MEMORANDUM

TO: Genesee Transportation Council Members & Alternates

FROM: James Stack, Executive Director JS

DATE: December 4, 2025

SUBJECT: Accepting reports as evidence of completion of UPWP Tasks / Proposed Resolutions 25-39 through 25-42

The following items are provided for your consideration:

1. **Proposed Resolution 25-39** (Accepting the *Land Use Report for Monroe County, New York – Major Projects Proposed, Approved, and Constructed in 2024* as evidence of completion of UPWP Task 4210) and the **Executive Summary** of the project.

2. **Proposed Resolution 25-40** (Accepting the *Genesee-Finger Lakes Regional Land Use Monitoring Report (2024)* as evidence of completion of UPWP Task 4220) and the **Executive Summary** of the project.

3. **Proposed Resolution 25-41** (Accepting the *TIP Best Practice Study* as evidence of completion of UPWP Task 6110) and the **Executive Summary** of the project.

4. **Proposed Resolution 25-42** (Accepting the *Town of Rush Pedestrian/Bicycle Safety and Connectivity Plan* as evidence of completion of UPWP Task 8753) and the **Executive Summary** of the project.

Recommended Action:

Approve Proposed Resolutions 25-39 through 25-42.

GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 25-39 Accepting the *Land Use Report for Monroe County, New York – Major Projects Proposed, Approved, and Constructed in 2024* as evidence of completion of UPWP Task 4210

WHEREAS,

1. The *FY 2025-2026 Unified Planning Work Program* includes Task 4210, Monroe County Land Use Monitoring, for the purpose of documenting land use and development trends in Monroe County for use in informing the GTC Travel Demand Model;

2. Said Task included inventorying and analyzing residential and non-residential building permits, proposed major development projects, and the status of approved major development projects that could have significant traffic impacts in Monroe County;

3. Said Task has been completed and has resulted in the *Land Use Report for Monroe County, New York – Major Projects Proposed, Approved, and Constructed in 2024* which includes an estimation of future land use development projects by municipality and Transportation Analysis Zone for use in the GTC Travel Demand Model, highway projects, and economic development analyses; and

4. Said Report has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the *Land Use Report for Monroe County, New York – Major Projects Proposed, Approved, and Constructed in 2024* as evidence of completion of UPWP Task 4210; and

2. That this resolution takes effect immediately.

CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on December 11, 2025.

Date _____ _____

BRADLEY A. WALIKE, Secretary
Genesee Transportation Council

Monroe County Land Use Monitoring Report
UPWP Task # 4210

Executive Summary

Project Purpose:

The Genesee Transportation Council (GTC) provided funding for the 2024 *Land Use Monitoring Report* (the Report) for Monroe County through its Unified Planning Work Program. Keeping track of growth and identifying development projects that could generate high levels of vehicular traffic on surrounding streets is essential to sound land use decision-making. In response to this need, the Monroe County Department of Planning and Development (County Planning) established a process to identify all proposed projects and approved major projects within a computerized database that is updated annually. This is the latest edition of the Report.

GTC uses information from the Report to enhance the land use data in their travel demand model (supplemented by data from the Genesee/Finger Lakes Regional Planning Council's *Regional Land Use Monitoring Report*). The data also plays a crucial role in the analysis of economic development activity and trends in the GTC region. Furthermore, Monroe County relies on the Report to track development trends and respond to inquiries about development activities.

The Report is accessible to municipalities and the public through digital distribution and online availability on the Monroe County website.

Project Methodology:

All projects submitted to County Planning for development review, in accordance with General Municipal Law 239-l, -m, & -n (GML239), are compiled into a computer database to record selected information about proposed residential and non-residential development projects in Monroe County. GTC's travel demand model focuses on significant traffic impacts and generation, therefore minimum thresholds based on the size of a development are used to screen out projects that are **not** deemed to be significant traffic generators. Projects that meet the minimum requirements are deemed *major projects*. In the first quarter of 2025, each municipality in the county received records of active *major projects* previously submitted for review under GML 239 with a request to update and verify the information therein.

