

Genesee-Finger Lakes Regional Freight Plan Update

Scope of Work

A. Objective

The purpose of this project is to update the 2012 *Transportation Strategies for Freight and Goods Movement in the Genesee-Finger Lakes Region*. The Freight Plan Update will explore the changes that have taken place over the past decade in the context of goods movement regarding the economy, consumer demand and expectations surrounding e-commerce, physical improvements to the freight transportation network, supply chain disruptions, workforce development opportunities, and emerging technologies including connected, autonomous and automated vehicles. Additionally, the Update will consider new opportunities and requirements from the most recent federal surface transportation reauthorization bill, the Infrastructure Investment and Jobs Act (IIJA)/ Bipartisan Infrastructure Law (BIL).

B. Background

The [2012 Regional Goods Movement Strategy](#) was the first fully comprehensive regional freight plan to be conducted for the nine-county Genesee-Finger Lakes Region. Over the past decade, the freight industry has been undergoing a transformation. The economy has continued to move towards just in time delivery with little redundancy. The shipping and logistics industries are still reeling from the impacts of the COVID-19 pandemic. Rapidly changing technology and increased consumer demand has transformed the way goods are delivered.

Since 2012, GTC has funded several standalone freight plans that advance policies in the Goods Movement Strategy, including the Ontario County Freight Corridor Development Plan, the Ontario Midland Strategic Plan, and the Beh Industrial Park Traffic Optimization Study. Monroe County is in the early stages of analyzing a Multimodal Freight Initiative Planning Project. While these plans and studies address local concerns within a broader regional context, they do not address the regional freight network in a holistic manner within the context of the state and federal policy directives, technology disruptions, and global economic trends.

Additionally, two major infrastructure improvement recommendations made in the 2012 Strategy have been implemented, the I-390/I-490/Lyell Ave Interchange reconstruction project and the replacement of the Portage Bridge on the Norfolk Southern railroad line. A new study is needed to identify potential future improvements.

Since the 2012 Strategy was adopted, there have been multiple updates to the federal transportation legislation. In recognition of the role freight transportation plays in spurring and sustaining economic development, the Moving Ahead for Progress in the 21 Century (MAP-21) legislation, for the first time, enacted a national freight policy. This policy includes multiple freight provisions to enhance the capability of the United States to compete competitively in the global economy. The Fixing America's Surface Transportation (FAST) Act expanded the freight directives set forth in MAP-21. The FAST Act established a National Multimodal Freight Policy and called for the development of a National Freight Strategic Plan (released on September 3,

2020). Additionally, several new funding sources for freight-specific infrastructure improvements were created. Per the guidance of MAP-21, the New York State Department of Transportation (NYSDOT) completed the first state freight plan in August 2019. NYSDOT has initiated the process of updating of the state freight plan to comply with the IIJA/BIL. The IIJA/BIL continues to support the National Highway Freight Program and funding for freight infrastructure projects.

Manufacturing and agriculture are both primary sectors of the regional economy which heavily depend on freight infrastructure and industry to function. A primary objective of the 2012 Strategy was to develop goods movement strategies that will position the regional transportation system as a distinguishing factor in retaining and attracting both traditional and emerging-technology manufacturing firms, as well as enhancing the viability of agriculture. This objective will be continued with the Update. The Update will also explore opportunities in workforce development in the freight sector. The needs of the freight sector are changing and skilled workers in the logistics and manufacturing industries are needed, while the trucking industry's workforce is aging and lacks qualified drivers.

C. Tasks

1. Establish a Steering Committee. This committee will oversee the project development process. It will include representatives from the following entities: Genesee Transportation Council, New York State Department of Transportation; New York State Thruway Authority, Empire State Development Corporation, Genesee-Finger Lakes Regional Planning Council, the Monroe County Department of Transportation, City of Rochester, County Planning Departments/Industrial Development Agencies, private sector freight and logistics interests, chambers of commerce in the region, and other interested parties that are deemed relevant.
2. Develop and issue a Request for Proposals (RFP). A consultant with demonstrated experience in regional freight planning will be engaged to work on this project.
3. Develop a Public Engagement Plan. Throughout the process a minimum of two rounds of public engagement will be conducted with special emphasis on engaging private sector freight stakeholders (e.g., shippers, receivers, and manufactures) to solicit input on the needs and resulting recommendations. Innovative engagement techniques to solicit feedback from private sector freight interests will be encouraged.
4. Develop a Regional Freight and Economic Profile [Existing and Future Conditions Inventory]. The consultant will update and/or confirm the Regional Freight and Economic Profile as presented in the 2012 Strategy. The consultant will:
 - a. Update the key trends and issues regarding population and employment.
 - b. Reassess the identified regional freight network by mode for truck, rail, air, and water.
 - i. Inventory existing truck parking facilities.
 - c. Update the Freight Flows by mode for truck, rail, air, water
 - i. Evaluate the existing volumes of goods movement by directional flow (i.e., inbound, outbound, intraregional, and through) and commodity.

These estimated current flows should be assigned to major freight corridors by mode for truck and rail.

