and 105,800 persons in 2002.) Monroe County is followed by Ontario with 50,900 in 2001 and 50,600 in 2002 and Wayne County with 45,700 in 2001 and 45,400 in 2002.

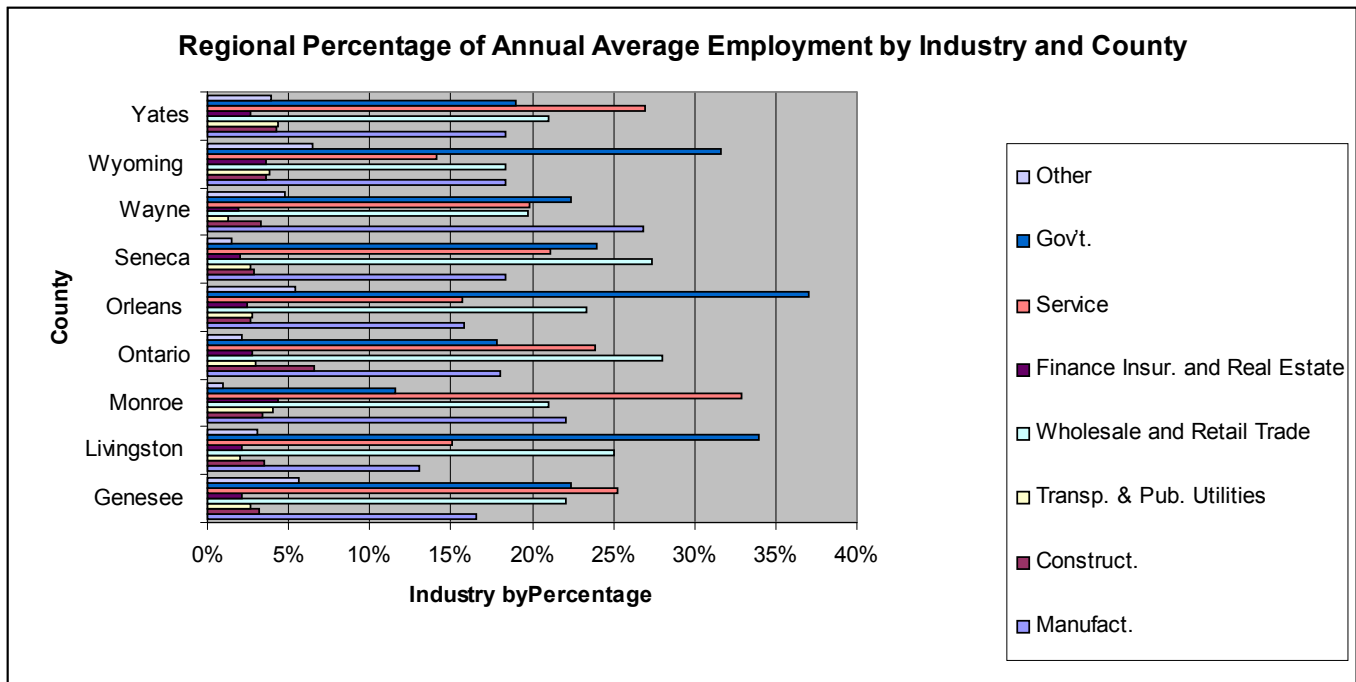


The charts on this page indicate the percentage of annual average employment of each industry by area.

