

# Appendices

## Part 1—Public Feedback Summary





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# Finger Lakes Regional Sustainability Plan

Funded by NYSERDA - Cleaner, Greener Communities Program

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## WATER

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## APPENDIX A: PUBLIC FEEDBACK SUMMARY



# 1. Introduction

Public and stakeholder involvement has been a key element to the development of the Finger Lakes Regional Sustainability Plan. The outreach has been comprehensive, involved, and very integrated into the overall plan development. This document outlines the various ways the public has been engaged, and also summarizes the input received throughout the project.

# 2. Outreach Methods

A variety of methods were employed to reach out to, and engage, the public. A Public Relations firm, QUINNtessence, was used to complete project marketing and Public Relations throughout the project. QUINNtessence is a woman-owned firm based in Rochester, NY with established local connections to various media outlets. They created and distributed press kits, wrote press releases, and connected with the local media to ensure coverage throughout the project. Complete reports on media coverage are provided in **Sub-Appendix A**.

## 2.1. Project Logo

The Consultant Team developed a series of project logos that reflect the Region and the project objective to develop a Regional Sustainability Plan. These logos were reviewed with the Planning Team and the Consortium and the adjacent logo was chosen by the Executive Committee. The logo was used on all project related outreach materials and deliverables to help people identify with this project better.

Representative icons for each of the 9 subject areas were also developed to help graphically orient people to various subject areas throughout the project.



	Agriculture & Forestry
	Economic Development
	Energy
	Materials & Waste Management
	Transportation, Land Use, & Livable Communities
	Water Management
	Climate Change Adaptation
	Green House Gas Inventory
	Governance

## 2.2. Project Website

A project website – [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org) - was created to inform the public of meetings, provide access to documents for review and comments and submit comments and strategies for incorporation in the planning effort. It was updated consistently to provide the public with new information as it became available. Many of the municipalities within the study area provided links from their websites as well. The following shows some of the major site components.

The screenshot shows the website's layout with several key components highlighted by red callout boxes:

- Stakeholder Groups:** Located in the top right header area, it provides access to all meeting presentations and minutes for stakeholder groups.
- Project Schedule & Status:** Located in the top navigation bar, it provides the overall project schedule and updates.
- Project Consortium:** Located in the top navigation bar, it provides all meeting presentations and minutes for the Consortium.
- News:** Located in the top navigation bar, it provides the latest news such as upcoming meetings and opportunities for input.
- Documents & Links:** Located in the top navigation bar, it provides downloadable documents and links to news articles.
- Strategies Capture Form:** A prominent blue button in the main content area that links to the online strategy capture form.
- Contact Us:** A green button in the main content area for user inquiries.
- Main Content Area:** Features a large image of solar panels, a call to action for getting involved, and detailed information about the Finger Lakes Regional Sustainability Plan, including an overview and grant funding details.
- Latest Posts:** A sidebar section featuring recent news items, such as the completion of the second round of public meetings and the scheduling of the first round of public meetings.

The website went live on October 25, 2012, and as of March 8, 2013, it had over 1,300 unique visitors, 2,347 total views and over 100 strategy capture forms were submitted through the website. As depicted in the graphic below, which summarizes the number of visits by week, there was a significant peak in website activity after the media attention given to the first round of public meetings during mid-January. Note cards with the web address were also handed out at each of the first public meetings, again resulting in more activity to the site. The website activity remained relatively consistent during the month of February as people went to download meeting summaries, to watch for upcoming meetings, and to submit strategy capture forms.



### 2.3. Public Relations/Media

Throughout the project, the media was kept informed and was provided a variety of information including:

- Press kits – information on the project, contact information, background pieces on the stakeholder groups, and press releases for upcoming meeting
- Interview access – David Zorn, project manager, and Aileen Maguire, consultant team manager, were involved in TV and radio interviews during the course of the project.
- Press releases – notices for all public meetings including locations, dates and times.

In addition, follow up calls were made to reinforce the story, and push for coverage at the meetings.

The following is a summary of the media outlets that covered the project. A full list with links to the articles and copies of print articles is provided in **Sub-Appendix A**.

- WROC TV 8 and Fox Go Green Report
- Channel 10 News
- WXXI Radio
- Democrat & Chronicle
- Finger Lakes Times Geneva NY
- Canandaigua Daily Messenger & Messenger Post Ontario County Papers
- Community calendar: Things To Do
- Messenger Post Newspapers Monroe County and Wayne County Papers
- Fairport Post (MPN)
- City Newspaper
- Daily Record
- Batavia Daily News

**Meetings Being Held for Area Sustainability Plan**

By: Katrina Irwin  
Updated: January 11, 2013

Like Send 5 people like this. Be the first of your friends. +1 0 Tweet 8



**Final public meeting February 28 for Finger Lakes Sustainability Plan**

The second and final public meeting in Rochester on the Cleaner, Greener Finger Lakes Regional Sustainability Plan is scheduled from 5 to 7 p.m. on Thursday, February 28 at the Rochester Museum and Science Center, 657 East Avenue, Rochester. The public is invited to attend.

A Coalition, which includes representatives from the nine counties in the region, the City of Rochester, local municipalities, the Genesee Regional Transportation Council and the Genesee/Finger Lakes Regional Planning Council, has been meeting since August and are in the final stages of developing a Regional Sustainability Plan that will be submitted to the New York State Energy Research and Development Authority (NYSERDA) for consideration. This study is part of Governor Cuomo's Cleaner Greener Communities Program. Ten regions across the state have been invited to submit plans and are competing for a portion of \$90 million in funding to implement specific projects identified in their plans. The Finger Lakes Regional Sustainability Planning Consortium must submit the most comprehensive plan possible to secure a portion of this funding for the nine County Genesee-Finger Lakes Region.

The Finger Lakes Regional Sustainability Plan will outline tangible methods to improve the long-term sustainability of the region's natural resources. Viable strategies to reduce greenhouse gas emissions, coupled with recommendations on specific energy improvements, renewable energy sources, water and waste management initiatives, transportation and land use, agricultural improvements, housing and economic development will be included. The plan also makes recommendations on ways local stakeholders can collaborate to achieve realistic goals, sets milestones for key projects, and identifies completion dates for all actions recommended in the plan.

"This public meeting will really be a great opportunity for the public to review and comment on draft strategies while also providing new ones, and talk one-on-one with the consultant team before the Sustainability Plan is fully drafted," explains David Zorn, Executive Director of the Genesee/Finger Lakes Regional Planning Council and spokesperson for the Consortium.

The upcoming Public Meeting on the Sustainability Plan will be held "Open House Style." This means people can come any time between 5 and 7 p.m. and stay as long as they like within that timeframe. There will be no formal presentation at this meeting. Instead participants can review a series of boards that will be on display throughout the meeting room. These boards explain the draft goals and the current strategies under consideration for submission to New York State. Attendees can then discuss the content with consultant team members who will be on hand to answer questions and document their input. The public is encouraged to voice its opinions on the topics under discussion and to provide new insights and ideas whenever possible.

For information on the Finger Lakes Regional Sustainability Plan please contact David Zorn at G/FLRPC, 555-454-0190 x14 or dave.zorn@gflrpc.org or visit the Finger Lakes Regional Sustainability Plan website at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org).

For further information on the Cleaner Greener Communities program, please contact Lindsay Robbins at NYSERDA, 212-971-5342 ext. 3008 or lrr@nyserda.org.

Provided information

- Daily News Online NiUZER
- Democratandchronicle.com
- TopNewsToday.org
- Mirror News Service Posting
- RENews Daily
- We Surround Rochester Message Board
- Sunlize
- Cornell University Sustainable Campus Site
- Hobart and William Smith College Daily Update

### 2.3.1. Media details

The news coverage ranged from small mentions about upcoming meetings, to full articles about the plan as well as it's connect with the Finger Lakes Economic Development Council's strategic plan. There was a concerted effort to ensure that as public meetings approached, that coverage existed both in Monroe County and the more rural counties.

There were two interviews with Bob Smith from WXXI. The first interview with Bob Smith was conducted with David Zorn, project manager for the Finger Lakes Sustainability Plan on January 31, 2013. The following topics were discussed:



- Introducing the CGC program and the Finger Lakes Regional Sustainability Plan
- Summarized work completed to that point – baseline assessment, indicators/targets
- Structure of the project including the Consortium, Stakeholder Groups, and public meetings
- Q&A

The second interview was held on February 26th, 2013 and both David Zorn and Aileen Maguire, consultant team project manager, were present. The following topics were discussed:

- Promoted the two remaining public meetings in Batavia and Rochester
- Discussed the public comments from the first meeting in Lyons
- Encouraged the use of strategy capture forms
- Q&A focused on:
  - Transportation alternative modes and alternative fuels
  - Recycling
  - Challenges of changing consumer behavior and the need for education/outreach

Channel 10 also did an interview with David Zorn, conducted by Ray Levato that aired on their newscast on January 14<sup>th</sup>, 2013 in advance of the first round of public meetings. The interview focused on a few main points:

- General overview of the funding source (Phase 1 and Phase 2)
- What the Phase 1 money is being used for
- What sustainability is and what it means to the general public
- Upcoming public meeting dates and locations

The interview and story was also posted on the Channel 10 website, and a link was provided on the project website under “News”.



As part of the “Go Green” series that local news station Channel 8 conducts, and reported on their website rochesterhomepage.net, reporter Katrina Irwin also did a overview interview with David Zorn that broadly discussed the focus of the plan. This interview, which aired on January 11, 2013, was well timed as it was a week before the first round of public meetings.

The Democrat and Chronicle had a feature article in advance of the first public meeting, with a second

abbreviated piece in advance of the second public meeting.

## 2.4. Social Media

As part of the Public Relations/media campaign, the consultant team sent out emails to the stakeholder groups asking for the help in getting the word out about upcoming meetings and involvement opportunities. As part of those emails, potential social media blurbs were included that would work for Facebook and Twitter, and many groups such as the Genesee Transportation Council, Friends of the Garden Aerial, Rochester Cycling Alliance, and the City of Rochester did tweet the meetings, and/or provide the information on their Facebook pages, increasing the awareness among the community.



### 3. Outreach Groups

At the onset of the project the Project Execution Plan (PEP) set forth the plan for public outreach, which has been closely followed. A few additional meetings and outreach efforts were added as a result of some needs identified through the stakeholder groups. Various groups have been consulted with concurrently throughout the process including:

- Interviews associated with the Story of Place™
- Consortium
- Stakeholder Groups
- Regional Leaders Forum
- Coordination with Regional Organizations
- Public Outreach/Meetings

The involvement and feedback from each of these groups is summarized below. The presentations given to these groups and the meeting minutes are provided in **Sub-Appendix B**.

#### 3.1. Story of Place Interviews

To support the development of the integral assessment and Story of Place, representatives of the Consultant Team conducted a series of phone and in-person interviews. The interviews engaged a variety of stakeholders with knowledge of the Region and expertise in the following areas:

Naturalists, environmental scientists, and scholars who are knowledgeable about the Region in terms of:

- Geologic history and morphology
- Hydrology: Seasonal, Historical and Morphology including local sub-watersheds
- Natural history of plant and animal communities
- Climate and weather history averages and extremes

Archeologists, anthropologists and cultural historians who are knowledgeable about the cultural history of the Region, in terms of:

- Indigenous tribes and their historical settlement patterns
- How land-use shifted over time, from early European settlers to the present
- Major historical (including pre-Columbian) events and conflicts
- Land use patterns in relationship to watershed
- Migration patterns
- Economic patterns-Trade, Taxation/tribute, Stratification of Society

Planning and Economic Development professionals knowledgeable about:

- Reasons people and businesses locate here
- Current business trends and performance

## 3.2. Consortium

The Finger Lakes Regional Sustainability Consortium (“Consortium”) was established to serve as the Steering Committee for the Project. The founding members of the Consortium include:

- Genesee County
- Livingston County
- Monroe County
- Ontario County
- Orleans County
- Seneca County
- Wayne County
- Wyoming County
- Yates County
- City of Rochester
- Genesee/Finger Lakes Regional Planning Council (G/FLRPC)
- Genesee Transportation Council (GTC).

In addition to these founding members, the Consortium includes state agencies and local governments who will contribute to the Plan development. Additional municipal members were encouraged to join the Consortium throughout the development of the Plan to expand awareness of it, increase support for its recommendations, and establish an ongoing mechanism for advancing sustainability throughout the Region.

The Consortium met six times during the planning process to provide project direction and approve key deliverables. Many of the Consortium members also served on Stakeholder Groups to provide additional input into draft deliverables.

The meeting minutes from each Consortium meeting are provided in **Sub-Appendix B**, but the meeting agenda and outcome are provided below.

### **Meeting 1: August 30, 2012**

The first meeting provided an introduction to the Cleaner Greener Communities Program, which was given by NYSERDA representatives. Lindsay Robbins from NYSERDA gave an overview of the funding source, the project intent and the scope of work. Ms. Robbins made a point to reiterate to the Consortium that the project was intended to be economic drivers and not just a plan that is done to get Phase 2 funding. She was also asked if each county would be expected to adopt the plan to which she responded that there is not enough time within this project to expect that, however it is the hope that at the end of this counties and municipalities would endorse the plan and look to adopt portions locally.

The Genesee Finger Lakes Regional Planning Council representative, Greg Albert, then provided the Consortium a snapshot look at the Finger Lakes Region, focusing on demographics, economic clusters, and key issues that came out of the Comprehensive Economic Development Strategy that the Council prepares.

Each Consortium representative then took a few minutes to share with the group what sustainability initiatives were going on in their individual county, municipality or agency.

The consultant team representatives Aileen Maguire from C&S, and Tara Boggio from T.Y. Lin International then went through the basic schedule for the project, including noting approximate dates for Consortium meetings, and public meetings. They then took the group through a discussion of the stakeholder groups, discussing how the working groups would be broken down. The Consortium agreed to the following breakdown:

- Energy
- Transportation, Land Use & Livable Communities
- Materials/Waste Management
- Water Management
- Economic Development
- Agriculture & Forestry

And agreed that governance, green house gas and climate change should be discussed within each of the other 6 groups. Many other regions had separated out Transportation from Land Use, however this Consortium saw value in keeping them combined, recognizing the interrelatedness of those discussions.

Lastly, the Consortium brainstormed what agencies, organizations, etc. should be invited to each of the working groups. An interactive process was followed to add categories for each of the working group. This list of categories was then sent out to Consortium members after the meeting to help identify specific contacts for those groups, who were then invited to sit on one or more stakeholder group.

## **Meeting 2: October 9, 2012**

The second meeting of the Consortium was focused on the Project Execution Plan. During this meeting the following items were presented and discussed:

- Project schedule - including meetings, deliverables and submission dates
- Public engagement strategy – overview of the groups being formed (stakeholder groups), public meetings, Consortium
- Presentation and adoption of a project logo
- General plan for public relations and marketing

Decision making structure for the group – consensus based approach, but an affirmative vote by not less than four voting members that combined represent more than fifty percent (50) of the population of the region provided a quorum is

present if deemed necessary. The group was shown a full list of stakeholder invitees based on the last meeting and names collected to date and members were asked to fill in any holes or add any additional suggested members.

Lastly, the status of the Baseline Assessment was given, noting that the interviews for the Story of Place had begun, as well as the existing greenhouse gas emissions inventory.

### **Meeting 3: November 15, 2012**

The November meeting of the Consortium was the third meeting, and had a full agenda. The first topic discussed was the results of the first round of stakeholder meetings including general attendance, input received on the scope items and schedule for the next meetings. The website that was created was shown to the Consortium and they were directed where to find documents, meeting announcements, and meeting minutes.

The next agenda item focused on the Story of Place (SoP), with first an explanation from Carol Sanford from the consultant team, who noted that the rationale for doing the Story of Place is based on the following belief:

*Communities that maintain their vitality, their ability to attract investment and resources and are able to evolve through time, have three things in common:*

- 1. They know who they are – their uniqueness*
- 2. They develop a narrative to convey who they uniquely are*
- 3. They embed this narrative and uniqueness into everything they do*

Joel Glanzberg from the consultant team then walked the Consortium through the draft Story of Place presentation. The Story covers the history of the Region and the unique features and stories of what makes us the region we are. In general the Story identifies 3 major themes:

- Democratizing – making participation in the benefits of society available to all
- Eddying – a place where collecting, settling, nurturing and enriching can occur
- Continuous Innovation – finding solutions for local problems that are relevant for a larger world

The Consortium was then split into breakout groups to discuss the relevance of the Story of Place, to look at how the Story is evident in their current roles within the Region.

The following application of the Story of Place and Guiding Principles were developed:

Applying Story of Place

- Collaboration across Region
- Taking things to the next level
- Organized around identity
- Innovations and changes taking place here
- Keeping the Story alive
- Allow continued innovation
- Move away from linear thinking
- Process exporters
- Innovation
- Home of innovation

Guiding Principles

- Thinking systemically
- Makes us model (not linear)
- Brings back environment that supports innovation
- Creates/supports think tank mentality and function
- A change in self image and reflection

**Meeting 4: January 16, 2013**

The January meeting of the Consortium was an exercise in working with the Story of Place, which had been presented at the last meeting, and looking at how it influences and shapes strategies that the Sustainability Plan can advance. A brief overview of the Story of Place was given for those who had missed the previous meeting and synthesized it with democratizing, eddying, and innovating, the three major themes from the Story. “Straw dog” strategies were then offered for economic development, energy, water, land use/livable cities/transportation, agriculture and forestry, waste management, and climate change as seed ideas. Attendees then broke out to discuss each of the strategies and help enrich it, focus it, refine it, and replace it if needed. The four questions to consider were:

- Is it reflective of the Story of Place?
- Does it increase the value of the five capitals?
- Can we benefit beyond the subject area?
- Does it create benefit throughout the Region?

The groups came back and reported to the group what they had discussed. The consultant team then went through the six subject areas and the proposed strategies and indicated that they tried to take all of the past discussions and extract key ideas starting with what is the strategy that is starting to bubble up. The consultant team indicated that some will be hard to grapple with. Some of them will be disagreed with but they can serve as a seed to a conversation. After

another breakout group where they worked to improve the strategies, a discussion was had about each focus area. In general, each group was able to make improvements, or suggest additional strategies that would be brought forward to the afternoon discussion with the Stakeholder Groups.

### **Meeting 5: February 13, 2013**

Meeting 5 with the Consortium first was focused on the Baseline Assessment, which was in draft form and available for Consortium review on the website. The consultant team then discussed the Indicator/Target document, which identifies short, mid, and long-term targets for each indicator, noting that there has been an effort to strike a balance between stretch goals and realism. The group then discussed the implementation strategy, which, among other things, evaluates strategies. The Consortium was given draft evaluation criteria for review. The proposed evaluation criteria included:

- Benefits to multiple subject areas
- Benefits to multiple capitals
- Benefits to multiple communities defined as more than one county (or Replicable to other communities easily)
- Implementation feasibility
- Consistency with planning efforts
- Financial feasibility

A question was asked on how progress will be measured. It was suggested that progress be based on the targets. A question was asked on who makes assessment of the strategies. The process is consultants, then Planning Team, and then the Consortium.

Lastly, the consultant team provided an update of public consultation efforts. First, there was an update on the website, including the number of unique visitors, the number of strategy capture forms submitted, and documents now available for review. The next round of public meetings was then discussed. It was explained that the next round would be the final round of public meetings and would be focused on the strategies to ensure the public has an opportunity to provide input on them. The format, dates, and location of the meetings were presented. Lastly the Consortium was presented the idea of the Leaders Forum meeting, discussing the intent, potential invitees, and meeting details.

### **Meeting 6: March 12, 2013**

The last meeting of the Consortium was focused on reviewing the deliverable schedule, and a final review of the broad strategies that had been modified to reflect public comments gained through the recent public meetings. The sub

strategies and specific projects were also briefly discussed; however the consultant team reminded the Consortium that NYSERDA has put priority on ensuring the broad strategies capture any potential future projects. The Consortium also had a discussion of the future of the plan, how it would be carried forward and implemented and what level of involvement the various municipalities would like to have. David Zorn suggested that the Consortium meet again in late April/early May to have input on Representative Projects, once the full plan has been completed and submitted to formally endorse the plan, and to begin discussion of how the Consortium would continue their work.

### 3.3. Stakeholder Groups

To provide critical input and feedback into the Sustainability Plan, six Stakeholder Groups were established. These groups provided data, technical expertise and knowledge of the region to guide the development of the plan. These groups were developed around the following NYSERDA defined focus areas, with the topics of Climate Change Adaptation, Governance and GHG Emissions addressed in each Group:

- Energy
- Transportation, Land Use & Livable Communities
- Materials/Waste Management
- Water Management
- Economic Development
- Agriculture & Forestry

The Stakeholder Groups had broad representation including subject area experts, representatives from municipal, county and state agencies, academic institutions, businesses, and non-profit organizations. The composition of the groups were guided through the Consortium, with that group making recommendations first on the types of agencies, organizations, and businesses that should be invited, and then also by providing names of appropriate representatives. For each group, some members declined to be involved and were removed from the list, some attended every meeting, and others were not able to make any meetings but remained on the list, getting email updates throughout the project.



In total, almost 500 people made up the Stakeholder groups, with the following breakdown by Group:

- Agriculture – 91
- Economic Development – 107
- Energy – 65
- Materials Management – 35
- Transportation and Land Use – 125
- Water Management – 75

Not all invitees attended even one meeting, and some individuals were on multiple groups, and therefore would show up counted as one person in each group. In general at most rounds of Stakeholder meetings, we saw about 100-140 people total between the 6 groups.

The Stakeholder Groups met four times to identify their vision for a sustainable region, share their knowledge on baseline conditions and potential challenges, and provide input into the develop of indicators, targets and strategies.

A summary of each of the stakeholder meetings is provided below with the full meeting minutes and copy of the presentation provided in **Sub-Appendix B**.

### 3.3.1. Stakeholder Meeting #1

The first round of stakeholder meetings occurred during the second and third weeks of October, 2012. Each of the six groups met individually at different times, and with various members of the consultant team present. For each of the six groups, they followed the same agenda:

1. Welcome and Introductions
2. Introduction to the project

The consultant team provided an overview of the Cleaner-Greener Communities Program including the funding source, the scope of work for Phase 1, anticipated schedule and funding for Phase 2, and a draft schedule for project deliverables and completion.

3. Stakeholder Group

Each of the stakeholder groups were presented a draft mission statement for discussion regarding what they will study within the confines of the Sustainability Plan.

The consultant team then outlined the role of the stakeholders as follows:

- Input into indicators and identifying data sources (meeting 1)
- Discussion of targets (meeting 2)
- Implementation strategies (meeting 3)
- Review draft report/finalize broad strategies (became content of additional meeting - meeting 4)

Discussions were also had with each group regarding any gaps in representation within the group so additional invitations could be made.

#### 4. Visioning

Each group was asked what their vision was for the future of their subject area in this region. The consultant team recorded thoughts from the groups and facilitated discussions on how people would know if they were heading in the right direction.

#### 5. Sustainability Indicators

The consultant team provided guidance to the Stakeholder Groups regarding NYSERDA indicators as follows:

1. Choose at least one common indicator for each focus area for inclusion in your sustainability plan
2. There are five indicators that all of the regions are required to use. These indicators allow some information to be tracked across the state and to ensure that the CGC program is doing its part to support larger national efforts. Regions will not be required to choose additional indicators in these focus areas. These indicators will count as your required common indicator in each of the focus areas that they cover.
3. Regions may also choose to add other indicators that they feel are appropriate to establish baselines and targets for improvements in their region.

Applicable NYSERDA indicators that were provided in guidance documents to the consultant team were then presented to each group for consideration and discussion. The groups discussed if they thought it was a valid indicator as is, if it should be modified, or deleted (unless required). In addition, the groups discussed the need to add any new indicators provided the indicators have data available and can have targets associated with them.

#### 6. Next steps

Discussion of the next meeting timeframe and general agenda

### 3.3.2. Stakeholder Meeting #2

The second round of Stakeholder meetings were held the second week of November, with each group meeting separately. For each of the six groups, they followed the same agenda:

#### 1. Welcome and Introductions

As part of the opening remarks, the consultant team shared with the Stakeholders a summary of the Regional Themes and Goals that were heard throughout the first round of stakeholder meetings. The draft ideas were:

- Improve accessibility, connectivity and mobility
- Preserve, protect and improve natural resources
  - air quality
  - water quality
  - prime farmland
  - forests
  - open space
- Maintain, protect and improve the functionality and disaster resiliency of existing infrastructure systems and acknowledge the links between systems
  - transportation
  - water
  - energy
  - communication
  - solid waste
- Improve public health
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public
- Build sustainability capacity and understanding through outreach and education

Each group made suggestions for additions and edits.

#### 2. Story of Place Framework and Exercise

The consultant team presented the rationale for doing the Story of Place before actually presenting it which is based on the following belief:

Communities that maintain their vitality, their ability to attract investment and resources and are able to evolve through time, have three things in common:

1. They know who they are – their uniqueness
2. They develop a narrative to convey who they uniquely are
3. They embed this narrative and uniqueness into everything they do

Joel Glanzberg from the consultant team then walked the stakeholders through the draft Story of Place presentation. The Story covers the history of the Region and the unique features and stories of what makes us the region we are. In general the Story identifies 3 major themes:

- Democratizing – making participation in the benefits of society available to all
- Eddying – a place where collecting, settling, nurturing and enriching can occur
- Continuous Innovation/Incubator for ideas – finding solutions for local problems that are relevant for a larger world

### 3. Place Sourced Indicators

After the Story of Place presentation it was explained that the consultant team is taking the Story of Place, and using it to create “Place-Sourced Indicators” which may or may not be in line with the NYSERDA ones. Each stakeholder group was lead through a discussion of potential “Place-Sourced Indicators” and captured ideas for further consideration. The consultant team reminded stakeholders that utilizing the indicators would be tied to the availability of data.

### 4. Guiding Principles

The group had a discussion around the emerging patterns of the Story of Place, focusing on the eddying, and the incubating that has occurred over time. The groups each discussed the following questions:

- Where’s the growth opportunity?
- What is our expertise?
- What are the strengths of our natural and built environment?
- Where are our passions headed?

### 5. Next steps

Discussed next stakeholder meeting and upcoming public meeting.

## 3.3.3. Stakeholder Meeting #3

The third meeting of the Stakeholder groups was a joint meeting of all 6 groups together. This meeting was held as an all day workshop on January 17, 2013. Over 100 Stakeholders were in attendance throughout the day. There were times when information was presented to everyone at once, and then times when groups broke out separately.

A brief overview of the Story of Place was given for those who had missed the previous meeting and synthesized it with democratizing, eddying, and innovating, the three major themes from the Story of Place. Then, for each subject area, a “straw dog strategy” was put out to the group based on some of the feedback from the first 2 meetings. After they were presented, people were separated into groups to discuss the strategy, and supporting goal. However, they were selected randomly and therefore did not necessarily wind up in their natural stakeholder group. Instead, to comment on a goal and strategy for another subject area, giving it a unique perspective. The groups were asked to consider the following:

1. How do we make sure it creates benefit throughout the region and reflect the uniqueness of this region as reflected in the Story of Place?
2. Strategies should impact all subject areas so as to benefit the system as a whole subject, giving it a unique perspective.
3. Can we think about the strategy so that it strengthens all 5 capitals (human, ecological, fixed/built, financial, social)?

The feedback was collected in all groups and brought back to the full group and summarized by one representative of each group. After this summary, the groups then separated by their actual stakeholder group that they primarily associate themselves with and they took the comments from the morning and continued to work with them.

In the afternoon sessions, each Stakeholder group worked to more fully refine their “straw dog” strategy, adding more strategies, and working on overarching subject area goals and challenges. Lastly, while still in breakout groups, the subject areas discussed their indicators and began discussions of targets for each one.



The day ended with report outs from each group so that the consultant team could look for commonalities, and sometimes conflicts, between the groups outcomes. The Stakeholders then asked general questions about the remaining process and next steps.

### 3.3.4. Stakeholder Meeting #4

The last meeting of the Stakeholder groups was done with all 6 groups together on March 12, 2013. This meeting was a summary of the public feedback gained through the public meetings and a presentation of the refined broad strategies to ensure that what had been captured reflected the stakeholders’ ideas and input throughout the process.

## 3.4. Regional Leaders Forum

Despite efforts to engage major business leaders and representatives through the Stakeholder process, there was a lack of representation from many of the Region’s largest employers and therefore a special meeting was created to bring this group together. On February 21, 2013 a forum of regional leaders was conducted to engage government, institutional and industry leaders in a discussion of existing sustainability initiatives, goals, and challenges, in an effort to understand how the Plan can support their implementation efforts. A concentrated effort was made to ensure regional representation from a variety of businesses. The following businesses and municipalities were represented:



#### Business Representation

Bausch & Lomb, Inc.  
 Garlock Sealing Technology  
 Barilla Pasta  
 Kraft Foods  
 Xerox Corporation  
 Wegman's Food Market  
 O-AT-KA Milk Products  
 Goulds Pump  
 McCormick Farms  
 Rochester Institute of Technology

#### Municipal/Agency Representation

Wayne County  
 Monroe County  
 Genesee County  
 City of Rochester  
 Livingston County  
 Genesee Transportation Council  
 Genesee Finger Lakes Regional  
 Planning Council

The general meeting intent was:

1. Ensure the community leadership and major regional employers understood the importance of this project.
2. Supplement the vast public input with more targeted private input.
3. Ensure existing sustainability plans/projects by major regional employers are incorporated to allow for future funding.
4. Explain how to provide input before plan is finalized.
5. Get reaction from high level thinkers on project direction to date.

Through the course of the meeting, the business representatives and municipal leaders provided report outs on their current efforts and goals on sustainability, and also shared insights into strategies and projects that would help further their sustainability goals.

Common themes on challenges that were heard repeatedly during this meeting include the following:

- Difficulty recycling industrial waste water within the production process. The desire/mandate to reduce or eliminate organics that go to landfills
- Cost-benefit of some energy efficiency projects not there to warrant investment

Opportunities noted by many of the representatives included:

- Benefits that have been seen from partnering with institutions such as the Golisano Institute for Sustainability and the Pollution Prevention Institute.
- Technological advances in the way they manufacture products – leading to energy reduction
- Opportunities for on-site alternative energy generation

Strategy ideas that came from the group, which were summarized and incorporated into the planning process included:

- support waste to energy
  - example, Epiphery, a start-up company –used by Wegmans, Kraft, Barilla
  - need to take technology to areas of waste – no transportation which reduced GHG emissions but no NYSERDA funding
  - need technology for a small commercial, viable process
- seed funding for energy efficiency projects that currently do not make the cost/benefit tipping point
- technology and policies for water conservation
- municipalities need better guidance/policies that guide renewable/alternative energy projects – currently difficult process to navigate
- share ideas and resources across the region – leverage knowledge and experience of businesses who have implemented projects and institutions conducting research

### 3.5. Coordination with Regional Organizations

Presentations were made to the following organizations to inform them of the progress of the plan and to solicit their input on its content and direction.

#### **Finger Lakes Regional Economic Development Council (REDC)**

Given the inter-related nature of the Sustainability Plan and the REDC Plan, the project consultant team met with members of the REDC at two of their meetings during the plan, in addition to many members of the REDC being part of the Economic Development Stakeholder Group. The meetings were held on July 23, 2012 and December 12, 2012. The first meeting provided the REDC members an overview of the Sustainability Plan intent, scope and schedule and discuss how the REDC will be incorporated. The second meeting focused on the project definition of sustainability, CGC program background, public consultation, major components of the Plan, Baseline Assessment, next steps, and question and answers.

#### **Genesee/Finger Lakes Regional Planning Council**

David Zorn, Director of the Genesee/Finger Lakes Regional Planning Council, provided quarterly updates to the Regional Planning Council during the project to keep them informed. Many of the Regional Planning Council members are part of the Consortium and/or stakeholder groups. Tara Boggio from the Consultant team also provided a comprehensive presentation at the March 14<sup>th</sup> 2013 meeting of the G/FLRPC, providing information on the process and the findings as well as answering questions.

#### **Genesee Transportation Council**

Rich Perrin, Director of the Genesee Transportation Council (GTC), made presentations and gave updates to the GTC throughout the project to ensure the leadership knew the project status and the findings and recommendations coming out of the study.

### 3.6. Public Outreach

There were two times during the course of the project where public meetings were held to engage the public, gain input and gauge community response. Each time the meeting was held in 3 locations, geographically distributed across the region. A summary of each of the two rounds of public meetings are summarized below. Full presentations and meeting minutes are provided in **Sub-Appendix B**.

#### **3.6.1. Public Meeting 1**

The first round of meetings were held during mid-January. On January 15<sup>th</sup>, 2013 from 6-8PM, concurrent meetings were held in Batavia, NY and in Geneva, NY. The next evening, January 16<sup>th</sup>, a meeting was held in Monroe County at Rochester Institute of

Technology. Between the three meetings approximately 95 people attended. All three meetings followed the same agenda as summarized below.

1. Welcome and Opening Remarks
2. Introduction to the project

The consultant team provided an overview of the Cleaner-Greener Communities Program including the funding source, the scope of work for Phase 1, anticipated schedule and funding for Phase 2, and a draft schedule for project deliverables and completion.



The public was also shown a list of the established Stakeholder groups and given an overview of their role in the project.

3. Themes and Goals  
The definition of sustainability that had been developed for the project was shared with the public and asked for input. Similarly, the project Themes/Goals were presented and discussed with each group.
4. Story of Place  
The consultant team then walked the stakeholders through the draft Story of Place presentation. The Story covers the history of the Region and the unique features and stories of what makes us the region we are. In general the Story identifies 3 major themes:
  - Democratizing – making participation in the benefits of society available to all
  - Eddying – a place where collecting, settling, nurturing and enriching can occur
  - Continuous Innovation/Incubator for ideas – finding solutions for local problems that are relevant for a larger world

After the Story of Place presentation, the public was asked to comment on the Story, asked if anything was missing, what they thought of the concept, and how/if they could see if relevant to their business, place of residence, etc..

5. Sustainability Indicators

Summary tables for each subject area with NYSERDA and Place-Sourced indicators were presented to the public and explained by the consultant team. The method for generating the place-sourced indicators from the Story of Place was explained, as was the criteria used to add new indicators on top of the NYSERDA required/suggested indicators.

Sustainability Indicators		
Transportation, Land Use, & Livable Communities		
	NYSERDA	PLACE-SOURCED
	Total percentage of people commuting via walking, biking, transit, and carpooling	Transportation energy consumption per capita
	Vehicle miles travelled per capita	% income spent on transportation
	Per capita land consumption	Infrastructure within flood zones (100 year) <ul style="list-style-type: none"> <li>• Miles of principal arterials</li> <li>• Bridges</li> </ul>
		Freight tonnage moved <ul style="list-style-type: none"> <li>• By truck</li> <li>• By train</li> </ul>
		Rate of poverty
		Proportion of residents living in existing population centers

6. Next steps

The next steps presented included uploading documents for public review to the website, developing targets and strategies with the Stakeholder Groups, and another round of public meetings in February.

7. Q&A

Each location hosted a question and answer session until all questions had been addressed.

3.6.2. Public Meeting 2



The second round of public meetings took place on February 25 (East – County Courthouse, Lyons), February 26 (West – Genesee County Cornell Cooperative Extension, Batavia) and February 28 (Central – Rochester Museum and Science Center) in 2013 to solicit input on strategies. Between the three locations approximately 75 people were in attendance.

The set up for the public meeting was open house style, with display boards showing subject area goals, opportunities, challenges, variables and draft strategies for each of the subject areas as well as boards that documented public involvement to date. A video capturing the Story of Place was also showing during each meeting for people who had an interest.

Around the room were a series of notepads for people to write comments and place on boards to note their support, concern or comment on the content. In addition, strategy capture forms were available and laptops with the online version of the forms were available for the public to submit at the meetings.

The consultant team assisted the public in capturing their comments and then summarized all the comments received for incorporation into the draft plan.

## Land Use and Livability

**Subject Area Goal**  
Increase the sustainability and livability of the Finger Lakes region by revitalizing the region's traditional centers, concentrating development in areas with existing infrastructure and services, and protecting undeveloped lands from urban encroachment.

**Opportunities**

- Protection of farmland and rural/scenic character
- Revitalization of cities, villages, and rural hamlets
- Cost savings on infrastructure and service delivery
- Reverse disinvestment in existing neighborhoods, infrastructure
- Pendulum beginning to swing back to desire for authentic, close-knit, walkable communities
- Human-scaled design supports local/small businesses, diversity of housing and cultural amenities, transportation options
- More equitable/efficient/sustainable tax structures
- Educating policy makers and the public about transportation-land use connection

**Challenges**

- Home rule limits effectiveness of regional planning
- Inefficient land use patterns results in high energy consumption and high cost of maintaining infrastructure/services
- Land use policies that promote auto-oriented, single-use development
- Competing priorities of adjacent communities
- Struggling urban areas discourage people from locating in walkable/bikable neighborhoods
- Access to funding for comprehensive plans, zoning codes, design standards, etc.
- Conventional development costs are largely externalized and thus overlooked in favor of short-term benefits
- Development pressure threatens long-term viability of farms needed for sustainable food system

**Variables**

- Fuel costs
- Land values based on evolving housing demand and tax structures
- State/federal funding dedicated to local/regional planning initiatives

**Comments** (place sticky notes below)

## Land Use and Livability

**Subject Area Goal**  
Increase the sustainability and livability of the Finger Lakes region by revitalizing the region's traditional centers, concentrating development in areas with existing infrastructure and services, and protecting undeveloped lands from urban encroachment.

Description with criteria	Evaluation Criteria					
	Health/Habitat/Scenic Value	Resilience/Climate Change	Public Capacity	Equity/Inclusion	Community Engagement	Financial Viability
<p><b>Broad Strategy</b> Revitalize existing centers and prioritize the value of placemaking</p> <p><b>Representative Sub-Strategies / Project Ideas</b></p> <ul style="list-style-type: none"> <li>Adopt design standards or other flexible zoning techniques to promote placemaking</li> <li>Incentivize the adaptive reuse of vacant existing buildings</li> <li>Encourage "one-half" campaigns to help support local businesses</li> <li>Invest in improvements to the public realm (streetscapes, plazas, parks) in strategic areas to promote pedestrian movement</li> </ul>	●	●	●	●	●	●
<p><b>Broad Strategy</b> Support and preserve rural centers and the character of rural areas</p> <p><b>Representative Sub-Strategies / Project Ideas</b></p> <ul style="list-style-type: none"> <li>Implement land use tools such as purchase of development rights (PDR) transfer of development rights (TDR), conservation easements and other incentives to preserve agricultural lands and open spaces in perpetuity</li> <li>Encourage retention of seven-acre rural land units</li> <li>Incentivize lands and parcels of significant ecological and/or scenic value coordinate with local land conservation to protect higher value lands</li> </ul>	●	●	●	●	●	●
<p><b>Broad Strategy</b> Encourage diversity of uses/communities to bring about a greater mixture of uses, people, ages and incomes</p> <p><b>Representative Sub-Strategies / Project Ideas</b></p> <ul style="list-style-type: none"> <li>Eliminate zoning and regulatory barriers that constrain the ability to do mixed use development</li> <li>In making land use decisions, consider residential access to parks, transportation (bikes, cultural assets, jobs and services to develop "complete communities"</li> <li>Encourage "formal design" for new residential development and redevelopment, which accommodates a range of abilities</li> </ul>	●	●	●	●	●	●
<p><b>Broad Strategy</b> Create healthy, safe and sustainable communities</p> <p><b>Representative Sub-Strategies / Project Ideas</b></p> <ul style="list-style-type: none"> <li>Utilize local academic institutions to raise public awareness of the value and importance of sustainability and embed it into local culture</li> <li>Encourage development practices and projects that help establish connected networks, particularly in centers, to make them more walkable</li> <li>Encourage creative strategies, such as farmers' markets and small local markets, to provide access to affordable, healthier foods in areas without convenient access to grocery stores</li> </ul>	●	●	●	●	●	●
<p><b>Broad Strategy</b> Encourage regional cooperation and coordination</p> <p><b>Representative Sub-Strategies / Project Ideas</b></p> <ul style="list-style-type: none"> <li>Encourage more funding and recommendations from this Plan into decisions including on the part of the Regional Economic Development Council</li> <li>Regional authorities (e.g. county water districts) should adopt policies where decision-making incorporates sustainability considerations, and not just revenue generation</li> <li>Encourage cooperation and better coordination of planning and zoning across municipal boundaries to achieve consistent development patterns</li> </ul>	●	●	●	●	●	●

**NYSEEDA Indicators and Targets**

NYSEEDA Indicator	Baseline Value (2005)	Short-Term Target (2010)	Mid-Term Target (2015)	Long-Term Target (2020)
Per capita land consumption	0.25 acres	no change	7% reduction	9% reduction

# Sub-Appendix A

## Media and Public Relations Documents







City Newspaper	Yes	Yes
Daily Record	Yes	Yes
WXXI	Yes, Bob Smith	Yes, Bob Smith
WROC TV	Yes, Go Green	Yes, Continuing Mention on Go Green Online
FOX	Yes, Go Green	Yes
WHEC-TV	Yes, interview	Tent. Sched.
YNN	No	Tent. Sched.
13 WHAM	No	Tent Sched.

