

# HEALTH AND SAFETY






A well-designed transportation system naturally supports user safety and promotes incidental physical activity. Both user safety and public health are emerging issues, in the transportation system. Recommendations in this category seek to address these challenges, improve elements of the transportation system, and to promote the well-being of the entire region.

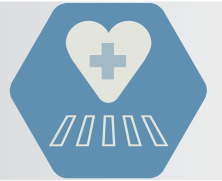
These recommendations address two key themes: roadways should encourage safe travel through self-enforcing design and should be accessible to all users. Recommendations also continue GTC support for federal safe-routes programs such as safe routes to schools. An effective system creates a safe environment that protects regional well-being and allows all users to access all the Region has to offer.






New Traffic Roundabout at New York State Route 96 and Lynaugh Road in Victor

Action Statement	Description	Importance	Partners	Timeline
<b>HS-1 Consider the safety needs of all users when planning, designing, and building transportation facilities.</b>	Where appropriate, pedestrian and bicycle facilities should be included in projects. Intersections should accommodate all roadway users, and all facilities should be safe to use.	Improperly designed intersections and corridors are more likely to cause harm, especially vulnerable road users such as people with disabilities or non-traditional roadway users.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>HS-2 Continue the expansion of sidewalk connectivity in appropriate locations throughout the region in a coordinated and cohesive manner.</b>	Follow FHWA guidance for inclusion of sidewalks along roadways. Develop new local codes that require the inclusion of sidewalks adjacent to and within new developments based on nearby land use and density. Follow existing policies and develop new codes to retrofit sidewalk gaps adjacent to existing developments.	Sidewalks improve pedestrian safety and convenience and ensure that vehicle travel is not hindered by non-vehicular travel on the road. Sidewalks provide a firm, solid, and slip resistant surface separate from the roadway, decreasing the likelihood of a motor vehicle collision with pedestrians.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>HS-3 Expand the existing on-street bicycle network in appropriate places throughout the region.</b>	Prioritize on-street bicycle facility implementation that connects to existing facilities by identifying priority projects based on the short distance trip reassignment methodology described in the Rochester Comprehensive Access and Mobility Plan.	The presence of dedicated cycling infrastructure for the entirety of a trip provides a safer environment for cyclists while encouraging more cycling activity, which ultimately improves overall public health.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing

# HEALTH AND SAFETY



Action Statement	Description	Importance	Partners	Timeline
<b>HS-4 Prioritize development of context-sensitive bicycle facilities.</b>	While on-street bicycle facilities are accessible to many roadway users, less confident riders prefer to use off-street, or street adjacent bicycle facilities. Not every location can support this type of facility, but where applicable, designs should incorporate recommendations based on the NACTO Urban Bikeway Design Guide.	High speed and volume roadways require separation between a dedicated bicycle facility and the vehicular traffic lanes. Nationally, a majority of residents have an interest in cycling as a means of transportation but only feel secure on separated bikeways.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>HS-5 Revitalize multi-use trails to maintain a state of good repair and improve safety for all users.</b>	Initiate and promote studies to assess, rehabilitate, and/or reconstruct older multi-use trails to meet current design standards and improve user safety.	As the region's multi-use trail network ages, maintenance is required to ensure safe use. Facility deterioration results in surface impediments and obstructions.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>HS-6 Conduct Health Impact Assessments of regional transportation facilities and incorporate those results into future projects.</b>	Improvements alone do not measure success. Gathering data on the impacts of regional projects can help better understand the effects these projects have on the region and give valuable insight for future studies.	Health impact assessments provide planners with information used to mitigate potentially adverse health impacts and leverage the potential health benefits of transportation policy and infrastructure.	Regional Health Planning	 Ongoing

## PROJECT SPOTLIGHT

### Lakeville Corridor Strategic Plan

Livingston County worked closely with the Genesee Transportation Council to conduct a corridor analysis of Big Tree Road in the town of Livonia. This minor arterial road serves residences and businesses along its length, but it lacks amenities that could support pedestrian and bicycle movement along the corridor.