Percentage of Annual Average Employment by Industry and Area in the Genesee/Finger Lakes Region, 2000								
County	Manufact.	Construct.	Transp. & Public Utilities	Wholesale and Retail Trade	Finance Insur. and Real Estate	Service	Gov't.	Other
Genesee	16.6%	3.2%	2.6%	22.1%	2.1%	25.2%	22.4%	5.6%
Livingston	13.1%	3.5%	2.0%	25.0%	2.1%	15.1%	34.0%	3.1%
Monroe	22.1%	3.4%	4.0%	21.0%	4.4%	32.9%	11.6%	1.0%
Ontario	18.0%	6.6%	3.0%	28.0%	2.8%	23.9%	17.8%	2.1%
Orleans	15.8%	2.7%	2.8%	23.3%	2.4%	15.7%	37.0%	5.4%
Seneca	18.4%	2.9%	2.7%	27.4%	2.0%	21.1%	24.0%	1.5%
Wayne	26.8%	3.3%	1.3%	19.7%	1.9%	19.8%	22.4%	4.8%
Wyoming	18.4%	3.6%	3.8%	18.4%	3.6%	14.1%	31.6%	6.5%
Yates	18.4%	4.2%	4.3%	21.0%	2.7%	27.0%	19.0%	3.9%

Source: New York State Department of Labor, 2000

We can see the predominance of government, manufacturing and service in the region. For example, In Orleans County, government accounts for 37% of their annual average employment followed by wholesale and retail trade at almost 23%. In Yates County we see service at 27% followed by wholesale and retail trade at 21% of their annual average employment.



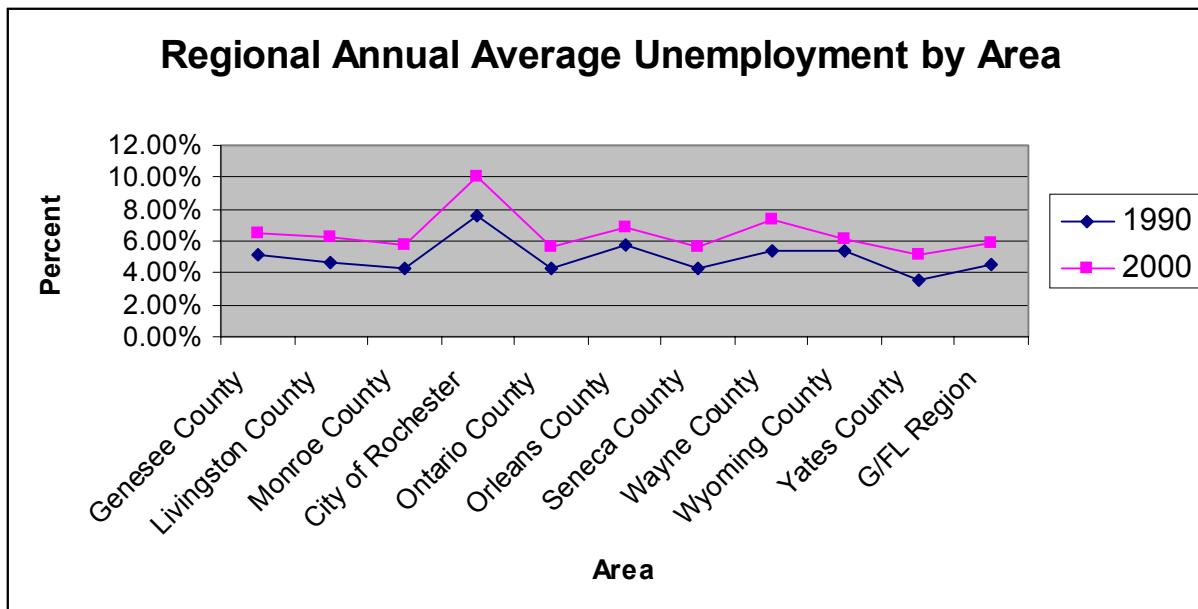
### District Unemployment

According to the New York State Department of Labor, the average rate of unemployment in 2002 for the District was 5.9%. There were six areas that exceeded the G/FL Region's average percent of unemployment. These areas were Genesee, Livingston, the City of Rochester, Orleans, Wayne and Wyoming with average unemployment rates of 6.5%, 6.2%, 10.0%, 6.9%, 7.4% and 6.1%. Monroe, Ontario, Seneca and Yates were below the District's average.