The following additional data were collected for the 2024 Monroe County Land Use Monitoring Report:

1) Proposed major projects in 2024;
2) Cumulative status of approved major projects: 2014-2024 – active major projects that have not been denied, withdrawn, or completed;
3) Cumulative status of rezonings (rezonings indicate potential development): 2004-2024 – all rezonings that have not resulted in any construction activity;
4) Potential development 2025-2027 – information from municipalities on known major projects that are in the "pipeline" but have not been formally submitted for approval; and
5) Residential building permit information – building permits issued by municipality for new residential construction

Analysis Overview:

1. Proposed Major Projects in 2024

In 2024, Monroe County had a total of 122 proposed major projects. Here's a breakdown of these projects by development type:

- Commercial Projects: 31
- Residential Projects: 43
- Industrial Projects: 13
- Mixed-Use Developments: 6
- Community Services: 8
- Recreation and Entertainment: 11
- Higher Education: 2
- Public Services: 5
- Solar: 3

A total of 2,459 residential units were proposed across 43 residential projects and 5 mixed-use projects, of which 422 units for senior housing.

Five municipalities, namely Henrietta (23), Penfield (13), Irondequoit (11), Perinton (10), and Chili (10), accounted for half of the 122 major projects. Henrietta has consistently led in the number of major projects from 2019 through 2024. In 2024, 21 out of the 30 municipalities in Monroe County saw at least one major project proposal.

2. Residential Permits

In 2024, a total of 531 residential permits for new construction were issued in the County, creating 899 housing units. This number is a decrease from 2023, when 577 permits were issued for 1,329 units.

Of the total number of residential permits issued:

- Single family home: 84.4% (448 Permits)
- Two-family home: 3.2% (17 permits)
- Three-four family home: 3.4% (18 permits)
- Five + family home: 3.6% (19 permits)
- Mobile housing: 5.5% for (29 permits)

The total number of residential permits issued in Monroe County has steadily decreased since 2014. Monroe County has issued 44.4% less residential permits in 2024 than in 2014.

3. Land Use Changes

The report includes an analysis of historical and current Land Use Classification data, comparing changes over three time periods: 2007 to 2024, 2019 to 2024, and 2023 to 2024, offering both long-term and recent perspectives on land use changes.

Over the long term (2007-2024), Monroe County has shown a big increase in land use classification for residential (+11,910 acres) and commercial (+3,337 acres); whereas, there have been decreases in land use classification for agricultural (-4,715 acres), vacant (-12,727 acres), and industrial (-1,291 acres).

More recent changes from 2019 to 2024 show continued growth in residential (+7,826 acres) and commercial (+1,212 acres), and a continued decrease for vacant land (-2,509 acres). Notably, industrial land, which experienced a significant reduction from 2007 to 2024, shifted to a net increase during this more recent period.

Compared to the prior year (2023), the land use classifications that had the most significant change in acreage were agriculture (-636 acres), residential (+428 acres), and parks (+208 acres).

Additionally, an analysis of residential land use classification data at the municipal level from 2019

to 2024 reveals varying trends across Monroe County municipalities. While certain municipalities experienced reductions in residential acreage, such as Clarkson (-455 acres) and Rush (-60 acres), Rochester (+5,003 acres) and Sweden (+504 acres) demonstrated notable increases.

4. Past Years Proposed Development Trend

The Report builds upon last year's analysis, spanning from 2017 to 2024, with a specific focus on understanding land uses and development patterns in Monroe County during the post-Covid19 Pandemic era. The historical data also helps stakeholders and community leaders envision the county's long-term trajectory.

The Report compares the major project counts and development types in 2024 (122) with the previous eight years: 2023 (91), 2022 (112), 2021 (98), 2020 (97), 2019 (111), 2018 (92), and 2017 (100). The total in 2024 represents the highest annual count over the past eight years. A shift in development types has also been observed. The proposed commercial projects started to outnumber residential developments in 2021, a trend that persisted through 2023. In 2024, however, residential development saw a significant increase, from 24 projects in 2023 to 43 in 2024, nearly doubling. Residential development also surpassed commercial development for the first time since 2020. Industrial development has remained relatively stable throughout the period, averaging 10 projects per year.

