

Genesee-Finger Lakes Scenario Tool

EXECUTIVE SUMMARY

JUNE 2022



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About UrbanFootprint

Cascadia Partners, in partnership with UrbanFootprint, was contracted by the Genesee Transportation Council (GTC) to calibrate the UrbanFootprint land use scenario model for the 9-county Genesee-Finger Lakes (G-FL) region.

UrbanFootprint is a land use decision support tool used by planners to determine the best scenarios and outcomes for their communities, using scientific research and data about real places where people live and work. UrbanFootprint lets users look at current land use plans in their communities and visualize the potential for where new people, buildings, and urban amenities might go as population grows or declines in the future.

The software helps users experiment with the amount and location of land use and place types – such as residential, commercial, and open space – to create their own development scenarios.

Information on household costs, building energy and water use, greenhouse gas emissions, land consumption, and transportation for scenarios can help identify the best land use option. Users can make planning decisions based upon possible outcomes and identify future patterns of development for their community.

Key Performance Indicators



LAND CONSUMPTION



TRANSPORTATION



ENERGY & WATER



EMISSIONS



FISCAL IMPACT



PUBLIC HEALTH

Case Studies – Genesee County

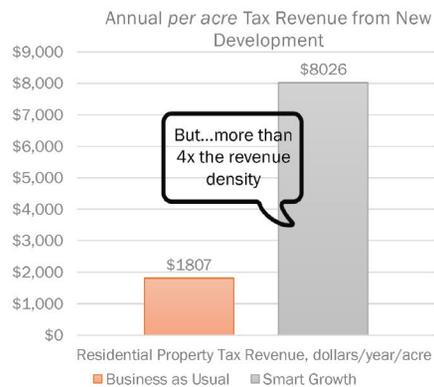
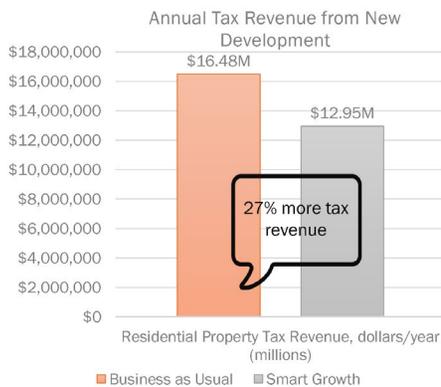
As Genesee County developed its **2050 Comprehensive Plan**, it sought to analyze the impacts of focusing future growth within its Smart Growth Zones. Two scenarios were developed – “Business as Usual” based upon existing growth trends, and “Smart Growth” which focuses growth within the Zones mainly in the City of Batavia and village centers.

WHAT COULD SMART GROWTH MEAN FOR GENESSEE COUNTY?

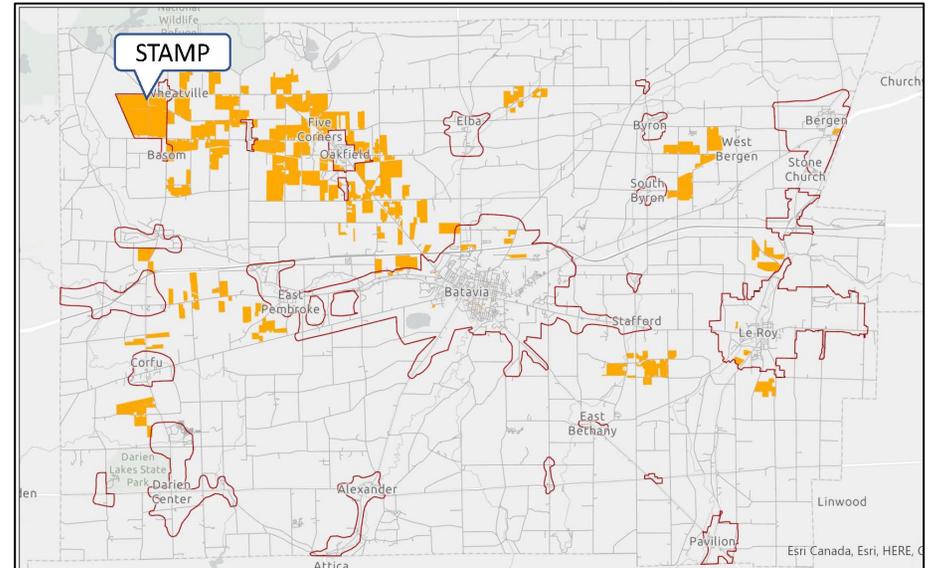


*Versus Business as Usual (2050)