**Regional Press:**

Canandaigua Daily Messenger	Yes, feature	Yes
Democrat & Chronicle Finger Lakes	Yes	Yes
Finger Lakes Times	Yes	Yes
MPN Ontario County	Yes	Yes
<ul style="list-style-type: none"> <li>• Canandaigua</li> <li>• Bloomfield</li> <li>• Bristol</li> <li>• Farmington</li> <li>• Manchester</li> <li>• Naples</li> <li>• Victor</li> <li>• Richmond-Honeoye</li> <li>• Clifton Springs</li> </ul>		
MPN Wayne County Editions	Yes	Yes
Genesee Sun, Avon	Yes	No
Batavia Daily News	Yes	Yes
Daily News Online Editions	No	Yes
Livingston County News, Geneseo	No	Yes
Westside News All Editions	Yes	Yes
<ul style="list-style-type: none"> <li>• Brockport</li> <li>• Bergen</li> <li>• Churchville</li> <li>• Chili</li> <li>• Gates</li> <li>• Spencerport</li> <li>• Kendall</li> <li>• Riga</li> <li>• Clarkson</li> <li>• Hamlin</li> <li>• Hilton</li> <li>• Holley</li> </ul>		

**Special Media**

Rochester.Environment.com Online Blog	Yes	Yes
Hobart & William Smith	Yes, Online News	N/A
RIT Events Calendar	Yes	No

**Potential Coverage We Did Not Secure:**

For the most part, the coverage we did not secure was confined to very small pennysaver chains and radio stations that do not maintain news staffs for interviewing purposes.

**Rochester Media**

Rochester Business Journal	No	No
Minority Reporter/La Voz	No	No
Rochester Radio Stations	No	No

**Small Pennysavers & Regional Media**

Finger Lakes Radio Group	Unknown	Unknown
Corning Leader, Bath Edition	No	No
Eagle News, Prattsburg	No	No
Yates County Gazette	No	No
The Chronicle Express, Penn Yan	No	No
Times of Wayne County, Macedon	No	No
Genesee Country Express & Dansville.Online, Dansville	No	No
Perry Shopper, Perry	No	No
Shopping Bag Advertiser (all editions)	No	No
Genesee Valley Pennysaver (includes TriCounty Advertiser)	No	No
<ul style="list-style-type: none"> <li>• Batavia</li> <li>• Canandaigua-Naples Edition</li> <li>• Dansville-Wayland</li> <li>• Fairport-Perinton Edition</li> <li>• Livingston Edition</li> <li>• Oatka Edition</li> <li>• Pittsford-East Rochester Edition</li> <li>• Rush-Henrietta Edition</li> <li>• Tri-County Edition</li> <li>• Webster Edition</li> </ul>		
Lake County Pennysaver, Albion	No	No
Leroy Pennysaver & News, LeRoy	No	No
Oakfield (The Batavian online edition)	No	No
Warsaw Country Courier, Warsaw	No	No
Warsaw Pennysaver, Warsaw	No	No
Arcade Herald, Arcade	No	No

These stations do not have large news organizations, so it is doubtful we would get coverage. It is an FYI to them.

Entecom Radio Stations: (news)

WBEE

The Buzz

96.5 WCMF

98PXY

WBBF Good times and Golden Oldies (Fairport)

Clear Channel Radio Stations (news)

WHAM

100.5 the Drive

95.1 the Brew

KISS

Oldies Rochester 107.3

Sports 1280

WHTK

102.3 Sunny FM

Legends Radio

North Coast Radio

WRUR/tie in with WXXI

WRMM 101.3

# QUINN*tessence*

*Marketing Communications & Public Relations*

2040 Westside Dr., Rochester, New York 14624

Phone: (585) 594-9680 Fax: (585) 594-0503

Email: [kbqcad@aol.com](mailto:kbqcad@aol.com) Website: <http://www.quinntessencepr.com>

## **Online Links To Media Placements For The Public Meetings For The Finger Lakes Sustainability Plan**

This is a brief compilation of some of the major print and online placements we received for the Public Meeting Announcements. These are in addition to the radio, television and feature article placements we received.

### **WROC TV 8 and Fox Go Green Report Link**

[rochesterhomepage.net/fulltext?nxd\\_id=364372](http://rochesterhomepage.net/fulltext?nxd_id=364372)

### **Finger Lakes Times Geneva NY**

First Meeting:

[http://www.fltimes.com/news/local/article\\_9f86adae-5f21-11e2-8879-0019bb2963f4.html](http://www.fltimes.com/news/local/article_9f86adae-5f21-11e2-8879-0019bb2963f4.html)

[http://www.fltimes.com/news/local/article\\_33fc9450-60c9-11e2-b53f-0019bb2963f4.html](http://www.fltimes.com/news/local/article_33fc9450-60c9-11e2-b53f-0019bb2963f4.html)

Second Meeting:

[http://www.fltimes.com/news/local/article\\_4a13f5f0-7c38-11e2-a0ca-0019bb2963f4.html](http://www.fltimes.com/news/local/article_4a13f5f0-7c38-11e2-a0ca-0019bb2963f4.html)

### **Canandaigua Daily Messenger & Messenger Post Ontario County Papers**

First Meeting: Feature article by Julie Sherwood

Second Meeting:

<http://www.mpnnow.com/archive/x1037514832/Lyons-to-host-final-public-meeting-for-Finger-Lakes-Sustainability-Plan>

Also in community calendar: Things To Do Monday-Wednesday

### **Messenger Post Newspapers Monroe County**

Second Meeting

<http://www.mpnnow.com/archive>

### **Wayne County Papers**

Second Meeting

<http://www.waynepost.com/archive/x1037514832/Lyons-to-host-final-public-meeting-for-Finger-Lakes-Sustainability-Plan>

*Thu Feb 21 2013 19:13:53 GMT-0500 (EST)*

**Fairpost Post (MPN)**

[www.fairport-erpost.com/latestnews?ndn=y&lid=health](http://www.fairport-erpost.com/latestnews?ndn=y&lid=health)

**City Newspaper**

*First Meeting*

[www.rochestercitynewspaper.com/.../week-ahead-sustainability-meeting-rpd-outreach-downtown-planning-rcsd-wants-you](http://www.rochestercitynewspaper.com/.../week-ahead-sustainability-meeting-rpd-outreach-downtown-planning-rcsd-wants-you)

December Mention:

[www.rochestercitynewspaper.com/rochester/sustainable.../Content?..](http://www.rochestercitynewspaper.com/rochester/sustainable.../Content?..)

**Second Meeting**

[www.rochestercitynewspaper.com/rochester/urban-action.../Content?....](http://www.rochestercitynewspaper.com/rochester/urban-action.../Content?....)

**Daily Record**

First Meeting:

[nydailyrecord.com/blog/2013/01/14/sustainability-coalition-meetings/](http://nydailyrecord.com/blog/2013/01/14/sustainability-coalition-meetings/)

Second Meeting:

[nydailyrecord.com/blog/2012/12/19/midtown-u-of-r-projects-get-state-funding/](http://nydailyrecord.com/blog/2012/12/19/midtown-u-of-r-projects-get-state-funding/)

**Batavia Daily News**

Second Meeting: (Verbatim)

[http://thedailynewsonline.com/news/article\\_f0cc322a-7b1d-11e2-a198-001a4bcf887a.html](http://thedailynewsonline.com/news/article_f0cc322a-7b1d-11e2-a198-001a4bcf887a.html)

**Daily News Online NiUZER**

Second Meeting

<http://www.niuzer.com/New-York/Batavia-hosts-final-public-meeting-for-Finger-Lakes-Sustainability-Plan-16562241.html>

**Democrat & Chronicle.com**

**Meeting Notice on First Meeting**

[www.democratandchronicle.com/.../Finger%20Lakes%20sustainabilit..](http://www.democratandchronicle.com/.../Finger%20Lakes%20sustainabilit..)

**Top News Today.org**

<http://us.topnewstoday.org/us/article/4671167/>

**Mirror News Service Posting**

[www.mirrornewsservice.com/FINGER-LAKES.../Final-Finger-Lakes-](http://www.mirrornewsservice.com/FINGER-LAKES.../Final-Finger-Lakes-)

**RENews Daily**

[renewsdaily.blogspot.com/2013/01/finger-lakes-planners-seek-ideas-to.html](http://renewsdaily.blogspot.com/2013/01/finger-lakes-planners-seek-ideas-to.html)

**We Surround Rochester Message Board**

*First Round of Meetings*

[www.wesurroundrochester.com/messages/boards/thread/.../91989462...](http://www.wesurroundrochester.com/messages/boards/thread/.../91989462...)

**Sunlize**

<http://www.sunlize.com/the.daily.news.online/msg799889>

**Cornell University Sustainable Campus Site**

Second Meeting:

[www.sustainablecampus.cornell.edu/.../2-26-13-final-public-meeting..](http://www.sustainablecampus.cornell.edu/.../2-26-13-final-public-meeting..)

**Rochester Cycling Alliance FaceBook Posting**

Second Meeting

[www.facebook.com/rochestercyclingalliance/.../306826686087456](http://www.facebook.com/rochestercyclingalliance/.../306826686087456)

**Hobart and William Smith College Daily Update**

[www.hws.edu/dailyupdate/NewsDetails.aspx?aid=16229](http://www.hws.edu/dailyupdate/NewsDetails.aspx?aid=16229)

**RIT Events Calendar**

[events.rit.edu/event\\_detail.cfm?event\\_key=423664](http://events.rit.edu/event_detail.cfm?event_key=423664)

**City Of Rochester**

[www.cityofrochester.gov/article.aspx?id=8589956215](http://www.cityofrochester.gov/article.aspx?id=8589956215)

[www.cityofrochester.gov/article.aspx?id=8589955693](http://www.cityofrochester.gov/article.aspx?id=8589955693) -

**Initial news**

**Volume 9 Genesee/Finger Lakes Regional Review**

[www.gflrpc.org/aboutthecouncil/newsletter/fall12.pdf](http://www.gflrpc.org/aboutthecouncil/newsletter/fall12.pdf)



Finger Lakes Regional Sustainability Plan  
Funded by: NYSERDA – Cleaner, Greener Communities Program

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## PRESS KIT

### Finger Lakes Sustainability Plan

ALL PRESS INQUIRIES should be directed to:

David Zorn,  
Program Manager  
Genesee/ Finger Lakes Regional Planning Council (GFLRPC)  
dave.zorn@gflrpc.org  
585-454-0190 x14

Funded by:  
NYSERDA – Cleaner, Greener Communities Program



## Press Release

FOR IMMEDIATE RELEASE: **January 4, 2013**

### **Finger Lakes Regional Sustainability Plan Coalition Announces First Round of Public Meetings**

*Plan is Expected to Reduce Carbon Emissions, Increase Energy Savings,  
Enhance Economic Development*

The first round of public meetings associated with the Cleaner, Greener Communities Finger Lakes Regional Sustainability Plan are slated for the middle of January. The meetings will focus on providing interested parties with an overview of the process, plan goals and themes, and the draft indicators. We will also begin discussions on strategies for implementation.

The first round of Public Meetings for the Cleaner Greener Communities Finger Lakes Regional Sustainability Plan will be Tuesday January 15, 2013 from 6:00-8:00 PM at the Genesee County Building 2 located at 3837 West Main Street Road, Batavia, NY and also from 6:00PM-8:00PM on January 15<sup>th</sup> at the Sanford Room at the Hobart & William Smith Collages Library in Geneva, New York. On Wednesday January 16, 2013 at the Rochester Institute of Technology Golisano Institute for Sustainability in Rochester, New York, the last of the three public meetings will be held from 6:00PM to 8:00 PM. For directions and more information please visit the project website at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org).

The Coalition, including the nine counties in the region, the City of Rochester, municipalities, Genesee Transportation Council and Genesee/Finger Lakes Regional Planning Council are developing a Regional Sustainability Plan that encompasses the Finger Lakes Regional Economic Development Council (REDC) area. The development of a comprehensive regional sustainability plan is the first stage of the Cleaner, Greener Communities program and is intended to develop a vision, goals and objectives for a sustainable future, identify actions needed to achieve that future and outline metrics to measure success.

"Monroe County is proud to partner with NYSERDA as we form a state-of-the-art plan to protect the environment, while fostering future economic growth and job creation," said Monroe County Executive Maggie Brooks. "The Cleaner, Greener Communities program is an innovative way for communities across the Finger Lakes Region to develop strong, collaborative solutions for sustainability."

The Finger Lakes Regional Sustainability Plan will outline tangible actions for improving the long-term sustainability of our communities and natural resources. Specifically, the Plan will identify current greenhouse gas emissions and energy use along with available natural resources and economic assets, liabilities and opportunities; strategies for greenhouse gas emissions reduction, energy improvements, and the deployment of renewable energy sources; long-term and short-term sustainability goals for energy supply, transportation, water management, waste management, land use, open space, agriculture, housing and economic development; and actions to achieve these goals and barriers to implementation.

Development of the sustainability plan includes stakeholder involvement and is incorporating existing planning efforts. Components of the plan will include the assessment, target establishment, the implementation strategy, public consultation, and the sustainability plan. The Plan also will include an implementation strategy that describes how local stakeholders will collaborate, provides a timetable for targeted milestones, and identifies completion dates for the actions identified.



## Finger Lakes Regional Sustainability Plan Funded by: NYSERDA – Cleaner, Greener Communities Program

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Stakeholder groups have been formed and have met twice around the key areas of the plan. They include energy; economic development; transportation, land use and livable communities; materials/waste management; water

management; and agriculture and forestry. Two additional topic areas of governance and climate change adaptation will overlay into each of the other six groups.

The coalition of Genesee-Finger Lakes Region counties, municipalities and organizations has received \$900,000 from the New York State Energy Research and Development Authority (NYSERDA) to create a Regional Sustainability Plan as part of the Cleaner, Green Communities program announced by Governor Andrew M. Cuomo in his 2011 State of the State address.

“Governor Cuomo’s Cleaner Greener Communities Programs empowers each of the State’s ten regions to take the lead in the development of sustainability plans that improve the environmental well-being of their local communities,” said Francis J. Murray Jr., President and CEO of NYSERDA. “This award will help support a sustainability plan that will build upon the inherent strengths and assets of the Finger Lakes region.”

Phase II of the Cleaner, Greener Communities program will provide up to \$90 million in additional funding on a competitive basis to implement projects that support the goals of the plan. Projects must create opportunities for achieving carbon reductions, energy efficiency savings and/or renewable energy deployment while enhancing job creation, economic investment and development consistent with the region’s sustainability and REDC strategic plan, entitled *Accelerating Our Transformation*.

“This award by Governor Cuomo will enable the Finger Lakes Region to fully utilize its high level of technical expertise in sustainability and strong relationships among private, public, and academic stakeholders,” said Richard Perrin, Executive Director of the Genesee Transportation Council. “Identifying opportunities to improve the economy and protect the environment in an equitable manner will ensure that our region continues to increase its standing as a world-class community.”

The Finger Lakes Regional Sustainability Planning Consortium has been established and serves as the Steering Committee for the plan. The Consortium currently consists of the nine counties of the region, City of Rochester, and other local governments, representatives from the Finger Lakes Office of Empire State Development, the Finger Lakes Regional Economic Development Council, and the regional office of the New York State Department of Environmental Conservation, along with the Genesee/Finger Lakes Regional Planning Council (G/FLRPC), and Genesee Transportation Council (GTC). Other entities from the private, public, and not-for-profit sectors will be encouraged to be involved throughout the development of this plan to offer input, expand awareness of it, increase support for its recommendations, and establish an ongoing mechanism for advancing sustainability throughout the region.

“We look forward to continue to work with our partners and stakeholders to plan and implement for our region’s future,” said David Zorn, Executive Director of the Genesee/Finger Lakes Regional Planning Council.

For further information on the Finger Lakes regional sustainability plan please contact David Zorn at G/FLRPC, 585-454-0190 x14 or [dave.zorn@gflrpc.org](mailto:dave.zorn@gflrpc.org) or visit the Finger Lakes Regional Sustainability Plan website at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org).

For further information on the Cleaner Greener Communities program, please contact Lindsay Robbins at NYSERDA, 212-971-5342 ext. 3008 or [lrr@nyserdera.org](mailto:lrr@nyserdera.org).



## STAKEHOLDER GROUPS

Development of the sustainability plan includes stakeholder involvement and is incorporating existing planning efforts. Six stakeholder groups have been formed and have met twice around the key areas of the plan. They include energy; economic development; transportation, land use and livable communities; materials/waste management; water management; and agriculture and forestry. Two additional topic areas of governance and climate change adaptation overlay into each of the other six groups.

The mission of each of these groups is summarized below:

- The **Agriculture and Forestry** Stakeholder Group is addressing agricultural businesses and lands, forest lands, and the multiple economic and ecological roles fulfilled by those enterprises and lands as they relate to social, economic, and ecological sustainability.
- The **Economic Development** Stakeholder Group is tasked to coordinate activities with the Finger Lakes Regional Economic Development Council (FLREDC) and clearly address how the goals of the sustainability plan intersect with and support those of the REDP.
- The **Energy** Stakeholder Group is tasked to address energy and Greenhouse Gas (GHG) emissions associated with its use and generation. The Plan will evaluate electric generation, electric use, and on-site combustion in the Finger Lakes region by building type (residential, commercial, industrial, and institutional).
- The **Materials and Waste Management** Stakeholder Group is tasked to evaluate representative waste and materials management practices throughout the Finger Lakes region and determine strategies to reduce the waste produced and stored; and to reduce GHG emissions associated with waste management.
- The **Transportation and Land Use** Stakeholder Group is tasked to evaluate existing transportation networks within the Finger Lakes region and consider improvements that would provide more efficient system operation, alternative fuel vehicles and the infrastructure to fuel them, and additional/enhanced travel choices such as public transportation, ridesharing, complete streets, and bicycle and pedestrian pathways. At the same time, this group is looking at the land-use planning components, which are interrelated, and interdependent on transportation.

## SUSTAINABILITY

The project consortium and stakeholder groups have developed the following working definition of sustainability for the purposes of this plan:

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Sustainability involves three interrelated components: environment, economy and society. These pillars are linked – the stability of one reinforces the strength of the other two. Sustainability planning for a community, local government or region integrates the three pillars of sustainability through collaborative work within a framework that supports long-term considerations, fosters innovation, and results in a healthy, safe and affordable place to live, work and play for all residents.

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## DRAFT GOALS/THEMES

- Improve accessibility, connectivity and mobility
- Preserve, protect and improve natural resources and acknowledge the link between natural systems
  - air quality (reduce GHG emissions)
  - water quality
  - prime farmland
  - forests
  - open space
- Maintain, protect and improve the functionality and climate change/disaster resiliency of existing infrastructure systems and acknowledge the links between systems
  - transportation
  - water
  - energy
  - communication
  - solid waste
- Improve public health
- Promote an equitable distribution of cost and benefit
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public
- Build sustainability capacity and understanding through outreach and education
- Promote robust, high quality economic growth
- Bring the Finger Lakes Region together through a shared identity and common goals



## SCHEDULE

TASK	2012			2013		
	October	November	December	January	February	March
Baseline Assessment						
Stakeholder Meeting #1	X					
Sustainability Indicators / Inventory						
Target Establishment						
Stakeholder Meeting #2		X				
Public Meeting #1				X		
Implementation Strategy						
Stakeholder Meeting #3				X		
Public Meeting #2					X	
Draft Sustainability Plan						
Final Sustainability Plan						



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**Press Release**

**FOR IMMEDIATE RELEASE: February 18, 2013**

**FINAL PUBLIC MEETING SET FOR FINGER LAKES SUSTAINABILITY PLAN**

**Public Is Encouraged To Voice Opinions On Specific Initiatives Under Discussion**

The second and final Public Meeting in Rochester on the Cleaner, Greener Finger Lakes Regional Sustainability Plan is scheduled from 5:00P.M. - 7:00P.M. on Thurs., Feb. 28 at the Rochester Museum and Science Center, located at 657 East Ave., Rochester. The public is invited to attend.

A Coalition, which includes representatives from the nine counties in the region, the City of Rochester, local municipalities, the Genesee Regional Transportation Council and the Genesee/Finger Lakes Regional Planning Council has been meeting since August and are in the final stages of developing a Regional Sustainability Plan that will be submitted to the New York State Energy Research and Development Authority (NYSERDA) for consideration. This study is part of Governor Cuomo's Cleaner Greener Communities Program. Ten regions across the state have been invited to submit plans and are competing for a portion of \$90 million in funding to implement specific projects identified in their plans. The Finger Lakes Regional Sustainability Planning Consortium must submit the most comprehensive plan possible to secure a portion of this funding for the nine County Genesee-Finger Lakes Region.

The Finger Lakes Regional Sustainability Plan will outline tangible methods to improve the long-term sustainability of the region's natural resources. Viable strategies to reduce greenhouse gas emissions, coupled with recommendations on specific energy improvements, renewable energy sources, water and waste management initiatives, transportation and land use, agricultural improvements, housing and economic development will be included. The plan also makes recommendations on ways local stakeholders can collaborate to achieve realistic goals, sets milestones for key projects, and identifies completion dates for all actions recommended in the plan.

"This public meeting will really be a great opportunity for the public to review and comment on draft strategies while also providing new ones, and talk one-on-one with the consultant team before the Sustainability Plan is fully drafted," explains David Zorn, Executive Director of the Genesee/Finger Lakes Regional Planning Council and spokesperson for the Consortium.

The upcoming Public Meeting on the Sustainability Plan will be held "Open House Style." This means people can come any time between 5:00P.M. and 7:00P.M. and stay as long as they like within that timeframe. There will be no formal presentation at this meeting. Instead participants can review a series of boards that will be on display throughout the meeting room. These boards explain the draft goals and the current strategies under consideration for submission to New York State. Attendees can then discuss the content with consultant team members who will be on hand to answer questions and document their input. The public is encouraged to voice its opinions on the topics under discussion and to provide new insights and ideas whenever possible.

For further information on the Finger Lakes Regional Sustainability Plan please contact David Zorn at G/FLRPC, 585-454-0190 x14 or [dave.zorn@gflrpc.org](mailto:dave.zorn@gflrpc.org) or visit the Finger Lakes Regional Sustainability Plan website at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org).

For further information on the Cleaner Greener Communities program, please contact Lindsay Robbins at NYSERDA, 212-971-5342 ext. 3008 or [lrr@nyserdera.org](mailto:lrr@nyserdera.org).



Finger Lakes Regional Sustainability Plan  
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**Press Release**

**FOR IMMEDIATE RELEASE: February 18, 2013**

**BATAVIA HOSTS FINAL PUBLIC MEETING FOR FINGER LAKES SUSTAINABILITY PLAN**

**Public Is Encouraged To Voice Opinions On Specific Initiatives Under Discussion**

The second and final Public Meeting on the Cleaner, Greener Finger Lakes Regional Sustainability Plan is scheduled from 5:00P.M. - 7:00P.M. on Tues., Feb. 26 at the Cornell Cooperative Extension, 420 East Main St., Batavia. The public is invited to attend.

A Coalition, which includes representatives from the nine counties in the region, the City of Rochester, local municipalities, the Genesee Regional Transportation Council and the Genesee/Finger Lakes Regional Planning Council has been meeting since August and are in the final stages of developing a Regional Sustainability Plan that will be submitted to the New York State Energy Research and Development Authority (NYSERDA) for consideration. This study is part of Governor Cuomo's Cleaner Greener Communities Program. Ten regions across the state have been invited to submit plans and are competing for a portion of \$90 million in funding to implement specific projects identified in their plans. The Finger Lakes Regional Sustainability Planning Consortium must submit the most comprehensive plan possible to secure a portion of this funding for the nine County Genesee-Finger Lakes Region.

The Finger Lakes Regional Sustainability Plan will outline tangible methods to improve the long-term sustainability of the region's natural resources. Viable strategies to reduce greenhouse gas emissions, coupled with recommendations on specific energy improvements, renewable energy sources, water and waste management initiatives, transportation and land use, agricultural improvements, housing and economic development will be included. The plan also makes recommendations on ways local stakeholders can collaborate to achieve realistic goals, sets milestones for key projects, and identifies completion dates for all actions recommended in the plan.

"This public meeting will really be a great opportunity for the public to review and comment on draft strategies while also providing new ones, and talk one-on-one with the consultant team before the Sustainability Plan is fully drafted," explains David Zorn, Executive Director of the Genesee/Finger Lakes Regional Planning Council and spokesperson for the Consortium.

The upcoming Public Meeting on the Sustainability Plan will be held "Open House Style." This means people can come any time between 5:00P.M. and 7:00P.M. and stay as long as they like within that timeframe. There will be no formal presentation at this meeting. Instead participants can review a series of boards that will be on display throughout the meeting room. These boards explain the draft goals and the current strategies under consideration for submission to New York State. Attendees can then discuss the content with consultant team members who will be on hand to answer questions and document their input. The public is encouraged to voice its opinions on the topics under discussion and to provide new insights and ideas whenever possible.

For further information on the Finger Lakes Regional Sustainability Plan please contact David Zorn at G/FLRPC, 585-454-0190 x14 or [dave.zorn@gflrpc.org](mailto:dave.zorn@gflrpc.org) or visit the Finger Lakes Regional Sustainability Plan website at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org).

For further information on the Cleaner Greener Communities program, please contact Lindsay Robbins at NYSERDA, 212-971-5342 ext. 3008 or [lrr@nyserdera.org](mailto:lrr@nyserdera.org).



Finger Lakes Regional Sustainability Plan  
Funded by: [NYSERDA – Cleaner, Greener Communities Program](#)

**Press Release**

**FOR IMMEDIATE RELEASE: February 18, 2013**

**LYONS TO HOST FINAL PUBLIC MEETING FOR FINGER LAKES SUSTAINABILITY PLAN**

**Public Is Encouraged To Voice Opinions On Specific Initiatives Under Discussion**

The second and final Public Meeting on the Cleaner, Greener Finger Lakes Regional Sustainability Plan will be held from 5:00P.M. - 7:00P.M. on Mon., Feb. 25 at the Wayne County Courthouse, 26 Church St. in Lyons. The public is invited to attend.

A Coalition, which includes representatives from the nine counties in the region, the City of Rochester, local municipalities, the Genesee Regional Transportation Council and the Genesee/Finger Lakes Regional Planning Council has been meeting since August and are in the final stages of developing a Regional Sustainability Plan that will be submitted to the New York State Energy Research and Development Authority (NYSERDA) for consideration. This study is part of Governor Cuomo's Cleaner Greener Communities Program. Ten regions across the state have been invited to submit plans and are competing for a portion of \$90 million in funding to implement specific projects identified in their plans. The Finger Lakes Regional Sustainability Planning Consortium must submit the most comprehensive plan possible to secure a portion of this funding for the nine County Genesee-Finger Lakes Region.

The Finger Lakes Regional Sustainability Plan will outline tangible methods to improve the long-term sustainability of the region's natural resources. Viable strategies to reduce greenhouse gas emissions, coupled with recommendations on specific energy improvements, renewable energy sources, water and waste management initiatives, transportation and land use, agricultural improvements, housing and economic development will be included. The plan also makes recommendations on ways local stakeholders can collaborate to achieve realistic goals, sets milestones for key projects, and identifies completion dates for all actions recommended in the plan.

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For further information on the Cleaner Greener Communities program, please contact Lindsay Robbins at NYSERDA, 212-971-5342 ext. 3008 or [lrr@nyserda.org](mailto:lrr@nyserda.org).



# Sub-Appendix B

## Public Feedback Documentation





**CONSORTIUM MEMBERS – Finger Lakes Regional Sustainability Plan**

<b>NAME</b>	<b>ORGANIZATION/AFFILIATION</b>
Tony LaFountain	Town of Penfield
Joyce Lobene	Village of Spencerport
Tom West	Village of Spencerport
Carol Nellis-Ewell	Village of Spencerport
Mike Guyon	Town of Brighton
Tom Beck	Town of Perinton
Brenda Donohue	Town of Conesus; Livingston County Board Supervisors
Larry Heining	Town of Irondequoit
Corrine Kleisle	Village of Lyons
Paul D'Amato	NYSDEC Region 8
Ray Yacuzzo	NYSDEC Region 8
Vincent Esposito	Empire State Development and FLEDC
Dave Seeley	Office of Governor Andrew M. Cuomo, Finger Lakes Region
Mary Pat Hancock	Genesee County Legislature
Felipe Oltramari	Genesee County Department of Planning
Esther Leadley	Genesee County Legislature and G/FLRPC
Jay Gsell	Genesee County Manager
Angela Ellis	Livingston County Planning Department
Tom Goodwin	Monroe County Department of Planning & Development
Rochelle Bell	Monroe County Department of Planning & Development
Justin Roj	Monroe County Department of Environmental Services
Anne Spaulding	City of Rochester
Mark Gregor	City of Rochester, Division of Environmental Quality
Wayne Hale	Orleans County Planning & Development
David Callard	Orleans County Legislature
Mitchell Rowe	Seneca County
Bill Bordeau	Seneca County Planning & Community Development
Ora Rothfuss	Wayne County Planning
Peg Churchill	Wayne County IDA
Robert McNary	Wayne County Planning & Economic Development
James Hoffman	Wayne County Board of Supervisors; Town of Williamson
Richard Perrin	Genesee Transportation Council
Tony Favro	Genesee Transportation Council
David Zorn	Genesee/Finger Lakes Regional Planning Council
Greg Albert	Genesee/Finger Lakes Regional Planning Council
Shawna Bonshak	Yates County Planning
Art Buckley	Wyoming County Planning
Maggie Brooks	Monroe County
Thomas Richards	City of Rochester
Dorothy Huber	Ontario County Board of Supervisors; Town of East Bloomfield
Thomas Harvey	Ontario County Planning
Bob Hayssen	Seneca County Board of Supervisors
Douglas Berwanger	Wyoming County Board of Supervisors
H. Taylor Fitch	Yates County Legislature
Nicole Landers	Yates County Cornell Cooperative Extension

## PLANNING TEAM LISTING – Finger Lakes Regional Sustainability Plan

NAME	ORGANIZATION/AFFILIATION
Richard Perrin	Genesee Transportation Council
Tony Favro	Genesee Transportation Council
Tom Goodwin	Monroe County Department of Planning & Development
Rochelle Bell	Monroe County Department of Planning & Development
Justin Roj	Monroe County Department of Environmental Services
Anne Spaulding	City of Rochester
Angela Ellis	Livingston County and the 8 Counties outside of Monroe County
Jason Kennedy	Monroe County Department of Environmental Services
David Zorn	Genesee/Finger Lakes Regional Planning Council
Gregory Albert	Genesee/Finger Lakes Regional Planning Council
Aileen Maguire	C&S Companies, Consultant Team
Tara Boggio	T.Y. Lin International, Consultant Team

# Finger Lakes Regional Sustainability Plan

Funded by NYSERDA - Cleaner, Greener Communities Program

## Consortium Meeting Minutes







**Finger Lakes Regional Sustainability Plan  
Cleaner Greener Communities  
Consortium  
Kickoff Meeting  
August 30, 2012  
Ebenezer Watts Conference Center  
49 South Fitzhugh Street  
Rochester, NY 14614**

**Meeting Notes**

**In attendance:**

Mary Pat Hancock, Chair, Genesee County Legislature  
Esther Leadley, Legislator, Genesee County Legislature and Vice Chair, Genesee/Finger Lakes Regional Planning Council  
Felipe A. Oltramari, Senior Planner, Genesee County Department of Planning  
Brenda Donohue, Supervisor, Town of Conesus and Livingston County Board of Supervisors  
Angela Ellis, Planning Director, Livingston County Planning Department  
Tom Goodwin, Planning Manager, Monroe County Department of Planning and Development  
Rochelle Bell, Senior Environmental Planner, Monroe County Department of Planning and Development  
Jason R. Kennedy, Chief of Engineering & Facilities Management, Monroe County Department of Environmental Services  
Anne E. Spaulding, Energy and Environmental Sustainability Manager, City of Rochester  
Mark Gregor, Manager, Division of Environmental Quality, City of Rochester  
Kristen Mark Hughes, Director, Ontario County Planning Department  
David B. Callard, Chair, Orleans County Legislature  
Wayne Hale, Director, Orleans County Planning and Development  
Bill Bordeau, Director, Seneca County Planning and Community Development  
James Hoffman, Chair, Wayne County Board of Supervisors and Supervisor, Town of Williamson  
Ora Rothfuss, Interim Director, Wayne County Planning  
Peg Churchill, Executive Director/CEO, Wayne County IDA and Wayne Industrial Sustainability Development Corporation  
Arthur Buckley, County Planner, Wyoming County Planning  
Shawna E. Bonshak, Planner, Yates County Planning Department  
Nicole Landers, Director, Cornell Cooperative Extension of Yates County  
Richard Perrin, Executive Director, Genesee Transportation Council  
Tony Favro, Program Manager, Genesee Transportation Council  
David Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council

Greg Albert, Senior Planner, Genesee/Finger Lakes Regional Planning Council  
Kathryn Zilka, TRC  
Lindsay Robbins, NYSERDA  
Aileen Maguire Meyer, Manager, Planning Department, C&S Companies  
Tara Boggio, Associate Vice President, T.Y. Lin International  
Mark Lowery, NYSDEC, Office of Climate Change  
Tim Hughes, Sustainability Leader, C&S Companies  
Ellen Parker, Planner, Wendel Companies

## **Introductions**

David Zorn called the meeting to order and all attendees introduced themselves.

## **Cleaner Greener Communities Overview (NYSERDA)**

Lindsay Robins presented an overview of the Cleaner Greener Communities program and background on NYSERDA (presentation attached):

Lindsay discussed the background of NYSERDA, which was started in 1973 and served mainly a research and development focus until deregulation in 1996. Since 1996 NYSERDA has focused efforts on efficiency and renewable programs. The Cleaner Greener Communities program was discussed by Governor Cuomo at his State of the State speech in 2011. The program is structured in two phases. Phase I included \$10 million in funding for the completion of sustainability plans in each of the ten regions of the State. The regions are the same as the ten Regional Economic Development Council (REDC) regions. Phase II of the program includes \$90 million in competitive grants for implementation of projects identified in the sustainability plans. Phase I is currently underway with seven regions scheduled for completion in December, 2012 and the remaining three regions scheduled for completion in March, 2013.

The Cleaner Greener Communities program is funded from RGGI (Regional Greenhouse Gas Initiative) funds, which is the first mandatory cap and trade program in North America and includes nine states (CT, DE, MD, ME, NY, MA, NH, VT, RI).

The Cleaner Greener Communities program is part of the NYS Open for Business effort and is aligned with the Regional Economic Development Councils and the regional sustainability plans should be consistent with the completed Regional Economic Development Council strategic plans. The Cleaner Greener Communities aims to address climate change through identifying strategies to reduce the greenhouse gas emissions by 80% below 1990 levels by 2050.

The scope of the plan is to provide a baseline assessment of the Region including a greenhouse gas inventory; to identify long-term and short-term sustainability goals and develop an implementation strategy. Development of the sustainability plan will include stakeholder involvement and incorporate existing planning efforts.

Phase II of the program will launch in the spring of 2013. The \$90 million in implementation funding will likely be released over three years with \$30 million in 2013; \$30 million in 2014; and \$30 million in 2015. Projects selected for implementation funding will reduce greenhouse gas emissions; support the achievement of goals identified in the sustainability plan; are not currently eligible for funding under current NYSERDA programs; and are prioritized within the regional sustainability plan.

It is important to remember that the plan is not a bid for Phase II funds and that this is a unique opportunity. NYSERDA is looking for a truly comprehensive planning process resulting in a realistically implementable strategy. This is your plan and should be tailored to the Finger Lakes Region.

Rich Perrin asked about the future funding of the program and if RGGI money had already been set aside for the program or if it was anticipating funds. Mark Lowery from the NYSDEC Climate Change Office responded and stated that the RGGI program is still strong and still has support of 9 states even after NJ dropped out. New York is also large enough of a state that it could keep the program alive on its own if needed. While program funding has not been as strong as anticipated the environmental goals of the program are positive and funding is likely to continue.

Rich Perrin asked if inter-regional projects were encouraged, such as a New York State Thruway corridor fuel cell hub or similar multi-regional projects. Lindsay Robbins responded and stated that NYSERDA would accommodate those projects and encourage Regions to work with one another despite the challenges of the CFA and REDC process with regards to multi-regional project submittals.

Ora Rothfuss asked if it was expected that each County endorse or adopt the plan. Lindsay stated that they are not requiring official adoption as there is not enough time in the process, but hope to see endorsements from counties/municipalities and the plan to be completed with as much support as possible.

Kris Hughes stated that it is important not to forget that support is mixed for the project amongst legislatures in the Region and that we should not lose site of leadership who need to be convinced of the process. He indicated that many people are only involved in the project for the potential \$90 million in funding in the implementation stage. It is also important to note the actual costs and opportunity costs of each Consortium meeting in the Region and that the process needs to be worth while based on the investment. Lindsay responded that it is an important point and that we should consider the plans to be economic drivers rather than just designed to receive implementation funding. This is the Finger Lakes Region's plan and the connection to economic development can be emphasized for leadership.

## **A Snapshot of the Finger Lakes**

Greg Albert provided a Regional Snapshot overview of the Finger Lakes Region (presentation attached):

There are 9 counties in the Finger Lakes Region with 190 municipalities. Population as of 2010 was 1,217,156, which was approximately a 1.5% growth since 2000 and an 8% growth since 1980. Between 1980-2010 New York State grew by 10.4% and the US grew by 36.3%. The under 18 age cohort within the Region is smaller than both New York State and the US, while the percentage of people over the age of 65 is higher within the Region, approximately 14.3% compared to 13.5% in NYS and 13.0% in the US. The Region has a high quality of life as well.