Photo: Canal Pond Park Conceptual Crossing

The project consultants evaluated existing conditions, corridor history, zoning, stormwater management, and hazard events. Consultants identified strong community support for the project, and through this input, highlighted key targets for traffic calming measures.

The final recommendations of the study included implementation strategies to support a strong sense of place and increased safety. These include better wayfinding, additional street lighting, sidewalks along the entire corridor, and trees lining the road. These improvements will improve the comfort level of pedestrians and decrease risk of crashes.

The project supports the following recommendations:

- HS-12 Include Self-enforcing street design principles in transportation planning projects.
- AM-1 Design access and mobility options with the needs of all users in mind.
- SMM-9 Improve System Connectivity to remove gaps in the network.

# HEALTH AND SAFETY

## PROJECT SPOTLIGHT

### Joseph Avenue Artwalk Master Plan

The Joseph Avenue Artwalk Plan is a comprehensive plan to redevelop the street into a high-quality place that fosters community and cultural activity. The community along this corridor has invested considerable time and effort into establishing this area as an arts corridor. However, transportation infrastructure and park space lacked the quality required to support the community's goal.




The City of Rochester conducted this study to address these infrastructure challenges. The study identified fourteen subsequent projects that would resolve both corridor wide challenges, and identified small scale, individual opportunities to support the corridor. These include additional crosswalks, street furniture, decorative pavement markings, and recreational services to foster the community.

The project supports the following recommendations:

- HS-11 Continue the implementation of local active transportation plans.
- HS-7 Employ self-enforcing street design principles in projects supported by GTC.
- SMM-9 Improve System Connectivity to remove gaps in the network.









Photo: Joseph Avenue Project Area

Action Statement	Description	Importance	Partners	Timeline
<b>HS-7 Include self-enforcing street design principles in transportation planning projects.</b>	Employ self-enforcing design principles in roadway design. Deliver a roadway system that allows for intuitive understanding of reasonable travel speed through design features including lane widths, turning radii, and street edge features.	Street users are more likely to comply with operating expectations when following environmental cues compared to signage obedience or police enforcement. This improves the safety of the road for all users.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>HS-8 Investigate safety concerns at rural intersections to identify safety improvements.</b>	Using data including collision records, observed speeds, and physical factors, identify safety improvements at rural road intersections.	Rural intersections have unique safety needs that may differ from urban and suburban locations. Focusing on rural intersections enables the unique challenges these areas face to be addressed.	New York State Department of Transportation County Departments of Transportation	 Near-Term 1-5 Years
<b>HS-9 Perform Pedestrian Intersection Safety Analyses.</b>	Perform a Pedestrian Level of Service (PLOS) analysis and collect pedestrian count information at intersections that have recorded motor vehicle-pedestrian collisions in the previous five years.	The collection of safety, service, and use data at key intersections throughout the region helps decision makers prioritize reconfiguration and safety enhancements.	New York State Department of Transportation County Departments of Transportation Municipalities	 Near-Term 1-5 Years

# HEALTH AND SAFETY



Action Statement	Description	Importance	Partners	Timeline
<b>HS-10 Support the continued implementation of local active transportation plans.</b>	Implement recommendations included in municipal active transportation plans throughout the region.	In the last several years, many of the region's municipalities have completed or started active transportation plans. These projects can help close many of the gaps and upgrade facilities in the active transportation network.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>HS-11 Perform a mid-block crossing safety analysis at appropriate locations.</b>	Perform a region-wide analysis on both marked and potential mid-block crossing locations. Identify and prioritize locations for pedestrian activated traffic controls exceeding the standards set in the New York State Pedestrian Safety Action Plan.	The perceived ability to safely and efficiently cross roadways is a key factor in the decision to travel as a pedestrian. Yield-to-pedestrian compliance varies depending on the crossing treatment and implemented control devices.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>HS-12 Implement bicycle specific roadway markings at appropriate locations throughout the region.</b>	Reinforce the safety and visibility of the bicycle system by including bicycle facility markings through roadway intersections, and at junctions where off-road bicycle facilities intersect roadways, in street design policies.	Bicyclists experience the most significant conflict and the highest likelihood of collision with vehicles at intersections or at trail crossings.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing

Action Statement	Description	Importance	Partners	Timeline
<b>HS-13 Continue the development of safe routes to community destinations.</b>	Continue to develop Safe Routes to School, Safe Streets for All, and Transit Programs. Provide technical resources and staff support related to funding sources and physical/policy implementation partners.	Safe Routes programs promote safe and accessible walking and bicycling routes to schools, community centers, transit stops, and other key destinations through infrastructure improvements and education.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>HS-14 Reconfigure Pedestrian Facilities Identified and Prioritized by the Pedestrian Intersection Assessment.</b>	Using the data gathered in the Pedestrian Intersection Assessment, implement interventions identified at high priority intersections. Improvements should focus on reductions of crossing distance, improved curb design, refuge islands, curb radii, and signalization.	Even well-connected segments of the pedestrian network experience collisions resulting in injuries. Facilities that are perceived as unsafe or difficult to cross discourage walking as a form of mobility.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>HS-15 Support the implementation of safety improving upgrades across the transportation system.</b>	Older transportation assets, including vehicles and infrastructure, may benefit from new safety improvements as technology improves. As new innovations progress, the region should adopt safety improvements to enhance the transportation network.	Automated vehicle detection alerts, turning and backup cameras, and automated alert systems all provide enhanced safety in the transportation system. GTC supports any advancement that may improve the quality of the transportation network.	New York State Department of Transportation County Departments of Transportation Transportation Agencies Municipalities	 Ongoing

# ACCESS AND MOBILITY






The success of the transportation system is measured by the ability to use it. Both people and goods move through the region in many ways. New technology continues to shape and improve this. Mobility-as-a-service, rental e-bikes and scooters, and new types of transportation all provide new avenues for residents to get where they need to go. Recommendations in this group seek to promote these new systems and the infrastructure that supports this movement.

Design and implementation recommendations are more common here because of the specific challenges this group addresses. ADA compliance serves as the foundation of these recommendations and is further built on through the encouragement of safe infrastructure for other modes of transportation, such as walking or biking. Lastly, regional land use is also examined here due to its importance to transportation access.



Opening Day at the RTS Transit Center in Rochester

Action Statement	Description	Importance	Partners	Timeline
<b>AM-1 Design access and mobility options with the needs of all users in mind.</b>	All users should be able to access all modes where possible. New facilities and plans undertaken should consider all types of physical abilities to ensure that all users can enjoy them.	Transportation is only useful to those who can access it. Traditionally, those with disabilities or mobility challenges have been underserved.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>AM-2 Continue enforcing and improving ADA accessibility.</b>	Enhance access to public rights-of-way by installing ADA-compliant treatments on new and existing transportation facilities in accordance with the U.S. Access Board's Public Rights-of-Way Accessibility Guidelines.	Providing ADA-compliant accommodation increases mobility while ensuring that people with disabilities are not discriminated against in their use of roadways and pedestrian facilities.	New York State Department of Transportation County Departments of Transportation Municipalities RGRTA	 Ongoing
<b>AM-3 Expand the existing Regional Trail Network.</b>	Continue to develop near- and medium-term trail project recommendations found in the Genesee-Finger Lakes Regional Trails Initiative (RTI) Phase III by conducting trail feasibility studies and initial design activities.	The presence of dedicated cycling infrastructure for the entirety of a trip provides a safer environment for cyclists while encouraging more cycling activity, which ultimately improves overall public health.	New York State Department of Transportation New York State Parks County Planning Departments	 Ongoing

# ACCESS AND MOBILITY



## PROJECT SPOTLIGHT

### Regional Micromobility Expansion

Micromobility is on the rise in the region and the nation. Over the past five years, the GTC has worked and cooperated with RGRTA to develop several on-demand travel studies supporting RTS On-Demand. Micromobility offers flexibility and responsiveness while minimizing operating costs. This works best in low population communities where demand is low, but the need is still present.



Photo: RTS Vehicle in Canandaigua

The Regional Rural On-Demand Service Study and the RGRTA Regional Village Local Service Study make a strong use case for implementing a micro transit service. Although the land use patterns in the rural areas of the region are not transit supportive, there remains a demand for transit service, particularly among those who are mobility challenged or who do not have access to a personal vehicle.