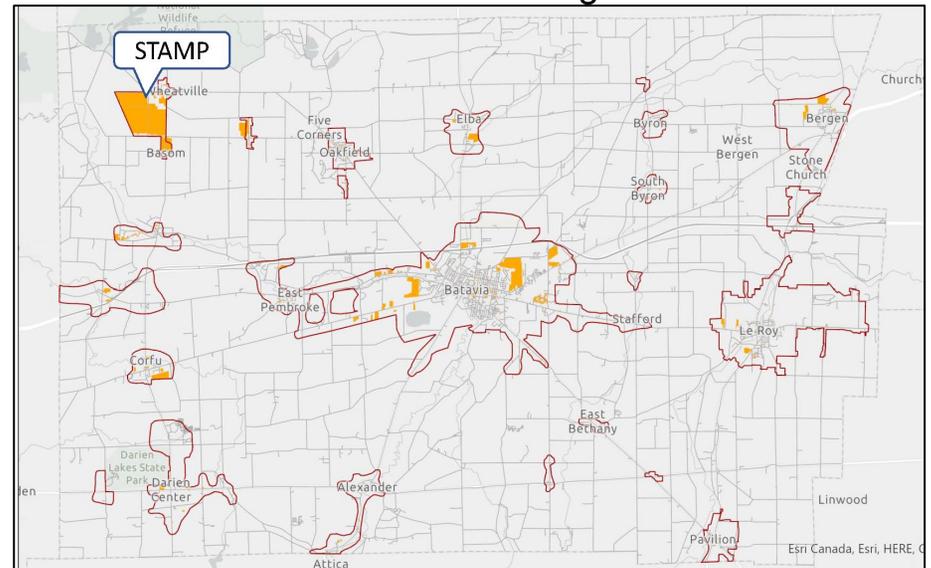
GENESSEE COUNTY SCENARIOS : FISCAL IMPACT



Business as Usual – Land Use Change



Smart Growth – Land Use Change

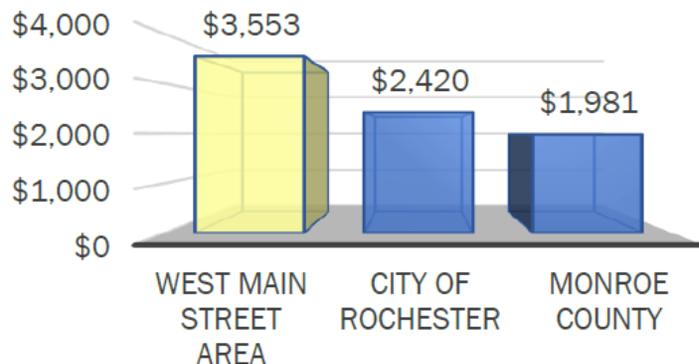


Case Studies – Bulls Head BOA

The **Genesee-Finger Lakes Public Health Assessment Module** (GFL-PHAM) was used to evaluate existing community health and physical activity conditions in the West Main Street corridor and Bulls Head Brownfield Opportunity Area in the City of Rochester. GFL-PHAM predicts baseline (current) health and physical activity for adults over age 18 using demographic data from the American Community Survey

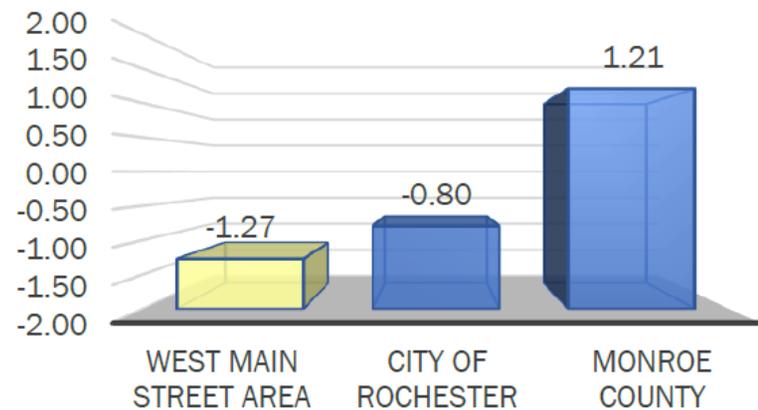
Cost of Illness

The cost of illness is the estimated average annual health expenditure for the community divided by the community adult population. For this example, only the annual health costs associated with Type 2 diabetes, hypertension, and coronary heart disease are included in this estimate. The West Main Street Area has a 46.8% and 79.4% higher per person value than the City and County, respectively.



The GFL-PHAM can consider local variations in demographics and built environment characteristics to evaluate the effectiveness of scenarios to better inform policy and investment decisions.

The study area had a lower Greenspace Index than the City of Rochester or Monroe County, on average.



A scenario for the area that included increasing the average accessible park area to 5.0 acres (from .5 acres) and the percent tree canopy to match the County average level of 27% (from 17%) had the following improvements in health outcomes:

- **5% reduction** in obesity prevalence
- **2% reduction** in coronary heart disease prevalence
- **3% reduction** in high blood pressure prevalence
- **7% reduction** in type 2 diabetes