Housing is affordable with the highest median home values in the Region found in Ontario County (\$133,700) compared to the US median home value of \$191,900 and the New York State median home value of \$310,100. There are 18 colleges and universities within the Region, 15 major hospitals, and over 170 municipal, county, state and federal parks with over 63,000 acres of parkland. There are also a variety of cultural and tourist attractions in the Region including Blue Cross Arena, Frontier Field, Darien Lake, Seneca Park Zoo, Erie Canal, Finger Lakes, Montezuma National Wildlife Refuge, Letchworth State Park, the Finger Lakes Wineries, and others.

The identified Regional Industry Clusters, which the Region has expertise and experience in, include Optics and Imaging (Kodak, Bausch and Lomb), Higher Education (RIT, UR), Energy Innovation, Advanced Manufacturing, Agriculture and Food Processing, Biotech and Life Sciences, Tourism and the Arts, and Business Services/Software/Telecommunications. Agriculture is a huge component of the Regional economy with over 1 billion in agricultural cash receipts from the Region in 2009. This represented almost 30% of the entire state agricultural cash receipts.

Greg discussed the resource use within the Region and stated that the gasoline use per vehicle per year was similar to the national average. Electrical use, non-recycled waste generated, and domestic water consumption was lower within the Finger Lakes Region compared to both New York State and the nation.

Greg identified issues and opportunities that have been brought up at the Comprehensive Economic Development Strategy stakeholder sessions, along with the development of the Finger Lakes Economic Development Council strategic plan, and during the development of other regional plans. The identified opportunities included: quality of life, smart growth, brownfield redevelopment, energy, entrepreneurship and innovation, agricultural economic development, colleges and universities, tourism, and workforce development. Identified issues included funding, short-term thinking, declining school district enrollment, mismatch between education/training and available jobs, infrastructure, suburban/rural public transportation, business climate, access to capital, and urban/rural poverty.

Felipe Oltramari provided a brief update on Genesee County sustainability initiatives:

Genesee County has completed a comprehensive plan that is tied to the budget with 10 focus groups. A Smart Growth Plan has also been completed and identifies areas where infrastructure is in place with the goals and aligning investment into these areas. The County has an Agriculture & Farmland Protection Plan. Agriculture is the number one industry within the County and is a focus. From the sustainability planning process Genesee County hopes to have a back and forth discussion and to identify methods in which they can improve their own sustainability efforts.

Angela Ellis provided an update on the Livingston County sustainability initiatives.

Livingston County is currently working with GTC on a county-wide multi-modal connectivity plan. The County and municipalities are involved in a limited number of energy projects including NYSERDA programs. A geothermal system project at the Opera House in Avon is in complete. There are two Finger Lakes within the County and aggressive watershed management plans are in place, one of which won an APA award. The County has an Agriculture & Farmland Protection Plan and an annual work plan for implementing it along with an Agricultural District program. Methane alternative energy is being investigated. A farm to school program is also ongoing. The County participates in a purchase of development rights program with 75 acres under permanent conservation easement and up to 8,500 acres possible soon. SUNY Geneseo has a sustainability initiative/partnership with the County. Worm Power-warm farm utilizes over 500,000 worms for composting. Avon has set the goal to be fully walkable by 2020. Goals of the sustainability plan are to create a regional framework, identification of projects, active leveraging and how county and municipalities might leverage each other, identification of opportunities for county, community and regional sustainability, and to improve quality of life goals and livability.

Jason Kennedy, Tom Goodwin and Rochelle Bell provided an overview of the Monroe County sustainability initiatives:

Water quality initiatives include the Pure Waters sewage program, two treatment plants, and stormwater quality initiatives. Regular water quality meetings are held. Stormwater quality initiatives are underway as well including the Stormwater Coalition of Monroe County. Solid waste management programs are in place including the Mill-Seat Landfill (methane to electric) and a comprehensive recycling program with a goal of recycling/reuse/waste diversion. Eco park has been launched to improve recycling efforts for unique materials and items. The fleet of Monroe County vehicles emphasizes alternative fuels including ethanol. The County partners with DOT on improving lighting costs in the County and implementing ITS throughout county roads. A green building policy is in place. Co-generation facilities, hospitals, airport, energy procurement, photovoltaic, wind farms, etc. are all being used for green buildings in the County. Agriculture is important to Monroe County and a Agriculture & Farmland Protection Plan is in place. Economic development is a key County focus with creation and retaining of jobs a critical goal. Rochelle Bell discussed the County health collaborative and a recent article which identified it as a potential national model.

Anne Spaulding discussed the City of Rochester sustainability initiatives:

City has a GHG inventory. The City is developing a climate action plan. Bike lanes are a focus in the City with the completion of a bicycle master plan. The City audited all facilities to help reduce building energy consumption. The City has retrofitted lighting in parking garages to be more efficient. There are 200 vehicles in the City fleet, and the City partners with Monroe County for alternative fuel for these vehicles. A goal of 24 charging stations within the City has been outlined. A solar panel is in place on the Library. DEC initiatives are also underway with green infrastructure (green roof and permeable pavement) being implemented. Brownfield redevelopment is also a key urban issue with Brownfield Opportunity Area projects to address many vacant lots. Eastman Business Park is also very important to the City and the impact of the decline of Kodak should not be lost on the Region.

Kris Hughes provided an overview of the Ontario County sustainability initiatives:

NYSERDA funding is being invested into the County. An energy analysis of County government has been completed. ARRA money (\$1 Million) was received to improve facilities to be energy efficient and helped to significantly reduce energy consumption. An energy efficient transit center is targeted. Water treatment/septic is also a focus with pumps having been upgraded to save energy. Trail projects are encouraged within the County and multimodal connectivity projects are being advanced. Agriculture is a focus in the County with a diverse base of products. Grapes/wineries are the largest agricultural sector in the County. The County is exploring private industry/recycling efforts. A viticulture center is being completed with the partnership of Finger Lakes Community College in Geneva and FLCC has been undergoing college-wide improvements that follow LEED design principals.. Watershed planning and management is another key area. Fleet upgrades to natural gas and other alternative fuels are also being completed. The public transit system is looking for ways to be more efficient with the CATS system looking for flexible scheduling as a way to achieve this. Potential needs to be addressed by the Plan include water budgets including groundwater and surface water use, fleet upgrades including considering opportunities, agricultural planning, and public transit including analysis and how to make it more efficient and responsive.

Wayne Hale provided an update on the Orleans County sustainability initiatives:

An energy audit has been completed looking at improvements to facilities. Orleans and Niagara Counties have partnered to form NORA (Niagara Orleans Regional Alliance) to address lake shore protection, economic development, and tourism. Sport fishing is a \$12 million industry annually for the County. A project is in place to grow fish under supervision before introducing them into the wild to improve their ability to survive. The County holds an event to collect household waste including pharmaceuticals every two years. The County is home to the Western New York Energy ethanol plant in Shelby. A brownfield inventory and prioritization is underway. There are three consolidated agricultural districts in the County. The County does not have an Agriculture & Farmland Protection Plan. Another focus is on the 2<sup>nd</sup> floor spaces within the downtowns for reuse. Needs of the plan include brownfields, efficient freight/goods movement, public transit, and inclusion of rural areas/issues.

Bill Bordeau provided an overview of Seneca County sustainability initiatives:

Seneca County is a rural County. The County is one of the few to see an increase in farm land recently. Wineries in the County are expanding. Agriculture is a large employer. The County faces issues with the Lake with regards to run off of pesticides and other agricultural chemicals. Buy in of the regional sustainability plan is a concern locally. Farmland prices are increasing in the County as land limits are being reached. A portion of the Army Depot is focused on alternative energy with Seneca Bio (biodiesel). Methane usage at the landfill is in place. Potable water is a concern in the County. Water is a county-wide goal. The impact of hydrofracking on water is also a concern.

Jim Hoffman briefly discussed some of the Town of Williamson initiatives within Wayne County:

The Town is the second largest apple producer. There are two solar panel projects. There is a citizen action committee. Wind turbines are within the Town. A new alternative energy project is beginning with the hopes of addressing all of the Town's energy needs via renewable energy. Also a power batter project is underway to reduce idling and the waste of gasoline.

Peg Churchill expanded on Jim's comments to discuss Wayne County as a whole:

About nine years ago Harbec Plastics completed development of their building to LEED design standards. The Wayne Industrial Sustainability Park is in the Town of Ontario with land owned by the IDA. The County partners with NYSERDA and RIT on energy initiatives. A second Wayne Industrial Sustainability Park is planned in Newark in conjunction with the Finger Lakes Community College campus there. An 800 kw turbine is in place east of Harbec Plastics. A freight village concept is proposed for the Village of Lyons along the Erie Canal to establish a multi-modal shipping facility. A tax summit has been completed in the County. Water studies have been completed in the SE and NE quadrants of the County. Water quality and water levels are a concern. Methane energy is being captured from the manure pond from area farms. The Village of Lyons completed a 2009 study and established a green roof and improved efficiency of police cars. A strategic plan for economic development has been completed by the County. A lighting project is underway as well to improve the lighting efficiency at municipal buildings with the help of NYSERDA. Considerations of the Planning process is to have the recommendations doable and realistic.

Art Buckley provided an update of Wyoming County sustainability initiatives:

Agriculture, especially livestock is big the County – some of the leading farms in the world. County is producing wind energy. There is strong Agriculture & Farmland Protection planning. Farms are expanding. The County has large CAFO operations and associated nutrient management programs. Biodigestion is an opportunity. County has the Center for Dairy Excellence. Town farmland protection plans are in place with asset analysis tied to comprehensive plans in the Towns of Arcade and Perry. The Perry Main Street Association is redeveloping a section of downtown Perry to LEED standards at market rate. Water and sewer improvements are underway in the County. The County is considering a county water authority. Silver Lake is the source of drinking water with dredging needing to occur. The Lake is unique because the inlet and outlet are at the

same end of the lake. The Walker Road Bridge is scheduled to be updated. The former A&A Metal Fabricating site is a brownfield and in the BOA program; a total of six transformers are scheduled to be removed in September from the site. Power allocation is a challenge within the County and a reason why Arcade has been successful with industry as Arcade is a municipal electrical supplier of low cost power. Aging in place is an issue. Start up dollars for entrepreneurship is needed.

Shawna Bonshak provided an update of the Yates County sustainability initiatives:

Agriculture and tourism are key areas of focus for the County. There is a significant Mennonite population in the County. An Agriculture & Farmland Protection Plan is in place with 1100 acres currently protected. Yates County is the future home to the Finger Lakes Museum with many of the buildings being built to LEED standards. The Windmill market uses renewable energy throughout the facility. The Town of Jerusalem is the host of home and farm energy tour of 4 homes/farms with renewable energy sources. Organic farming is large industry in the County. The County is hoping to gain ideas on how to grow initiatives and regional efforts from the sustainability planning process.

Rich Perrin provided an overview of the Genesee Transportation Council sustainability projects:

Emphasis is on multiple goals: to improve the efficiency of operation and maintenance; preservation; intelligent transportation systems; reduce incidents and delays; improve public transit; and work to establish more alternative fueling stations. GTC allocates funds for studies and implementation. The Region has an aging population and active transportation is a focus. The CAP program looks at circulation, accessibility, and parking. GTC is hoping to gain a list of indicators and target goals out of development of the sustainability plan.

Dave Zorn discussed the sustainability projects from the Genesee/Finger Lakes Regional Planning Council:

G/FLRPC itself along with its two advisory committees – the Planning Coordination Committee (Planning Directors of the 9 counties, City of Rochester, and the MPO) and the Economic Development Advisory Committee – the Economic Development or IDA Directors of the 9 counties, City of Rochester and the regional office of Empire State Development - provide forums for and coordination of regional efforts. The Planning Coordination Committee has been involved with the regional sustainability planning project. Regional Roundtables are a series of meetings put together in an ongoing attempt on the part of G/FLRPC staff to bring experts together to discuss issues of regional importance. The Regional Local Government Workshop series supports and advocates for the importance of local government training and education. G/FLRPC in association with our nine counties, has presented the Regional Local Government Workshop series two times per year beginning in 1996. Through the Economic Development program area G/FLRPC serves as the District Organization for the federal Economic Development District and develops and implements the Comprehensive Economic Development Strategy. Examples of specific projects that are being worked on or have recently been completed include a impervious surface scan; historic preservation and main street revitalization planning including the development of *Historic Preservation Guidebook for the Western Erie Canal Alliance's Main Street Program*

*Communities, Creating Residential, Commercial and Municipal Upper Floors: A Guidebook for Regional Revitalization* and a *Genesee-Finger Lakes Regional Historic Waterfront Planning* program guidebook; and water resources planning projects include green infrastructure planning, stormwater and floodplain management planning, and watershed management planning. We are hoping the Planning effort helps us chart the way forward for both the Region and the Council; can help bring more people around the table with regard to regional sustainability issues, opportunities, planning and implementation including energy, economic development, land use and livable communities, water management, agriculture, and governance; consideration of GHG reduction; develop a regional plan and an implementation strategy; and integration of regional planning projects, programs, issues and opportunities and an integration of the regional sustainability plan into the planning and implementation work of the region and the Regional Planning Council

### **Project Execution Plan and Stakeholder Engagement Strategy Overview**

Aileen Maguire Meyer, C&S Companies and Tara Boggio, T.Y. Lin International presented an overview of the project execution plan (attached):

A breakdown of the project consultant structure was discussed with the various individuals who will lead each working group. The project will be completed in 7 months to meet NYSERDA's goal. A dual project management structure is in place with C&S as lead and Aileen Maguire Meyer and Tara Boggio each leading portions of the plan. Wendel will be working on governance, land use, and livability components. EDR will be working on agriculture and forestry. Ecology and Environment is leading the Greenhouse Gas Emissions portion of the project. A Story of Place component will be completed by Alliance for Regeneration to identify the unique nature of the Finger Lakes Region. The project schedule includes 4-5 Consortium meetings; Planning Team Meetings with Sharepoint file access in place; 3 rounds of working group meetings; and 2 rounds of 3 public meetings (6 total public meetings). A website is proposed for [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org) and will launch soon. The website will contain materials/presentation/notes from all the meetings throughout the development of the plan.

Working groups are proposed for the following groups: energy; economic development; transportation, land use and livable communities; materials/waste management; water management; agriculture and forestry. Two additional topic areas (governance; and climate change adaptation) will overlay into each of the six groups. Art Buckley asked if it would be a good idea to also split out land use into each individual group as an overlay area. Rich Perrin stated that he thought land use should be a part of each group, but that it should remain within the transportation group as well. The group decided to acknowledge land use as a part of the governance component that is overlaying into each group.

The Climate Change report that has been completed by New York State will be distributed out to the Consortium for review.

The consultants provided an overview into each of the working groups and the proposed member participants. The consortium brainstormed and added additional potential

participants into each of the 6 working groups (attached). Lindsay Robbins stated that the focus of the working groups should be on areas and topics that can be addressed within the Region and not to worry about areas the Region has little control over such as state or federal regulations.

The next steps of the plan are to complete and finalize the work plan, initiate the Story of Place component, begin the baseline assessment, and set up the project web site. The consultants asked if branding of the project should be done and if the Consortium is ok with the consultants completing the task. The group determined that the consultant will complete the branding process with an emphasis on the Finger Lakes Region as a whole.

## **Wrap Up**

Mark Lowery provided an update on the DEC Office of Climate Change programs and discussed the Climate Smart Communities program. The Climate Smart Communities program is a voluntary program that currently has 107 communities including the City of Rochester and the Town of Irondequoit. It provides on the ground technical support. Everyone is also welcome to join the list serve on the DEC website for additional program updates.

Mary Pat Hancock asked about the final products of the working groups. Lindsay Robbins stated that the group can frame the conversations, do the baseline assessments, set target goals within each working area, develop an implementation strategy, and identify implementation projects. Lindsay also discussed the question of governance structure/voting and stated that the group can decide on the metrics and the best strategy to identify projects within the plan.

Dave Collard asked who will decide on the projects and if they will be determined by voting. Rich thought that the Sustainability Planning Team and stakeholders could work to vet the projects.

Mary Pat asked if notes will be available from the meeting. David stated that meeting notes and materials will be distributed. It was also mentioned that any municipal representatives are welcome to join the Consortium and can be approached through the county planning departments, and it is important for continuity that the same representatives attend each meeting.



**Finger Lakes Regional Sustainability Plan  
Cleaner Greener Communities  
Consortium  
Meeting  
October 9, 2012  
Ebenezer Watts Conference Center  
49 South Fitzhugh Street  
Rochester, NY 14614**

**Meeting Notes**

**In attendance:**

Mary Pat Hancock, Chair, Genesee County Legislature  
Felipe A. Oltramari, Senior Planner, Genesee County Department of Planning  
Angela Ellis, Planning Director, Livingston County Planning Department  
Tom Goodwin, Planning Manager, Monroe County Department of Planning and Development  
Rochelle Bell, Senior Environmental Planner, Monroe County Department of Planning and Development  
Justin Roj, Deputy Director, Monroe County Department of Environmental Services  
Tony LaFountain, Supervisor, Town of Penfield  
Mike Guyon, Town Engineer, Town of Brighton  
Larry Heininger, Director, Town of Irondequoit Department of Development Services  
Thomas Beck, Town of Perinton  
Anne E. Spaulding, Energy and Environmental Sustainability Manager, City of Rochester  
Mark Gregor, Manager, Division of Environmental Quality, City of Rochester  
Wayne Hale, Director, Orleans County Planning and Development  
Mitchell Rowe, County Manager, Seneca County  
Bill Bordeau, Director, Seneca County Planning and Community Development  
Ora Rothfuss, Interim Director, Wayne County Planning  
Robert McNary, Director, Wayne County Planning & Economic Development  
Richard Perrin, Executive Director, Genesee Transportation Council  
Tony Favro, Program Manager, Genesee Transportation Council  
David Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council  
Greg Albert, Senior Planner, Genesee/Finger Lakes Regional Planning Council

Paul D'Amato, Director, New York State Department of Environmental Conservation Region 8  
 Ray Yacuzzo, New York State Department of Environmental Conservation Region 8  
 Dave Seeley, Governor's Office  
 Aileen Maguire Meyer, Manager, Planning Department, C&S Companies  
 Tara Boggio, Associate Vice President, T.Y. Lin International

**Introductions**

David Zorn called the meeting to order and all attendees introduced themselves. Aileen Maguire Meyer, C&S Companies and Tara Boggio, T.Y. Lin International, proceeded to go over the agenda and associated presentation.

**Work Plan**

The Work Plan items include discussion of the Project Execution Plan, Participants/Roles, Communications/Meeting Schedule, Deliverable Review Process/Schedule, Decision Making Structure, Stakeholder and Public Engagement, Branding/Logo, Website, and Stakeholder/Public Engagement Schedule.

Aileen discussed the various participants and their roles. The consortium will be responsible for review and approval of key documents. The executive committee will provide guidance/direction and review documents. The stakeholder groups will contribute their knowledge of the Region and help identify indicators, criteria, and strategies.

Three more consortium meetings will be held during the following times: mid-November, mid-January, and mid-February. Executive committee meetings dates have already been identified.

Draft and final deliverable dates have been identified for the following tasks:

<b>Task</b>	<b>Deliverable</b>	<b>Submission Schedule</b>
Task 1 – Work Plan	<ul style="list-style-type: none"> <li>• <i>Project Execution Plan</i></li> </ul>	11/9/12
Task 2 – Baseline Assessment	<ul style="list-style-type: none"> <li>• Tier II GHG Inventory</li> <li>• Sustainability Indicator Memo/Inventory</li> </ul>	11/23/12 12/7/12
Task 3 – Target Establishment	<ul style="list-style-type: none"> <li>• Draft Sustainability Targets Outline</li> </ul>	12/20/12
Task 4 – Implementation Strategy	<ul style="list-style-type: none"> <li>• Draft Sustainability Targets Implementation Strategy</li> </ul>	1/31/12
Task 5 – Public Consultation	<ul style="list-style-type: none"> <li>• Final Sustainability Targets Outline</li> <li>• Final Sustainability Targets Implementation Strategy</li> <li>• Public Feedback Summary</li> </ul>	1/18/13 3/6/13 3/7/13
Task 6 – Sustainability Plan	<ul style="list-style-type: none"> <li>• <i>Draft Sustainability Plan Report</i></li> <li>• Final Sustainability Plan Report</li> </ul>	3/22/13 3/29/13

Tara indicated that the first Workgroup meeting will be after the Consortium meeting. Four of the remaining five Workgroup meetings will be October 10 and the last Workgroup meeting will be October 17.

Aileen indicated that the Project Execution Plan and the Baseline Assessment would be discussed today and that two deliverables would go to the Consortium first for review and approval – the Project Execution Plan on October 30 and the draft Sustainability Plan. All reviews will be five days.

Aileen discussed the Decision Making Structure indicating that there would be development of an evaluation criteria working with the Stakeholder Groups. Examples of types of potential evaluation criteria would be low, medium and high and may establish weighted criteria. Potential criteria could include does the project benefit multiple counties, does the project benefit multiple focus areas, is the project feasible, is the cost reasonable, and does the project reduce greenhouse gas emissions. The consultant team will help develop the strategy and criterion and establish an initial rating. The consortium will review the projects and comment on the rankings and help to prioritize projects.

A discussion of the Consortium decision making structure included the use of consensus and then a vote if consensus of voting members of the Consortium (nine counties and City of Rochester) could not be reached. It was suggested that voting be weighted by population of the voting members and that email voting be allowed if necessary. It was suggested that a draft of the Decision Making Structure be sent out by the end of the week. There would also be an additional chance for review before the project execution plan was submitted to NYSERDA. If there is disagreement from the other counties then it could be brought back to the consortium for additional discussion to agree upon a voting structure.

Tara continued the presentation and discussed the logo that has been selected for the project. The website has been submitted to NYSERDA for approval and will go live as soon as NYSERDA approves. The website address will be [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org). The website will contain information on meetings, public meetings, working groups, materials, team members, consortium members, and planning team members. Mary Pat Hancock stated that it is helpful for presentations to be put up on the website. Meeting minutes can be distributed via email. Tara stated that presentations will be put on the website in PDF format. Information for the general public will be posted on the front page to be easily accessible. A notice will be sent out to everyone when the site goes live, after NYSERDA approval.

### **Baseline Assessment**

Baseline Assessment items include Story of Place interviews, Indicators, Data Inventory, and Tier II GHG Inventory. Aileen discussed the Story of Place and indicated that interviews had started and will continue for the next few weeks. Indicators will include the five NYSERDA specific indicators including energy, transportation (2), land use, and economic development. Other indicators can be identified and used if approved by NYSERDA. The Tier II GHG Inventory is being done with NYSERDA guidance.

### **Public Consultation**

Tara discussed the upcoming Stakeholder meetings including Transportation, Land Use and Livable Communities on October 9, Materials/Waste Management, Agriculture and Forestry,

Water/Wastewater Management, and Energy on October 10, and Economic Development on October 17 and are still flexible if anyone has any additional names to be added to the groups. Approximately 300 invitations were sent out for the stakeholder groups. Tara stated that copies were available of the final list of invitations that were sent out for each group as well as the current list of RSVPs. The first round of Stakeholder meetings will include an introduction to the project, roles/responsibilities of stakeholders, and indicators and targets.

The first public meeting will take place between December 11th and December 13th, 2012. The second round of Stakeholder meetings will take place between November 13 and 15. The third round of Stakeholder meetings will take place between January 15th and January 17th, 2013. The second public meeting will take place between February 5th and February 7th, 2013.

### **Wrap Up and Next Steps**

David indicated that a doodle poll would go out for the next three Consortium meetings for November 14, 2012, January 16, 2013 and February 13, 2013. The doodle poll will help varify the times for these meetings and if there are conflicts with these dates they can be re-visited. Aileen indicated that the draft Project Execution Plan would go to the Consortium on October 30 and be due back November 5. Revisions will be made and then submitted to NYSERDA.



**Finger Lakes Regional Sustainability Plan  
Cleaner Greener Communities  
Consortium  
Meeting  
November 15, 2012  
M&T Conference Room  
255 East Avenue  
Rochester, NY 14604  
November 15, 2012**

**Meeting Notes**

**In attendance:**

Mary Pat Hancock, Chair, Genesee County Legislature  
Jay Gsell, County Manager, Genesee County  
Felipe A. Oltramari, Senior Planner, Genesee County Department of Planning  
Brenda Donohue, Supervisor, Town of Conesus and Livingston County Board of Supervisors  
Angela Ellis, Planning Director, Livingston County Planning Department  
Rochelle Bell, Senior Environmental Planner, Monroe County Department of Planning and Development  
Carol Nellis-Ewell Trustee, Village of Spencerport  
Anne E. Spaulding, Energy and Environmental Sustainability Manager, City of Rochester  
Mark Gregor, Manager, Division of Environmental Quality, City of Rochester  
Dorothy Huber, Supervisor, Town of East Bloomfield and Ontario County Board of Supervisors  
Darlys McDonough, Deputy County Administrator, Ontario County  
David Callard, Chair, Orleans County Legislature  
Wayne Hale, Director, Orleans County Planning and Development  
Mitchell Rowe, County Manager, Seneca County  
Bill Bordeau, Director, Seneca County Planning and Community Development  
James Hoffman, Supervisor, Town of Williamson and Chair, Wayne County Board of Supervisors  
Robert McNary, Director, Wayne County Planning & Economic Development  
Peg Churchill, Executive Director/CEO, Wayne County IDA and Wayne Industrial Sustainability Development Corporation

Art Buckley, County Planner, Wyoming County Planning  
Shawna Bonshak, Planner, Yates County Planning Department  
Nicole Landers, Yates County Cornell Cooperative Extension  
Richard Perrin, Executive Director, Genesee Transportation Council  
Tony Favro, Program Manager, Genesee Transportation Council  
David Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council  
Greg Albert, Senior Planner, Genesee/Finger Lakes Regional Planning Council  
Ray Yacuzzo, New York State Department of Environmental Conservation Region 8  
Aileen Maguire Meyer, Manager, Planning Department, C&S Companies  
Tara Boggio, Associate Vice President, T.Y. Lin International  
Tim Hughes, Sustainability Leader, C&S Companies  
Nate Quinn, Communications – Public Outreach, Quinntossence  
Joel Glanzberg

## **Introductions**

David Zorn called the meeting to order and everyone introduced themselves.

## **Work Plan/Project Execution Plan**

David indicated that NYSERDA had approved the Project Execution Plan and thanked everyone for their review and approval. He circulated the Decision Making Structure from the Project Execution Plan.

## **Public Consultation**

Tara Bogio indicated that the first round of Stakeholder groups were done in October and that right now is the middle of the second round, with the third round scheduled for January. There has been good involvement with the Stakeholder Groups thus far. She indicated that the plan for the first round of public meetings was the middle of December but now, given the schedule and the holidays it looks like they will be the second week of January with a draft of the indicators. There will be a plan for notification for the public meetings. Three will be done in the region – east, west and central. The last round of Stakeholder groups meetings will likely take place two weeks later. The website is up and has received a few hundred hits with some e-mail feedback coming in as well. Aileen Maguire Meyer encouraged each County to establish a link from their county home page to the Regional Sustainability project website. Tara said that they will put up as many documents as they can on the website as soon as possible to allow for additional review and feedback.

## **Baseline Assessment**

The Powerpoint presentation is attached in Adobe Acrobat format and has been posted to <http://sustainable-fingerlakes.org/wp-content/uploads/2012/11/Finger-Lakes-Regional-Sustainability-Plan-consortium-11-15.pptx>. Tara provided a working definition of sustainability, which covers the economy, society, and the environment, and reviewed the regional themes and goals.

Carol provided an introduction to the Story of Place, which was compiled from conversations with those who know the Region. Knowing who we are will help the Region have less volatility. There are three core strengths to the Story of Place:

1. Region knows who it is
2. Focus uniqueness into narrative
3. Make sure story is integrated into everything community does

Joel presented the draft Story of Place, covering the history of the Region and the unique features and stories that make us who we are. After the presentation Ben led a discussion and asked for feedback and provided additional context. General discussion took place with individuals stating that the presentation made them feel proud and fortunate and enlightened. There was also a comment that the cell towers have also followed the transportation routes with the transportation corridor also serving as an information node and one aspect missing from the presentation was the connection to colleges and universities such as University of Rochester and RIT.

The room was split into breakout groups to continue the discussion. Comments from the groups included discussion of the need for regional collaboration; the regional identity is organized around innovations to the world; we need to brand this identity as we are not an extension of NYC. Felipe Oltramari asked how we can continue the trend of innovation while maintaining a focus on sustainability. Peg Churchill stated that our linear thinking needs to change and we need to sharpen our opinion of ourselves, part of which can be the wide distribution of the Story of Place. Two principles that can be focused on include: 1) organize as a think tank and 2) affective place to work.

Ben stated that we are good at starting new businesses (e.g. Jello, Champion, Kodak) and have been doing it for centuries. Can we brand ourselves as innovation cluster? innovation pioneers? innovation synergy? innovation mash-up? innovation accelerator? Comments included the Region has devalued middle skills jobs and are we thinkers without being doers?

The guiding principles developed by some of the work groups were posted for review and feedback. It was asked what gaps are present. One thought was that venture capital is not what we need. We need working capital to help businesses pay bills in advance.

The following application of the Story of Place and Guiding Principles were developed:

#### Applying Story of Place

- Collaboration across Region
- Taking things to the next level
- Organized around identity
- Innovations and changes taking place here
- Keeping the story alive
- Allow continued innovation
- Move away from linear thinking
- Process exporters
- Innovation

- Synergy
- Cluster
- Collectors
- Pioneers
- Celebration
- Accelerator
- Fountain
- Well spring
- Home of innovation

#### Guiding Principles

- Thinking systemically
- Makes us model (not linear)
- Brings back environment that supports innovation
- Creates/supports think tank mentality and function
- A change in self image and reflection

#### **Wrap Up and Next Steps**

Aileen suggested that the next round of Stakeholder meetings be done all in one day with a plenary session followed by break outs of the individual Stakeholder groups. The public meetings will likely be held January 8<sup>th</sup>, 9<sup>th</sup>, and 10<sup>th</sup>. February 13<sup>th</sup> is still the tentative target date for the final stakeholder meeting. It was agreed that interim documents should be posted to the website. The next meeting is January 16, 2013 at the M&T Conference Room.



**Finger Lakes Regional Sustainability Plan  
Cleaner Greener Communities  
Consortium  
Meeting  
January 16, 2013  
M&T Conference Room  
255 East Avenue  
Rochester, NY 14604  
November 15, 2012**

**Meeting Notes**

**In attendance:**

Mary Pat Hancock, Chair, Genesee County Legislature  
Esther Leadley, Genesee County Legislature and G/FLRPC  
Jay Gsell, County Manager, Genesee County  
Felipe A. Oltramari, Senior Planner, Genesee County Department of Planning  
Brenda Donohue, Supervisor, Town of Conesus and Livingston County Board of Supervisors  
Angela Ellis, Planning Director, Livingston County Planning Department  
Justin Roj, Monroe County Department of Environmental Services  
Tom Goodwin, Monroe County Department of Planning and Development  
Rochelle Bell, Senior Environmental Planner, Monroe County Department of Planning and Development  
Carol Nellis-Ewell Trustee, Village of Spencerport  
Tom West, Village of Spencerport  
Larry Heininger, Town of Irondequoit  
Anne E. Spaulding, Energy and Environmental Sustainability Manager, City of Rochester  
Mark Gregor, Manager, Division of Environmental Quality, City of Rochester  
David Callard, Chair, Orleans County Legislature  
Wayne Hale, Director, Orleans County Planning and Development  
Mitchell Rowe, County Manager, Seneca County  
James Hoffman, Supervisor, Town of Williamson and Chair, Wayne County Board of Supervisors  
Robert McNary, Director, Wayne County Planning & Economic Development

Peg Churchill, Executive Director/CEO, Wayne County IDA and Wayne Industrial Sustainability Development Corporation  
Shawna Bonshak, Planner, Yates County Planning Department  
Tony Favro, Program Manager, Genesee Transportation Council  
David Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council  
Greg Albert, Senior Planner, Genesee/Finger Lakes Regional Planning Council  
Aileen Maguire Meyer, Manager, Planning Department, C&S Companies  
Tara Boggio, Associate Vice President, T.Y. Lin International  
Ben Haggard, Regenesis  
Carol Sanford, DEGI  
Joel Glanzberg, Regenesis

## **Introductions**

David Zorn called the meeting to order. Ben Haggard asked that everyone spend a minute and talk to the person next them and discuss what they have carried with them from the last meeting and how things have changed with the Story of Place in our mind now. Brenda Donohue suggested that topography is an overall tapestry. Angela Ellis stated that it was like an “aha” moment and she has since tried to take it back to the County and local communities in terms of service provisions, etc. and it is a great way to bring everything together. David Callard suggested the possible development of a historic heritage corridor that could include Routes 104, 98 and 31 in Orleans County and the development of an Orleans County Museum. He also is intrigued by the work done on the Village of Mt. Morris and would like to replicate it in Orleans County.

The question was brought up by the consortium of “how do you localize vision?” Ben and Joel Glanzberg discussed the establishment of common linkages and building upon those commonalities. Felipe stated that the presentation worked because we heard about what we did well. Typically our view of ourselves is skewed because of where we are viewing things from; we see and focus on the negatives. It has helped to reinforce the trend of problem solving that we have seen over history in the Region. Felipe Oltramari suggested that an outside look is valuable and would like to see the Story of Place videoed for use in future presentations. Mary Pat Hancock stated that the Story of Place can be embraced and presented to municipalities and other stakeholders in the Region that have not yet seen it. Joel stated that it is valuable to have outsiders put the presentation together, but local nuances and details can continue to be added as the presentation evolves.

## **Workplan**

This is a living document and is evolving with project. Schedule has been updated to incorporate consolidation of interim documents, and additional meetings including Regional Leaders Forum on February 14, additional Stakeholder meeting to review strategies, and an additional Consortium meeting.

## **Baseline Assessment**

The Baseline Assessment has been submitted to NYSERDA.

## **Indicators/Target Establishment/Implementation Strategies**

Joel did a brief summary of the Story of Place information/presentation and synthesized it with democratizing, eddying, and innovating. “Straw dog” strategies were then offered for economic development, energy, water, land use/livable cities/transportation, agriculture and forestry, waste management, and climate change as seed ideas. Attendees then broke out to discuss each of the strategies and help enrich it, focus it, refine it, and replace it if needed. The four questions to consider were:

- Is it reflective of the Story of Place?
- Does it increase the value of the five capitals?
- Can we benefit beyond the subject area?
- Does it create benefit throughout the Region?

Target establishment and strategies will be the focus of next round Stakeholder Meetings with a draft of Targets in February.

Ben then went through the six subject areas and the proposed strategies and indicated that they tried to take all of the past discussions and extract key ideas starting with what is the strategy that’s starting to bubble up. He indicated that some will be hard to grapple with. Some of them will be disagreed with but they can serve as a seed to a conversation. He suggested that they can be improved on during breakout groups. Joel indicated that even though they’re under a specific category, they’re probably addressing another category as well. Ben suggested that it is an attempt to have the Consortium and the stakeholders make every strategy systemic and holistic. Aileen suggested using the Story of Place when working through the strategies. She also suggested that the when the Consortium goes into breakout groups they may want to modify or add to the strategies.

The first one is in economic development. The proposed strategy is as follows:

- In General: Increase investment into “Innovation Acceleration,” decrease disinvestment (such as “brain drain,” poverty, and abandoned infrastructure.)
- Strategy: Innovation Investment Consortium that convenes multiple stakeholders to find and address regional challenges that have potential for global enterprise opportunities, and then support business ventures to carry them out.

In general, the groups have been looking at how to increase investment in innovation acceleration while decreasing disinvestment, which is brain drain, poverty, and abandoned infrastructure. The strategy is an innovation investment consortium that convenes multiple stakeholders to find and address regional challenges that have potential for global enterprise opportunities, and then supports new ventures to carry them out. One of the key issues being discussed is venture capital and the commitment of customers.

The proposed strategy for energy is as follows:

- In General: Increase production from renewable sources, decrease overall consumption.
- Strategy: Micro-grid technologies

Ben suggested for energy, the idea is to increase production from renewal sources, while decreasing overall consumption. The strategy is to have micro-grid technologies. This region is very vulnerable to getting cut off from the grid in extreme weather. How do you create redundancy in the system to keep it up and running? One idea is putting solar panels on buildings.

The proposed strategy for water is as follows:

- In General: Increase water quality, decrease the destructive potential of run-off especially in extreme events
- Strategy: Reduce built infrastructure costs (construction, maintenance) through rewarding ecosystem services (tax valuation or credits, utilities, etc.)

Ben suggested for water, the idea is increasing water quality, while decreasing the destructive potential of run-off especially in extreme events. Water is one of the region's strengths and there seems to be agreement there. The suggested strategy is reducing built infrastructure and its associated cost by rewarding ecosystem services. These services reduce run off and pollution of the water. For example, they get rewarded by reducing taxes on things that you do want, like preserving wet lands. Or you can do this through utilities.

The proposed strategy for land use, livable communities and transportation is a follows:

- In General: Increase development or re-development around existing infrastructure, decrease dependence on automobiles and fossil fuels for transportation.
- Strategy: Create nodal development (e.g. along Erie Canal corridor)

For land use, livable cities and transportation, this group is pointing to increasing development around existing infrastructure, while decreasing dependence on automobiles and fossil fuels for transportation. The strategy is to create nodal development. An example is the Erie Canal corridor.

The proposed strategy for agriculture and forestry is as follows:

- In General: Increase the viability and ecological contribution of Ag and Forestry, decrease waste and dependence on outside inputs.
- Strategy: Plug and Play biological energy production for farms (or forests, or municipalities.)

For agriculture and forestry, a strong need is to increase the viability and ecological contribution of agriculture and forestry, while decreasing waste and dependence on outside inputs. The strategy idea is a plug and play biological energy production for farms taking waste and creating a system that's small enough and portable enough so that a farmer could go down to the feed store, buy one, plug it in and immediately create energy for storage or for the grid.

The proposed strategy for waste management is as follows:

- In General: Increase the recovery and re-use of all materials that are currently going into the waste stream, decrease the generation of waste in the first place.
- Strategy: Regional method for brokering materials: “Garbage Craigslist”

Ben suggested that waste is connected to water quality and seems to be a real issue in this region. There may be a missed opportunity to turn it into real economic development by linking it to energy production. The waste management group is working to increase the recovery and reuse of all materials that are currently going into the waste stream, while decreasing the generation of waste in the first place. The strategy is to create a self-organizing garbage “craigslist” to let someone know you have a waste product that someone else wants. Felipe indicated that there is something like that started that can be improved. It’s the materials exchange. It’s inter-county. Also suggested: the region has RIT and other places that are working on packaging; food waste and waste from farms could be part of this strategy; and there is currently a regional winery that uses waste and turns it into high quality grape seed oil.

The proposed strategy for climate change is as follows:

- In General: Increase resiliency, redundancy, and adaptability, decrease infrastructure vulnerabilities.
- Strategy: Self-Sufficient Community Disaster Refuge Centers

Ben suggested for climate change there seems to be a need to increase resiliency, redundancy and adaptability, while decreasing infrastructure vulnerabilities. The strategy is a self-sufficient community disaster refuge center. Have refuges that have food and energy that can weather power outages for several days. This connects to several of the other strategies that have been talked about.

