

# Section 4

## Plan Implementation



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### 4.1 OVERVIEW

The Finger Lakes Regional Sustainability Plan is intended to support the Finger Lakes Region in becoming increasingly sustainable, improving the economic and environmental health of the region, and thereby improving the quality of life. To ensure its success, the following implementation initiatives have been identified:

- Identify and empower a Regional Plan Coordinator
- Educate and promote the Plan and its benefits
- Encourage citizens, businesses, institutions, and governing bodies to embed the Plan framework into all planning and investment-related decisions

### 4.2 KEY IMPLEMENTATION STEPS

#### Regional Plan Coordinator

The Plan is not a deliverable – it is a living, evolving document that must be endorsed by the Consortium and FLREDC, implemented, re-evaluated, and continuously updated to remain relevant and valuable. Over time, there is a need to evaluate which strategies have supported progress towards goals, which have been completed and which need to be modified to take into account changes in baseline conditions, advancement of technology or a shift in regional priorities. A Regional Plan Coordinator needs to be identified to be the steward of the Plan. It is recommended that the Genesee/Finger Lakes Regional Planning Council (G/FLRPC) serve in this role to:

- Inform and provide assistance to its member counties, municipalities within those counties, and the Genesee Transportation Council (GTC) as they implement strategies and assess progress.
- Determine an appropriate structure and schedule to evaluate the Plan's progress and provide periodic updates.

- Determine an appropriate structure and schedule to continue to engage subject area Stakeholder Groups. It is anticipated that these Stakeholder Groups will continue work started as part of this Plan including prioritizing Sub-strategies, identifying projects for implementation, researching potential funding sources and stakeholders and serving as project champions.
- Maintain the project website, sustainable-fingerlakes.org and continue to accept and evaluate Strategy Capture Forms. The website is anticipated to serve as a single source of education and outreach for sustainability initiatives in the Finger Lakes Region. It is anticipated the website will be expanded to provide tabs for each subject area that will document on-going initiatives, progress towards targets and provide links to regional resources. Once the website has been updated and enhanced, a media campaign should be conducted to promote it.
- Coordinate with the FLREDC to ensure alignment between the Regional Sustainability Plan and updates to the FLREDC Strategic Plan.

#### Education and Promotion

It is also recommended that a variety of organizations and approaches be used to continue to educate and promote the Sustainability Plan including but not limited to:

- Greentopia, a week-long festival, developed and produced by the Friends of the Garden Aerial, a 501(c)(3) non-profit grassroots organization, focused on a raising awareness about sustainability.
- County agencies or boards, e.g. Environmental Management Councils.
- Rochester Institute of Technology (RIT) Golisano Institute for Sustainability, a multidisciplinary academic unit whose mission is to undertake sustainability education and research programs. Engagement would also

include the Center for Integrated Manufacturing Studies (CIMS).

- New York State Pollution Prevention Institute (NYSP2I), a statewide research and technology transfer center headquartered at RIT, which provides research, technology diffusion and outreach, training and education in sustainability.
- Rochester Young Professionals Group, a professional development organization with approximately 4500 members, with a primary focus to support community development through conducting local public awareness activities.
- Center for Environmental Initiatives (CEI), a charitable 501(c)(3) organization working for the environmental protection and enhanced quality of life in the Greater Rochester and Finger Lakes region through education, collaboration and informed action.

and Subject Area Goals so that it enriches the Five Capitals? Are there opportunities to collaborate? Does it activate increasingly educated, democratic participation ensuring equitable access, health, safety and well-being for everyone? The following page should be used as a quick reference for the Framework that will guide the implementation of the Finger Lakes Regional Sustainability Plan.

### **Embed Plan Framework into Planning and Investment Decisions**

Most importantly, the Plan is intended to inspire citizens, businesses, institutions, and governing bodies. This document is intended to be used as a framework to help the region discover, understand, and continue to build-upon that which makes it unique. By embedding this framework into all planning and investment-related decisions, an improvement to the region's economic and environmental health, and therefore overall quality of life, can be realized.

The implementation of specific projects that support the Broad Strategies in this Plan will be the responsibility of the project proponent or sponsor. It will be these project proponents who build the partnerships and identify and acquire the funding needed to make their projects a reality. Therefore, every reader of this document should consider how their community, business, organization, or project relates to the Plan. Can it be improved so that it is better aligned with the Plan's Guiding Principles