RTS On-Demand has been implemented in Henrietta, Brockport, Greece, Irondequoit, Pittsford, the west side of Rochester, the Eastview Mall area, and Webster. Other communities are exploring the idea as well.

The project supports the following recommendations:

- AM-11 Support implementation of on-demand service in rural communities.
- SMM-9 Improve System Connectivity to improve gaps in the network.
- ED-10 Promote travel to the region.

Action Statement	Description	Importance	Partners	Timeline
<b>AM-4 Update the Regional Trail Initiative based on successful studies and projects.</b>	Assess progress on the RTI near- and medium-term network recommendations and reassess long term planning and management recommendations by updating the Regional Trails Initiative.	As a unifying trails plan for the region, periodic updates allow decision makers to measure progress of system connectivity and accessibility while applying up-to-date best practices to revised recommendations.	New York State Department of Transportation New York State Parks County Planning Departments	Near Term 1-5 Years
<b>AM-5 Provide for more direct routes via non-motorized modes of transportation.</b>	Seek opportunities to make non-motorized transportation more direct and convenient by identifying candidate locations for shared-use paths and/or limiting vehicular traffic on existing network links.	Residents are dissuaded from using active transportation modes for daily trips when dedicated facilities do not serve the entire length of the trip or when distances are too long.	Municipalities	Near Term 1-5 Years
<b>AM-6 Encourage transit supportive street design.</b>	Include transit supportive enhancements in street design by encouraging municipalities to develop a bus stop hierarchy that establishes standards for the inclusion of seating, lighting, shelter, waste receptacles, and other amenities.	Buses carry tens of thousands of regional residents every weekday. Infrastructure investments along the routes both better serve existing customers and increase the attractiveness of transit as an option.	RGRTA Municipalities	Near Term 1-5 Years

# ACCESS AND MOBILITY

Action Statement	Description	Importance	Partners	Timeline
<b>AM-7 Facilitate partnerships, cooperation, and coordination across transit services areas.</b>	Explore ways to increase county to county transit connections by reviewing and updating the strategic plans for public transportation for each county within the region.	Increased transit services improve access to services, health care providers, and employment opportunities, especially those not found in rural communities.	RGRTA Yates County Transit	 Near Term 1-5 Years
<b>AM-8 Encourage transportation efficient land-use decision making.</b>	Encourage the adoption of policies at various tiers of government to revise zoning codes and site selection criteria to realize full-service neighborhoods that place less demands on motor vehicle infrastructure.	Mobility is a primary quality of life factor. Access to goods, services, and employment options at a lower transportation cost strengthens a community.	Counties Municipalities	 Near Term 1-5 Years
<b>AM-9 Promote transit-oriented development (TOD) at appropriate locations around the region.</b>	Investigate the implementation of transit-oriented development (TOD) in similar urban areas to see the potential applications in the region.	Transit-oriented development improves the coordination between the transportation system and local land use, spurring development around high-capacity transportation facilities. This development can spur economic growth and improved ridership.	Municipalities New York State Department of Transportation County Departments of Transportation	 Near Term 1-5 Years

## PROJECT SPOTLIGHT

### Comprehensive Active Transportation Strategies

Active transportation remains an important part of the transportation system. To continue improving this part of the system, GTC has facilitated studies focused on addressing network challenges like connectivity, directness, and safety.



Photo: Erie Canal in Fairport

The City of Rochester Active Transportation Master Plan provided a framework for addressing bike challenges within the city. Recommendations include improving facility and network infrastructure, developing staff capacity at city and transit authority levels, and establishing equitable safety programs and engagement strategies. The Monroe County Comprehensive Active Transportation Plan introduced a plan to expand the existing bike network to include 500 miles of connected paths, which serves as a focal point for their similar recommendations. The Monroe County ATP Implementation project seeks to put recommendations into action and is underway as of 2026.




GTC is conducting additional Active Transportation Projects in Nunda, Ovid, Wyoming County, Rush, the Town of Gates, and the Town of Manchester. These active transportation projects support economic development and accessibility by creating a viable alternative means of transportation and leading to job creation in the region.