The Consortium then went into breakout groups based on interest to work on the proposed strategy, upgrade it, deepen it, and/or refine it. Ben indicated four sets of criteria that can be used when considering the strategies. The first is can we get them to be reflective of who we are uniquely. How do we enrich the strategy to reflect who we are in terms of the Story of Place? The second is that we increase the value of 5 natures of capital (human, social, ecological, built and financial capital). The third is can we have a beneficial influence in more than the subject area we’re working on? Finally, we want to be sure that the strategies we’re pursuing benefit the entire region.

Each group discussed and tweaked the strategy in some cases. The groups then reported out. No consortium members choose to focus on waste management or energy.

The land use/livable cities/transportation group came up with the following strategies: regional inventory-priority areas for reinvestment, aging in place-develop strategies, incentivize best use-properties for reuse, form based zoning-scalable model and incentives, create a regional toolbox, integrating transportation funding with land use funding (ROI), and identify jump start examples. The agriculture and forestry group suggested: a need for interim measures, which would become the strategy, and then implementing those measures; and the use of technology that could lead to

this as a goal. It was suggested that there is an impact to water and other areas like economic development and needs to be tied in as well and there should be an emphasis on eating local.

The water group suggested: it is not just about surface water but ground water quality as well; consider uses such as drinking, habitat and recreational; run off is a consideration; watersheds tend to start in the rural areas and the cities may not be the places that have the biggest impact on water quality; common themes are aging infrastructure in terms of water treatment and the expansion of the Water Authority, and sprawl as you expand good water quality to other areas which gets to smart growth and governance. There was then a discussion of storm water districts, aging water treatment plants, taxing and maintaining the quality of watersheds, and sewer systems.

The economic development group suggested: the main problem with economic development is that it's primarily private in nature; it is influenced less in the public side of things, compared to the other areas; integration with the Regional Economic Development Council and sharing the information from the Regional Sustainability Plan with them; sometimes this doesn't always match up with the needs in the geographies of the region and the outlying areas don't always have their industries satisfied by the state and parsing out money; and a way to share successes and opportunities. Discussion included the government in the business of picking winners and losers, the government bringing expertise together as a convener, working bottom up vs. top down, and the outlying counties.

## **Public Consultation**

Aileen and Tara discussed the January 15 public meetings in Batavia and Geneva, the upcoming January 16 public meeting at RIT, the use of the on-line or hard copy Strategy Capture Form, and the January 17 Stakeholder meetings. A Regional Leaders meeting has been added for February 14<sup>th</sup> at RIT. The website has received 500 unique visitors and the Strategy Capture Form has been posted on the website to capture existing or new strategies that can fit into the plan. Scheduling of the second round of public meetings has also begun.

Michael Philipson discussed Greentopia. He indicated that Greentopia started 3 years ago. Last year there was a one day associated conference with 30 presenters, 30 exhibitors and 150 attendees. This year the plan is to do a 2 day Greentopia Futures Summit at MCC focusing on the region's future. There are already some confirmed speakers. A thought is to weave the Finger Lakes Regional Sustainability Plan into the summit to help keep the Plan alive, check with the status of the Plan and implementation, provide more resources for implementers, and potentially provide a competitive advantage for the region. He indicated that this could be ongoing. Mark Gregor suggested it was a great idea. Felipe suggested that it could help keep the Regional Sustainability Plan conversation going and celebrate its successes. Michael asked what the Consortium would like to get out of the potential Regional Sustainability Plan Summit sessions. Some suggestions were an introductory session with an overview of the Regional Sustainability Plan and sessions that could help tweak the strategies.

## **Wrap Up and Next Steps**

The next Regional Sustainability Plan meeting is February 13 at 9:00 AM at the Watts Center. A doddle poll will be circulated to find a preferred date for the additional March meeting for either March 12 or 13.



**Finger Lakes Regional Sustainability Plan  
Cleaner Greener Communities  
Consortium  
Meeting  
February 13, 2013  
Ebenezer Watts Conference Center  
49 South Fitzhugh Street  
Rochester, NY 14614  
Meeting Notes**

**In attendance:**

Mary Pat Hancock, Chair, Genesee County Legislature  
Esther Leadley, Genesee County Legislature and G/FLRPC  
Jay Gsell, County Manager, Genesee County  
Felipe A. Oltramari, Senior Planner, Genesee County Department of Planning  
Brenda Donohue, Supervisor, Town of Conesus and Livingston County Board of Supervisors  
Angela Ellis, Planning Director, Livingston County Planning Department  
Justin Roj, Monroe County Department of Environmental Services  
Rochelle Bell, Senior Environmental Planner, Monroe County Department of Planning and Development  
Tony LaFountain, Supervisor, Town of Penfield  
Carol Nellis-Ewell Trustee, Village of Spencerport  
Anne E. Spaulding, Energy and Environmental Sustainability Manager, City of Rochester  
Mark Gregor, Manager, Division of Environmental Quality, City of Rochester  
Bill Bordeau, Director, Seneca County Planning & Community Development  
James Hoffman, Supervisor, Town of Williamson and Chair, Wayne County Board of Supervisors  
Robert McNary, Director, Wayne County Planning & Economic Development  
Peg Churchill, Executive Director/CEO, Wayne County IDA and Wayne Industrial Sustainability Development Corporation  
Art Buckley, County Planner, Wyoming County  
Richard Perrin, Executive Director, Genesee Transportation Council  
Tony Favro, Program Manager, Genesee Transportation Council  
David Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council

Greg Albert, Senior Planner, Genesee/Finger Lakes Regional Planning Council  
Aileen Maguire Meyer, Manager, Planning Department, C&S Companies  
Tara Boggio, Associate Vice President, T.Y. Lin International

## **Introductions**

David Zorn called the meeting to order and the Consortium did introductions. The meeting was then turned over to Aileen Maguire Meyer, and Tara Boggio. Tara directed everyone's attention to the PowerPoint presentation (available at <http://sustainable-fingerlakes.org/wp-content/uploads/2012/11/consortium-feb13.pdf>) and indicated that the meeting was primarily an update.

## **Baseline Assessment**

The Baseline Assessment was submitted to NYSERDA on January 11 and is available on the project website. Approval is expected soon. Additional comments should be submitted to David Zorn. The final version will be part of the draft Plan in late March.

## **Indicators/Target Establishment**

A draft target outline document is being developed and will identify short; mid; and long-term targets for each indicator. The goal is to strike a balance between stretch goals and realism. The draft will be posted in late February for review and comments from the Consortium. Dave Zorn will send out an e-mail to Consortium members when the document is posted on the website. The final document will be completed in late March.

Aileen provided an overview of the GHG emission targets. Art Buckley asked if we are taking advantage of existing projects such as the wind farms with regards to GHG emissions. Aileen stated that the baseline for NYSERDA is from the year 2010 and we cannot capture projects completed in the last couple of years (because they were completed before the plan).

Aileen stated that the current categories with the highest GHG emissions were transportation and energy generation consumption which together account for approximately 70% of current GHG. Jay Gsell pointed out that it is really difficult to address these areas since it is hard to restrict travel. Art Buckley stated that we can take advantage of some projects such as bio-digesters that are taking waste streams out of the system. Art also stated that we should make sure to capture all of the on-going green energy projects in our calculations.

## **Implementation Strategy**

The capture mechanisms for the strategies are stakeholder meetings, existing regional plans, public meetings, and the project website using the Strategy Capture form. The draft Implementation Strategy Document will include broad mechanisms to achieve goals, broad strategies, substrategies/project ideas, and specific projects. The appendix will include all captured strategies with an evaluation and ranking, a specific plan that includes financial and

implementation, and a structure to implement. The Consortium will be asked to provide input on proposed priorities.

Aileen handed out a draft of the strategies evaluation criteria. The proposed evaluation criteria includes benefits to multiple subject areas, benefits to multiple capitals, benefits to multiple communities defined as more than one county, implementation feasibility, consistency with planning efforts and financial feasibility. A question was asked on how progress will be measured. It was suggested that progress be based on the targets. A question was asked on who makes assessment of the strategies. The process is consultants, then Planning Team, and then the Consortium. The strategies document is scheduled for early March and will be one of the subjects of the next meeting.

The draft Plan is due in late March with an Executive Summary and a Technical Document. Documents will have a two week Consortium review period. The Consortium asked if they would have any material in advance for review before the draft is complete. Aileen stated that some material will be together by the end of February that can be reviewed in advance of the next Consortium meeting.

There is also a chance for review of the final document and depending how quickly NYSEDA is able to turn the document around with their comments it may allow the Consortium additional time to review at the end of March.

## **Public Consultation**

Tara outlined the website and indicated that there have been approximately 600 unique visitors, there is documents and links, along with minutes and meeting announcements and the video of the Story of Place.

There is a Regional Leaders Forum on March 21 targeted to chief elected officials and major employers. A list of invitees was circulated and it was requested that Consortium members follow up with individuals that got an invitation.

The second round of public meetings will be open house format and will take place 5:00-7:00 PM February 25 (East – County Courthouse, Lyons), February 26 (West – Cornell Cooperative Extension, Batavia) and February 28 (Central – RMSC) to solicit input on strategies. All strategies that are received by February 22 will be part of the public meetings. All strategies for the draft documents must be submitted by March 4. At this point we are no longer adding people to stakeholder groups and if anyone is not involved we have encouraged them to attend the public meetings and to visit the website. The set up for the public meeting will be display boards either on easels or utilizing wall space with limited chairs. It was asked that any images of existing sustainability projects as well as concept plans for future projects be submitted for use at the public meetings. The Public Feedback document will be completed in mid-March and will summarize all of the public outreach efforts, as well as the ideas and outcomes of the public outreach process.

## **Wrap Up and Next Steps**

The next Regional Sustainability Plan Consortium meeting is March 12 at 9:00 AM at the Watts Center. The last round of Stakeholder Group meetings will be that afternoon at 1:00 at RIT.

Bob McNary asked about the timing of the completed plan and its relationship to the CFA process and REDC. We have been coordinating with REDC to keep them updated on the Sustainability Planning process including two presentations and David indicated that he met with Vincent Esposito, FLEDC, to give an update of the Regional Sustainability Plan. It is anticipated that Phase II implementation funding will be wrapped into the CFA process and CFA applications would be developed based on the Sustainability Plan project list, REDC would still be providing 20% of the total scores on each application. Bob stated that the REDC workgroups are taking priority projects, for the REDC plan, until May 3rd and that some of these projects may come out of the Sustainability Plan.

Dave Zorn stated that we have yet to see any guidance from NYSERDA on the Phase II implementation funding. Justin Roj stated that from what we know now it appears that any application will be able to apply for CFA funding regardless of the ranking of the project within the Sustainability Plan. By identifying broad strategies within the plan it will allow for flexibility with future applications for implementation.

Art Buckley brought up the strategy of Town Energy Policies that have been rolled into comprehensive plans within the Town of Perry and the Town of Arcade. This will be submitted as a strategy through the Strategy Capture Form. Jim Hoffman talked about an award by EPA that includes a two day workshop that will be held in Williamson in April/May sponsored by the EPA that will address smart growth and renewable energy. The press release will be sent in to be posted to the sustainability plan website.

The next Consortium meeting is scheduled for March 12<sup>th</sup>, Watts Center.



**Finger Lakes Regional Sustainability Plan  
Cleaner Greener Communities  
Consortium  
Meeting  
March 12, 2013  
Ebenezer Watts Conference Center  
49 South Fitzhugh Street  
Rochester, NY 14614  
Meeting Notes**

**In attendance:**

Mary Pat Hancock, Chair, Genesee County Legislature  
Esther Leadley, Genesee County Legislature and G/FLRPC  
Jay Gsell, County Manager, Genesee County  
Felipe A. Oltramari, Senior Planner, Genesee County Department of Planning  
Brenda Donohue, Supervisor, Town of Conesus and Livingston County Board of Supervisors  
Justin Roj, Monroe County Department of Environmental Services  
Tom Goodwin, Monroe County Department of Planning and Development  
Rochelle Bell, Senior Environmental Planner, Monroe County Department of Planning and Development  
Carol Nellis-Ewell Trustee, Village of Spencerport  
Anne E. Spaulding, Energy and Environmental Sustainability Manager, City of Rochester  
Mark Gregor, Manager, Division of Environmental Quality, City of Rochester  
Thomas Harvey, Ontario County Planning  
David Callard, Orleans County Legislature  
Bill Bordeau, Director, Seneca County Planning & Community Development  
Robert McNary, Director, Wayne County Planning & Economic Development  
Peg Churchill, Executive Director/CEO, Wayne County IDA and Wayne Industrial Sustainability Development Corporation  
Art Buckley, County Planner, Wyoming County  
Richard Perrin, Executive Director, Genesee Transportation Council  
Tony Favro, Program Manager, Genesee Transportation Council  
David Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council

Greg Albert, Senior Planner, Genesee/Finger Lakes Regional Planning Council  
David Seeley, Executive Chamber  
Aileen Maguire Meyer, Manager, Planning Department, C&S Companies  
Tara Boggio, Associate Vice President, T.Y. Lin International

## **Introductions**

Dave Zorn opened the meeting and turned it over to Aileen and Tara who provided an update on the schedule.

## **Baseline Assessment, Indicators/Target Establishment, and Implementation Strategy**

At this point the Baseline Assessment and Targets have been approved by NYSERDA. The Implementation Strategy and the NYSERDA added executive summary have all been completed in draft format and submitted to NYSERDA. All of the documents completed to this point are posted on the website.

## **Public Consultation**

The Public Feedback Summary is currently in draft form and will be finalized and submitted to NYSERDA next week.

The Regional Leaders Forum was held in February with good representation by business and municipal leaders and detailed feedback on the challenges they are facing with sustainability initiatives. Discussions focused on water (waste-water and water quality) and on-site renewables and great connections were made amongst businesses. The strategy capture form was also discussed and attendees were encouraged to submit their projects and strategies.

The second round of public meetings were held the last week of February with lower turnout than the first round, but better feedback from attendees. In total 75 people attended the 3 meetings. There was also an increase in strategies submitted through the strategy capture form afterwards. These three open house meetings concluded the public involvement of the plan.

The project website has received 1200 unique visitors with a spike in visits around the public meeting dates.

All meeting minutes will be included within the appendix of the final plan.

All of the background data and material that was submitted along with the strategy capture forms will be delivered to G/FLRPC with the final materials as well.

## **Regional Sustainability Plan**

The comments received from the 2<sup>nd</sup> round of public meetings and from NYSERDA will be incorporated into the draft. The draft plan is coming together this week and will be sent to the Planning Team for review and then onto NYSERDA.

NYSERDA has had positive feedback of the deliverables so far. Two comments that were received from NYSERDA was to soften the language regarding G/FLRPC carrying the strategy forward in the implementation section and to work with the REDC to determine where the plan is moving next.

The draft plan includes broad strategies within each subject area page and the indicators have been merged together and no longer identified as “NYSERDA Required” or “Placed-Based” indicators. The representative projects that are displayed are a sampling of projects and not a list of all of the projects associated with the strategy. There are also some strategies which do not have projects listed.

Mary Pat Hancock asked if the fact that a project was not included limit opportunities for that project in the future. Aileen stated that at this point we do not have enough guidance from NYSERDA to know for sure. It is anticipated that all projects would go through the CFA process and need to be consistent with the identified broad strategies. All of the strategies/projects that were submitted are listed in the appendix. The representative projects are a selection from the entire project list.

NYSERDA has asked us to focus on broad strategies and not specific projects. NYSERDA directed that specific projects be included in an appendix. It appears from NYSERDA guidance that if a project supports a broad strategy than it would be considered consistent with the Sustainability Plan. However, even given this late date we do not have enough guidance from NYSERDA to know how the Plan will be used to evaluate projects but that it is anticipated that they would go through the CFA process.

Rich Perrin asked if it would be valuable to have the counties each identify 2-3 projects to ensure that they are represented. Peg Churchill stated that over time there seemed to be a shift from broad strategies to projects and they became muddled together. Now it seems we are trying to fit projects to align them to funding which limits the impact of the plan. Do we want long-term strategies or just 5-year projects? Bob McNary asked if NYSERDA required this format. Aileen stated that as opposed to initially, NYSERDA has now indicated that they want strategies rather than projects.

Tara Boggio stated that they are capturing projects for future outside funding opportunities as well and that each of the projects are ranked on sustainability measures and that some projects have scored low as they are not sustainable. Art Buckley asked if the projects needed the 20% scoring from the REDC to be funded. Dave Seeley stated that the sustainability plan in his eyes will guide the 80% scoring from the funding agency and the REDC will have their own criteria.

Mary Pat Hancock stated that she had been waiting to submit Genesee County projects and did not know that they needed to be in already. Aileen stated that some projects were captured from existing plans and strategies even if they were not submitted through a strategy capture form. Dave Zorn stated that some of the projects that Mary Pat is thinking of may have already been submitted and may be part of the appendix. Art Buckley asked if the Wyoming County projects that were submitted were a part of the Plan. Aileen stated that these projects (wind/solar) are a

part of the broad strategies and the individual projects are in the appendix even if they are not listed as a representative project.

Jay Gsell stated that we have lost site of the large picture with this discussion. Dave Callard asked if the best approach may be to simply eliminate the project names. Justin Roj stated that without the representative projects we add confusion to what each strategy is about.

Dave Seeley was asked about the next steps with the REDC and stated that there is no formal outline yet on how the plan will be accepted and utilized.

It was determined that each county's chief elected official and planning director would be copied on an e-mail requesting each county to submit 3-4 representative projects around sustainability. These projects will be submitted to Dave Zorn by the close of business on Friday, March 15<sup>th</sup>. The one-page example completed by Monroe County will be sent out in the e-mail for reference. Projects should be submitted in Microsoft Word format, reference the document or plan that it is within (if applicable), and state the broad strategy that it is aligned with.

Mark Gregor asked how the project scores will be illustrated. Aileen stated that the project scores would not be shown in the main document or executive summary, only the appendix. The consortium agreed that the representative projects will remain in the document and that any newly submitted priority projects would be in addition to the projects listed and that they would not replace them.

Justin Roj made a motion that the Consortium endorse the broad strategies of the draft plan. Seconded by Jay Gsell. The motion was unanimously approved.

### **Wrap Up and Next Steps**

The next consortium meeting will take place at the end of April. A doodle poll will be sent out to select a date. A tentative agenda for the meeting will be a formal approval of the completed plan, the future of the Consortium, and a discussion of Phase II.

Dave Zorn reminded everyone that a stakeholder meeting was scheduled for later this afternoon.

The meeting was adjourned at 10:45 a.m.



# Finger Lakes Regional Sustainability Plan

Funded by NYSERDA - Cleaner, Greener Communities Program

## Overall Stakeholder Meeting #1 - Meeting Minutes & Presentation







<b>MEETING TITLE</b>	Agriculture & Forestry Stakeholders Group Meeting #1	
<b>DATE AND TIME</b>	October 10, 2012 10:30am-12:30pm	
<b>ATTENDEES</b>	Greg Albert Mike Haugh Ray Yacuzzo George Thomas Louie Freeman Ora Rothfuss Brian Liberti Mike Bakos CJ Britt Andy Zepp Meghan Rodwell Dave Bojacowaki Tom Ferraro Andy Harlan Tucker Kautz	Genesee/Finger Lakes Region Planning CMH Consulting DEC CEI Cornell Cooperative Extension-Livingston Wayne County Planning Council City of Rochester Forestry Town of Pembroke Planning Board Lyons National Bank Finger Lakes Land Trust Farm Credit East Genesee Valley Conservancy Food Link/Fresh Wise RIT Monroe SWCD
<b>ORGANIZED BY</b>	Tara Boggio, T.Y. Lin International (TYLI)	

**Welcome & Introductions**

- Consultant team members – C&S, edr, Wendel, Genesis, TYLI

**Introduction to the project**

- See power point presentation from October 10<sup>th</sup>

**Stakeholder Group**

- See power point presentation from October 10<sup>th</sup>
- Website now live at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org)
- Members can join more than one stakeholder group.

**Indicators & Targets**

- 3-5 indicators are required to be approved by NYSERDA
- Attendees were asked to engage in a visioning exercise to think about their vision for agriculture and forestry in the future.
- Visioning: (Agriculture)
  - Recognition for role in food system
  - Agriculture as the best use of the land
  - Increase of farm profit
  - Economic viability for all farm operations, large & small
  - Made and distributed locally – same qualities for all size of operations (closed system)
  - Good future uses of our water sources
  - Water quality –nutrient-management (water shed), food processing, and agriculture
  - Other products, not food related, come from agriculture
  - Connectivity between agriculture and forestry – credit trading
  - Applications of innovative technology for the Finger Lakes region



- Synergy – agriculture, forestry, and tourism
  - Managing vs. implementation of agricultural goods
  - Closed system for exporting goods
  - How what we produce affects the end users
  - Supply and demand
  - Artisan/branding – develop program for specialties, taking advantage of niches
  - New generation of farmers/producers – new ideas and innovation
  - Farm competition – stronger beginning farmer programs and increasing entry for non-farmers
  - Changing the image of farming – opportunities
  - Careers in agriculture – awareness/education
  - Public awareness – farming is evolving
  - Urban agriculture
  - Lack of economic equipment in smaller farms/areas – need more opportunities, possible link with Rochester’s history of innovative manufacturing
  - Renewable energy – bi products/primary products
  - Labor shortage in agriculture operations
  - Diversity
  - Agricultural watering – Erie Canal
  - Logistics for smaller producers (sustainability)
  - Dairy producers – state’s vision – yogurt producing state
  - Improved efficiency, energy, and otherwise, particularly for small farmers
  - Overcoming current lack of processing capabilities would encourage import substitution
  - Use current assets in a more creative way
  - Economic and social sustainability
  - End point capacity – additional costs
  - Small and medium farmers have lower ROI than with larger farmers – lower ROI
  - Agriculture sometimes viewed in an industrial manner to feed people and sustain food suppliers
  - Better access to quality food
  - Farm to school programs
  - Less reliance on property taxes to provide services to general public
  - Preservation of farmland
  - Higher value added crops
  - Branding
  - Education program to diversify products
  - Rethink system to reduce waste and manage by-products
  - Diversified agriculture base, based on location and soils
- Visioning: (Forestry)
    - Save trees – do not allow to make into products
    - Forest intact
    - Parcel size/zoning issues
    - Where are the best soils located
    - Purchase development rights



- Farmers own farm land
- More or less forestry
- What happens to vacant/abandoned lots?
- Sustainable forest does not need to be harvested
- Preserve farm land and forests – great need (strategy)
- Incentives to generate new forests
- Counting existing carbon sinks
- Eco-system – beneficial values
- Property taxes
- Inheritance taxes
- Renewable energy
  
- Measurements
  - Increase in gross receipts
  - Product vs. market price
  - Season/market change (averages based on an extended period of time)
  - Income production
  - Environmental quality (water and air)
  - Better access to local food
  - Track/monitor agricultural products – how is this beneficial/valuable and how to implement
  - Purchase develop rights (PDR)
  - How do we measure success? Preservation of land, conservation easement
  - Measure acres of prime farmland with exemption
  - Decrease in species added to endangered species list
  - Municipal farmland plants – develop to protect
  - Assessment of agencies who view agriculture as an important economic sector
  - Importance of the agriculture industry – new recognition
  - More of a distribution center
  - Processes
  - Collaboration with other regions
  - Percentage of overall purchases
  - Percentage of sales of local products to local institutions
  - Decrease in non-point source pollution
  - Track industrial codes for support service
  - Acres in agricultural property tax exemption
  
- Indicators
  - Reduction of non-point source pollution
  - Each type of farm, crop, product, etc.
  - Yield comparison – large topic, needs qualifier: e.g. yield compared with off-farm inputs
  - Net value to farmers
  - Conservation area (State Parks)
  - Linkages
  - Regeneration (cover mix)
    - Urban canopy coverage (measurement)
  - Air/soil quality – chemical uses (airborne, fertilizers, etc.)



- Water quality
- Percent diversion of bi-products
- Number of farms – encompass in yield
  - Farms vs. farm land
  - Total acreage
  - Farm size
  - Number of farms
- Diversity of crops
- Urban forestry: percentage of tree cover/percentage of canopy cover
- Invasive species
- Change in groundwater and surface water defined as impaired by NYSDEC
- Turnover of farm income in local economy and service businesses

### Subject Area Lead Contact Information

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- If you have specific question for the technical lead for Agriculture and Forestry, please contact:  

Charlie Greene, edr Companies  
[cgreene@edrcompanies.com](mailto:cgreene@edrcompanies.com)

### Next Steps

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- Next Stakeholder meeting is Wednesday, November 14<sup>th</sup> from 1-4pm.
  - Discussion on 'Story of Place', indicators and targets
  - Location TBD
  - Agenda will be sent out at least one week prior.

It was my intention that these minutes reflect the general discussion during the meeting. Please contact me regarding any additions, deletions or changes to these minutes.

# Finger Lakes Regional Sustainability Plan

FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM



# Agenda



- 1. Welcome and Introductions**
- 2. Introduction to the project**
- 3. Stakeholder Group**
- 4. Visioning**
- 5. Sustainability Indicators**
- 6. Next steps**

# PROJECT INTRODUCTION



# Project Introduction



## **Background: Cleaner-Greener Communities Program:**

- Announced by Governor Cuomo in his 2011 State of the State Address
- CGC supports the creation/implementation of regional sustainability plans
- Two phase program:
  - Phase I: Regional Sustainability Planning Grants (\$10 million)
  - Phase II: Regional Sustainability Plan Implementation Grants (\$90 million)
- Phase I is currently underway in all regions and Phase II is expected to launch in early 2013

## **Climate Change Commitment:**

*“reduce greenhouse gas emissions to 80% below 1990 levels by 2050”*

# Project Introduction



## **Sustainability Plan Scope (Phase 1):**

- **Baseline assessment of the region including Green House Gas (GHG) Inventory for the Region**
- **Incorporation of existing local planning efforts**
- **Long-term and short-term sustainability goals**
- **Climate change adaptation**
- **Identification of necessary actions**
- **Implementation strategy**
- **Stakeholder involvement**

# Project Introduction



## **Phase II:**

- Launches early 2013
- Three annual rounds of ~\$30 million
- Will fund projects that
  - Reduce GHG emissions
  - Support the achievement of the region's sustainability goals as identified in their plans
  - Are not eligible for current NYSERDA offerings
  - Prioritized by their regional planning team

# Project Introduction



## **Things to Remember:**

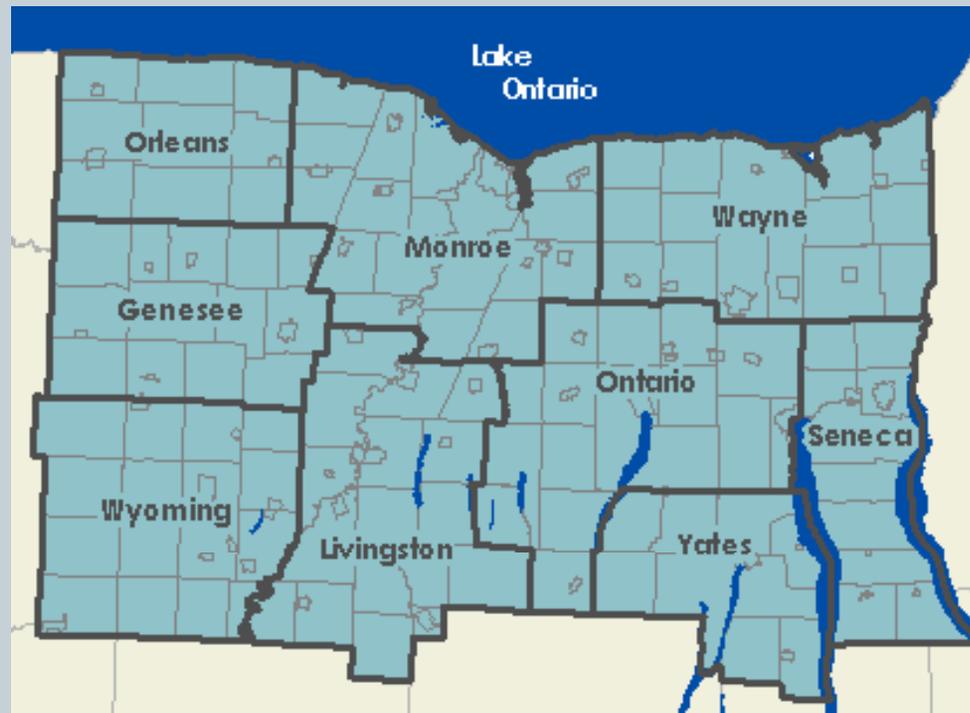
- The plan is not a bid for Phase II funds
- Unique opportunity
- Looking for a truly comprehensive planning process
- Must be realistically implementable
- Alignment with Regional Economic Development Plan
- This is your plan

# Project Introduction



## Finger Lakes Region:

- Monroe
- Orleans
- Genesee
- Wyoming
- Livingston
- Ontario
- Yates
- Seneca
- Wayne



# Project Introduction



## Schedule:

TASK	2012			2013		
	October	November	December	January	February	March
Baseline Assessment						
Stakeholder Meeting #1	X					
Sustainability Indicators / Inventory						
Target Establishment						
Stakeholder Meeting #2		X				
Public Meeting #1			X			
Implementation Strategy						
Stakeholder Meeting #3				X		
Public Meeting #2					X	
Draft Sustainability Plan						
Final Sustainability Plan						

# STAKEHOLDER GROUP



# Agriculture & Forestry Stakeholder Group



## **Mission Statement:**

The **Agriculture and Forestry** Stakeholder Group will address agricultural businesses and lands, forest lands, and the multiple economic and ecological roles fulfilled by those enterprises and lands as they relate to social, economic, and ecological sustainability.

The agriculture and forestry implementation strategy will be carefully coordinated with the Land Use and Economic Development Focus Area plans.

Strategies and practices for consideration will include:

- Strengthening the economic viability of agricultural and forestry enterprises and communities that are supported by those enterprises;
- Fostering more efficient uses of energy inputs and the natural resources produced on the land of the region;
- Utilizing agricultural and forest industry by-products for energy production;

# Agriculture & Forestry Stakeholder Group



## **Mission Statement:**

- Reducing the energy cost of providing food and fiber to the WNY region through local processing and marketing;
- Encouraging continued agricultural use of productive farmland;
- Identifying farmlands at greatest risk of being developed; and
- Encouraging patterns of land use that support viable agricultural communities and discourage residential sprawl.

The Stakeholder Group will consider opportunities to improve surface water quality through land management changes designed to improve energy efficiency or energy production.

# Energy Stakeholder Group



## **Role:**

- Input into indicators and identifying data sources (meeting 1)
- Discussion of targets (meeting 2)
- Implementation strategies (meeting 3)
- Review draft report

Other Members? Have them email me at [tara.boggio@tylin.com](mailto:tara.boggio@tylin.com) or can find link through project website.

# VISIONING



# Visioning



**What is your vision for Agriculture and Forestry for this region for the future?**

# Visioning



**How would you know if we are heading there?**

# SUSTAINABILITY INDICATORS



# Sustainability Indicators



## **Direction from NYSERDA regarding indicators:**

1. Choose at least one common indicator for each focus area for inclusion in your sustainability plan
2. There are five indicators that all of the regions are required to use. These indicators allow some information to be tracked across the state and to ensure that the CGC program is doing its part to support larger national efforts. Regions will not be required to choose additional indicators in these focus areas. These indicators will count as your required common indicator in each of the focus areas that they cover.
3. Regions may also choose to add other indicators that they feel are appropriate to establish a baseline and targets for improvements in their region.

# Sustainability Indicators



**Direction from NYSERDA including common indicators:**

## **A. Common Indicators**

### **6E: Economic Development – Farms: acreage / production of farms**

This indicator provides a macro level view to economic development a major industry in New York State.

# Sustainability Indicators



**Criterion:** Issue influencing agricultural sustainability

**Indicator:** Measurable relationships between variables that help to describe the state of that criterion

**Discussion:** List of preliminary considerations regarding the indicators and criteria

*These are not exclusive lists- your input is welcome and valued*

# Agricultural Indicators



**Criterion:** Diversity of vegetation and agricultural production

**Indicator(s):** *Yield*  
*Land cover*  
*Crop cover*

**Discussion:** Diversity as a hedge against economic and climate fluctuation;  
Economic and environmental impacts of biodiversity and monoculture- *both* positive and negative

# Agricultural Indicators



**Criterion:** Use of external and purchased inputs

**Indicator(s):** *Amount of external and purchased inputs*  
*Amount of land in production, or yield volume*

**Discussion:** Benefits of closed-system agriculture;  
Potential loss of economic opportunities  
within agricultural services sector

# Agricultural Indicators



**Criterion:** Community economic interdependence

**Indicator(s):** *Input-output inter-industry multipliers*

**Discussion:** Availability of longitudinal data is unknown

# Forestry Indicators



**Criterion:** Biophysical condition of forest resources

**Indicator(s):** *Area and percent of forest by type*  
*Fragmentation of forests*  
*Area and percent of forest affected by biotic processes and abiotic agents*  
*Area and percent of forest available for wood production*  
*Total growing stock and annual increment available for wood production*

# Forestry Indicators



**Criterion:** Ecological biodiversity

**Indicator(s):** *Area and percent of forest in protected areas*  
*Number of native forest-associated species*  
*Number and status of native forest-associated species at risk*  
*Management activities that meet best management practices to protect soil and water*

**Discussion:** Difficulty in measuring management activities?

# Sustainability Indicators



## **OTHER Indicators?**

- Consideration of constraints of the data – is data available (historical, current, future)?
- Can targets be established and met with projects?

# NEXT STEPS



# Next Steps



## **Next stakeholders meeting:**

WHEN: Week of Nov 13-15<sup>th</sup> (Tues-Thurs)

WHAT: Discussion on “Story of Place” and targets

Meeting minutes and agenda for next meeting within next 2 weeks

# THANK YOU







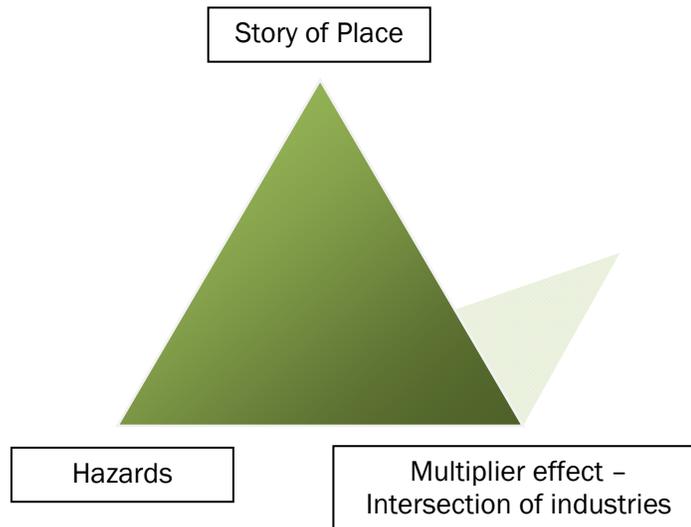
<b>MEETING TITLE</b>	Economic Development Stakeholders Group Meeting #1	
<b>DATE AND TIME</b>	October 17, 2012 9:00am-2:00pm	
<b>ATTENDEES</b>	Julie Marshall Jim Homburger Hal Smith Bill Emm Mike Alt Mike Haugh Jim Whipple Valarie Avalone Greg Albert Dave Zorn Lisa Cleckner Lewis Stess Duncan Moore Don Naetzker Laura Lane Thad Schofield Peg Churchill George Thomas Roxanne Kise Jan Pisanczyn  Bob McNary Sue Vary Erin Henry	Livingston County Wayne County Ontario County HALCO Genesee Community College Eastman Business Park CMH Consulting Orleans County Monroe Community College Genesee/Finger Lakes Regional Planning Genesee/Finger Lakes Regional Planning Hobart & William Smith Colleges Friends of the GardenAerial University of Rochester Finger Lakes Museum Wyoming County Chamber City of Rochester Business Development Wayne County IDA CEI Western Erie Canal Alliance SUNY Brockport Small Business Development Wayne County Economic Development Ontario County Economic Development Harvard Business School
<b>ORGANIZED BY</b>	Tara Boggio, T.Y. Lin International (TYLI)	

**Welcome & Introductions**

- Consultant team members – C&S, TYLI
- Healthy Regional Economy
  - Need a foundation – federal and other grants
  - Strong team base
  - Place Base – Place Space
  - How do we use the story of place to get funding – next meeting
  - Hazards
    - Climate change/mitigation
    - Rainfall
    - how to integrate into ‘Plan’
    - Strengthen position
    - No going backwards
  - Building on the plan already in place in the Finger Lakes region
  - NYSERDA funding
  - Housing Patterns, Economic Development Patterns (activities), Cultural Patterns – weave together to find similarities



- Introduction
  - Introduce yourself regarding your contribution to Regional Economic Health and how you are connected in being here today



### Group Exercise

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- 5 Categories in which introduce a way to understand the working of our Economy
  1. Event or period that changed this region based on our response to it
  2. Favorite story of history of this place
  3. Interesting uniqueness in Natural history
  4. Thread through all industries in the region
  5. Unique physical feature(s) that depicts this place – why is it symbolic
- Group responses:
  - Category 1
    - Kodak(Past and Present)
      - Grow economy through small businesses, new developments
      - Job growth
      - Decrease in risk taking
      - Educated force in Rochester
      - Most giving community – George Eastman’s legacy
      - Rural areas have smaller business after Kodak’s downsizing; employment levels stable in more areas than other
    - Erie Canal
      - Business growth, industrial era, marketplace
      - Boom town
      - Monopoly
      - Transportation of goods
      - Agriculture
    - Advanced Transportation
      - Where people work vs. where they live
      - Telecommunication usage – more people able to work from home



- Advanced Technology
  - Green Nature; sustainability, Greentopia
  - Lost population in cities
  - Agricultural resources
- Festivals
  - Strong intellectual force
  - Parks
  - Creative class – underground classification
  - Attractor and retainer
- George Eastman
  - Created jobs/businesses
  - Culture of generosity
  - Cultural assets
  - Higher education system
- Category 2
  - Canal Industrial Era – made villages moved out, scared of the idea of change (technology)
  - Sense of place – more city
  - 80-90% of forestry transformed to agricultural uses for the canal, over time, we gained it all back (Green technologies)
- Category 3
  - Ice Age
    - Helped create path for canal from glaciers
    - Disconnection between Finger Lakes and Lake Ontario
    - Waterways – Finger Lakes, Lake Ontario, Genesee River
    - Sediment patterns
    - Industries centered around areas; center for food processing, changes, community issues, empty storefronts (Main Streets)
- Category 4
  - Water
    - Microclimates
    - Power
    - Technology (education)
    - Transportation
- Category 5
  -

## Hazards

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- Amplitude and frequency of rainfall
- Railroads running along the Canal/waterways – surface chemicals being forced into the water
- Telecommunications
- Energy corridors
- Interchange of lock system – communication issues, agencies working independently
- Logs moving next to bridges – could potentially destroy bridges
- Opportunities – funding through federal grants
- Sewer issues due to the high intensity of water flow



### Introduction to the project

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- See power point presentation from October 17<sup>th</sup>

### Stakeholder Group

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- See power point presentation from October 17<sup>th</sup>
- Website now live at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org)
- Members can join more than one stakeholder group.