Products:

1. Land Use Monitoring Report for Monroe County
2. Updated computerized database of major development

GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 25-40 Accepting the *Genesee-Finger Lakes Regional Land Use Monitoring Report (2024)* as evidence of completion of UPWP Task 4220

WHEREAS,

1. The *FY 2025-2026 Unified Planning Work Program* includes Task 4220, Regional Land Use Monitoring, for the purpose of documenting land use and development trends in the Genesee-Finger Lakes Region for use by GTC, member agencies, and others;

2. Said Task included inventorying and analyzing the number of new building permits issued in 2024 for residential, industrial, commercial, and community service developments, total square footage, and total value of new buildings for each municipality within the Genesee-Finger Lakes Region;

3. Said Task has been completed and has resulted in the *Genesee-Finger Lakes Regional Land Use Monitoring Report (2024)* which includes a time series analysis of development in the Genesee-Finger Lakes Region; and

4. Said Report has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the *Genesee-Finger Lakes Regional Land Use Monitoring Report (2024)* as evidence of completion of UPWP Task 4220; and

2. That this resolution takes effect immediately.

CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on December 11, 2025.

Date _____

_____
BRADLEY A. WALIKE, Secretary
Genesee Transportation Council

Regional Land Use Monitoring Report (2024)
UPWP Task #4220

Executive Summary

Project Purpose:

The Genesee Transportation Council (GTC) provides annual funding for the *Regional Land Use Monitoring Report* under its Unified Planning Work Program. This report provides information on the issuance of building permits in 2024 to identify areas of growth within the Genesee-Finger Lakes Region (G-FL Region) that might require transportation planning and service modifications.

The G-FL Region contains Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates Counties. The report analyzes the number of permits issued, total square footage, and the total value of buildings for each municipality within the region as well as within the Metropolitan Planning Area (MPA). The MPA includes Monroe County and the adjacent developed areas of Livingston, Ontario, and Wayne counties. The analysis looks at the following categories and respective subcategories: "residential" (single-family, two-family, three or four-family, five-or-more family, mobile/manufactured homes); "industrial;" "commercial;" "community service;" "mixed-use;" and "not elsewhere classified."

A five-year trend analysis is provided for permitted residential units in all nine counties; industrial, commercial, and community service building permits are analyzed over the five years as well. In addition, a 10-year time series (historical trend) analysis is provided for residential, industrial, and commercial development within the MPA.

Project Methodology:

The building permit data included in this report was collected through surveys sent to the municipal or county officials responsible for the collection and dissemination of such data in the nine counties. In six counties, the majority are the code or zoning enforcement officers. In some cases, they were municipal clerks. In Seneca and Wyoming Counties, building permit application approval and inspection are the responsibility of the respective county building departments, which provide the data for their counties. The Monroe County Planning and Development Department's Division of Planning administered the surveys, received responses from municipal officials in the County, and forwarded the data to Genesee/Finger Lakes Regional Planning Council.

Surveys were distributed in January of 2024 asking for the requested data. The initial survey was followed up with some reminder e-mails along with a telephone reminder to those municipalities that had yet to respond. Complete data was collected for 144 of 188 municipalities in the nine-county G-FL Region. Having an 76.6% response rate, G/FLRPC looked for alternate sources to infill the data requested. There are two databases that generally cover many of the same Residential categories. These are the US Census Bureau Building Permit Surveys and NYS DOS Uniform Code Annual Report. Census Building Permit Survey data was used as a second option to the G/FLRPC survey, as it aligns with the G/FLRPC

residential categories. The NYS DOS Uniform Code data was used as a third option to get data in.

Analysis Overview:

The highest number of reported residential permits in the G-FL Region in 2024 was in the Town of Sodus (140) and followed by the Towns of Henrietta (88), Webster (58), Penfield (55) and Victor (52). The highest number of residential permitted units in the G-FL Region was in the City of Rochester (167), followed by the Towns of Sodus (140) and Henrietta (124), Village of Victor (115), and the Town of Brighton (103).