- ii. Project future freight related demand, capacity, and transportation network operating by directional flow (i.e., inbound, outbound, intraregional, and through) and commodity with a horizon year of 2050. Projected future flows should be assigned to major freight corridors by mode for truck and rail. These projections out to 2050 will be used by GTC staff as part of the next Long Range Transportation Plan.
 - iii. TRANSEARCH, Replica, and Freight Analysis Framework 5 (FAF5) data will be available to the preferred consultant for compiling existing and projected freight demand and movement.
5. Conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis. The consultant will update the SWOT analysis that was completed for the 2012 Strategy. Each component of the SWOT analysis (i.e., Strengths, Weakness, Opportunities, and Threats) will be subdivided into three categories: 1. Institutional and Regulatory; 2. Infrastructure; and 3. Operational. Topics to explore during the SWOT analysis shall include, but are not limited to:
- a. Bottlenecks
 - b. Recurring and non-recurring congestion
 - c. Low clearance bridges
 - d. Weight restricted facilities
 - e. Truck parking
 - f. Connected, autonomous, and automated vehicles
 - g. E-commerce
 - h. Workforce development/labor shortages
 - i. Availability of shovel ready sites
 - j. Regulatory measures at the state and federal levels (e.g., permitting oversize/overweight vehicles, hours of service, etc.)

During this Task, direct input regarding the SWOT will be sought from private sector freight interests. This input should be in addition to the two public engagement meetings.

6. Conduct a Needs Assessment. Based on the updated SWOT analysis and data collected as part of the Regional Freight and Economic Profile, the consultant will identify new freight transportation needs and reevaluate the needs identified in the 2012 Strategy. The results of the needs assessment will align with the five recommendation groups identified in the Long Range Transportation Plan 2045 (LRTP 2045) as they relate to goods movement:
1. Health and Safety
 2. Access and Equity
 3. System Management and Maintenance
 4. Sustainability and Resilience
 5. Economic Development

7. Develop Recommendations. The consultant will analyze the relevancy of recommendations in the 2012 Strategy and identify revisions to ensure continued applicability. In addition, the consultant will develop new recommendations based on the results of the SWOT analysis and Needs Assessment conducted in Tasks 4 and 5.

The 2012 Regional Freight Strategy Plan listed 35 Near-Term, Medium-Term and, Long-Term Recommendations. The Update will reassess and revise these recommendations to ensure their continued relevance for the region. Anticipated recommendations include suggested capital projects, planning project concepts that warrant further study via the Unified Planning Work Program (UPWP), transportation system management and operation (TSMO) initiatives, general policy directives, safety improvements, e-commerce implications (e.g., curb management strategies), zoning regulations and traffic considerations when sighting warehousing/distribution sites, resiliency concerning freight facilities, and opportunities for work force enhancement and development.

8. Develop an Implementation Plan. The consultant will develop an implementation plan for the recommendations developed as part of Task 7. The implementation plan will identify local, regional, state, and federal funding opportunities for each recommendation. All recommendations will be sub-divided into Near-term, Medium-Term, and Long-Term recommendations. Recommendations shall be evaluated and prioritized based on an agreed upon criteria developed with the consultant and the Steering Committee.
9. Develop a Draft Regional Freight Plan Update. The consultant will combine the products of tasks 4 through 8 to produce a draft Regional Freight Plan for steering committee review.
10. Develop a Final Regional Freight Plan Update. The consultant will revise the draft plan to produce a final plan based on steering committee input.

D. Products

1. Draft Report for Steering Committee review.
2. Final Report in both electronic and hardcopy format (including maps, graphics, concept designs and plans, and supporting technical appendices) and associated Executive Summary on findings and recommendations.
3. Steering Committee and public meeting materials, including but not limited to agendas, presentations, handouts, and meeting minutes/summaries.

E. Public Participation Plan

Per the GTC Public Engagement Plan, this project is classified as a Planning/Policy project. Throughout the planning process, special emphasis will be placed on engaging private sector freight stakeholders (e.g., shippers, receivers, and manufacturers) to solicit input on the needs and resulting recommendations. Two rounds of public engagement will be conducted:

- The first round of public engagement will introduce the project to the public and the freight community during the Needs Assessment phase and obtain community and private sector input on strengths, weakness, opportunities, and threats via the SWOT analysis.
- The second round will present the draft recommendations to the public and the freight community and obtain input on them prior to finalization.

A combination of virtual and in-person events may be held, and online public outreach services will be used to provide opportunities for community input.

F. Schedule

1. Scope of work approved	January 2023
2. Consultant selection	May 2023
3. Project initiation meeting	June 2023
4. Update Regional Freight and Economic Profile	July-August 2023
5. Update SWOT analysis	September-October 2023
6. Update needs assessment	November-December 2023
7. Draft alternatives developed	January-February 2024
8. Preferred alternatives selected	March 2024
9. Produce implementation strategy	April 2024
10. Final report completed	May 2024
11. Financial closeout	June 2024

G. Project Budget

Sources of Funds		Uses of Funds	
	<u>FY 2022-23</u>		<u>FY 2022-23</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$165,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	<u>\$165,000</u>	Subtotal	<u>\$0</u>
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	19,464	Contractual	165,000
Local (Cash)	0	In-kind Exp.	19,464
Subtotal	<u>\$19,464</u>	Subtotal	<u>\$184,464</u>
<u>Total</u>	<u>\$184,464</u>	<u>Total</u>	<u>\$184,464</u>