### Indicators & Targets

---

- 3-5 indicators are required to be approved by NYSEDA
- Attendees were asked to engage in a visioning exercise to think about their vision for economic development in the future.
- Visioning:
  - Tourism – attract more visitors
  - Measure of success – lower Green House Gas Emissions over time
  - Reduction in emissions
  - Private sector growth against sustainability measurements
  - Increase eco energy park and industrial parks – based on symbiotic relationships
  - Number of new businesses – time frame depends on industry, min. of 5 years
  - Increase capture of graduate
  - Sufficient infrastructure investments
  - Sense of pride/ownership (Wegmans) – how do people feel that live here
  - Younger workforce – people staying in the community after school or moving for jobs from other areas
  - Maintaining our Main Streets
  - Corporate vs. industry vs. communities
  - Move towards entrepreneurial city – risk taking (High Tech Rochester)
  - New ideas vs. patents
  - Where are young people employed – measure by sector
  - Poverty levels are more so in rural areas
  - Use of farm acreage
  - Improved racial diversity/equality
  - Pockets of poverty – how to improve over time (how to measure)
  - Develop areas of poverty
  - Where are people graduating from
  - Education + training + graduate location of employment
  - More vocational education – BOCES – connections with higher education programs
  - Personal sense of place – educational and industry
  - School to work – shadowing programs
  - Education at all levels
  - Funding opportunities
  - Spending mandates – how they affect businesses, education, training, tourism, etc. – customize based on unique needs
  - Protection of key elements/infrastructure for economic development
  - Lake levels – economic development infrastructure and tax base
  - Disaster prevention
  - Natural resources – protection only for this region
  - Academic technologies – promote within schools – commercialize



- Raise rating of education on a state/global level
- Government investment in research for institutions
- Venture capital – increase in education
- Social venture network/investor
  
- Indicators
  - Required: Housing + Transportation Index : Transportation/Housing affordability
  - Net advocate score
  - Tourism spending (REDC)
  - Age distribution of workers
  - Money spent on infrastructure
  - Measuring sense of pride, quality of life, connection to place
  - Maintaining our Main Streets
  - Measure disposable income
  - Number of people receiving social services
  - Job training programs
  - Number of firms and employees (types of businesses) – 10+ employees – impact on region based on employment (net formation and survival)
  - Use of farm acreage by type of crop/end use
  - Business locations where infrastructure already exists
  - Measure of diversity
  - Number of vocational graduates
  - Stem programs – partnership with industries
  - Funding opportunities
  - Water quality – ISO measurement (net-zero)
  - Track number of flood events – loss of property value
  - Where visitors are coming from
  - Infrastructure development vs. re-development funding – land use, planning, ROI
  - Water resource protection – imports and exports (invasive species)
  - Investment in research
  - Venture capital

### **Ending Remarks, Comments, Statements**

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- Story of Place
  1. Stakeholder engagement
  2. Project Design/Presentation
  3. Evaluation of Story of Place
- Value – what are we walking away with
  - Context – what we are focusing on
  - Finding your own voice – uniqueness
  - Connections with people, place – moving forward
  - More of the right players attending meetings



### Subject Area Lead Contact Information

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- If you have specific question for the technical lead for Economic Development, please contact:

Carol Sanford, DEGI  
[interoctave@comcast.net](mailto:interoctave@comcast.net)

### Next Steps

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- Next Stakeholder meeting is Thursday, November 15<sup>th</sup> from 1-5pm.
  - Discussion on 'Story of Place', indicators and targets
  - Location TBD
  - Agenda will be sent out at least one week prior

It was my intention that these minutes reflect the general discussion during the meeting. Please contact me regarding any additions, deletions or changes to these minutes.

# Finger Lakes Regional Sustainability Plan

FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM



# PROJECT INTRODUCTION



# Project Introduction



## **Background: Cleaner-Greener Communities Program:**

- Announced by Governor Cuomo in his 2011 State of the State Address
- CGC supports the creation/implementation of regional sustainability plans
- Two phase program:
  - Phase I: Regional Sustainability Planning Grants (\$10 million)
  - Phase II: Regional Sustainability Plan Implementation Grants (\$90 million)
- Phase I is currently underway in all regions and Phase II is expected to launch in early 2013

## **Climate Change Commitment:**

*“reduce greenhouse gas emissions to 80% below 1990 levels by 2050”*

# Project Introduction



## **Sustainability Plan Scope (Phase 1):**

- **Baseline assessment of the region including Green House Gas (GHG) Inventory for the Region**
- **Incorporation of existing local planning efforts**
- **Long-term and short-term sustainability goals**
- **Climate change adaptation**
- **Identification of necessary actions**
- **Implementation strategy**
- **Stakeholder involvement**

# Project Introduction



## **Phase II:**

- Launches early 2013
- Three annual rounds of ~\$30 million
- Will fund projects that
  - Reduce GHG emissions
  - Support the achievement of the region's sustainability goals as identified in their plans
  - Are not eligible for current NYSERDA offerings
  - Prioritized by their regional planning team

# Project Introduction



## **Things to Remember:**

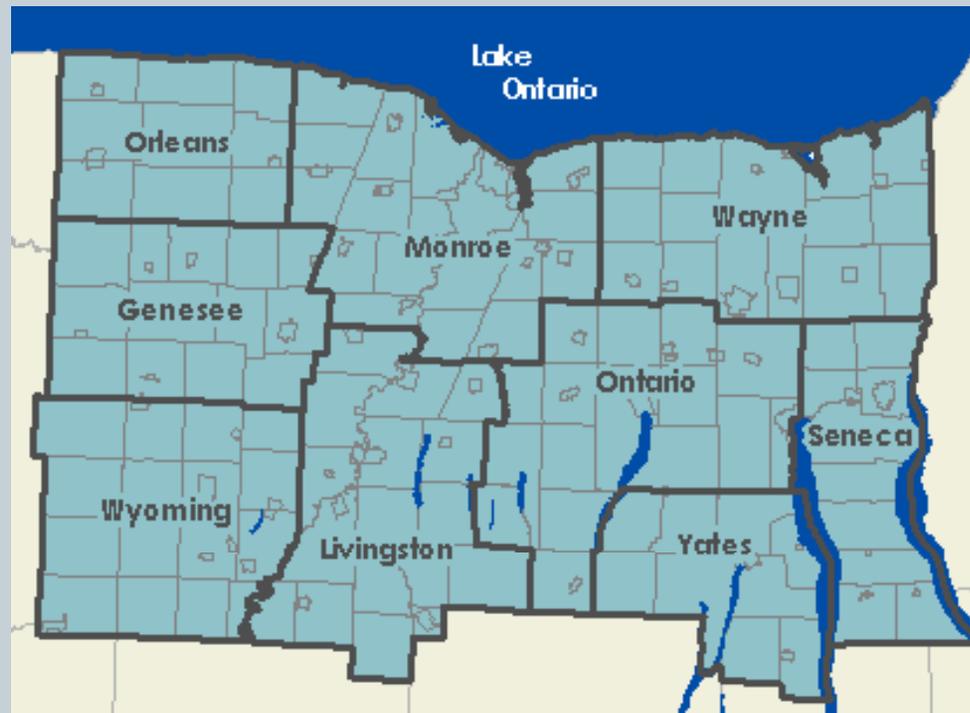
- The plan is not a bid for Phase II funds
- Unique opportunity
- Looking for a truly comprehensive planning process
- Must be realistically implementable
- Alignment with Regional Economic Development Plan
- This is your plan

# Project Introduction



## Finger Lakes Region:

- Monroe
- Orleans
- Genesee
- Wyoming
- Livingston
- Ontario
- Yates
- Seneca
- Wayne



# Project Introduction



## Schedule:

TASK	2012			2013		
	October	November	December	January	February	March
Baseline Assessment						
Stakeholder Meeting #1	X					
Sustainability Indicators / Inventory						
Target Establishment						
Stakeholder Meeting #2		X				
Public Meeting #1			X			
Implementation Strategy						
Stakeholder Meeting #3				X		
Public Meeting #2					X	
Draft Sustainability Plan						
Final Sustainability Plan						

# STAKEHOLDER GROUP



# Economic Development Stakeholder Group



## **Mission Statement:**

The **Economic Development** Stakeholder Group is tasked to coordinate activities with the Finger Lakes Regional Economic Development Council (FLREDC) and clearly address how the goals of the sustainability plan intersect with and support those of the REDP.

The Plan will describe and quantify the economic development benefits of the implementation strategies identified in the Sustainability Plan. The Planning Team and Stakeholder Group will work closely with the Regional Economic Development Council and its working groups throughout the planning process to ensure that the strategies identified by the two plans support both the economic development and sustainability goals of the Finger Lakes region.

# Economic Development Stakeholder Group



## **Role:**

- Input into indicators and identifying data sources (meeting 1)
- Discussion of targets (meeting 2)
- Implementation strategies (meeting 3)
- Review draft report

Other Members? Have them email me at [tara.boggio@tylin.com](mailto:tara.boggio@tylin.com) or can find link through project website.

# SUSTAINABILITY INDICATORS



# Sustainability Indicators



## **Direction from NYSERDA regarding indicators:**

1. Choose at least one common indicator for each focus area for inclusion in your sustainability plan
2. There are five indicators that all of the regions are required to use. These indicators allow some information to be tracked across the state and to ensure that the CGC program is doing its part to support larger national efforts. Regions will not be required to choose additional indicators in these focus areas. These indicators will count as your required common indicator in each of the focus areas that they cover.
3. Regions may also choose to add other indicators that they feel are appropriate to establish a baseline and targets for improvements in their region.

# Sustainability Indicators



## **REDC Strategic Plan Indicators**

# Sustainability Indicators



## **OTHER Indicators?**

- Consideration of constraints of the data – is data available (historical, current, future)?
- Can targets be established and met with projects?
- REDC Strategic Plan Indicators

# NEXT STEPS



# Next Steps



## **Next stakeholders meeting:**

**WHEN:** Week of Nov 13-15<sup>th</sup> (Tues-Thurs)

**WHAT:** Discussion on “Story of Place” and targets

**Meeting minutes and agenda for next meeting within next 2 weeks**

# THANK YOU





MEETING TITLE	Energy Stakeholders Group Meeting #1	
DATE AND TIME	October 10, 2012 3:00pm-5:00pm	
ATTENDEES	Greg Albert George Thomas Ora Rothfuss Dwight Harrienger Tom Trabold Bob Bechtold Bill Emm James Hoffman Robyn Brookhart Anne Spaulding Ken Moore Graham Fennie Kevin Schulte Justin DeVecchio Jeri Pickett Mark Coleman Ram Shrivastava Norman Jones  John VaValo James Tydings	Genesee/Finger Lakes Region Planning CEI Wayne County Planning Stantec Consultants Inc. RIT Harbec GCC Wayne County Planning Liberty Pumps City of Rochester Environmental Quality Village of Fairport Epiphery Sustainable Energy Developments Trane Stantec RIT Larsen Engineers City of Rochester/Rochester District Heating UOC AWR
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

**Welcome & Introductions**

- Consultant team members – C&S, Genesis, TYLI

Stakeholders in attendance were shown a slide presentation illustrating the basic goals of the project, the timeline for project milestones, after which an open discussion ensued giving each stakeholder an opportunity to voice their opinions, goals and vision for energy as a component of a sustainable future for the Finger Lakes Region. The goal of this exercise is to collect and share the values and visions of the stakeholders, in order to advance the goals of the overall sustainability study.

**Introduction to the project**

- See power point presentation from October 10<sup>th</sup>

**Stakeholder Group**

- See power point presentation from October 10<sup>th</sup>
- Website now live at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org)
- Members can join more than one stakeholder group.

The Energy Stakeholders Group will contribute to the development of the indicators and the portion of the final Genesee Regional Finger Lakes Sustainability Plan that addresses energy.



The language shown below contains the scope of work for the Energy component of the Sustainability Plan.

***Energy - The Plan shall thoroughly address energy and the GHG emissions associated with its use and generation and evaluate electric generation, electric use, and on-site combustion in the Region by building type (e.g., residential, commercial, industrial, institutional, etc.). Recommendations shall be identified on near-, medium-, and long term bases to address the energy efficiency of existing buildings; energy building standards for new construction; financing tools that support energy efficiency and renewable energy investment; innovative ownership, financing, or leasing mechanisms for renewable energy systems; and community-scale energy systems (e.g. district heating and cooling). Cost, potential energy savings, and related GHG emission reductions shall be evaluated for each potential strategy.***

### Indicators & Targets

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- 3-5 indicators are required to be approved by NYSERDA
- Attendees were asked to engage in a visioning exercise to think about their vision for energy in the future.

The topics introduced at this first stakeholders meeting are captured below by category. Each Stakeholder, whether present or absent at the first meeting, is asked to review these categories to get buy-in from the group and to establish a baseline for going forward, within the parameters of the program goals.

### RENEWABLE ENERGY

- Adoption of renewable energies
- Access to and affordability of renewable energy

### ALTERNATIVE ENERGY

- Alternative fueling stations
- Net metering
- Bio gas
- Wind energy
- Solar energy
- Ethanol production

### ENERGY REDUCTION

- Net zero/neutral from a carbon footprint point of view (power)
- Reduction in the amount of energy necessary to condition spaces
- Reduction in amount of energy we need/consume
- Increase in simple energy controls
- Changes in operational procedures
- Up to 75% of energy is wasted



## REGIONAL IMPACTS

- Reward by reduction of energy use
- Economic growth and development
- Site specific
- Farmers can be self-sufficient
- Communities look at waste as renewable energy
- Incentive programs
- Promote green energy
- Pay back on green power
- Power over long distances
- Benefits of NYSERDA's funding – giving back to tax payers
- Regional capture of funding from NYSERDA
- All municipalities in the region need to follow the same set of rules
- Increase desirability to live in NY – Energy resources/usage
- Increase reliability of power grid system
- Local offset market
- Collaborative – regional natural resources
- Keeping energy costs low, affordable
- Attract larger business by natural resources
- Local governments want cheaper energy to attract development
- Fossil fuel/utilities – request surcharge to fund green energy programs
- Public Service Commission
- Energy generators to return money to region
- Regulate use within region (not town to town, bad for competition)
- Find ways to share excess energy between companies/communities, avoid waste
- More cooperatives for energy and natural resources
- Potential tax break for more energy efficient structures

## BASELINE MEASUREMENTS

- Industries moving back to the area
- Carbon intensity received by user
- Efficiency of products consumers use – point of use
- Sustain profits
- Number of degree days (heating/cooling) goes down
- Generating only heat – combine heat and power
- Net zero club – identify achievers of next zero
- Key market indicators – green distribution generation
- Residential, commercial, industrial sectors
- Affordability index – consumption levels
- Agricultural bi-products converted into energy
- Energy professionals in the area = more activity
- Energy star projects/products
- Education facilities creating programs to learn about sustainability issues, concerns, and solutions
- Number of collaborating school systems
- Education programs – students and graduates



- Gross domestic products from green thoughts/technologies
- Pre green initiatives (current vs. past)
- Green fueling stations – some already in City of Rochester
- Advanced energy technologies
- Community involvement
- School #46 – Pencil Program – green awareness
- Changing cultures – sustainability
  - Not experimental anymore – implement solutions
- Reduction in energy use – create own energy - sustainable
- No GHGE
- Calculating how much green technologies are being used per capita
- Green systems and products

### **GREEN HOUSE GAS REDUCTION**

- Green House Gas inventory/reduction – ‘primary goal’
- How to quantify GHG – measurements
- Some goals unattainable without changes in State Policies
- Restrictions – Regional/State mandates – set rules
- Putting power where we need it
- Selling power – locally or globally
- Least carbon weighted energy – direct and indirect
- Look at alternatives to carbon
- Utility companies count data and waste resources
- How to measure energy waste
- Long term effects
- Energy independent
- Is the Greenest energy is one that is conserved, captured, net-metered?
- Affect on supply and demand – reduce demand (self-generation)
- 75% of energy is wasted

### **INDICATORS**

#### **1A: Regional energy consumption per capita (MMBtu) - REQUIRED INDICATOR**

Energy consumption per capita is an indicator that encompasses all of the energy use within a 4 region on a scale that is highly relatable. Understanding how much energy is consumed per capita can be very effective in illuminating the need to reduce overall energy consumption regardless of its source. To calculate the value for this indicator, the calculations for several other indicators are needed and should include all sources of energy consumption (fuel combustion, electricity, renewables, etc).

**This is a Mandatory Indicator**



**1B: Energy – Renewable Energy – Total installed renewable energy capacity**

Renewable capacity provides an understanding of the willingness of the population to adopt newer, cleaner source of energy generation on their own. Monitoring this indicator over time can help the region understand any trends resulting from improvements in technology or changes in energy policy.

This Indicator was selected for consideration by the Stakeholders Group.

**1C: Energy – Energy Efficiency – On-site building fuel consumptions per end use (residential, commercial, and industrial)**

Stationary energy combustion can be significant at a regional level. Reducing fossil fuel combustion is achieved by reducing the amount of fuel consumed for heating in any one of the markets sectors.

This Indicator was selected for consideration by the Stakeholders Group. One significant factor to consider here is how much of the energy actually generated get consumed, vs. how much is lost, wasted, or simply un-used.

**1D: Energy – Regional electricity grid fuel mix**

Indicates the penetration of non-fossil fuel-based electricity sources.

This Indicator was selected for consideration by the Stakeholders Group, which is primarily a measure of current or potential alternative energy sources within the region.

Ultimately, each category will need to fit into one or more of the indicators, or re-focused into another category / indicator.

**Subject Area Lead Contact Information**

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- If you have specific question for the technical lead for Energy, please contact:

James Burton, T.Y. Lin International (TYLI)  
[james.burton@tylin.com](mailto:james.burton@tylin.com)

**Next Steps**

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- Next Stakeholder meeting is Wednesday, November 14th from 9am-noon.
  - Discussion on 'Story of Place', indicators and targets
  - Location TBD
  - Agenda will be sent out at least one week prior

It was my intention that these minutes reflect the general discussion during the meeting. Please contact me regarding any additions, deletions or changes to these minutes.



# Finger Lakes Regional Sustainability Plan

FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM



# Agenda



- 1. Welcome and Introductions**
- 2. Introduction to the project**
- 3. Stakeholder Group**
- 4. Visioning**
- 5. Sustainability Indicators**
- 6. Next steps**

# PROJECT INTRODUCTION



# Project Introduction



## **Background: Cleaner-Greener Communities Program:**

- Announced by Governor Cuomo in his 2011 State of the State Address
- CGC supports the creation/implementation of regional sustainability plans
- Two phase program:
  - Phase I: Regional Sustainability Planning Grants (\$10 million)
  - Phase II: Regional Sustainability Plan Implementation Grants (\$90 million)
- Phase I is currently underway in all regions and Phase II is expected to launch in early 2013

## **Climate Change Commitment:**

*“reduce greenhouse gas emissions to 80% below 1990 levels by 2050”*

# Project Introduction



## **Sustainability Plan Scope (Phase 1):**

- Baseline assessment of the region including Green House Gas (GHG) Inventory for the Region
- Incorporation of existing local planning efforts
- Long-term and short-term sustainability goals
- Climate change adaptation
- Identification of necessary actions
- Implementation strategy
- Stakeholder involvement

# Project Introduction



## **Phase II:**

- Launches early 2013
- Three annual rounds of ~\$30 million
- Will fund projects that
  - Reduce GHG emissions
  - Support the achievement of the region's sustainability goals as identified in their plans
  - Are not eligible for current NYSERDA offerings
  - Prioritized by their regional planning team

# Project Introduction



## **Things to Remember:**

- The plan is not a bid for Phase II funds
- Unique opportunity
- Looking for a truly comprehensive planning process
- Must be realistically implementable
- Alignment with Regional Economic Development Plan
- This is your plan

# Project Introduction



## Finger Lakes Region:

- Monroe
- Orleans
- Genesee
- Wyoming
- Livingston
- Ontario
- Yates
- Seneca
- Wayne



# Project Introduction



## Schedule:

TASK	2012			2013		
	October	November	December	January	February	March
Baseline Assessment						
Stakeholder Meeting #1	X					
Sustainability Indicators / Inventory						
Target Establishment						
Stakeholder Meeting #2		X				
Public Meeting #1			X			
Implementation Strategy						
Stakeholder Meeting #3				X		
Public Meeting #2					X	
Draft Sustainability Plan						
Final Sustainability Plan						

# STAKEHOLDER GROUP



# Energy Stakeholder Group



## Mission Statement:

The **Energy** Stakeholder Group is tasked to address energy and Greenhouse Gas (GHG) emissions associated with its use and generation. The Plan will evaluate electric generation, electric use, and on-site combustion in the Finger Lakes region by building type (residential, commercial, industrial, and institutional). The Plan will consider short-, medium- and long-term strategies that will address:

- The energy efficiency of existing buildings;
- Energy building standards for new construction;
- Financing tools that support energy efficiency and renewable energy investment;
- Innovative ownership, financing, or leasing mechanisms for renewable energy systems; and
- Community-scale energy systems.

The Plan also will evaluate cost, potential energy savings and related GHG emission reductions for each strategy.

# Energy Stakeholder Group



## **Role:**

- Input into indicators and identifying data sources (meeting 1)
- Discussion of targets (meeting 2)
- Implementation strategies (meeting 3)
- Review draft report

Other Members? Have them email me at [tara.boggio@tylin.com](mailto:tara.boggio@tylin.com) or can find link through project website.

# VISIONING



# Visioning



**What is your vision for Energy for this region  
for the future?**

# Visioning



**How would you know if we are heading there?**

# SUSTAINABILITY INDICATORS



# Sustainability Indicators



## **Direction from NYSERDA regarding indicators:**

1. Choose at least one common indicator for each focus area for inclusion in your sustainability plan
2. There are five indicators that all of the regions are required to use. These indicators allow some information to be tracked across the state and to ensure that the CGC program is doing its part to support larger national efforts. Regions will not be required to choose additional indicators in these focus areas. These indicators will count as your required common indicator in each of the focus areas that they cover.
3. Regions may also choose to add other indicators that they feel are appropriate to establish a baseline and targets for improvements in their region.

# Sustainability Indicators



## Direction from NYSERDA including common indicators:

### A. Common Indicators

#### **1A: Regional energy consumption per capita (MMBtu) - REQUIRED INDICATOR**

Energy consumption per capita is an indicator that encompasses all of the energy use within a region on a scale that is highly relatable. Understanding how much energy is consumed per capita can be very effective in illuminating the need to reduce overall energy consumption regardless of its source. To calculate the value for this indicator, the calculations for several other indicators are needed and should include all sources of energy consumption (fuel combustion, electricity, renewables, etc.).

#### **1B: Energy – Renewable Energy – Total installed renewable energy capacity**

Renewable capacity provides an understanding of the willingness of the population to adopt newer, cleaner source of energy generation on their own. Monitoring this indicator over time can help the region understand any trends resulting from improvements in technology or changes in energy policy.

# Sustainability Indicators



**Direction from NYSERDA including common indicators:**

## **B. Secondary Indicators**

### **1C: Energy – Energy Efficiency – On-site building fuel consumptions per end use (residential, commercial, and industrial)**

Stationary energy combustion can be significant at a regional level. Reducing fossil fuel combustion is achieved by reducing the amount of fuel consumed for heating in the residential sector or reducing the amount of fuel consumed in industrial production.

### **1D: Energy – Regional electricity grid fuel mix**

Indicates the penetration of non-fossil fuel-based electricity sources.

### **1E: Energy – Reduction in annual energy use per end use**

# Sustainability Indicators



## **OTHER Indicators?**

- Consideration of constraints of the data – is data available (historical, current, future)?
- Can targets be established and met with projects?

# NEXT STEPS



# Next Steps



## **Next stakeholders meeting:**

**WHEN:** Week of Nov 13-15<sup>th</sup> (Tues-Thurs)

**WHAT:** Discussion on “Story of Place” and targets

**Meeting minutes and agenda for next meeting within next 2 weeks**

# THANK YOU







<b>MEETING TITLE</b>	Material & Waste Management Stakeholders Group Meeting #1		
<b>DATE AND TIME</b>	October 10, 2012 8:00am-10:00am		
<b>ATTENDEES</b>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;">           Peggy Grayson             Greg Albert            Andy Goldstein            Graham Fennie            Adam Maurer            George Thomas            Mark Salamaca            Cindy Jessop            Anne Spaulding            Karen Simoni            Brenda Griffin            Ray Yacuzzo            Enid Cardinal            Ora Rothfuss         </td> <td style="width: 50%; vertical-align: top;">           GLOW Region Solid Waste Management Committee            Genesee/Finger Lakes Region Planning Recovery Cascades            Eiphergy            Finger Lakes Institute            CEI            Sunnking Electronics Recycling            Sunnking Electronics Recycling            City of Rochester Environmental Quality            City of Rochester            NY C &amp; D Resource Center            NYSDEC            RIT            Wayne Co. Planning Council         </td> </tr> </table>	Peggy Grayson  Greg Albert Andy Goldstein Graham Fennie Adam Maurer George Thomas Mark Salamaca Cindy Jessop Anne Spaulding Karen Simoni Brenda Griffin Ray Yacuzzo Enid Cardinal Ora Rothfuss	GLOW Region Solid Waste Management Committee Genesee/Finger Lakes Region Planning Recovery Cascades Eiphergy Finger Lakes Institute CEI Sunnking Electronics Recycling Sunnking Electronics Recycling City of Rochester Environmental Quality City of Rochester NY C & D Resource Center NYSDEC RIT Wayne Co. Planning Council
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<b>ORGANIZED BY</b>	Tara Boggio, T.Y. Lin International		

**Welcome & Introductions**

- Consultant team members – C&S, Syracuse Center of Excellence, Genesis, TYLI

**Introduction to the project**

- See power point presentation from October 10<sup>th</sup>

**Stakeholder Group**

- See power point presentation from October 10<sup>th</sup>
- Website now live at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org)
- Members can join more than one stakeholder group.

**Indicators & Targets**

- 3-5 indicators are required to be approved by NYSERDA
- Attendees were asked to engage in a visioning exercise to think about their vision for material and waste management in the future.
- Visioning:
  - Managed by county agencies – take away from government and give to agencies which will create fewer barriers.
  - Waste management authority for the region – region vs. county
  - Cradle to cradle environment – no such thing as waste
  - Material science – incentives – more innovative aspect of how to remove waste
  - Taxes on packages that are not recyclable
    - Incentives for reusable products
    - Product stewardship
  - Out of sight, out of mind and how the product is transported
  - Deconstruction capabilities – reuse materials vs. demolition



- Link between economic development and material use (recycling)
  - Inventories in regions where jobs have been created by material reuse
  - Conservation of natural resources – long term vs. short term goals
  - Waste landfill costs/economics
  - Higher value on land
  - New economic system
  - Landfills = potential resources
  - Synergy between economics, agriculture development and recycling of materials/landfills
  - Water resources
  - Design for reconstruction/reuse – new buildings reuse materials from previous structures
  - Understand waste characteristics from each region
  - Involving younger adults/children
  - Invest more in education or build policies first?
  - More institutional expertise
  - Articulate and value externalities
  - True cost of ownership (packaging and products)
    - Incentives for reusable products
    - Product stewardship
  - Landfill economics → value on disposal, land
  - New economic system
  - Seeing example of landfills as resource (e.g. mining)
  - Connecting agriculture with materials management
    - Food waste as energy
  - Whey management
  - Bold enforcement and policy decisions with policy actions
  - More efficient waste collection
  - More focus on education → sustainability / green technologies
  - Use schools as examples
  - Develop local markets for recyclables → self reliance by regions
  - Eliminating middleman in recycling
  - Knowing what we have and what we are capturing → data/knowledge
  - Learn from other places (e.g. Europe)
  - Understand waste characteristics from each region
- Measurements
    - Landfills stop expanding
    - Baseline data → understand what we're measuring
    - Recycling revenue > recycling costs
    - Increase in private sector recycling
    - Generating tonnage – Finger Lakes region baseline data
    - Growth in private sector industries that use recycling feed stocks
    - Haulers hauling less; less money spent
    - Recycling done under the radar – scrap trucks
    - Consumer choices change through marketing → balance between marketing and policy
    - New learning outcomes around sustainability
    - Total waste material decreasing



- 2009 EPA MSW report
- Total volume of solid waste decreasing
- Rate of recycling increasing in economically distressed areas
- Job creation in this field
  
- Indicators – Transportation
  - 4a hybrid → reduction in materials use
  - 4a / 4b
  - 4d: no need for “per vehicle” → overall
  - Policy on importing waste → feedstock to local supply chain
  - 4a: total and per capita
  - 4b: solid waste diverted per capita
  - Generating P&L for region → business plan
  - 4f = important
  - Look at waste categorically
  - Build on existing businesses (e.g. packaging)
  - How much materials waste is sent out of the region
  - Timeline of reduction (DEC)
  - Future costs

### Subject Area Lead Contact Information

---

- If you have specific question for the technical lead for Materials and Waste Management, please contact:

Mark Lichtenstein, Syracuse COE  
[mlichenstein@syracusecoe.org](mailto:mlichenstein@syracusecoe.org)

### Next Steps

---

- Next Stakeholder meeting is Monday, November 19<sup>th</sup> from 1-4pm.
  - Discussion on ‘Story of Place’, indicators and targets
  - Location TBD
  - Agenda will be sent out at least one week prior.

It was my intention that these minutes reflect the general discussion during the meeting. Please contact me regarding any additions, deletions or changes to these minutes.



# Finger Lakes Regional Sustainability Plan

FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM



# Agenda



- 1. Welcome and Introductions**
- 2. Introduction to the project**
- 3. Stakeholder Group**
- 4. Visioning**
- 5. Sustainability Indicators**
- 6. Next steps**

# PROJECT INTRODUCTION



# Project Introduction



## **Background: Cleaner-Greener Communities Program:**

- Announced by Governor Cuomo in his 2011 State of the State Address
- CGC supports the creation/implementation of regional sustainability plans
- Two phase program:
  - Phase I: Regional Sustainability Planning Grants (\$10 million)
  - Phase II: Regional Sustainability Plan Implementation Grants (\$90 million)
- Phase I is currently underway in all regions and Phase II is expected to launch in early 2013

## **Climate Change Commitment:**

*“reduce greenhouse gas emissions to 80% below 1990 levels by 2050”*

# Project Introduction



## **Sustainability Plan Scope (Phase 1):**

- **Baseline assessment of the region including Green House Gas (GHG) Inventory for the Region**
- **Incorporation of existing local planning efforts**
- **Long-term and short-term sustainability goals**
- **Climate change adaptation**
- **Identification of necessary actions**
- **Implementation strategy**
- **Stakeholder involvement**

# Project Introduction



## **Phase II:**

- Launches early 2013
- Three annual rounds of ~\$30 million
- Will fund projects that
  - Reduce GHG emissions
  - Support the achievement of the region's sustainability goals as identified in their plans
  - Are not eligible for current NYSERDA offerings
  - Prioritized by their regional planning team

# Project Introduction



## **Things to Remember:**

- The plan is not a bid for Phase II funds
- Unique opportunity
- Looking for a truly comprehensive planning process
- Must be realistically implementable
- Alignment with Regional Economic Development Plan
- This is your plan

# Project Introduction



## Finger Lakes Region:

- Monroe
- Orleans
- Genesee
- Wyoming
- Livingston
- Ontario
- Yates
- Seneca
- Wayne



# Project Introduction



## Schedule:

TASK	2012			2013		
	October	November	December	January	February	March
Baseline Assessment						
Stakeholder Meeting #1	X					
Sustainability Indicators / Inventory						
Target Establishment						
Stakeholder Meeting #2		X				
Public Meeting #1			X			
Implementation Strategy						
Stakeholder Meeting #3				X		
Public Meeting #2					X	
Draft Sustainability Plan						
Final Sustainability Plan						

# STAKEHOLDER GROUP



# Materials and Waste Management Stakeholder Group



## **Mission Statement:**

The **Materials and Waste Management** Stakeholder Group is tasked to evaluate representative waste and materials management practices throughout the Finger Lakes region and determine strategies to reduce the waste produced and stored; and to reduce GHG emissions associated with waste management. The Plan will assess things such as:

- A representative set of local recycling policies;
- Landfill methane capture and disposal;
- Energy recovery from accumulated waste;
- Composting programs;
- Strategies for decreasing the amount of waste incinerated; and
- Programs that incentivize the reuse of construction waste.

# Materials and Waste Management Stakeholder Group



## **Role:**

- Input into indicators and identifying data sources (meeting 1)
- Discussion of targets (meeting 2)
- Implementation strategies (meeting 3)
- Review draft report

Other Members? Have them email me at [tara.boggio@tylin.com](mailto:tara.boggio@tylin.com) or can find link through project website.

# VISIONING



# Visioning



**What is your vision for Materials and Waste Management for this region for the future?**

# Visioning



**How would you know if we are heading there?**

# SUSTAINABILITY INDICATORS



# Sustainability Indicators



**Direction from NYSERDA regarding indicators**

# Sustainability Indicators



## **A. Common Indicators**

**4A: Waste Management – Total Solid waste generated per capita**

.

**4B: Waste Management – Solid waste diverted (i.e. not landfilled or exported) per capita**

# Sustainability Indicators



## **B. Secondary Indicators**

**4C: Waste Management – Percentage of total municipal solid waste generated that is landfilled, combusted, or exported.**

**4D: Waste Management – Annual energy use of waste collection fleet per vehicle – by fuel type.**

**4E: Waste Management - Public participation in waste management plans and actions**

# Sustainability Indicators



## **B. Secondary Indicators cont.**

**4F: Waste Management - Cost of waste management method per metric ton of waste**

# Sustainability Indicators



## **OTHER Indicators? Such as:**

- **Job creation potential of options**
- **Highest and best use data availability**
- **Policy development and enforcement capability**
- **Etc.**

# NEXT STEPS



# Next Steps



## **Next stakeholders meeting:**

**WHEN:** Week of Nov 13-15<sup>th</sup> (Tues-Thurs)

**WHAT:** Discussion on “Story of Place” and targets

Meeting minutes and agenda for next meeting within next 2 weeks

# THANK YOU





MEETING TITLE	Transportation, Land Use, and Livability Stakeholders Group Meeting #1	
DATE AND TIME	October 9, 2012 11:30am-2:00pm	
ATTENDEES	Rochelle Bell Rich DeSarra Ora Rothfuss Deb Najarro ChaáKaa Thompson-Collalto George Thomas Greg Albert  Bill Bordeau Felipe Oltamari Dave Johnson Wayne Hale Richard Perrin Tony Favro Heather Ferrero Mike Quattrone Anne Spaulding Mark Gregor Erik Frisch Ken Oakley Bill Carpenter Scott Leathersich Liesel Schwarz David Keefe Katrina Korfmacher Steve Newcomb	Monroe County Planning Rochester Cycling Alliance Wayne County Planning Back Bohne Business LLC Monroe Ambulance/Transportation CEI Genesee/Finger Lakes Regional Planning Council Seneca County Planning Genesee County Planning Wayne Arc Orleans County Planning Genesee Transportation Council Genesee Transportation Council Livingston County Planning City of Rochester DES City of Rochester Environmental Quality City of Rochester City of Rochester Engineering Lake Plains Community Center RGRTA Monroe County DOT SWBR Architects Genesee Regional Clean Communities URMS – ELFC Monroe County Office for the Aging
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

**Welcome & Introductions**

- Consultant team members – C&S, Wendel, TYLI

**Introduction to the project**

- See power point presentation from October 9<sup>th</sup> for introductory comments on the project.

**Stakeholder Group**

- See power point presentation from October 9<sup>th</sup>
- Website now live at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org)
- Members can join more than one stakeholder group.



## Indicators & Targets

---

- 3-5 indicators are required to be approved by NYSERDA
- Attendees were asked to engage in a visioning exercise to think about their issues and needs as well as a vision for transportation, land use, and livability in the future to help inform discussion on potential indicators.
  
- Issues, needs, & future considerations
  - Accessibility – in your area, convenience to transit
  - Access to fresh produce – calculate in miles
  - Safety
  - Emissions
  - Public health
  - Access for senior citizens
  - Re-envisioning public transportation
  - Economic development – equity, health
  - Air quality – Green House Gas (GHG) Emissions (People, Places, Prosperity)
  - Car ownership not necessary
  - Options in mobility
  - Improve housing quality/availability of housing
  - Invest in developed areas – prioritize existing developed areas; avoid greenfields
  - Redevelopment of existing structures (commercial, industrial, residential)
  - Encourage employment and entertainment opportunities closer to populated areas
  - Lower vacancies
  - Expansion of alternate fueling stations
  - Identify and target GHGE sources
  - Multi-modal
  - Airports in greater demand for corporate business travel (more so in smaller airports)
  - Travel corridors – investments in transportation and land use infrastructure
  - Enhancement of greenspace corridors
  - Linkages
  - Renewable energy systems
  - Wind development – fracking, road construction, and land use issues/concerns
  - Regional growth and transparency through zoning requirements
  - Means to correlate/coordinate municipal land use regulation, plans, and policies (better regional planning)
  - Green technologies
  - Soils – protect prime farm soils(need for successful agriculture growth)
  - Definition of Liability
    - Quality of life
    - Walkability
    - Affordability
    - Safety
    - Diverse communities (people)
    - Bio diversity
    - Community
  - Green space
  - Air quality



- Access to recreation
  
- Quality of education
- Access to services and needs
- Connectivity
- Definition of Access – Convenience, Affordability, Ease and Utilization. Transportation options
- Development is commensurate with infrastructure; acknowledgement of constraints of current infrastructure
- Recognize difference between needs/issues in urban areas vs. rural areas
- Energy costs/needs – energy efficiency of buildings and affordability
- Limit of negative impacts on current infrastructures
- Awareness and outreach– education people in communities with resources available to them
- Communication technology
- Efficient use of water ways – shipping sector
- Maintenance of all forms of infrastructure
- Planning for cumulative impacts (assessment)
- Land use impacts of water and sewer (growth incentives)
- Framework – investment decisions
- Drainage – older system; upgrades?
- Inventories of GHGE - contribution of various land uses and modes of transport
- Intelligent transportation systems
- Make better use of technology
- Non-structural infrastructure solutions
- System efficiency
- Tree protection – carbon sinks
- Brownfield redevelopment
  
- Things to consider when evaluating indicators:
  - Required indicators
  - Sustainable solutions
  - Protect environment
  - Influenced by government and climate
  - Ways to measure/achieve goals
  - NYSERDA's common and secondary indicators – those not on these lists will need to be pre-approved by NYSERDA
  - How to track/monitor indicators
  - Can we replicate each indicator in every region?
  - Consistent in all counties/regions
  - Is data available to measure? ie. Existing data – data collection not part of this effort
  - Selection of indicators: needs/issues per group, importance, clear and informative information that would indicate changes or improvements that would not be seen through the required indicators
  
- Indicators – Transportation
  - Percentage of commuters by alternative modes (required)\*
  - VMT per capita (required)\*
  - Travel time/length (miles) per capita



**Finger Lakes Regional Sustainability Plan**  
**Funded by: NYSERDA – Cleaner, Greener Communities Program**

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- Fuel consumption/capita (gasoline vs. diesel)\*
  
- Transportation cost per household income
  
- Indicators - Land Use
  - Land-use Patterns (3A –required)\*
  - Percentage of redevelopment (3B)
  - Percentage of jobs and housing occurring inside municipal centers (3C)

**Subject Area Lead Contact Information**

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- If you have specific question for the technical lead for Transportation, Land Use, and Livability, please contact:

Wendy Salvati, Wendel-AE  
[wsalvati@wd-ae.com](mailto:wsalvati@wd-ae.com)

**Next Steps**

---

- Next Stakeholder meeting is Wednesday, November 14<sup>th</sup> from 9am-noon.
  - Discussion on ‘Story of Place’, indicators and targets
  - Location TBD
  - Agenda will be sent out at least one week prior.

It was my intention that these minutes reflect the general discussion during the meeting. Please contact me regarding any additions, deletions or changes to these minutes.