# Plan Framework for Implementation

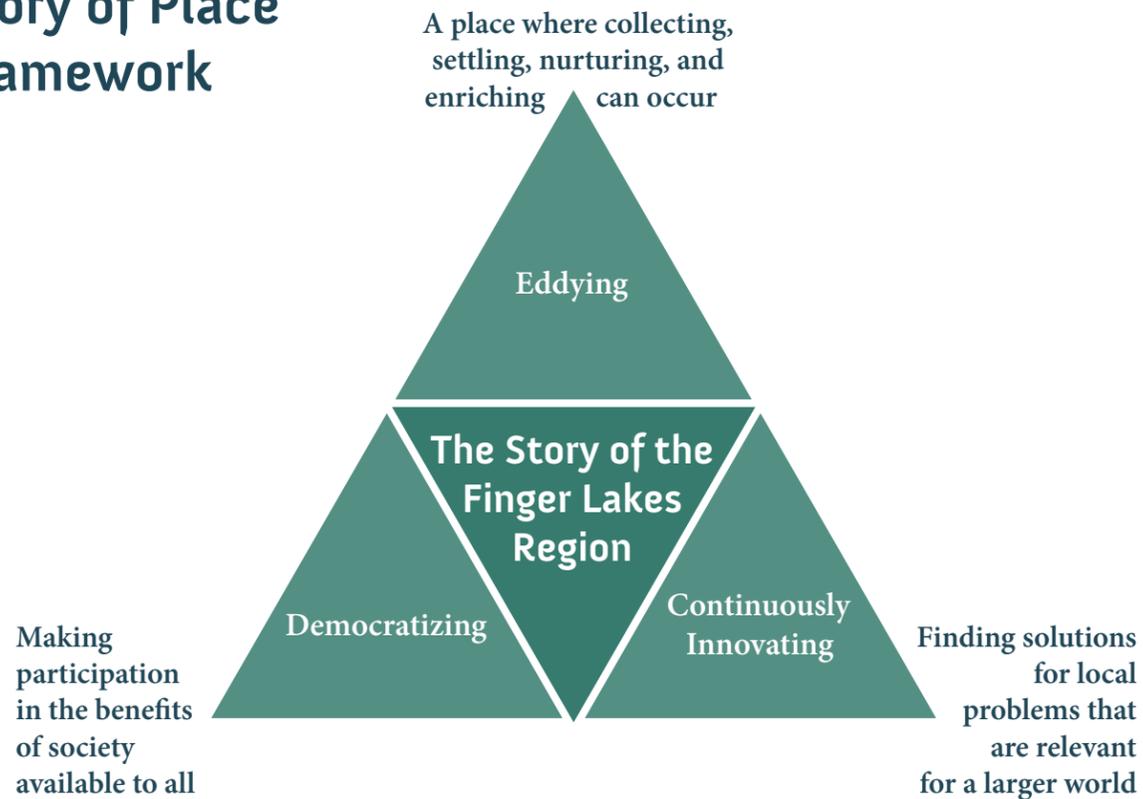


## Vision Statement

The Finger Lakes Region will work collaboratively to honor and leverage its unique character and assets—its Story of Place—to integrate, evolve, advance, and make whole its natural, built, human, social, and financial capital, which serve as the foundations of its environment, economy, and society. The result will be a healthy, safe and affordable place to live, work and play for all residents for current and future generations.



## Story of Place Framework



## Subject Area Goals

	<p><b>Energy</b>—Increase the generation and distribution of regional renewable energies while using energy efficient and alternative energy resources, along with conservation methods, to decrease the reliance on fossil fuels and nonrenewable outside energy sources and to become a self-sustainable region.</p>	<p><b>Economic Development</b>—Transform the economic landscape through embedding the region’s uniqueness (the Story of Place), the Five Capitals*, and resiliency into all policy and investment decisions. (*Human, Social, Natural, Built/Manufactured, Financial)</p>
	<p><b>Transportation</b>—Provide an equitable transportation system that ensures safety, maximizes efficiency, addresses disaster resiliency, provides mode choice and reduces dependence on fossil fuels.</p>	<p><b>Climate Change Adaptation</b>—Improve performance and resiliency of community assets (buildings and infrastructure systems, natural systems, and agriculture and business systems) under normal and extreme conditions.</p>
	<p><b>Land Use and Livable Communities</b>—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.</p>	<p><b>Governance</b>—Strive to achieve a more sustainable region and more vibrant communities through the promotion and establishment of stronger inter-municipal relationships and planning.</p>
	<p><b>Materials and Waste Management</b>—Decrease the generation of waste, increase the recovery and reuse of materials currently in the discard stream, manage materials using a highestand- best-use framework, and create economic opportunities and improved environmental stewardship as a result.</p>	<p><b>Greenhouse Gas Emissions</b>—Reduce greenhouse gas emissions from both large-scale and small-scale sources and both point and non-point sources, utilizing a variety of strategies within each Subject Area outlined in this Sustainability Plan.</p>
	<p><b>Water Management</b>—Improve and protect the water environment with respect to quality, quantity, and availability; promote and understand the value of our water reservoirs, watercourses, and built infrastructure; maximize the social, economic, and ecological potential of our water resources toward equitable sharing of their benefits for both the short and long terms.</p>	<p><b>Agriculture/Forestry</b>—Increase the viability, accessibility, and ecological contribution of farms and forests, while decreasing waste and dependence on external inputs.</p>

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