Annual Average Unemployment by Area in the Genesee/Finger Lakes Region, 2001-2002			
Area	Average % 2001	Average % 2002	% change
Genesee County	5.1%	6.5%	+1.4%
Livingston County	4.7%	6.2%	+1.5%
Monroe County	4.3%	5.7%	+1.4%
City of Rochester	7.6%	10.0%	+2.4%
Ontario County	4.3%	5.6%	+1.3%
Orleans County	5.7%	6.9%	+1.2%
Seneca County	4.3%	5.6%	+1.3%
Wayne County	5.4%	7.4%	+2.0%
Wyoming County	5.4%	6.1%	+0.7%
Yates County	3.5%	5.2%	+1.7%
<b>G/FL Region</b>	<b>4.5%</b>	<b>5.9%</b>	<b>+1.4%</b>

Source: New York State Department of Labor, 2002

While the average unemployment rates by county are presented in the table above, the percent change in average unemployment from 2001 to 2002 is listed. All counties in the region experienced an increase in unemployment as reflected in the line graph below.



### ***District Revolving Loan Fund***

The Genesee/Finger Lakes RPC feels very strongly that a responsive economic environment includes working with and advocating for the small business owners. In an effort to support this belief, the Council provides gap financing for businesses located in the nine-county region, including the City of Rochester.

In 2003, the administration for the G/FLRPC Revolving Loan Fund was brought in-house. In order to best guide the Council's new management approach, a work plan for the G/FLRPC's RLF was developed and approved of by council and other regional stakeholders. The program has been fine tuned to emphasize the ongoing efforts by the Council to facilitate and promote collaborations that will specifically assist small businesses develop. Relationship building, coordination and service enhancement were emphasized for this revised approach. Further items of emphasis, which have been abstracted from the Regional Revolving Loan Fund Roundtable appear below. These RLF focus items are:

#### **Create consensus on the importance of the G/FL RLF program as a tool for economic development in our region.**

- What is Economic Development/How do we measure the success of regional Economic Development?
  - The creation, retention, expansion and attraction of quality jobs.
  - Increasing the number of small businesses.
  - The sustainability of jobs and small businesses.
  - Facilitating an environment that supports the stability and diversification of our employees and employers.
  - The creation and maintenance of community wealth and quality of life.
- Identify the highest and best use of the G/FL RLF program.
  - Investing in our regional business community.
  - Providing technical assistance and guidance to our county leadership who serve our nine counties and the City of Rochester.
  - Providing technical assistance and guidance to our local leadership who are the front line contact in our localities for new and existing businesses.
  - Measuring performance can make the perception of the fund better.

**Identify criteria to measure the success of the G/FL RLF program/Establishing a process to gauge successes.**

- Outreach, outreach, outreach!
  - Make regional Economic Developers aware of your RLF parameters, the importance of their buy in and make sure your marketing is consistent.
- Review the RLF as a portfolio – look at the big picture, not just individual files, or problem loans.
  - Examine if the fund has grown (client numbers, funds dispersed = increase in monies for administration.)
  - Has the regional tax base improved as the RLF funds were used to stimulate small business?
  - Establish a risk rating system to benchmark the portfolio.

**Identify what regional stakeholders are willing to commit to in order to expand the resources available through the program.**

- G/FL will clarify EDA guidelines for regional Economic Developers.
  - A bulleted list will be forwarded to stakeholders via e-mail or USPS mail.
- Regional Economic Developers will communicate challenges to G/FL.
  - Consideration will be given to make the RLF perform in compliance with EDA guidelines while improving its functionality in the region.
  - Mutual expectations will be established at a future meeting.
- Follow up will be made to reconcile concerns.
- Regional Economic Developers will promote the use of the G/FL RLF.

**Conclusion: A utilized loan fund has the potential to create quality jobs and community wealth, diversify employment in a region and stabilize the employment market.**

The RLF work plan, which delineates the actions that will be taken to achieve the issues itemized above, appears in the latter part of this document under the general Economic Development work plan.