# Finger Lakes Regional Sustainability Plan

FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM



# Agenda



- 1. Welcome and Introductions**
- 2. Introduction to the Project**
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# PROJECT INTRODUCTION



# Project Introduction



## **Background: Cleaner-Greener Communities Program:**

- Announced by Governor Cuomo in his 2011 State of the State Address
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*“reduce greenhouse gas emissions to 80% below 1990 levels by 2050”*

# Project Introduction



## **Sustainability Plan Scope (Phase 1):**

- **Baseline assessment of the region including Green House Gas (GHG) Inventory for the Region**
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- **Stakeholder involvement**

# Project Introduction



## **Phase II:**

- Launches early 2013
- Three annual rounds of ~\$30 million
- Will fund projects that
  - Reduce GHG emissions
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  - Are not eligible for current NYSERDA offerings
  - Prioritized by their regional planning team

# Project Introduction



## **Things to Remember:**

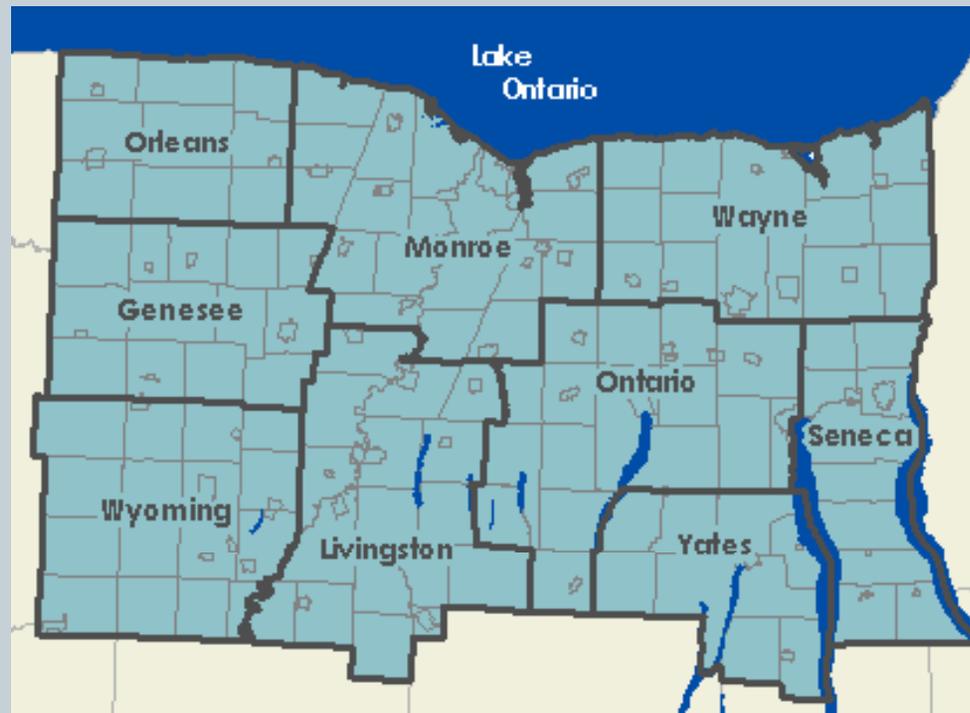
- The plan is not a bid for Phase II funds
- Unique opportunity
- Looking for a truly comprehensive planning process
- Must be realistically implementable
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- This is your plan

# Project Introduction



## Finger Lakes Region:

- Monroe
- Orleans
- Genesee
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# Project Introduction



## Schedule:

TASK	2012			2013		
	October	November	December	January	February	March
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Target Establishment						
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Public Meeting #1			X			
Implementation Strategy						
Stakeholder Meeting #3				X		
Public Meeting #2					X	
Draft Sustainability Plan						
Final Sustainability Plan						

# STAKEHOLDER GROUP



# Transportation, Land Use, and Livability Stakeholder Group



## **Mission Statement:**

The **Transportation and Land Use** Stakeholder Group is tasked to evaluate existing transportation networks within the Finger Lakes region and consider improvements that would provide more efficient system operation, alternative fuel vehicles and the infrastructure to fuel them, and additional/enhanced travel choices such as public transportation, ridesharing, complete streets, and bicycle and pedestrian pathways. At the same time, this group is looking at the land-use planning components, which are interrelated, and interdependent on transportation. The Plan will:

- Evaluate potential programs to encourage the use of more efficient fuels, vehicles, and modes of transportation, as well as alternatives to driving alone;
- Address the necessary investments in street, highway, transit, and fueling infrastructure that would support and complement the expansion of transportation choices; and
- Identify potential transportation solutions that would improve air quality, reduce vehicle miles traveled, reduce travel times, support transit-oriented development, reduce runoff from roads, and improve service for historically marginalized populations.

# Transportation, Land Use, and Livability Stakeholder Group



## **Mission Statement:**

- Align infrastructure investments to support equitable land-use development;
- Encourage the expansion of location-efficient housing that increases access to employment centers and transportation options;
- Stimulate investment in mixed-use development and redevelopment of land in existing communities;
- Protect natural ecosystems; and
- Prevent unsustainable use of natural resources.

Strategies will be addressed for urban, suburban, and rural communities to use land and transportation systems efficiently and sustainably while providing economic growth and quality of life for their residents.

# Transportation, Land Use, and Livability Stakeholder Group



## **Role:**

- Input into indicators and identifying data sources (meeting 1)
- Discussion of targets (meeting 2)
- Implementation strategies (meeting 3)
- Review draft report

Other Members? Have them email me at [tara.boggio@tylin.com](mailto:tara.boggio@tylin.com) or can find link through project website.

# SUSTAINABILITY INDICATORS



# Indicators and Targets



## **Direction from NYSERDA regarding indicators:**

1. Choose at least one common indicator for each focus area for inclusion in your sustainability plan
2. There are five indicators that all of the regions are required to use. These indicators allow some information to be tracked across the state and to ensure that the CGC program is doing its part to support larger national efforts. Regions will not be required to choose additional indicators in these focus areas. These indicators will count as your required common indicator in each of the focus areas that they cover.
3. Regions may also choose to add other indicators that they feel are appropriate to establish a baselines and targets for improvements in their region.

# Sustainability Indicators



## Direction from NYSERDA:

### Required Indicators

#### **2A: Transportation – Overall – Total percentage of people commuting via walking, biking, transit, and carpooling**

This indicator provides a view to access to alternative modes of transportation.

#### **2B: Transportation – Overall – Vehicle miles traveled per capita**

This indicator provides a view to automobile usage in a region.

#### **3A: Land Use & Livable Communities – Land-use Patterns – Per capita land consumption**

This indicator correlates to environmental consumption .

# Sustainability Indicators



## **OTHER Indicators**

- Consideration of constraints of the data – is data available (historical, current, future)?
- Based on needs and issues relevant to the region
- Can targets be established and met with projects?

# NEXT STEPS



# Next Steps



## **Next stakeholders meeting:**

**WHEN:** Week of Nov 13-15<sup>th</sup> (Tues-Thurs)

**WHAT:** Discussion on “Story of Place” and targets

**Meeting minutes and agenda for next meeting within next 2 weeks**

# THANK YOU





<b>MEETING TITLE</b>	Water Management Stakeholders Group Meeting #1	
<b>DATE AND TIME</b>	October 10, 2012 1:00pm-3:00pm	
<b>ATTENDEES</b>	Greg Albert Miranda Reid  George Thomas Kenny Schantz Mike Hauch Peter Lent Terry Gronwall  Alex Pierce  Liz Cleckner Paul Sawyko Ray Yaruzzo Ora Rothfuss Marty Aman Rochelle Bell Libby Ford Jayme Breshard-Thomann	Genesee/Finger Lakes Region Planning Conesus Lake Watershed Council/Livingston County Planning Department CEI Rochester Water Bureau CMR Consulting Oatka Lake Watershed Committee Center for Environmental Initiative Honeoye Lake Watershed Task Force Joint Town/Village Planning Board Keshepva/Conaseraga Watershed Finger Lakes Institute @ HWS Water Education Collaborative NYSDEC Wayne County Planning Department Wayne County Water & Sewer Authority Monroe County Planning Nixon Peabody, LLP Genesee/Finger Lakes Region Planning
<b>ORGANIZED BY</b>	Tara Boggio, T.Y. Lin International (TYLI)	

**Welcome & Introductions**

- Consultant team members – C&S, Genesis, TYLI

**Introduction to the project**

- See power point presentation from October 10<sup>th</sup>

**Stakeholder Group**

- See power point presentation from October 10<sup>th</sup>
- Website now live at [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org)
- Members can join more than one stakeholder group.

**Indicators & Targets**

- 3-5 indicators are required to be approved by NYSERDA
- Attendees were asked to engage in a visioning exercise to think about their vision for water management in the future.
- Visioning:
  - Eco-system viability
  - Natural resource conservation
  - Identify green network – natural water bodies and storm water systems, piping systems – cleaner water, habitats, operating in a natural way so we can conserve
  - Natural approaches



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**Funded by: NYSEDA – Cleaner, Greener Communities Program**

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- Change the way we think about municipal facilities
- Move towards reducing energy to net zero
- Promote Green infrastructure – storm water systems
- Stream bank stabilization – upland/hill management
- Reduce erosion and pesticides into water ways along the region (sediment particles, pollutants, etc.)
- Promote Regional coordination between water shed municipalities – land use ordinances
- Maintain quality and sustainability of inflow into major water bodies
- Be aware of surface water quality
- Promote recharge of clean water ground water
- Centralized treatments – infrastructure
- Increase quality/performance of on-site waste water treatment (uniform)
- Be aware of water quality and nutrient loadings
- Be aware of surface pollution – top of list of pollutants
- Test soils before fertilizing to see if needed
- Reduce waste water from facilities
- Promote good water management as part of economic development
- Enforce all policies
- Promote reasonable scale of community, neighborhood, homes, etc. within water shed (diversity)
- Develop a baseline – gather data, information sharing
- Genesee River watershed
- Innovation to food processing systems – overlapping issue
- Control invasive species
- Support public education/outreach – green job creation, sustainable products
- Promote access to resources – public
- Support Green infrastructure – residential (retrofit)
- Monitor rain fall, storm runoff, etc.
- Supply/demand
- Examine/quantify the regional water balance
- Promote awareness of our freshwater resources
- Can we accommodate new construction needs
- Water protection
- Conserve water – be more efficient
- Educate people about the value of water
- Land use policies – enforce
- Dedicate funding for data collection
- Replace old water systems
- Discourage building in flood plains – leave alone and let them do their jobs
- Promote water quality
- Measurable change, reporting stream corridor
- Local level involvement
- Surveys
- Be aware of how water is being use - consumption vs. non-consumption



- Measurements
  - Teaching awareness between agencies and institutions
  - Communities learning on their own or by an education campaign
  - Data base clearing house
  - Volume and quality being distributed to communities
  
- Indicators
  - Residential use per capita
  - Industrial use per capita
  - Agriculture use vs. irrigation/acre
    - Crop vs. animal
  - Quantity vs. quality
  - Water withdrawal survey/data
  - 5A – only use some sectors, modify description
  - Public distribution
  - Stream improvements – higher standards
  - 5B – percentage of impaired water with number of TMDL implements/in place
  - 5D - Natural resource consideration
  - Biology elements vs. chemical elements
  - Recharge vs. runoff – base flows
  - 5J – include waste water tracking and how it makes its way to the treatment plant
  - Hydro power ( strategy – not funded by NYSERDA)
  - 5C – track towards energy self-sufficiency
  - Number of water shed plans – tracking
  - Peak demands
  - Metering – up to date
  - Accounting for inaccessible water
  - Public/private supply – downstate issue

#### **Subject Area Lead Contact Information**

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- If you have specific question for the technical lead for Water Management, please contact:

John Camp, C&S  
[icamp@cscos.com](mailto:icamp@cscos.com)

#### **Next Steps**

---

- Next Stakeholder meeting is Tuesday, November 13<sup>th</sup> from 11am-2pm.
  - Discussion on 'Story of Place', indicators and targets
  - Location TBD
  - Agenda will be sent out at least one week prior.

It was my intention that these minutes reflect the general discussion during the meeting. Please contact me regarding any additions, deletions or changes to these minutes.



# Finger Lakes Regional Sustainability Plan

FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM



# Agenda



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# PROJECT INTRODUCTION



# Project Introduction



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## **Climate Change Commitment:**

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# Project Introduction



## **Sustainability Plan Scope (Phase 1):**

- **Baseline assessment of the region including Green House Gas (GHG) Inventory for the Region**
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- **Long-term and short-term sustainability goals**
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- **Identification of necessary actions**
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# Project Introduction



## **Phase II:**

- Launches early 2013
- Three annual rounds of ~\$30 million
- Will fund projects that
  - Reduce GHG emissions
  - Support the achievement of the region's sustainability goals as identified in their plans
  - Are not eligible for current NYSERDA offerings
  - Prioritized by their regional planning team

# Project Introduction



## **Things to Remember:**

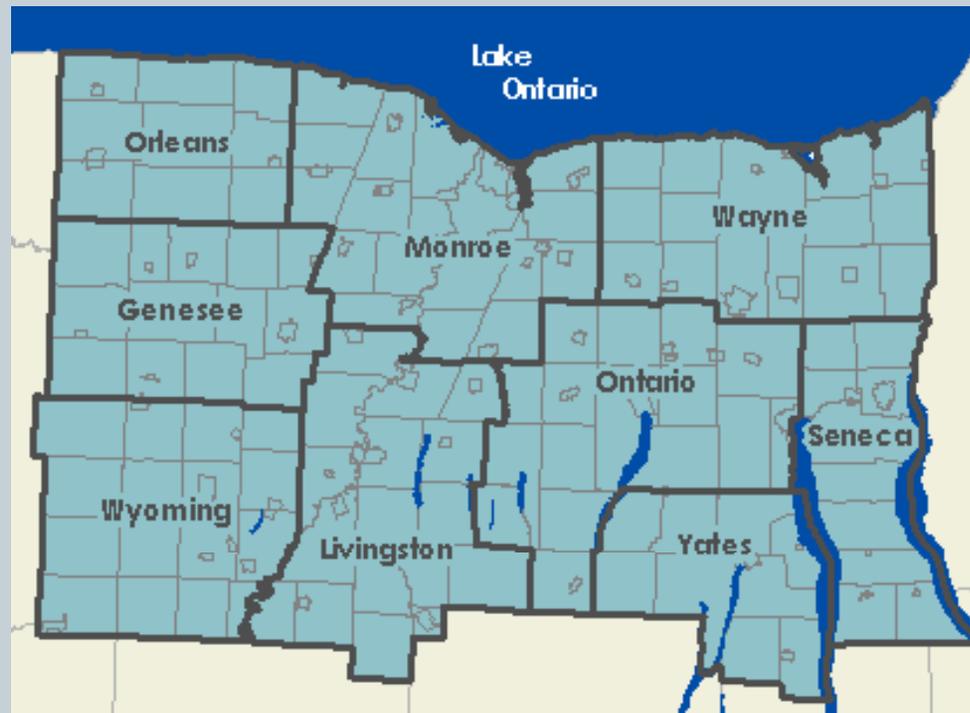
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# Project Introduction



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# Project Introduction



## Schedule:

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Public Meeting #2					X	
Draft Sustainability Plan						
Final Sustainability Plan						

# STAKEHOLDER GROUP



# Water Management Stakeholder Group



## **Mission Statement:**

The **Water Management** Stakeholder Group is tasked to evaluate water infrastructure needs, especially those associated with investment in other sectors including transportation, housing and land use/livable communities.

The Plan will evaluate the surface water quality impacts of water, transportation, and housing infrastructure projects to ensure that investments in water management systems support the sustainability of the community and can be sustained over the long term.

The Plan will consider programs and practices to improve water use efficiency or appropriately reuse water, and will address the preservation of the region's water resources, and reduction of energy use and GHG emissions associated with movement of water.

# Water Management Stakeholder Group



## **Role:**

- Input into indicators and identifying data sources (meeting 1)
- Discussion of targets (meeting 2)
- Implementation strategies (meeting 3)
- Review draft report

Other Members? Have them email me at [tara.boggio@tylin.com](mailto:tara.boggio@tylin.com) or can find link through project website.

# VISIONING



# Visioning



**What is your vision for Water Management  
for this region for the future?**

# Visioning



**How would you know if we are heading there?**

# SUSTAINABILITY INDICATORS



# Indicators and Targets



## **Direction from NYSERDA regarding indicators:**

1. Choose at least one common indicator for each focus area for inclusion in your sustainability plan
2. There are five indicators that all of the regions are required to use. These indicators allow some information to be tracked across the state and to ensure that the CGC program is doing its part to support larger national efforts. Regions will not be required to choose additional indicators in these focus areas. These indicators will count as your required common indicator in each of the focus areas that they cover.
3. Regions may also choose to add other indicators that they feel are appropriate to establish a baseline and targets for improvements in their region.

# Indicators and Targets



## Direction from NYSERDA including common indicators:

### A. Common Indicators

#### **5A: Water Management - Water demand per capita, by sector**

This indicator provides a breakdown of water usage with respect to the population as well as each sector of use.

#### **5B: Water management - Total Number of Impaired Waters**

This indicator quantifies those waters that do not support appropriate uses and that may require development of a Total Maximum Daily Load (TMDL)

# Indicators and Targets



**Direction from NYSERDA including common indicators:**

## **B. Secondary Indicators**

### **5C: Energy use by water and sewer utilities per million gallons supplied or treated**

This indicator is correlated to water usage.

### **5D: Water management - Total area under conservation agreement per watershed unit-area**

This indicator provides an overall view of watershed conservation efforts.

### **5E: Water management - Ratio of water withdrawn to renewable supply**

This indicator examines the regional water balance – measure of renewable water supply versus consumption.

### **5F: Water management - Surface and ground water quality**

This indicator tracks the overall quality of drinking water sources in the region.

# Indicators and Targets



**Direction from NYSERDA including common indicators:**

## **B. Secondary Indicators**

### **5G: Water management - Percentage of wastewater effluents with tertiary treatment**

This indicator measures efforts to remove nutrients from wastewater effluents.

### **5H: Water management - Improvement in Waterbody Inventory/ Priority Waterbody List (WI/PWL) rating that is developed through Rotating Integrated Basin Studies (RIBS)**

### **5I: Water management - Percent impervious surface area relative to total developed and hardscaped surface**

This indicator measures the percentage of impervious (built and hardscaped) surfaces in the region, which is correlated with stormwater runoff generation.

# Indicators and Targets



## Direction from NYSERDA including common indicators:

### B. Secondary Indicators

#### **5J: Water management - Infrastructure reliability and efficiency**

This indicator looks at the proportion of water that is produced but not delivered due to of leaks, broken infiltration and inflow, or otherwise inefficient infrastructure.

#### **5L: Water management- % of customers that are metered**

This indicator would address the ability of the region to measure the water used by its residents.

# Indicators and Targets



## **OTHER Indicators?**

- Consideration of constraints of the data – is data available (historical, current, future)?
- Can targets be established and met with projects?

# NEXT STEPS



# Next Steps



## **Next stakeholders meeting:**

**WHEN:** Week of Nov 13-15<sup>th</sup> (Tues-Thurs)

**WHAT:** Discussion on “Story of Place” and targets

**Meeting minutes and agenda for next meeting within next 2 weeks**

# THANK YOU





# Finger Lakes Regional Sustainability Plan

Funded by NYSERDA - Cleaner, Greener Communities Program

## Overall Stakeholder Meeting #2 - Meeting Minutes & Presentation







MEETING TITLE	Agriculture & Forestry Stakeholder Group Meeting #2	
DATE AND TIME	November 14, 2012, 1:00-4:00pm	
ATTENDEES	Greg Albert Mike Haugh George Thomas Ora Rothfuss Mike Bakos George Squires Stacey Decker  Marci Muller Maria Rudzinski Kathy Kosciolk	Genesee/Finger Lakes Region Planning CMH Consulting CEI Wayne County Planning Council Town of Pembroke Planning Board Genesee County SWCD Town of Penfield Energy and Environmental Advisory Committee Greentopia OCPD RIT – NYSP2I
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

**Welcome & Introductions**

- Consultant team members – C&S (Tim Hughes & Aileen Maguire), edr (Andy & Charlie Greene), Regenesi (Joel Glanzberg & Ben Haggard), TYLI (Tara Boggio & Sarah Yap), Erin Henry (Harvard Business School)

**Story of Place Framework and Exercise**

- See power point presentation from November 14<sup>th</sup>.
- Sustainability Definition:
  - **Sustainability** involves three interrelated components: environment, economy and society.  
*These pillars are linked – the stability of one reinforces the strength of the other two. Sustainability planning for a community, local government or region integrates the three pillars of sustainability through collaborative work within a framework that supports long-term considerations, fosters innovation, and results in a healthy, safe and affordable place to live, work and play for all residents.*
- 5 Capitals:
  - Natural, Social, Human, Built/manufactured, and Financial Capital
- Regional Themes/Goals:
  - Improve accessibility, connectivity and mobility
  - Preserve, protect and improve natural resources
    - air quality
    - water quality
    - prime farmland
    - forests
    - open space
  - Maintain, protect and improve the functionality and disaster resiliency of existing infrastructure systems and acknowledge the links between systems
    - transportation
    - water
    - energy



- communication
- solid waste
- Improve public health
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public
- Build sustainability capacity and understanding through outreach and education

**\*Additions to Themes/Goals:**

- Access to food services
- Environmental sensitivity
- Interconnection between natural resources
- Quality of life to public health

### **Story of Place**

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Joel Glanzberg from Regenesys presented the draft Story of Place for the Finger Lakes Region. He noted that the story is generated from several sources: extensive historical research, dozens of phone interviews with a variety of people from the Finger Lakes area, several site visits and targeted input from the consultant team. The following is a summary of this presentation.

#### General Comments on why we look at the Story of Place:

- Places have reoccurring patterns (socially, economically, culturally) – and identifying these patterns is helpful to knowing who we are as a region
- Seeing region as a whole helps to develop unique attributes and find our natural strengths – something to build from
- Finger Lakes Observations are as follows:
- Watersheds – natural boundaries (Lake Ontario, Finger Lakes, Great Lakes) are different than political boundaries.
- Lake Ontario is unique versus the other Great Lakes
  - Lower water level due to Niagara Falls
  - All Great Lakes drain into Lake Ontario
- Shale and limestone help geological elements for our Region – prime farmland
- Glacier movements created Lake Ontario and land carved by 5,000 ft of ice
- Great Lakes Plain – how things moved
  - Rail and vehicle routes (straight through mountains) = roadway across the state
  - Animal trails
  - A place where people and products grew and adapted – enrichments
- Eco-Region – plants and animals (low lands)
- Region is like an eddy – or a wetland in a watershed - place where things filter in, take root, adapt, and transform before being release back out
- UN/FAO soil map of the US – our Region (-1) very good soil, rich soils – all due to climate and water, first large open space accessible to people, crops, and animals, also is a good source of agriculture



- Native trees – black spruce, burnt oak, white cedar, eastern white pine, chestnut – mild soil climate – good
- ‘People of the Longhouse’ settlers in NY
- Gateway to mid-west
- In-between waterways
- Many people and industries populated our Region – people, towns/villages, agriculture, industries
- Connections – built NY as a port and NYC as an international port
- Eric Canal built on top of Mohawk Trail – Civil Engineering was developed and learned in England – developed technologies for future uses
- Brought art and education to the region
- Flour city – produced grain (wheat) – water power source
- First industrial city to be fed by water access/connections
- Pioneer in agriculture
- Religious movements – Spiritualism, 7<sup>th</sup> Day Baptist, Mormon, Methodists (Shakers, Quakers) taught morals, circuit riders to churches
- Birth of democracy – formed the ‘Great Law of Peace’, Peace Makers
- 5 Nations of the Iroquois – lead to our Constitution (Franklin and Jefferson both learned and used the system)
- Large movements happened here – Women’s Rights, Abolition, etc.
- Industries – Seneca Falls – technology developed for pumps – water source – pump capital of the World – Fire Engines
- Wegman’s, Kodak, Jell-o, Bausch & Lomb, Gannett, Western Union, Xerox, French’s, Champion, Genesee Brewing Company
  - Wegman’s – local foods, informative about food, community ties
  - Kodak – film, digital cameras
  - Xerox – printers
  - Champion – first hooded sweatshirt, reversible t-shirt, mesh fabric
  - Genesee Brewing Company – wheat industry , Whiskey Rebellion
  - Bausch & Lomb - contacts
- Many of the companies here acted as that eddy – they took ideas, developed them further, than sent them out to the country/world as products.
- Discussion:
  - How would this way of understanding the region change how you talk about and work on your subject area?
  - If you were to make this change, what new possibilities show up?
- Reflections/Feedback:
  - Pertains to geological, economical, and cultural events
  - Compelling story
  - Seeing the forest through the trees
  - Fertile growth and innovation
  - Rise of Kodak as an aspiration (also decrease)
  - High risk takers move West
  - Small and Medium size farms (scale)
  - Climate change/mitigation/adaption



- Shifts in industry, residential, and business
- Innovation Incubator:
  - **'NATURAL INCUBATOR'**
  - Not unique for this region – everyone wants to be innovative
  - Local agriculture supplying larger population, not just families
  - Resource base higher than the standard
  - Prime farmland (soils), water, agriculture, infrastructure = resources
  - How do we sustain ourselves now
  - Natural innovators – land part of our history and culture; community based
  - Long living businesses
  - Venture capital as a community
  - Innovation the same as Sustainability?
  - Adaption – build resilience; how do we do this, circumstances?
  - What factors allow businesses to flourish
  - Economic development – diversity in thoughts/ideas
  - Mix of people/skills – uniqueness
  - Sustainable economy – business sizes for the area/population
  - Transitioning
  - Underground activity of small business - not recognized but has always been there
  - Lack of respect for manual labor – recognized strengths
  - Recognition of land worth
  - How to stimulate and engage young people
  - Do we want to become a benchmark? Needs to be different everywhere, uniqueness
  - Economic development – socially help adapt, technology, methodology, education building values/ethics
  - Education
  - Understanding values
  - Creating networks
  - Challenges – byproducts, raw material inputs – better way to manage – do not use up all our resources – stainable ways
  - Impacts
  - Who is responsible?
  - Re-discovering ourselves
  - Land based vs. animal
  - Nourish to level out the region
  - Waste runoff – be aware of (clean water)
  - Be part of the solution not the problem
  - Commitments

#### **Place Sourced Indicators: End State**

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- Agriculture is the producer of clean water, habitat, and maintaining corridors
- Resources available for innovation
- Integrity of our needs coming from within regional food shed
- Food cluster that is integrated and sustainable
- Policy issues
- Regional product our focus
- Organic products – price comparisons



- Place a value on our eco system services – mechanism of measurement
- True value of cost identified
- Net exporter of increasingly good products
- Access of food in our area
- No urban farms due to city policies
- Local entrepreneurial infrastructure supports sustainable agriculture and forestry (Cornell University)

### Indicators

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- No net loss of agriculture land (net gain?)
- Inputs go down while soil health goes up
- Increased number of food crops and farmer markets
- Increase in viability of farms
- Increase in urban farms and gardens

### Guiding Principles

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- Regionally produced takes priority
- Support self-reliance of land based enterprises
- Restorative/regenerative practices
- Valuation and fostering of critical diversity (scale/bio) in small and medium farms
- Encourages responsible farming/stewardship
- Local needs and resources are in sync
- Builds capacity to monitor, guide, and change
- Reinforces idea of community identity
- Balances incentives/regulation in appropriate way to drive change

### \*General Discussion\*

- Regional producers take priority
- Better thinking, better designed projects
- Increasingly self-sufficient land based enterprises
- Addressing GHGE
- Restoration/regeneration of practices
- Valuing the scale of farms – diversity
- Encourage the return/viability of all size farms
- Critical diversity of scale and value of farms
- Evaluation of small and medium farms
- Large farms not sought out to be as important to focus on – how to make this better
- Natural system encompassed into the 5 Capitals
- Encourage responsible farming – good stewardship
- Self-reliant system – change in technology uses
- Investments – re-ensuring reinvestments from small and medium farms
- Technologies
- Management skills increase when farms grow
- Local needs and resources are in sync
- Builds capacity to monitor, guide, and change



- Building a community/identity (re-enforces goals)
- Regulation and using them correctly
- Best management practices
- Rationalize system to use incentives and polices to work together

#### **Subject Area Lead Contact Information**

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- If you have specific questions for the technical lead for Agriculture and Forestry, please contact:

Charlie Greene, edr Companies  
[cgreene@edrcompanies.com](mailto:cgreene@edrcompanies.com)

#### **Next Steps**

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- Next Stakeholder meeting is January 17th (Thursday) – it will be an all day workshop with all 6 stakeholder groups coming together during portions of the day, and breaking out into the specific groups at other times. Location TBD. Likely timeframe will be 9am-4pm. More details forthcoming.
- Email with draft indicators summarized and potential evaluation criteria outlined expected to be sent week of Dec. 17th for your review and comment.
- Public meeting early January. Help get people excited and involved by encouraging them to attend the public meeting. Check the website [www.sustainable-fingerlakes.org](http://www.sustainable-fingerlakes.org) for more information on dates and locations in the coming weeks.

It was my intention that these minutes reflect the general discussion during the meeting. Please contact me regarding any additions, deletions or changes to these minutes.

# Finger Lakes Regional Sustainability Plan



## Stakeholder Meeting #2



FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM

# Meeting Agenda



- 1. Welcome and Introductions**
- 2. Story of Place Framework and Exercise**
- 3. Place Sourced Indicators**
- 4. Guiding Principles**
- 5. Next steps**

# INTRODUCTORY ITEMS

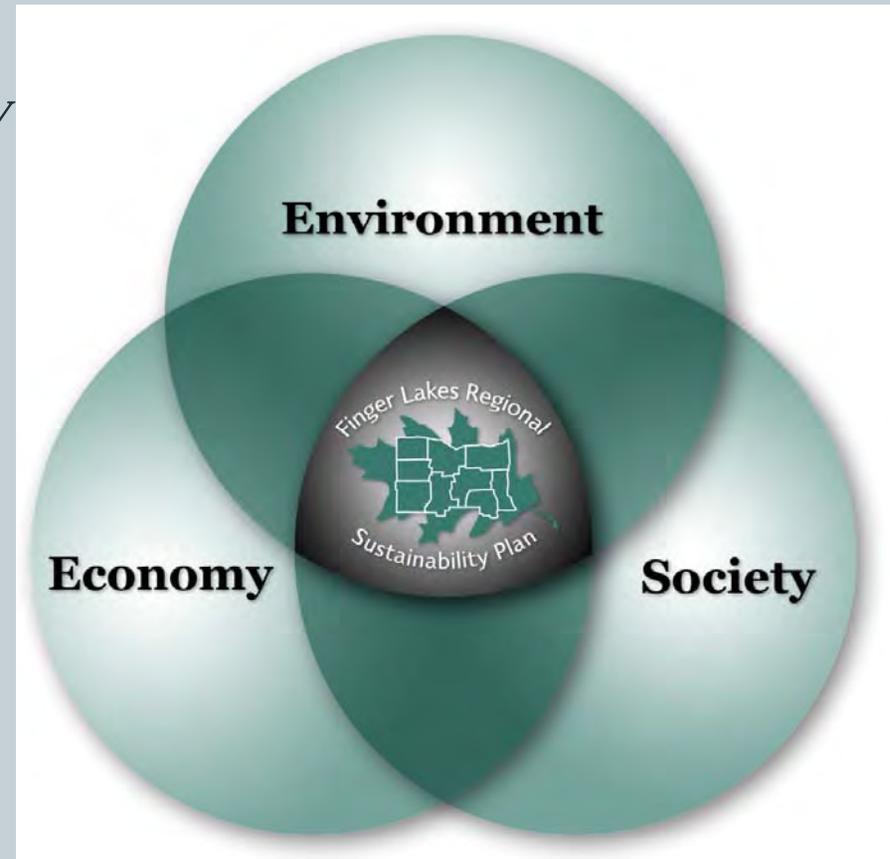


# Sustainability Definition



**Sustainability** *involves three interrelated components: environment, economy and society.*

*These pillars are linked – the stability of one reinforces the strength of the other two. Sustainability planning for a community, local government or region integrates the three pillars of sustainability through collaborative work within a framework that supports long-term considerations, fosters innovation, and results in a healthy, safe and affordable place to live, work and play for all residents.*



# Project Framework



## 5 Capitals

1. Natural capital
2. Social capital
3. Human capital
4. Built/manufactured capital
5. Financial capital

# Project Framework



## **NYSERDA Plan Purpose**

The Plan, aligned with the Finger Lakes Regional Economic Development Council (REDC) Strategic Plan – Accelerating Our Transformation, will improve the economic and environmental health of the region and thereby improve the quality of life in the Finger Lakes.

## **NYSERDA Plan Objectives**

- build upon existing and planned sustainability efforts in the Genesee-Finger Lakes Region (Region) by establishing a framework for infrastructure investment decision making,
- outline specific and tangible actions to reduce greenhouse gas (GHG) emissions by 80 percent from 1990 levels by the year 2050,
- inform municipal policies and plans, and
- identify recommendations for adapting to the effects of climate change in a manner that promotes robust, high quality economic growth.

# Project Framework



## **Regional Themes/Goals**

- Improve accessibility, connectivity and mobility
- Preserve, protect and improve natural resources
  - ✓ air quality
  - ✓ water quality
  - ✓ prime farmland
  - ✓ forests
  - ✓ open space
- Maintain, protect and improve the functionality and disaster resiliency of existing infrastructure systems and acknowledge the links between systems
  - ✓ transportation
  - ✓ water
  - ✓ energy
  - ✓ communication
  - ✓ solid waste

# Project Framework



## Regional Themes/Goals (cont')

- Improve public health
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public
- Build sustainability capacity and understanding through outreach and education

# STORY OF PLACE



# Story of Place



***It matters what stories we tell  
about ourselves.***

# Story of Place

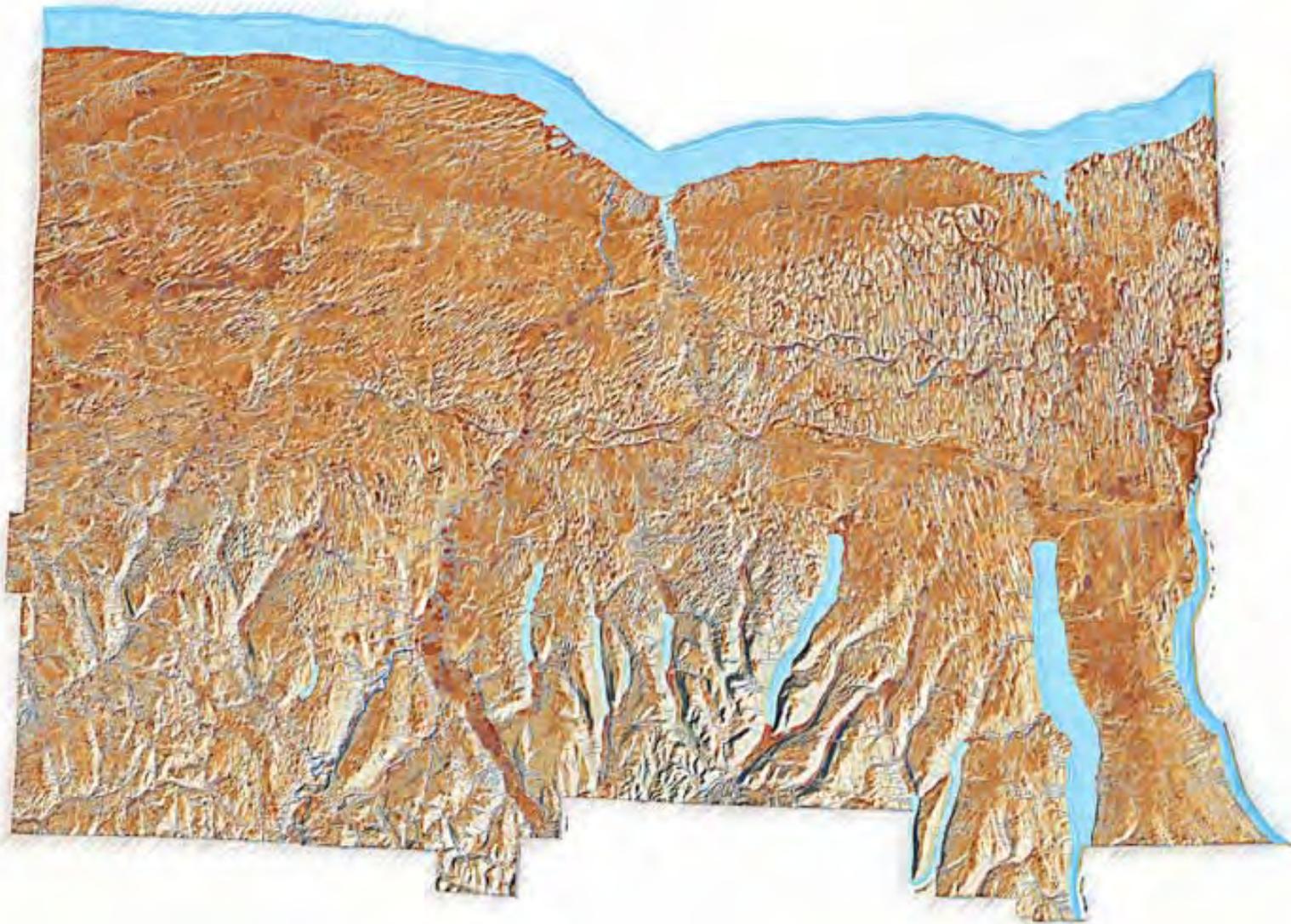


***“Land of PRETTY GOOD”***

***“The Train left without us....”***

***“We’ve got a brain drain problem”***





## Genesee-Finger Lakes Region

By Robert Torzynski ★ Favorite 1 comment

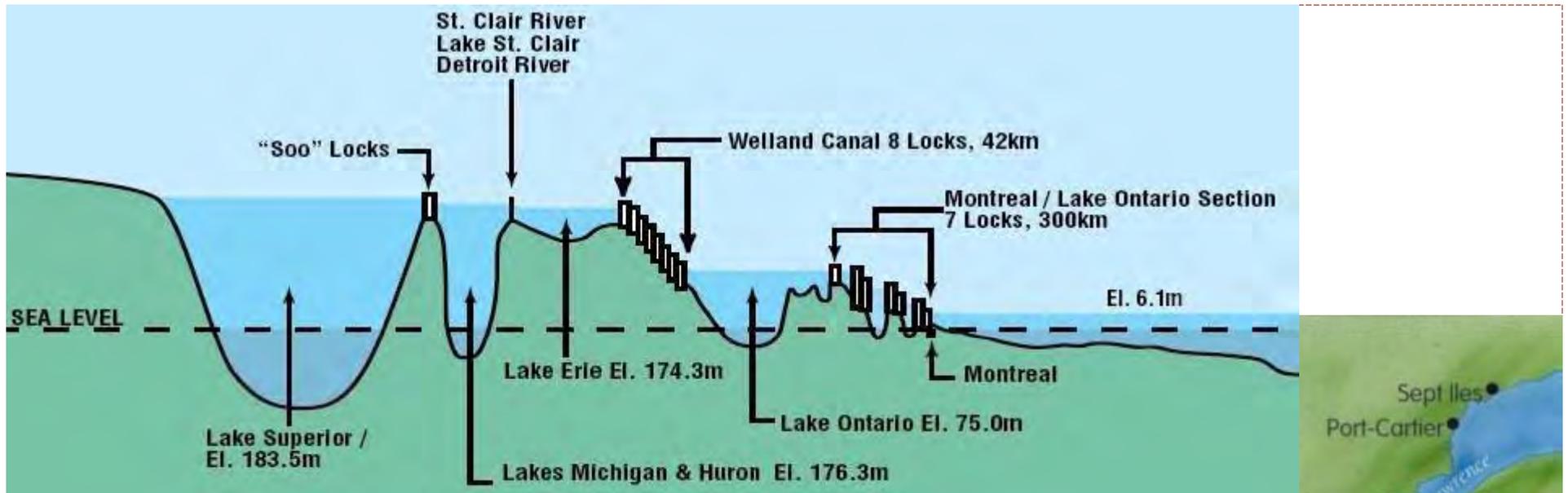


# Lake Ontario Drainage Basin

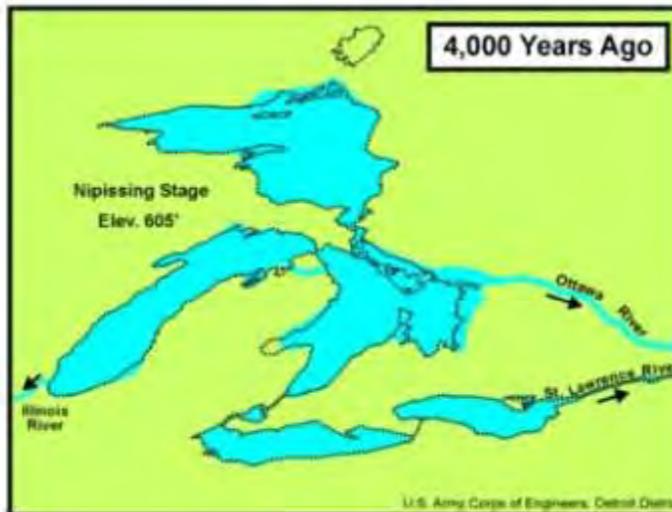
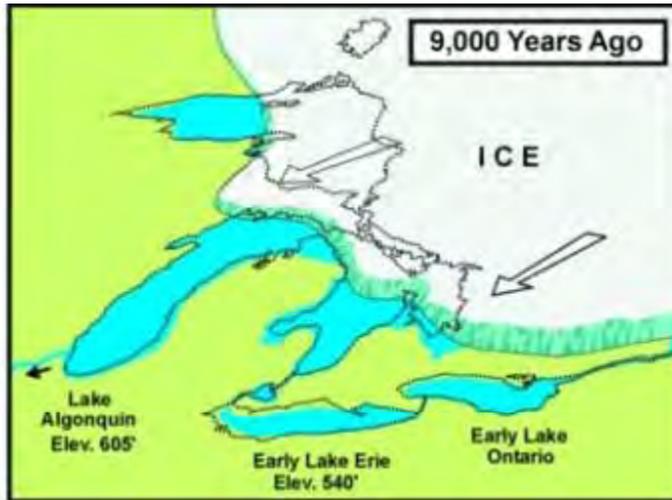
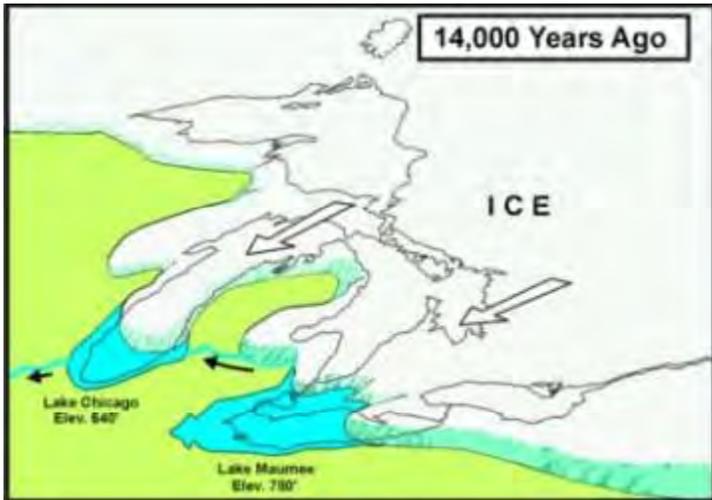