The total number of single-family homes permitted across the G-FL region in 2024 was 1,325 with the total number of multi-family home permits at 106 accounting for 867 units. The towns of Sodus (140), Henrietta (40), and Penfield and Webster (both with 54) were the towns permitting the highest number of single-family homes. The Town of Sweden (14 permits, 55 units), City of Rochester (13 permits, 140 units), and the Town of Macedon (12 permits, 55 units) have the highest number of multi-family permits, while the City of Rochester (13 permits, 140 units), the Village of Victor (1 permit, 115 units) and the Town of Brighton (4 permits, 100 units) have the highest number of permitted multi-family units.

Over the past 10 years (2015-2024), the majority of residential units permitted in the MPA have been in Monroe County, the most being in the Town of Henrietta (2,348), the City of Rochester (2,334), and the Towns of Webster (1,565) and Penfield (1,521). In the MPA outside of Monroe County, the Town of Farmington (Ontario) (1,254) has the next highest with the Town of Canandaigua (Ontario) (827), and the Town of Victor (Ontario) (814) reporting permits for the largest number of residential units over the same ten-year time frame.

The top-ranking municipalities reporting permits issued for Industrial Buildings in the MPA in 2024 are the Town of Victor, Ontario County, with twenty-one (21), the Town of Williamson, Wayne County, with two (2) permits, and five municipalities issuing one permit each, the towns of Chili, Sweden, Mendon, Gates, and the Village of Scottsville, Monroe County. There were only six municipalities that reported Industrial Building permits out of 56 municipalities in the MPA area in 2024.

The top-ranking municipalities reporting permits issued for Commercial Buildings in the MPA in 2024 are the Town of Victor, Ontario County, with 72 permits, the towns of Irondequoit, Monroe County, with 21, Macedon, Wayne County with 13, and Greece, Monroe County, with 11. Twenty-four municipalities within the MPA reported issuing commercial permits.

The data on permitted building activity and demolition tables are provided in appendices at the end of the report. The report and appendices also cover a “mixed use” permit category, rezoning/conversion applications alongside subdivisions, and remodel/upgrade permits. Overall, the report serves as an information resource for GTC and others to view and analyze permit activity in the G-FL Region to identify potential growth areas and anticipate increased transportation needs. While tracking data usage is not part of the project, municipalities,

consultancy firms, land trusts, and educational institutions such as the Cornell Program on Applied Demographics have requested the regional land use data.

Products:

1. Updated database and GIS coverage of building permits issued in the region
2. Report on building permits issued in the G-FL Region in 2024

GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 25-41 Accepting the *Transportation Improvement Program (TIP) Best Practices Study* as evidence of completion of UPWP Task 6110

WHEREAS,

1. The *FY 2025-2026 Unified Planning Work Program* includes Task 6110, Transportation Improvement Program (TIP) Best Practices Study, for the purpose of investigating potential improvement opportunities with the joint GTC/NYSDOT Region-4 TIP development process, with a focus on the project rating and prioritization processes;

2. Said Task evaluated the existing TIP development process, specifically the project evaluation and selection criteria, and identified procedural focus areas for research on potential improvements; analyzed TIP development best practices at ten Metropolitan Planning Organizations, including project evaluation and selection criteria, project scoring transparency, project application user-friendliness, data integration, and finance and resource constraints; and identified potential recommendations for improvements to the current TIP project evaluation and selection criteria and review process;

3. Said Task has been completed and has resulted in the *Transportation Improvement Program (TIP) Best Practices Study,* which provides a report that identifies improvements to the joint GTC/NYSDOT-Region 4 TIP development process; and

4. Said Study has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the *Transportation Improvement Program (TIP) Best Practices Study* as evidence of completion of UPWP Task 6110; and

2. That this resolution takes effect immediately.

CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on December 11, 2025.

Date _____ _____

BRADLEY A. WALIKE, Secretary
Genesee Transportation Council

Executive Summary

The Genesee Transportation Council (GTC) retained Cambridge Systematics (CS) to develop a best practice review of the Transportation Improvement Program (TIP) and to develop recommendations based on the existing Project Evaluation Criteria. The purpose of the project was to investigate potential improvements to the joint GTC/NYSDOT-Region 4 TIP development process, with a focus on improvements to the project rating and prioritization elements of that process.

