

Chapter 1 - INTRODUCTION

"The people who thought they were in the railroad industry found out the hard way that they were in the transportation industry. Today, the people who think they're in the coal industry are finding out that they're in the energy industry."

-- Michael Bloomberg, December 11, 2014.

To meet and exceed its responsibilities as the federally-required Metropolitan Planning Organization for the Genesee-Finger Lakes Region, the Genesee Transportation Council (GTC) continues to commit itself to being in the economic and community development industry. Transportation for transportation's sake will not improve economic opportunity and quality of life for the Region's residents. Every transportation decision must be made based on thoughtful and careful consideration of its impact on jobs, natural resources, and quality of life for persons of all means and abilities.

Over the past five years, the Region has come together more so than in any other time in recent memory to identify how it should move forward economically and environmentally in an equitable manner. This has taken the form of regional initiatives developed with significant input from a wide array of stakeholders. In this sense, the Region has demonstrated that it is much more than a geography. It is a community.

GTC has fully incorporated the information and strategies contained in the aforementioned regional initiatives as an organizing framework that complements the guiding principles, customer engagement, data analysis, and consideration of strategies utilized to develop the *Long Range Plan for the Genesee-Finger Lakes Region 2040 (LRTP 2040)*.

As a traditional mainstay of any credible long range planning process, projecting changes in the demographics of the Region's population and the mix of industries comprising its economy are

critical to assessing future needs. What becomes a larger component of the *LRTP 2040* than its predecessors is the consideration of the impacts of technology on vehicles, infrastructure, and services. While the deployment and market saturation of current technologies over the next 25 years continues to be debated, these applications and others yet unknown hold the promise of improved safety, expanded mobility, and increased system efficiency. The transportation technologies of tomorrow and beyond will be far from a panacea however, as new costs and risks are introduced, including but not limited to heightened security and privacy concerns.

It is important to acknowledge upfront that just improving transportation won't solve every problem in the Region. Even where transportation can make a positive difference, the reality is that the resources expected to be available over the time period covered by *LRTP 2040* will be significantly less than what is required to meet all of the identified mobility needs of people and freight. Continuing and enhancing performance-based, data-driven decision making processes will ensure the transportation system meets the needs of the majority of the Region's residents, businesses, and institutions to the greatest extent practical. However, absent greater financial commitment from all sectors, transportation will be a limiting factor for some, preventing them from attaining the prosperity they desire.

It is within this context that *LRTP 2040* sets the direction for the implementation and delivery of transportation infrastructure and services over the next quarter century and provides the framework for federally-funded planning and investments.

LRTP 2040 is organized around and presented in six primary elements:

The Plan – Provides background on *LRTP 2040*, how it was developed, and the role of GTC in regional transportation policy, planning, and investment decision making.



INTRODUCTION

The Region – Discusses existing and projected characteristics of the Region’s residents, businesses, and resources including associated emerging issues and opportunities that will impact the transportation system and be impacted by it.

Transportation System – Examines the Region’s transportation infrastructure and services, the travel characteristics of people and freight, and related safety, security, technology, and congestion considerations.



Financial Plan – Describes the anticipated change in the costs of implementing transportation improvements and revenues that can reasonably be expected to be available through 2040.



Recommendations – Presents the strategies and actions that will deliver the most benefits within the constraints of the financial resources that are reasonably expected to be available for transportation through 2040.



Performance Measures – Identifies the current and expected performance of the transportation system.



GENESEE TRANSPORTATION COUNCIL



Long Range Transportation Plan for the Genesee-Finger Lakes Region 2040