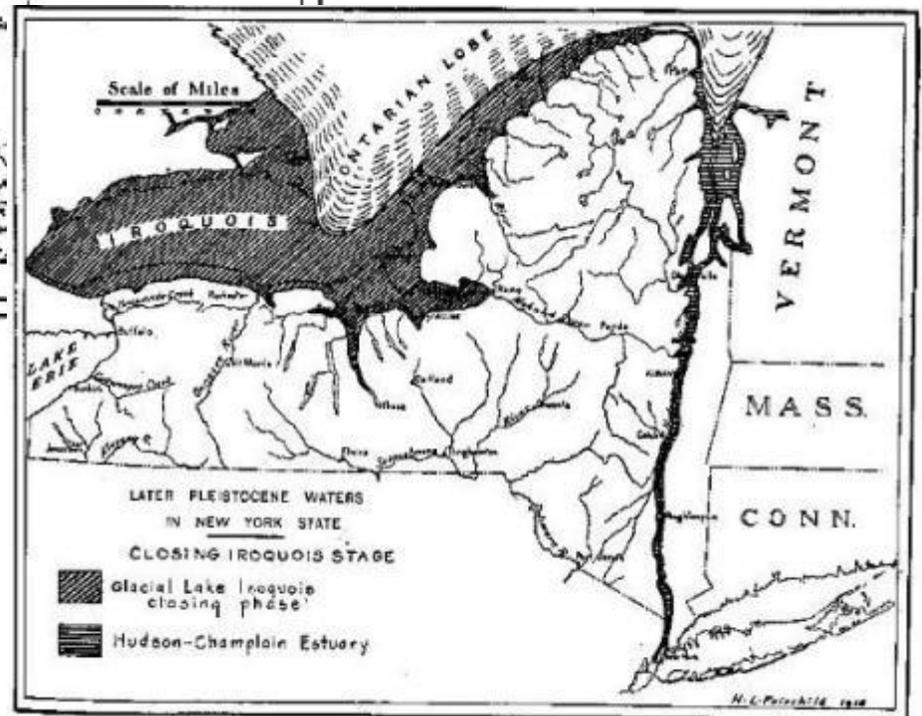
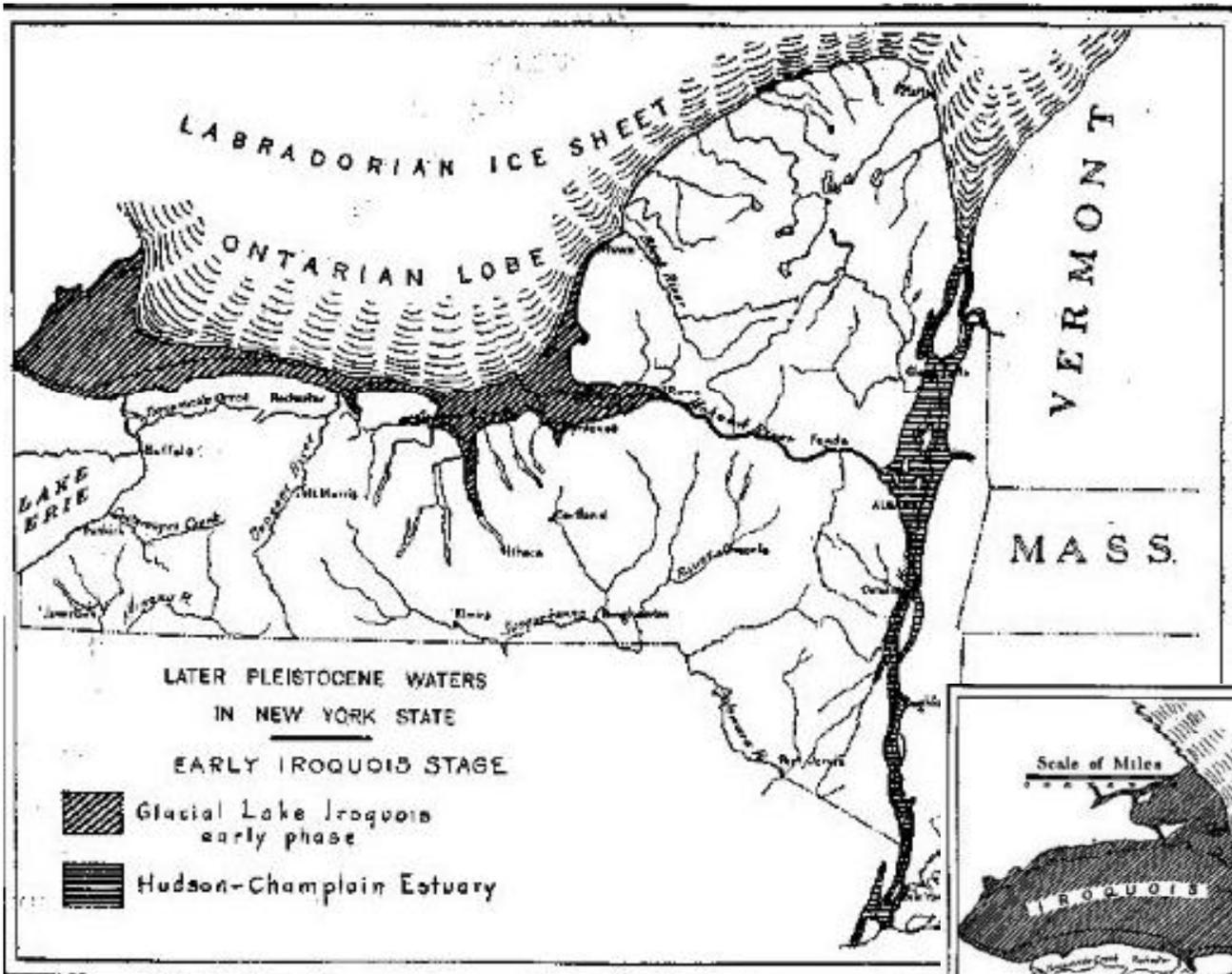
## Lake Ontario Basin



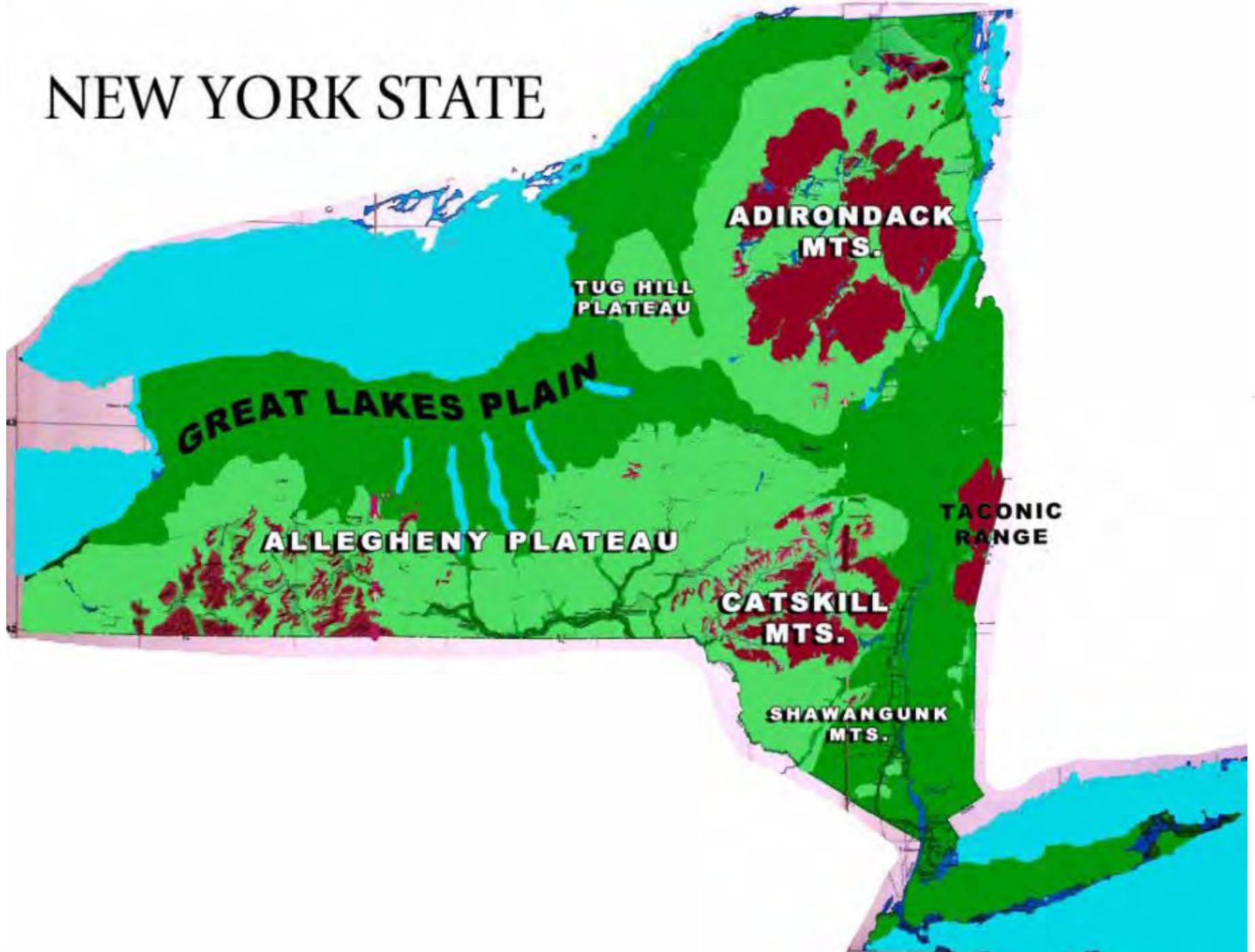








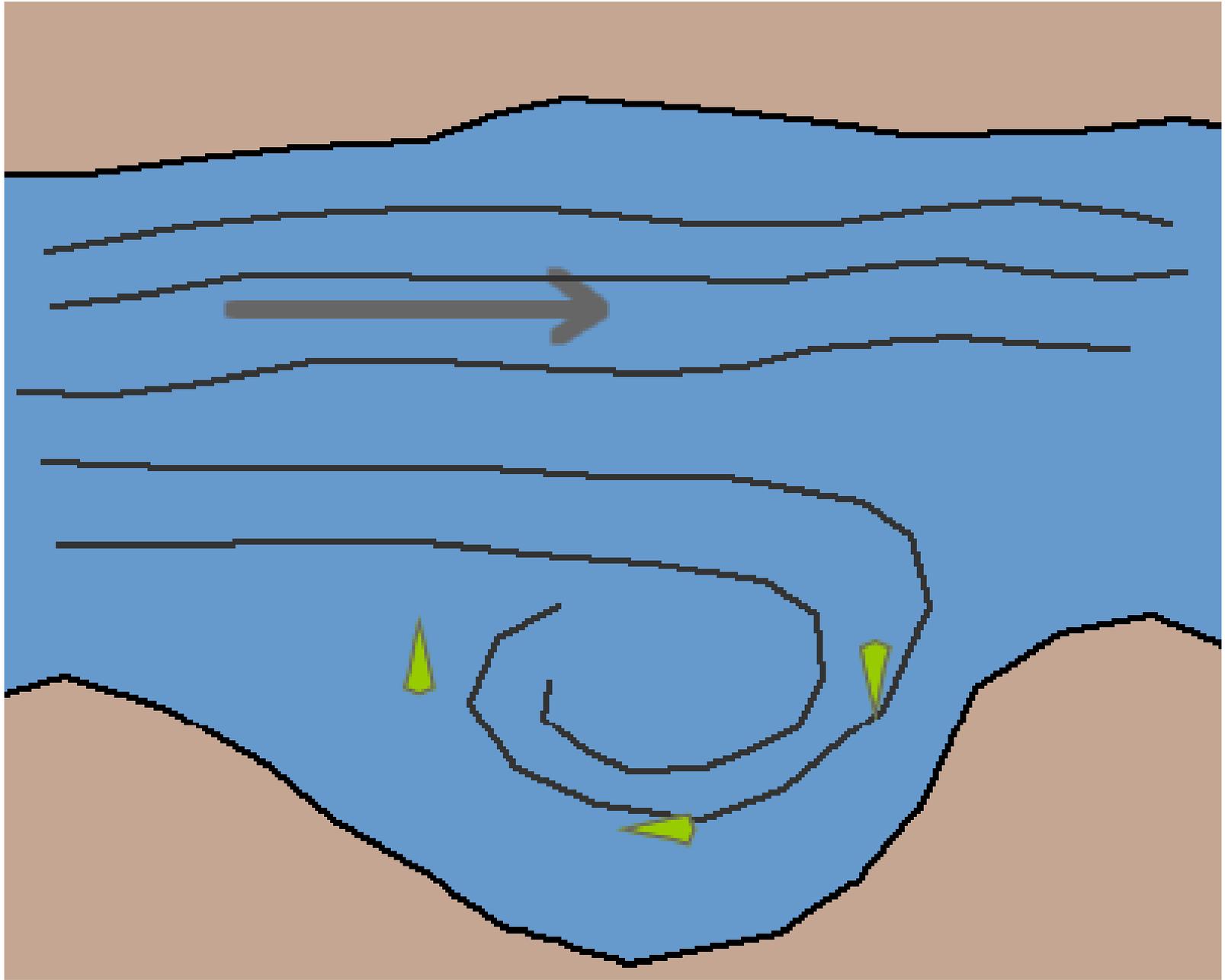
# NEW YORK STATE

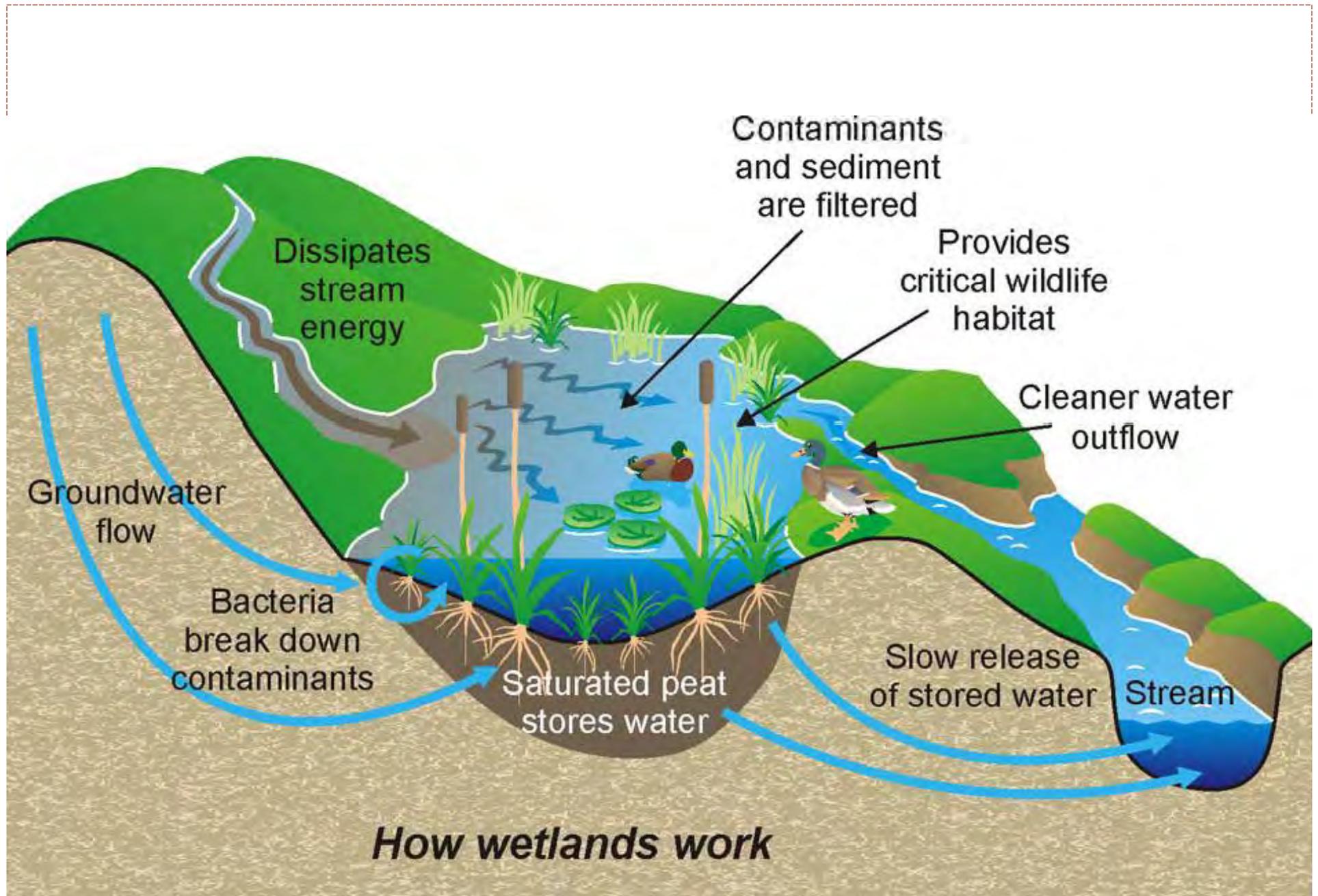




**AUTOMOBILE ROUTES, 1907**

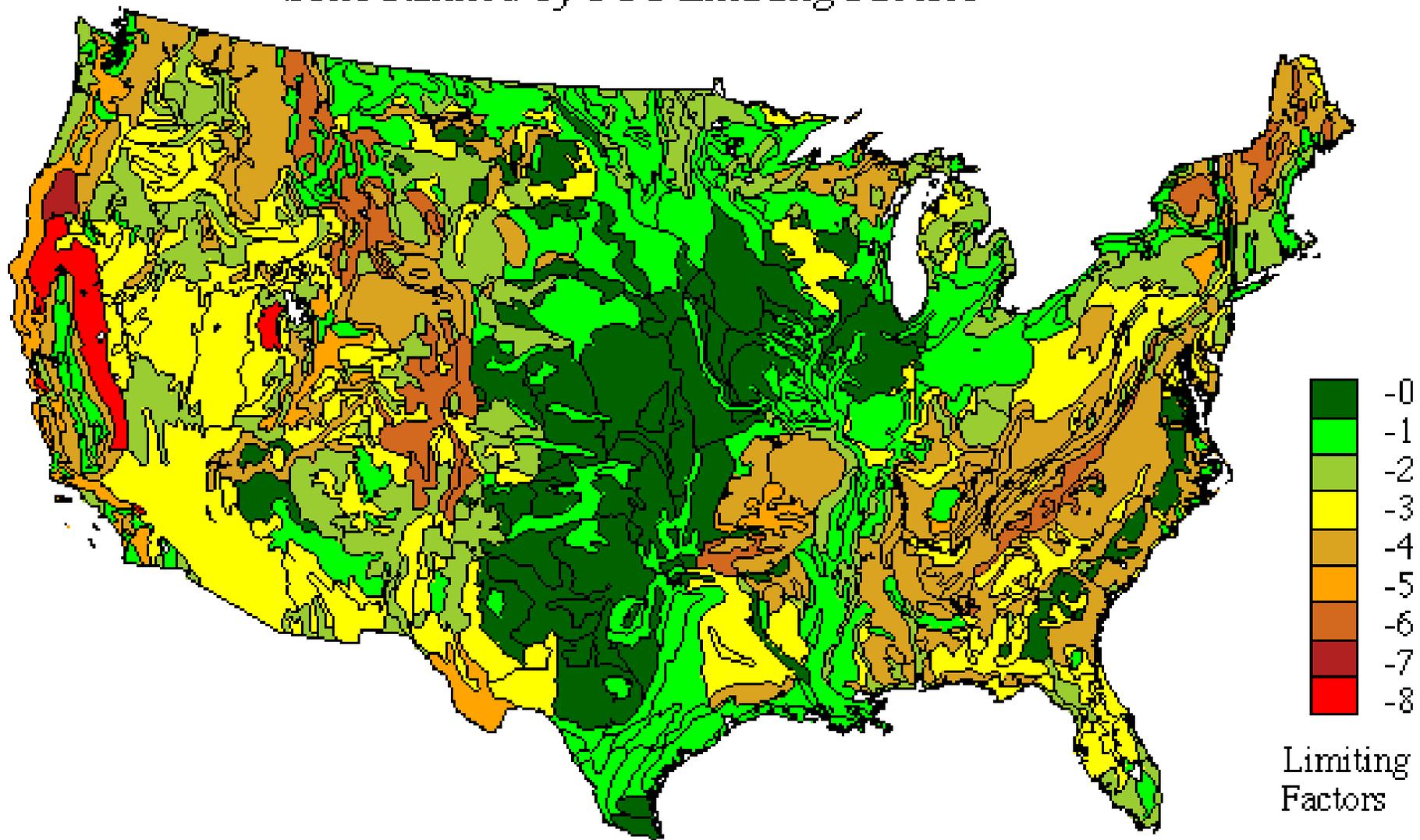


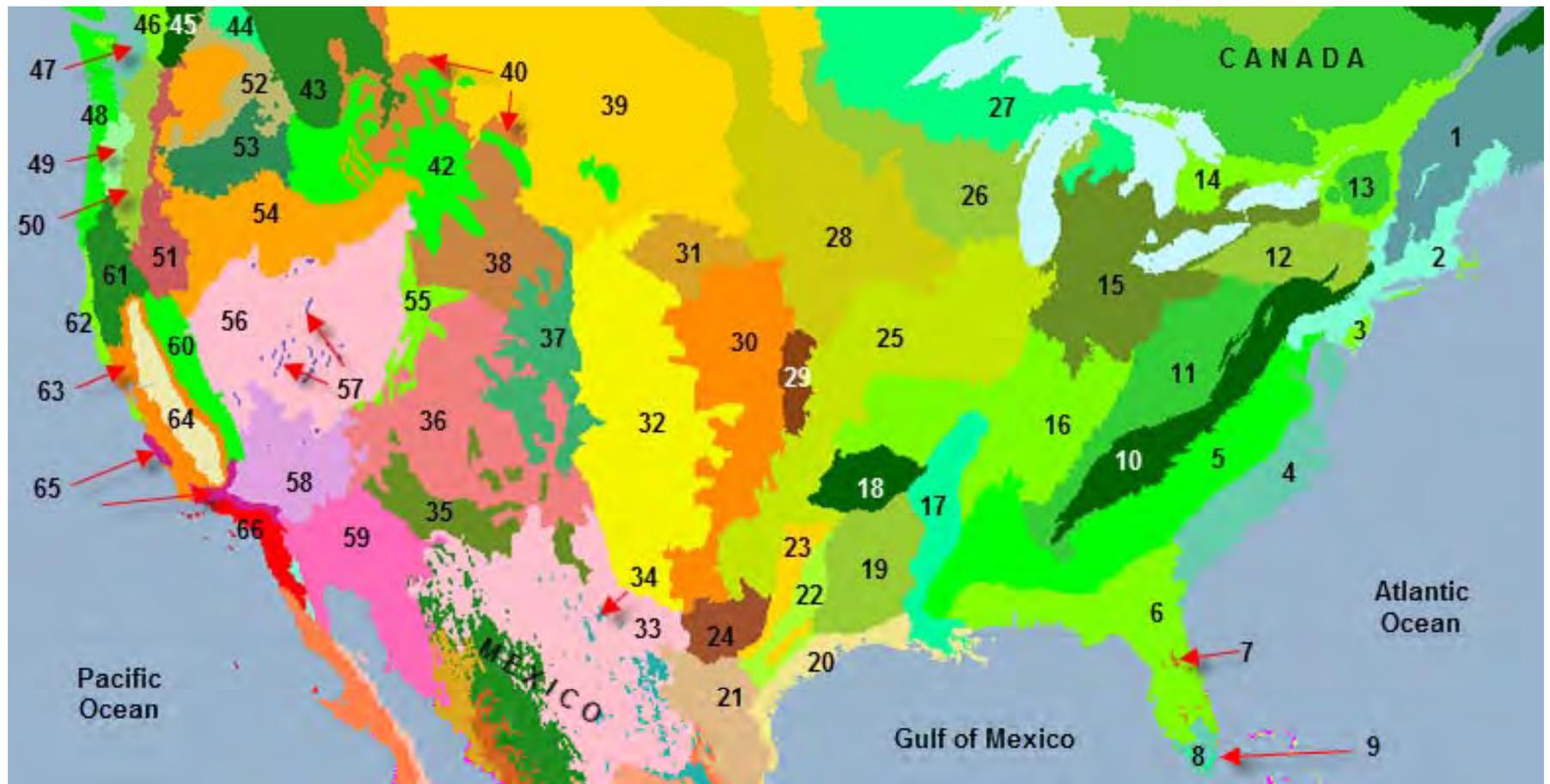




# UN/FAO Soils Map of the U.S.

Soils Ranked by FCC Limiting Factors





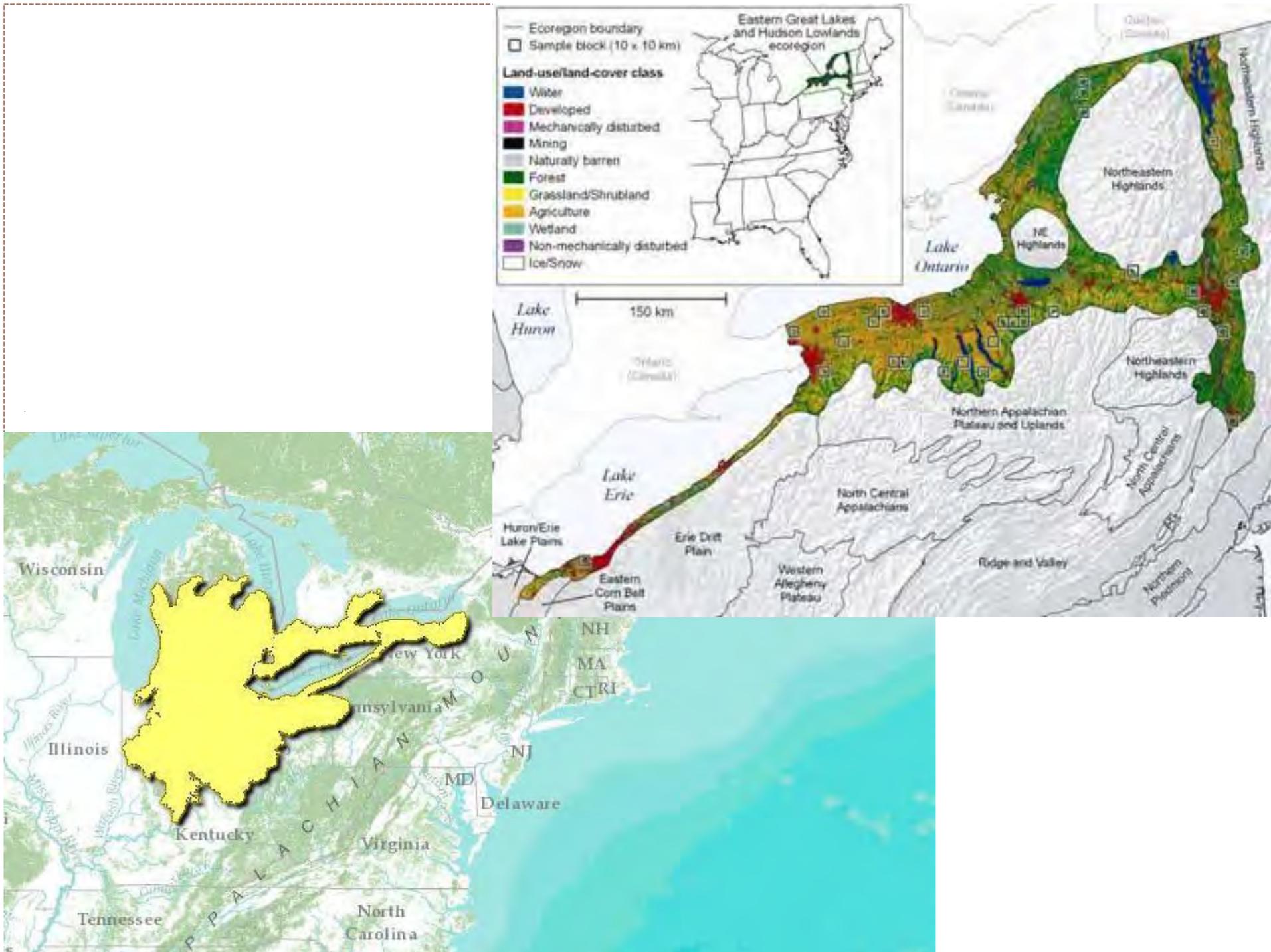




Figure 6-5. Range of black spruce.

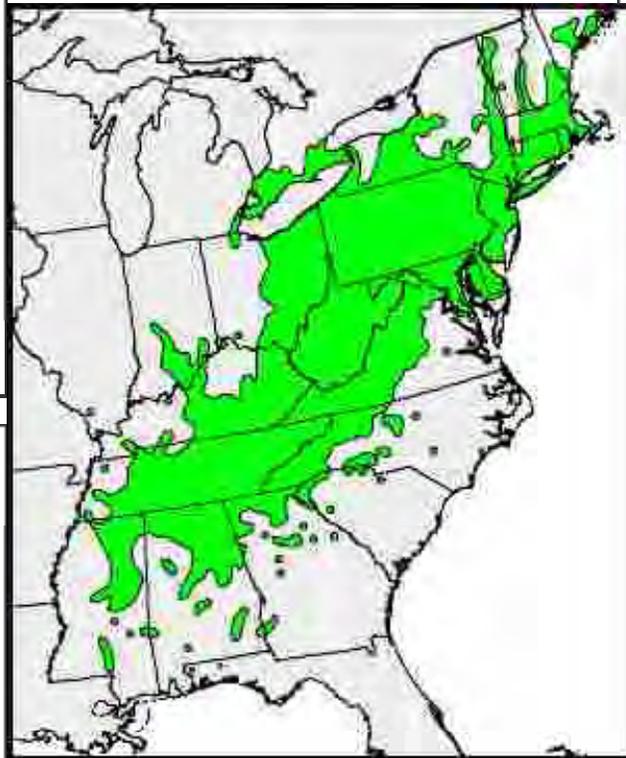


Figure 6-13. Range of northern white-cedar.

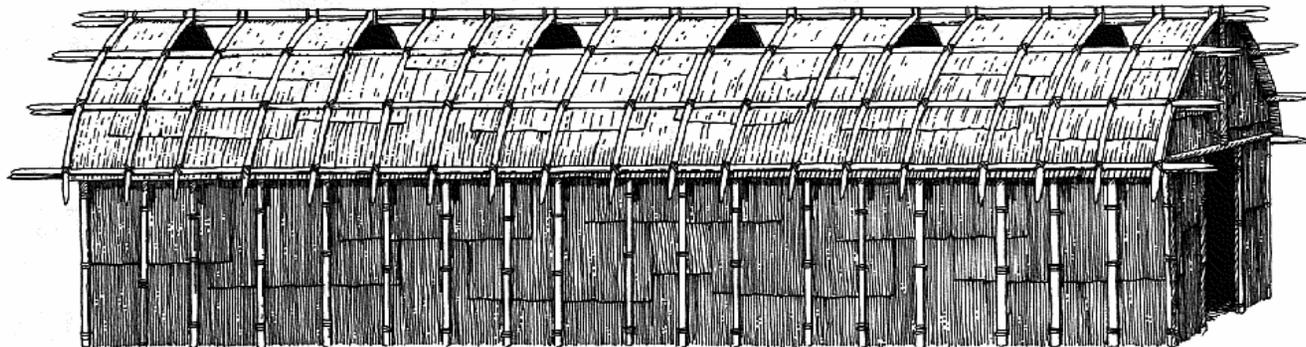
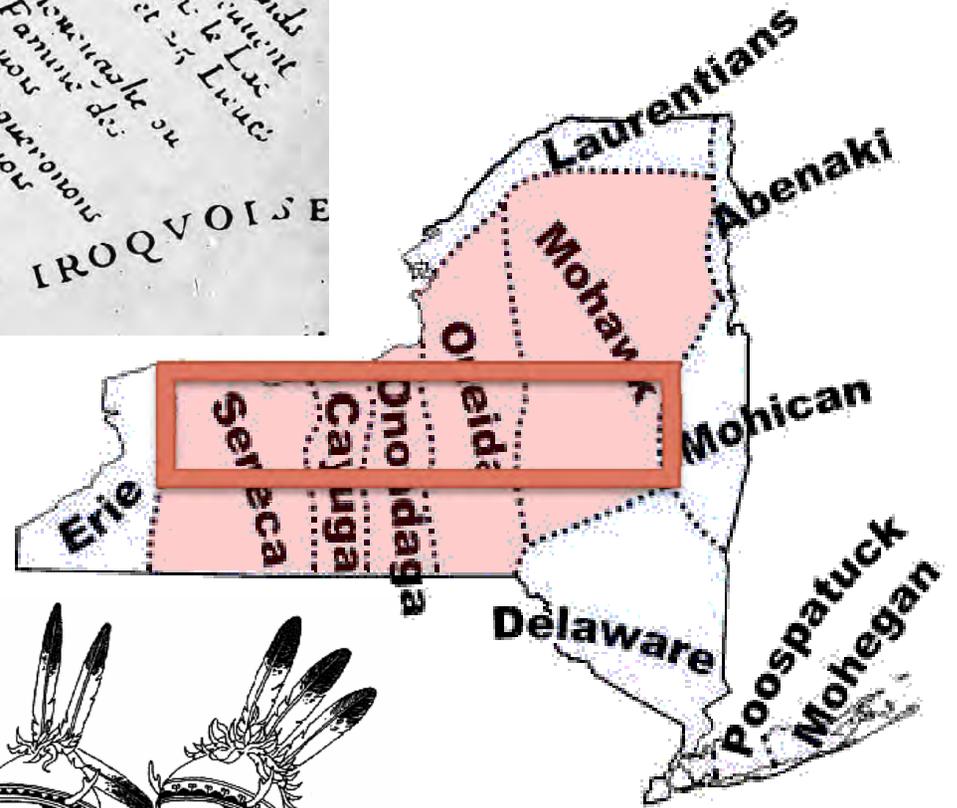


Figure 6-7. Range of bur oak.