This report summarizes findings from a review of the process GTC and New York State Department of Transportation Region 4 (NYSDOT-R4) followed to develop the 2026-2030 TIP, as well as findings from a best practice review of selected TIPs from other Metropolitan Planning Organizations (MPO). CS engaged members of the TIP Development Committee (TDC) through an online survey and interviewed staff at GTC and NYSDOT-R4 to understand the existing conditions for the 2026-2030 TIP project evaluation and project selection processes. In addition to these outreach activities, the effort included an in-depth review of TIP project prioritization and selection processes for ten other MPOs, as well as an in-depth analysis of relevant focus areas identified as part of GTC's existing application evaluation process. CS developed a set of high-level general recommendations to address improvements to the overall TIP project evaluation and selection process, as well as specific recommendations for revisions to each of the general and mode-specific project selection criteria.

This best practice review resulted in four high-level process recommendations:

- **Include a ratings guide in the criteria table** to help provide a clearer connection between the Project Evaluation Criteria and the overall scoring process.

- **Improve user experience with the TIP Project Submission application** by consolidating application questions, aligning application headers with the common criteria in the Project Evaluation Criteria, avoiding open-ended questions when possible, coordinating mapping features and automatic responses within project applications, and allowing batch submissions for project sponsors with multiple projects.

- **Screen applications for eligibility before reviewing and scoring projects** by removing projects that are not eligible for federal funding before the project scoring and selection process begins.

- **Create "Project Sheets" for the project selection process** with key details such as eligible funding type, project type, total cost, sponsor ranking, and project evaluation scoring to provide transparency during the project selection process.

In addition to these high-level recommendations, the report identified specific updates to the general project evaluation criteria (Safety, Mobility, Accessibility, Community and Economic Development, System Continuity and Operations, Environment, Fiscal Responsibility, and Project Delivery) and the mode-specific project evaluation criteria (Highway and Bridge, Public Transit, Bicycle and Pedestrian, and System Management and Operations). Tables 4 (Project Evaluation Criteria Recommendations) and 5 (Mode-Specific Criteria Recommendations) identified recommended actions (keep, change, add, or remove) for each of the general and mode-specific criteria, documented the reasons why the recommended action should be taken, and identified one or more best practices from other MPOs that could serve as a guide to implementing the action.

This report includes the following sections:

Section 1 introduces the project scope and the adopted methodology for the study.

Section 2 evaluates GTC's existing TIP development process, specifically the project evaluation and project selection processes based on TDC member and GTC/NYSDOT-R4 staff feedback, and identifies focus areas explored in Section 4.

Section 3 provides an overview of best practices based on a review of 10 MPOs, selected based on similar characteristics to GTC including metropolitan area size, growth trend, and geography.

Section 4 elaborates on the findings from the best practices review. The findings are sorted into five categories based on the targeted topic areas identified in the TDC member outreach, as well as the common themes identified during the review process. This includes project evaluation criteria, transparency in project scoring, data integration, user-friendliness of database applications, and constraints to finance and resources.

Section 5 concludes with recommendations for revisions and additions to GTC's current TIP project evaluation process. This section identifies four high-level process recommendations targeted at improving the application and review process, as well as recommendations that assess each criteria metric for the Project Evaluation Criteria and Mode-Specific Criteria tables. Explanations and best practice references are also included for relevant recommendations.

The Appendices attached to the report connect the dots between the MPO Comparative Analysis (Section 3) and the recommendations made in Section 5. Appendix A provides the framework used to investigate the MPOs during the best practices review. Appendix B provides insights on the findings from the Deep Dive Best Practices Review of the MPOs project selection process. Appendix C provides the questionnaire used by the Project Team to survey TDC members on GTC's existing project selection and evaluation criteria.

GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 25-42 Accepting the *Town of Rush Pedestrian/Bicycle Safety and Connectivity Plan* as evidence of completion of UPWP Task 8753

WHEREAS,

1. The *FY 2025-2026 Unified Planning Work Program* includes Task 8753, Town of Rush Pedestrian/Bicycle Safety and Connectivity Plan, for the purpose of developing a plan with specific recommendations for pedestrian and bicycle network safety and connectivity enhancements promoting walking and bicycling in the Town and hamlet;

2. Said Task included inventorying the extent and conditions of the pedestrian and bicycle network and trail system; reviewing existing plans and policy documents; analyzing town-wide crash data; conducting a needs assessment; conducting public meetings to solicit input on opportunities, issues, and the final draft plan; developing alternatives, recommendations, and generalized cost estimates of infrastructure improvements; and identifying follow-on activities necessary to advance the recommendations of the study including potential funding sources;

3. Said Task has been completed and has resulted in the *Town of Rush Pedestrian/Bicycle Safety and Connectivity Plan;* and

4. Said Report has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the *Town of Rush Pedestrian/Bicycle Safety and Connectivity Plan* as evidence of completion of UPWP Task 8753; and

2. That this resolution takes effect immediately.

CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on December 11, 2025.

Date _____ _____

BRADLEY A. WALIKE, Secretary
Genesee Transportation Council

Executive Summary

Executive Summary

Introduction

The purpose of the Rush Pedestrian / Bicycle Safety and Connectivity Plan is to identify and create consensus around a set of detailed pedestrian and bicycle transportation infrastructure projects and associated strategies that enhance quality of life while improving public health by improving access to walking and cycling with the Hamlet of Rush.
Key elements of the Plan include:

- Traffic calming strategies on NYS Route 15A and NYS Route 251.
- Pedestrian infrastructure to enhance safety for community members within the Hamlet of Rush.
- Address and improve the needs of the transportation infrastructure to sustain current local businesses and encourage future development.
- Provide a connection between residential areas to access the Lehigh Valley Trail

A Project Advisory Committee (PAC) consisting of representatives from the Town of Rush, Monroe County Planning Department, Monroe County Department of Transportation, Genesee Transportation Council (GTC), and New York State Department of Transportation (NYSDOT) provided crucial oversight and input throughout Plan development process.

Overview of Existing and Planned Conditions

Understanding current and projected land use and transportation conditions from physical and operational standpoints is critical to identifying opportunities and needs. This was accomplished in the study by obtaining and collecting the data necessary to inventory and assess pedestrian and bicycle transportation infrastructure and services, and conducting a coordinated review of existing plans and ordinances to build upon.

Overview of Needs Assessment

Identifying needs related to pedestrian and bicycle circulation and accessibility directly reflect opportunities to enhance safety, community character, and access to economic and recreational opportunities. The key needs addressed through the Plan's recommendations have been identified through the understanding gained through the analysis of pedestrian and

bicycle access, transportation, and land use data supplemented with feedback from the public and other stakeholders. Three public meetings were held throughout the study to allow residents and those with first-hand knowledge of the Plan Area opportunities to provide their input.

Overview of Plan Recommendations

The recommendations of the Plan address the identified need by providing improved connectivity and safety enhancements for all users to support non-motorized connectivity, including between residential neighborhoods, businesses, community gathering places, and the Lehigh Valley Trail.

NYS Routes 251 & 15A - Updates to the intersection to install pedestrian facilities are recommended. Pedestrian improvements include new crosswalks and audible tactile pedestrian signal with countdown timers on each approach and new crossings on each approach that meet current ADA standards.

Rush West Rush Road at NYS Route 15A - To improve sight distance, reduce speeds, and provide pedestrian connectivity, a realignment of the west leg of Rush West Rush Road at NYS Route 15A is recommended and includes a new pedestrian crossing on Rush West Rush Road and across NYS Route 15A. Additionally, a new sidewalk section is proposed along the south side of NYS Route 15A to provide a connection to the existing sidewalk. A new sidewalk section is also recommended along the east side of NYS Route 15A from Park Lane to the entrance to Mill Veterans Memorial Park.

NYS Route 15A - Enhance the uncontrolled midblock marked trail crossing based on current standards.