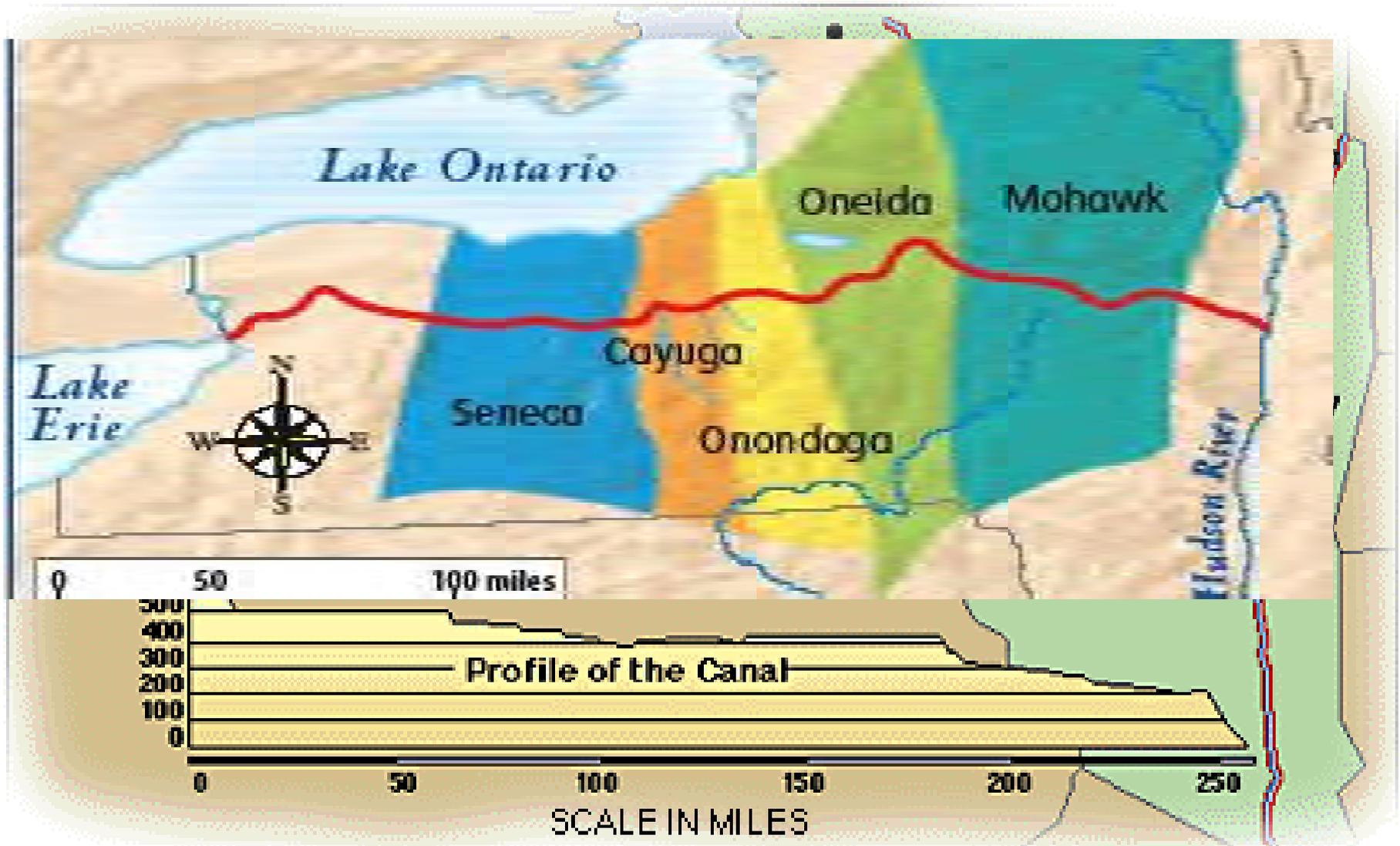


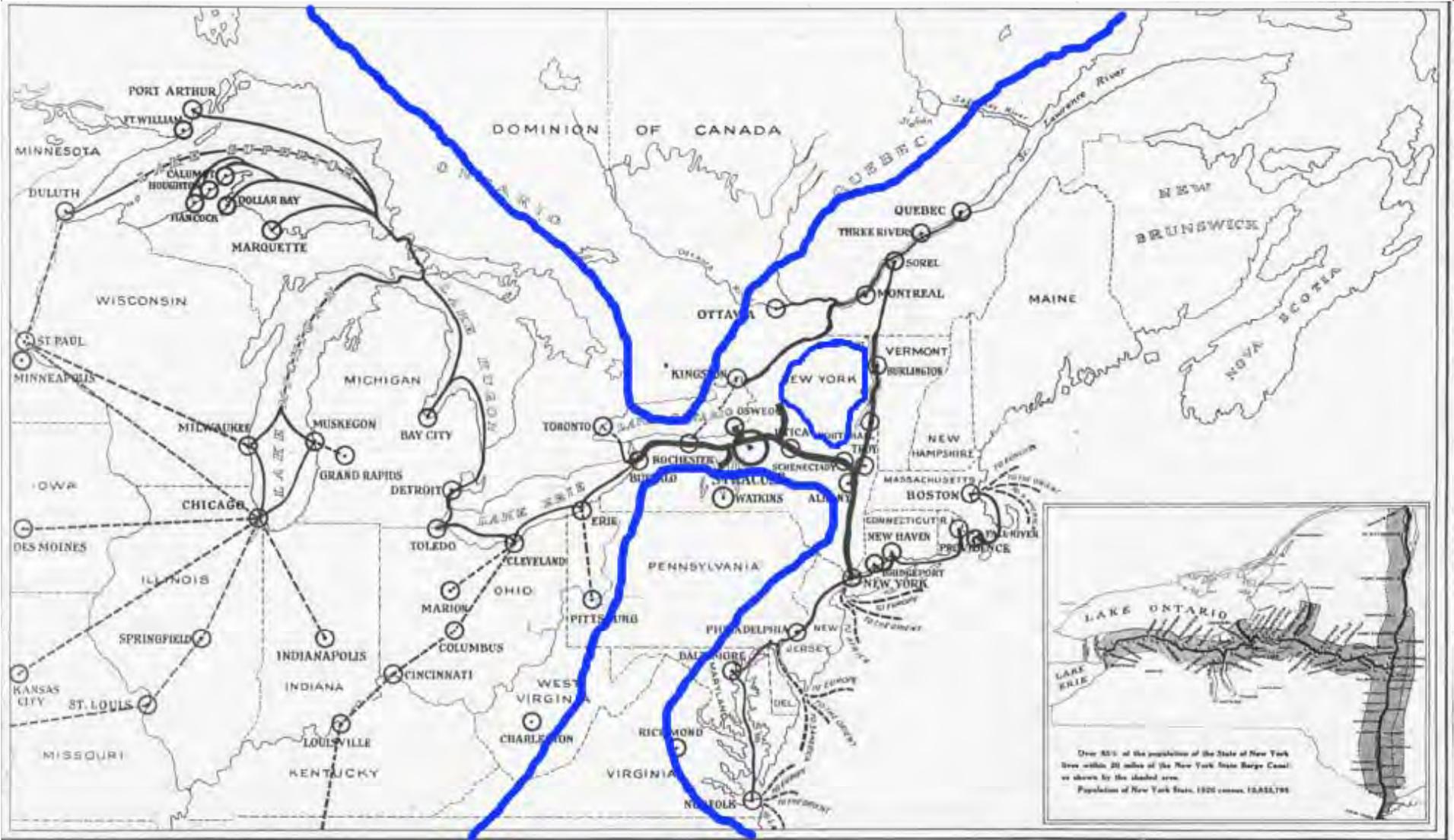
Figure 6-8. Range of eastern white pine.



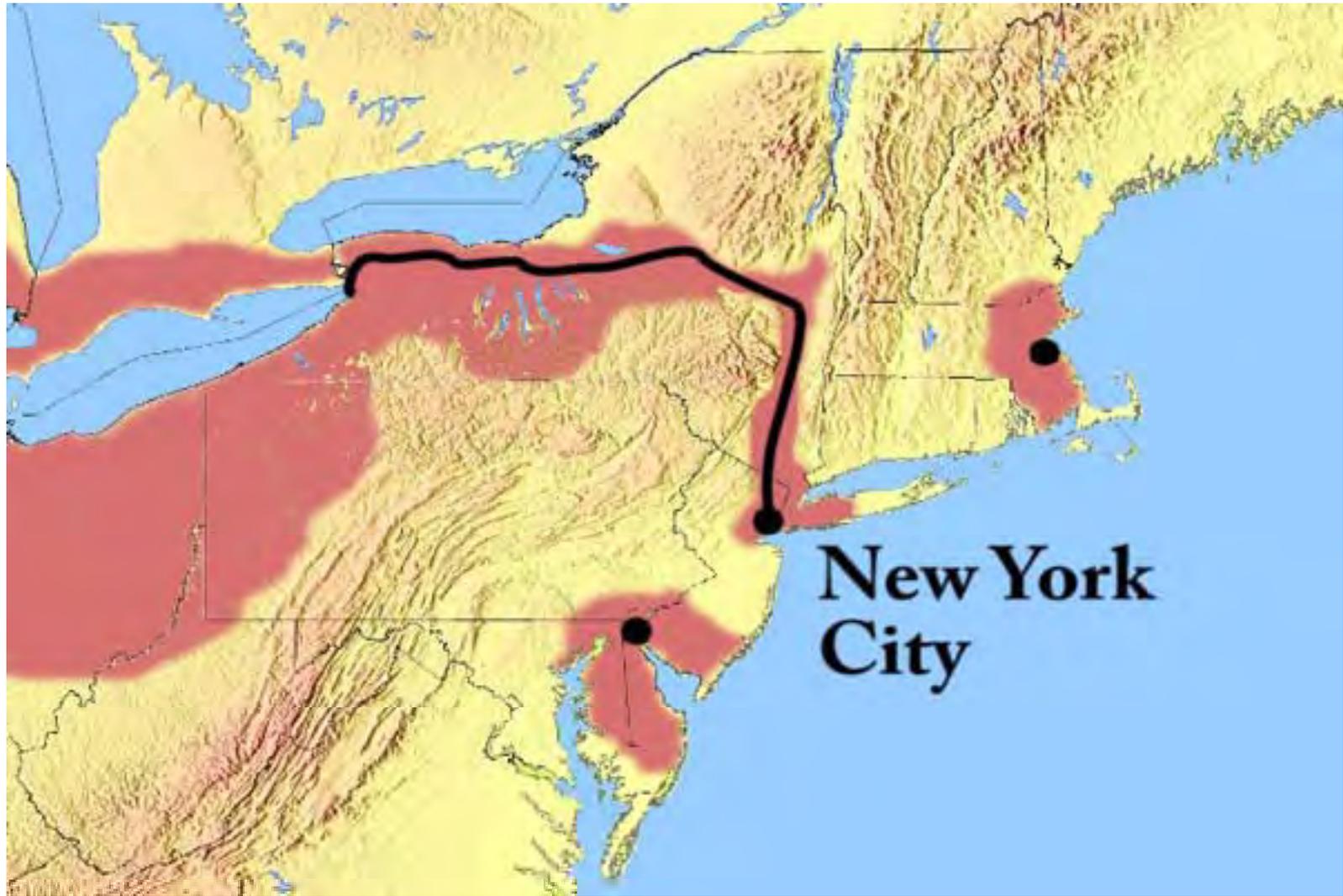




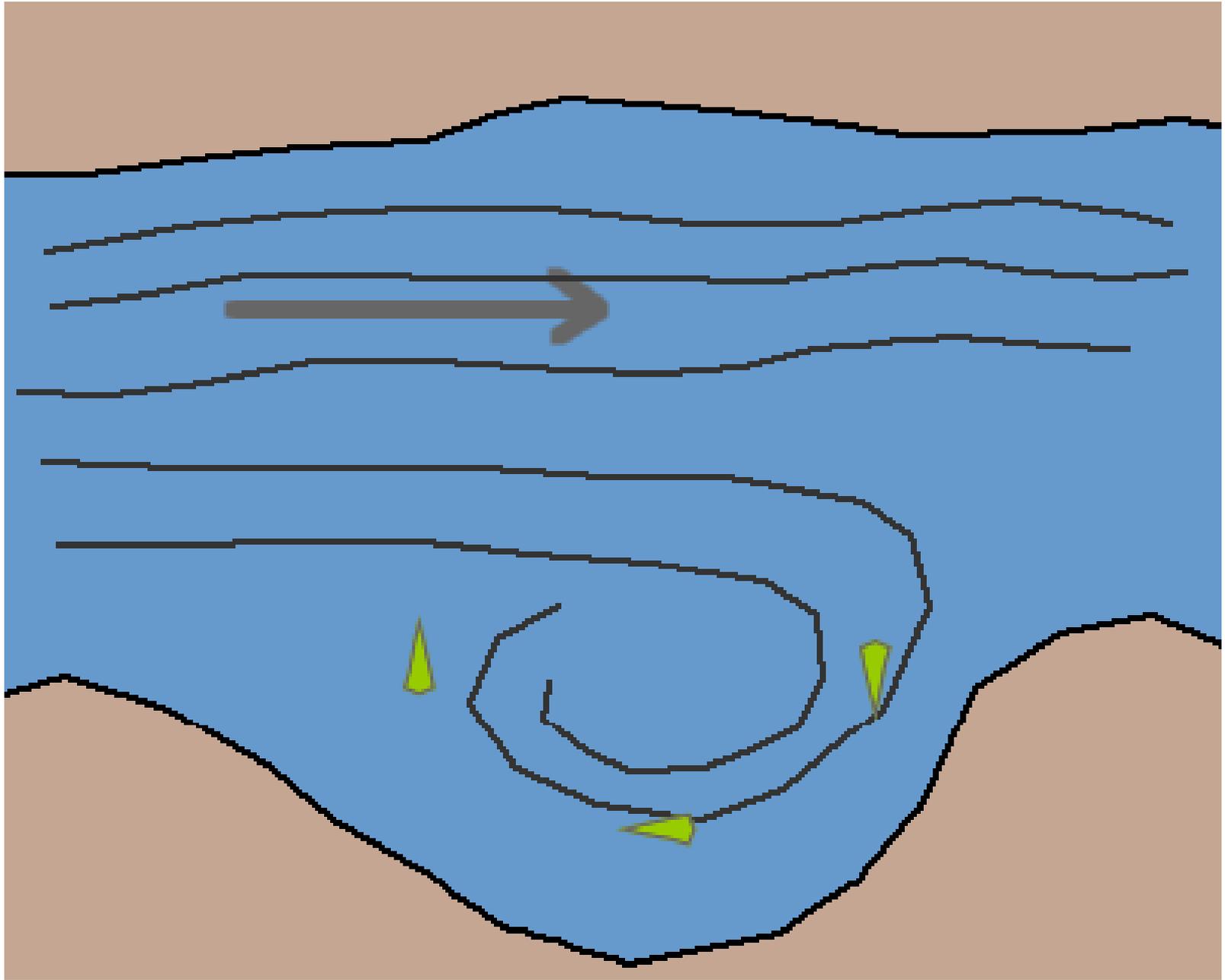




Over 85% of the population of the State of New York lives within 20 miles of the New York State Barge Canal as shown by the shaded area.  
 Population of New York State, 1920 census, 12,852,795

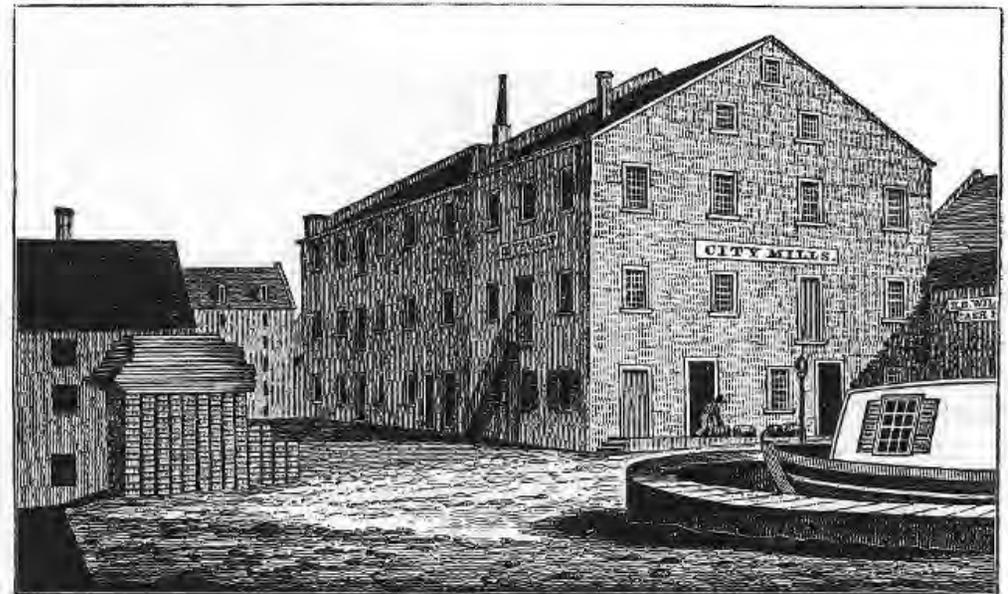


**New York  
City**





# FLOUR CITY





**miller**  
NURSERIES

FLOWER SEED  
CITY

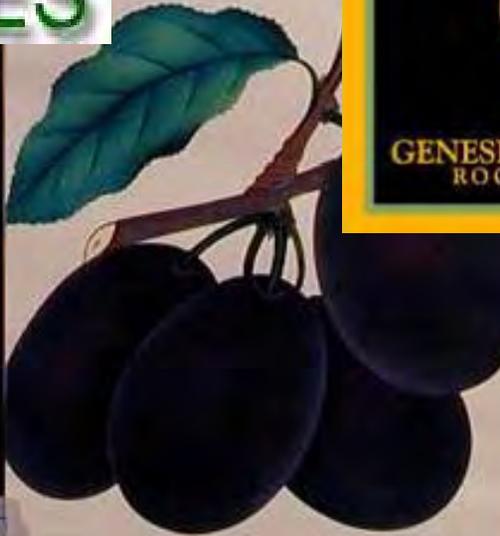
**THUNBERGIA**  
BLACK-EYED SUSAN VINE

SINGLE GIANT HYBRID  
FINEST MIXED VARIETY

10¢



TRIPLE TESTED  
**GENESEE VALLEY SEED HOUSE**  
ROCHESTER, NEW YORK





# The Best OF NEW YORK STATE APPLES



**McINTOSH**  
 (Sweet with a tart tang, very juicy)



**EMPIRE**  
 (Unique sweet/tart taste, very juicy)



**CRISPIN**  
 (Delicately spicy and sweet, very juicy and crisp)



**GALA**  
 (Mildly sweet flavor, super crisp)



**MACOUN**  
 (Extra sweet with a mild, tart taste, very juicy)



**HONEYCRISP**  
 (Sweet, tart, juicy, super crisp)



**RED DELICIOUS**  
 (Extra sweet flavor, crisp, yellow blush)



**JONAGOLD**  
 (Honey sweet with a hint of tartness, juicy)



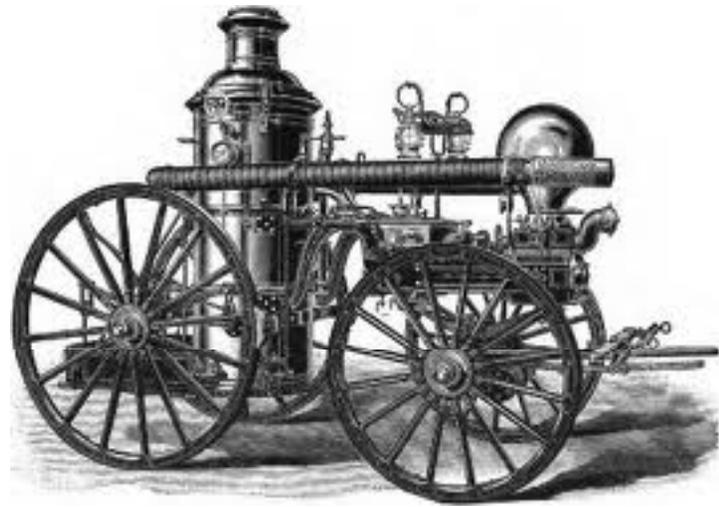
**GOLDEN DELICIOUS**  
 (Mild, sweet flavor, very crisp)



**GINGERGOLD**  
 (Sweet, yet mildly tart, fine textured and crisp)





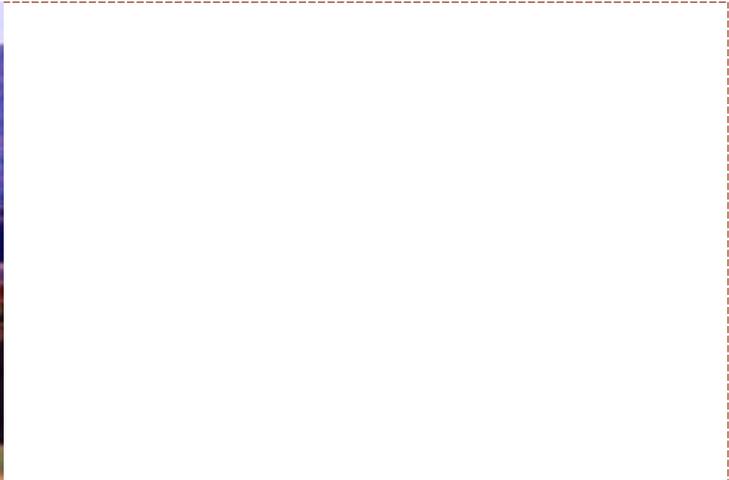


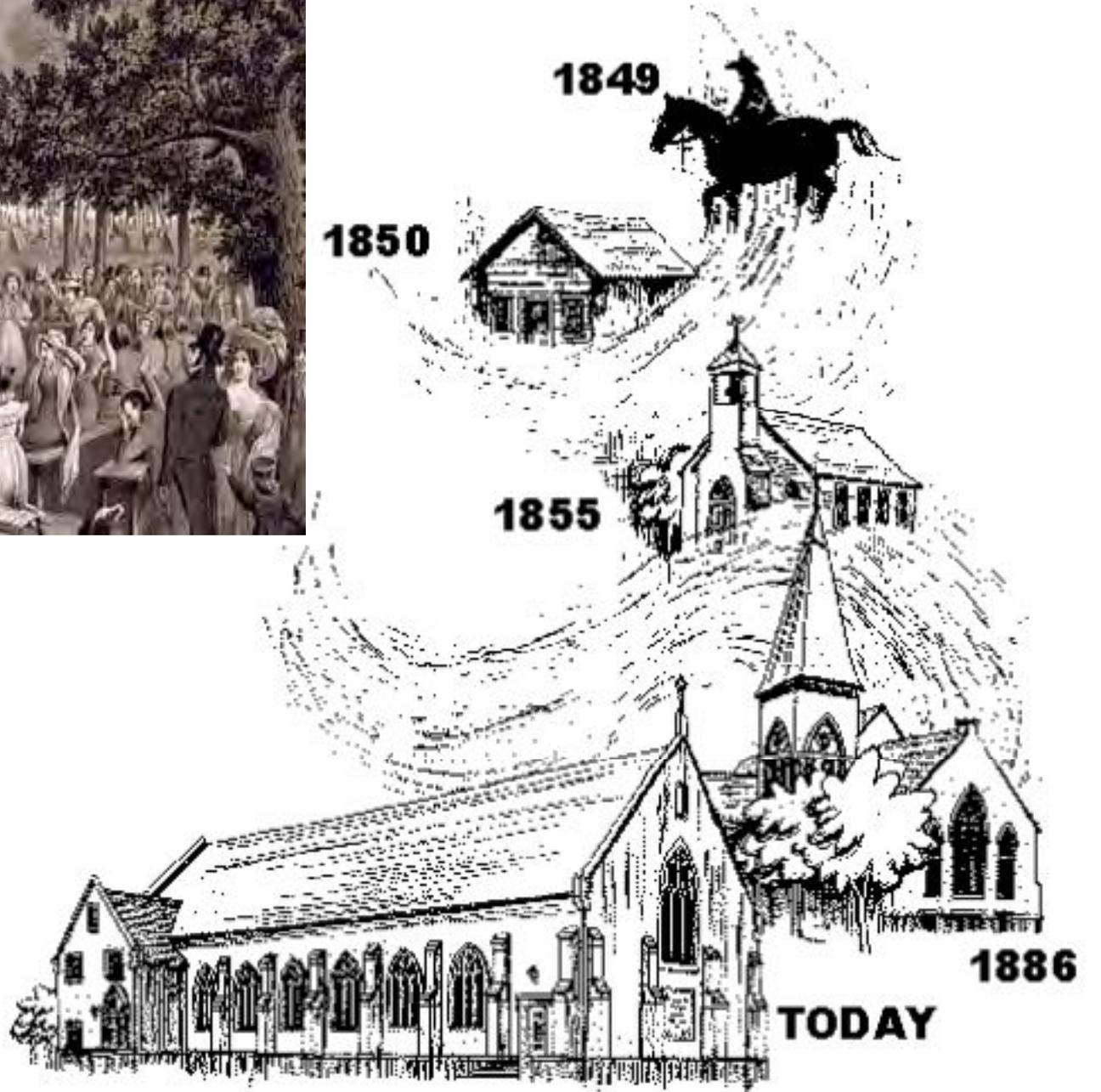


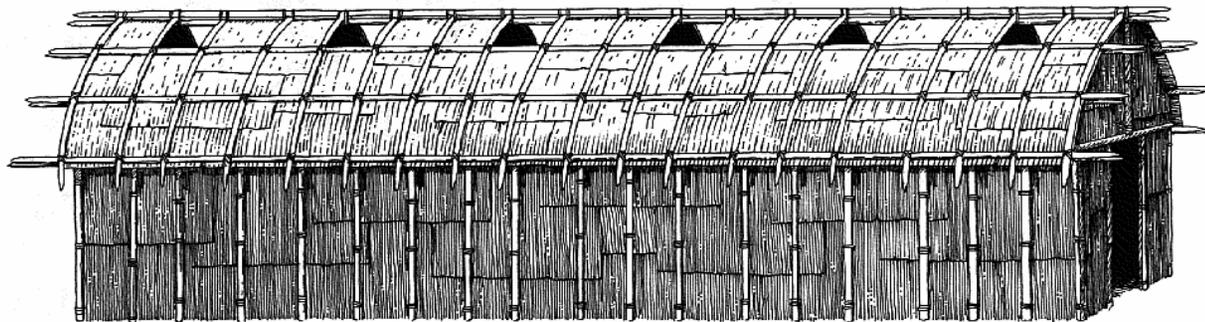
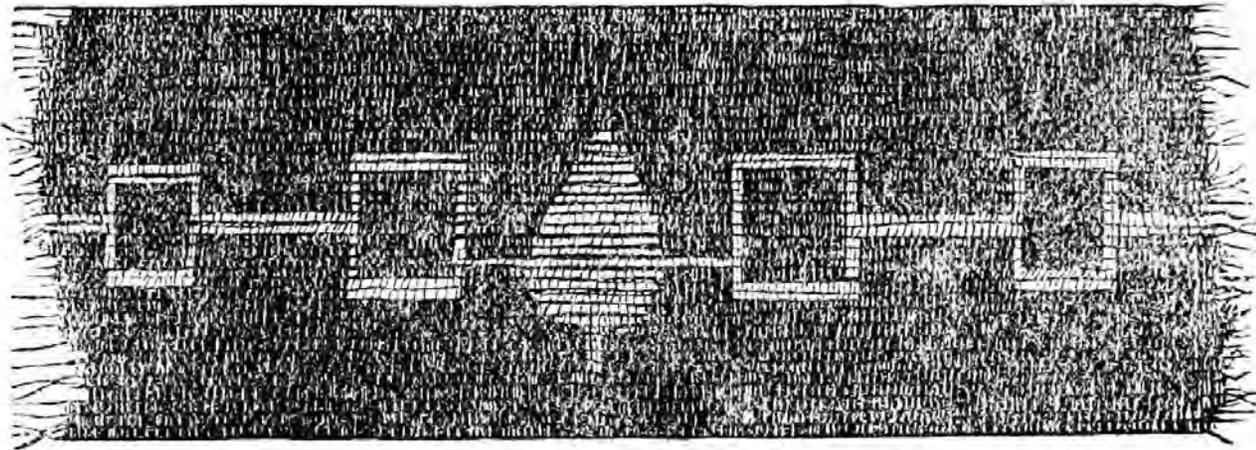






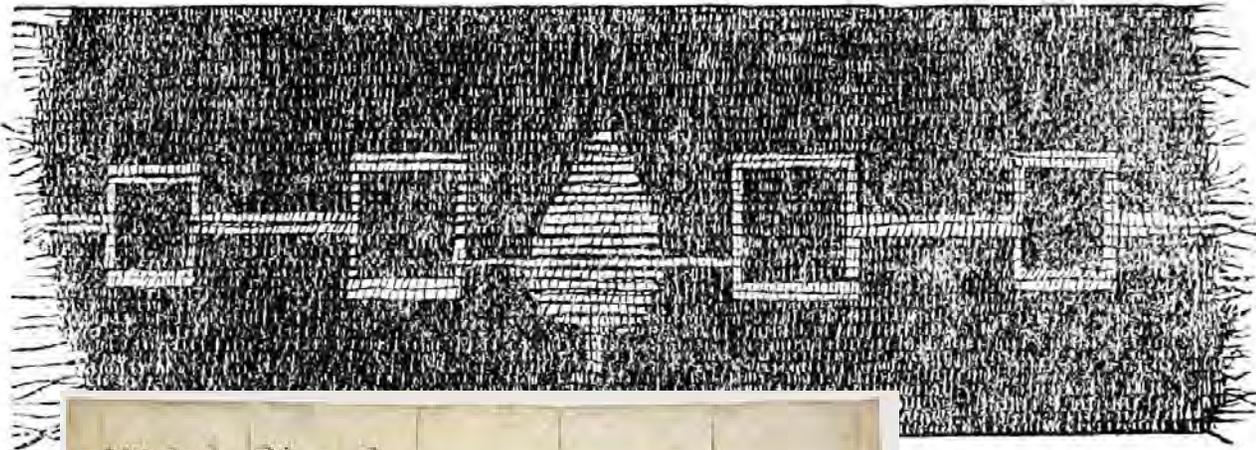






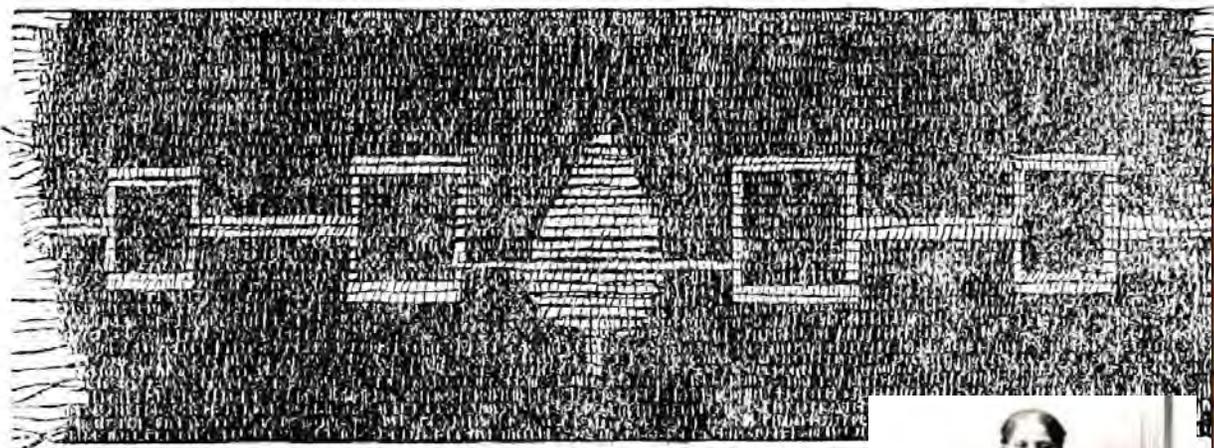
The Tree of Peace  
Copyright © 1991, by JOHN KAHIONHES FADDEN

The Six Nations Confederacy was and is likened to a longhouse.



We the People  
Amich





# Declaration of Sentiments

"We hold these truths to be self-evident, that all men and women are created equal..."



**NORTH STAR**

NO. 9. RICHMOND, N. Y., FRIDAY, FEBRUARY 22, 1866.

MEMORIAL DAY

MEMORIAL DAY. - The day is now at hand, and we are reminded of the noble deeds of our ancestors, and of the sacrifices they made for the freedom of our country. It is a day of remembrance, and a day of prayer. We should not forget the lessons of their lives, and the sacrifices they made for the freedom of our country. It is a day of remembrance, and a day of prayer. We should not forget the lessons of their lives, and the sacrifices they made for the freedom of our country.



## WOMEN'S RIGHTS

The equality of Haudenosaunee women was assured from the formation of the Confederacy. The first person to accept the Peacemaker's message was a woman, *Jikonhsaseh*. She secured the rights, responsibilities, and roles Haudenosaunee women continue to enjoy. Matrilineal heritage in Haudenosaunee society, where clan and nation are inherited through mothers, establishes great respect for women's contributions to society.

The freedom of Haudenosaunee women and the power they wielded in their political life influenced the women's suffrage movement through leaders such as Elizabeth Cady Stanton, Matilda Joslyn Gage, and Lucretia Mott. Their personal relationships with people from the Haudenosaunee nation were a great inspiration to them in their suffrage campaign.

### A BALANCE OF POWER

*Haudenosaunee women and men have complementary roles. By sharing and checking one another's responsibilities, the clan mother and the chief achieve a balance of power. Through their entwined civil roles, they work to preserve peace for the clan, the nation, and ultimately for the Confederacy of the Six Nations.*

# Wegmans



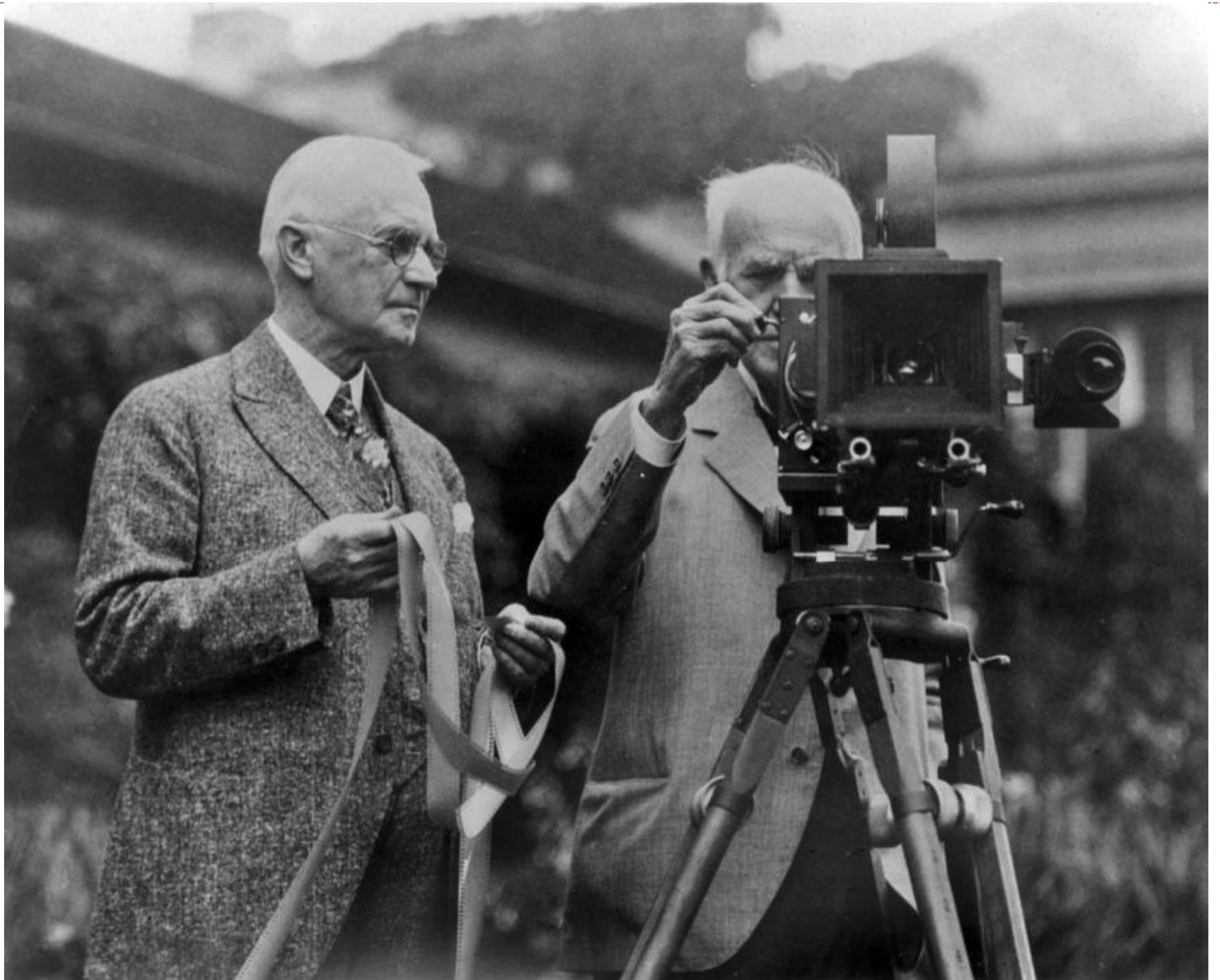


XEROX®



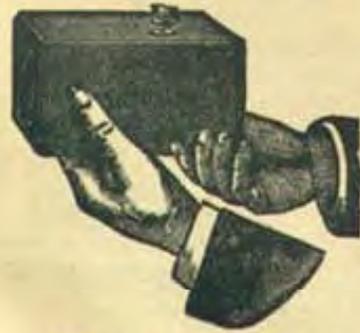
It's all within reach.

BAUSCH + LOMB





# THE KODAK CAMERA.



"You press the button, -  
- - - we do the rest."

The only camera that anybody can use  
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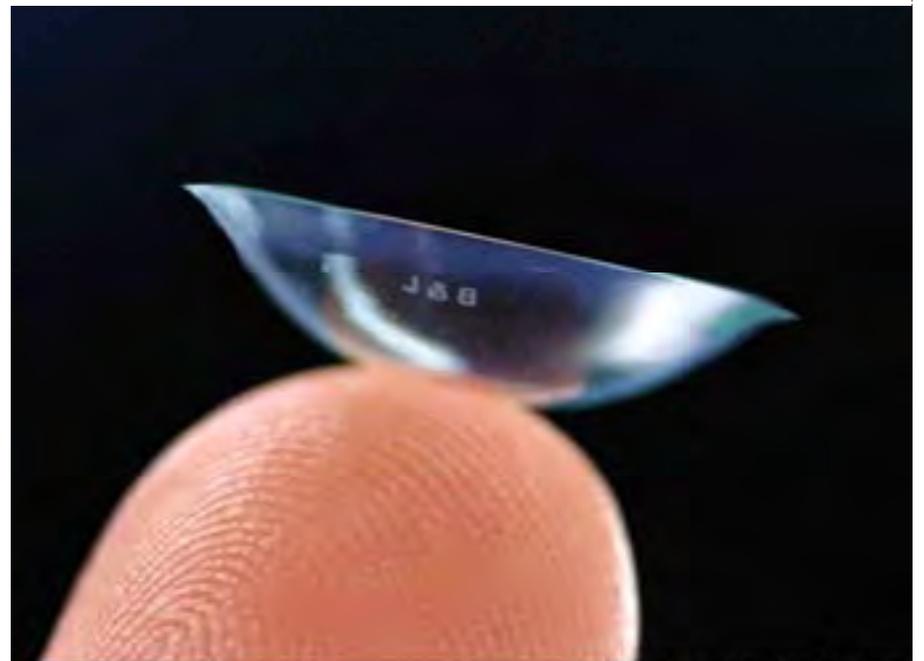


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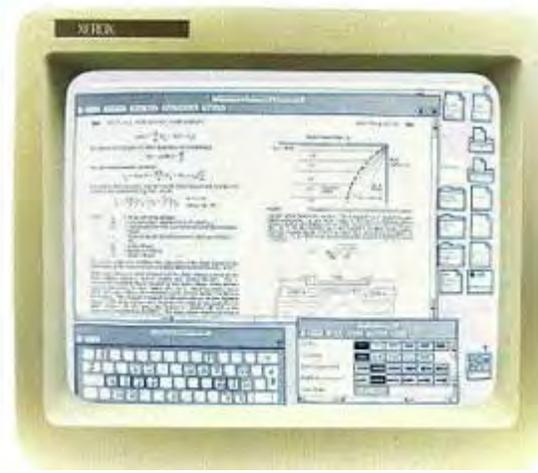


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