Pedestrian Improvement Opportunities

Improvements and enhancements to pedestrian facilities on NYS Route 15A between Rush West Rush Road and NYS Route 251 include the installation of high-visibility pedestrian crosswalks with advanced signs across the roadway, the addition of benches and decorative lighting to sidewalk spaces, and provisions for sidewalk extensions and new sidewalks.

Traffic Calming Features and Strategies

Incorporating physical features that embody the character of the hamlet along the primary streets that serve the hamlet can enhance community identity and improve overall safety and connectivity. Recommendations for gateway treatments include installing welcome signs on each approach to the hamlet and adding decorative lighting, flowers, and flags.

Programmatic Alternatives

Beyond physical improvements, programmatic initiatives are recommended to improve circulation, access, and parking. Educating all users on how to walk, bicycle, and drive appropriately as well as encouraging them and holding them accountable when they don't is also essential. The Plan proposes implementation of three non-infrastructure initiatives: 1) Enhance pedestrian facilities, 2) Improved bicycle facilities, and 3) Enforcement of Traffic Laws.

Other Opportunities to Improve Bicycling and Walking

New policies such as a Complete Streets Policy, a policy supporting Monroe County's Active Transportation Plan, sidewalk width requirements and bicycle space, and parking requirements can provide opportunities to set the framework for improvements to pedestrian and bicycle experience.

Implementing the Plan

Federal and state funds are allocated almost exclusively to preservation and maintenance of the existing transportation system. **Table 1** presents the estimated construction costs for each recommendation and is separated by location and / or road to assist the Project Advisory Committee and the Board of Trustees in determining applicable funding for each project.

Executive Summary

Table 1 - Plan Recommendations	Estimated Cost
Geometric Improvements to Rush Scottsville Road (NYS Route 251) and E. Henrietta Road (NYS Route 15A) as shown in Map 4. Costs include the following recommendations: new curb, sidewalk, drainage improvements, pavement markings, signs, and modification to existing the traffic signal to accomodate pedestrian movements.	$ 390,000.00
Geometric Improvements to Rush West Rush Road (CR 65) and E. Henrietta Road (NYS Route 15A) as shown in Map 5. Costs include the following recommendations: new curb, sidewalk, drainage improvements, pavement reconstruction, pavement markings, signs, and driveway restorations.	$ 500,000.00
Pedestrian Improvements within Hamlet as shown in Map 6. Costs include the following recommendations: pavement markings and new signs.	$ 30,000.00
Recreational Access and Parking in the Hamlet as shown in Map 7. Costs include the following recommendations: Floating dock, pathways, timber guide rail, signs, and restoration to pervious parking lot material.	$ 21,000.00

* Cost include all projected construction costs including mobilization, maintenance and protection of traffic, and construction contingency (20%).

Throughout the submission process for funding and implementing recommendations on NYS Routes 15A and 251, it is vital to work in collaborate with NYSDOT as they own, maintain, and operate the roadways. Several State and Federal funding sources may be applicable for the Town to apply for based on the recommendations outlined in the Plan.

Follow-On Activities

It is suggested that two specific follow-on activities be advanced in the near future.

1. The Plan provides the tool for the Town of Rush, Monroe County, and other partners to proactively engage state and federal officials and ensure they are aware of the not only the project and why it's important but also that it is a priority for residents and businesses.
2. The Town of Rush should work with NYSDOT prior to the solicitation to determine how best to request funds for the non-motorized recommendations of the Plan through a CMAQ/TAP application.

Executive Summary

Conclusion

Over the past decade, the Town of Rush has made a committed effort to find implementable solutions that improve accessibility for pedestrians and bicyclists to parks, trails, businesses and recreation areas within the community. Enhancing the overall safety on the primary roadway within the hamlet has a direct correlation to the quality of life and economic opportunities that follow for small businesses and future land development. A strong case has been made that the funding for these improvements should come from Federal and State transportation and economic development programs. If funding from these sources does not materialize, there are mechanisms that would allow the hamlet to raise the revenues to complete these projects on their own. Individual improvement strategies can be implemented in various stages as opportunities and funding becomes available. However, once layered together the recommendations will have a transformative effect on how drivers, pedestrian, and bicyclists experience and enhanced quality of life while making their way around the hamlet.