The project supports the following recommendations:

- AM-3 Expand on the existing Regional Trail Network.
- AM-5 Provide for more direct routes via non-motorized modes of transportation.
- SMM-11 Include active transportation in studies and new infrastructure development.

# ACCESS AND MOBILITY



Action Statement	Description	Importance	Partners	Timeline
<b>AM-10 Support investment in infill development projects.</b>	Invest federal-aid resources in transportation infrastructure projects and services that support infill development.	Infrastructure and service improvements that support infill development maximize the impact of the existing transportation network and shift federal-aid investments away from costly new construction.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>AM-11 Support implementation of on-demand service in rural communities.</b>	Support the implementation of RGRTA's 2024 Regional Rural On-Demand Service Study in implementing on-demand, or micro transit, services in regions where fixed route service are less viable.	Micro transit provides an opportunity to deliver quality transportation services in a convenient and economical manner to rural communities. These services operate similar to ride share apps that many travelers are familiar with at a far lower cost.	RGRTA New York State Department of Transportation County Departments of Transportation	 Near Term 1-5 Years
<b>AM-12 Minimize system disruption by supporting a wide range of transportation options.</b>	New mobility options are reaching large scale implementation in the region. Encouraging development of new curbside management policies and identifying funding sources can allow for implementation of these new mobility options in a way that creates a cohesive transportation fabric.	Mobility management services provide new and innovative ways to get around in the region. These services must be implemented in a coordinated way to harmonize with the existing transportation system rather than taking away from it.	RGRTA Municipalities	 Near Term 1-5 years

Action Statement	Description	Importance	Partners	Timeline
<b>AM-13 Support projects that improve intermodal connections within and outside the region.</b>	Intermodal hubs—including airports, train stations, and intercity bus terminals—facilitate travel between the region and the rest of the country. Projects should enhance the user experience and support local transit by investing in improvements such as nearby transit stops and bicycle parking.	Access to community resources, including inter-city transportation facilities, via multiple modes, is key to providing a complete regional transportation system.	RGRTA Shared Mobility Providers Inter-City Transportation Operators	 Near Term 1-5 Years
<b>AM-14 Support projects that improve transit facilities.</b>	Support transit operations through the configuration of other physical facilities such as curb extensions, bus turnouts, dedicated transit lanes, transit signal priority, and layover facilities. Provide for the clearance of snow and ice from bus stop landing zones and pathways.	Transit agencies have limited control over the physical facilities on which they operate. Localities can maximize the value of regional transit investments and enhance year-round access by adopting transit supportive policies related to the built environment.	RGRTA New York State Department of Transportation County Departments of Transportation Municipalities	 Medium Term 6-10 Years
<b>AM-15 Support implementation of winter maintenance for active transportation infrastructure.</b>	Active transportation infrastructure in the region can be difficult to use during the winter months due to snow accumulation or snow drifts from plowing.	For those who rely on active transportation to get to work or to other important destinations, non-plowed sidewalks and bike lanes can cause delays or deny travel.	RGRTA New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing

# SYSTEM MANAGEMENT AND MAINTENANCE






As the transportation system ages, maintenance and management have become an important part of GTC planning efforts. If infrastructure begins to wear down, people's quality of life is disrupted, and the economy suffers. Recommendations in this category aim to catch problems before they occur and preserve the system so that future generations can enjoy it.

Key topics in this section include management of intelligent transportation systems, reconnecting neighborhoods, strategic divestment studies, and access management policies. These principles and technologies all serve to increase the efficiency of movement in the region.









Control Room at the Regional Traffic Operations Center on Scottsville Road

Action Statement	Description	Importance	Partners	Timeline
<b>SMM-1 Implement recommendations outlined in the Regional TSMO Strategic Plan.</b>	Implement programs and services in accordance with the recommendations in the Genesee-Finger Lakes Regional Transportation System Management and Operations (TSMO) Strategic Plan.	TSMO programs and services focus on operational improvements that optimize transportation system performance before extra capacity is considered.	New York State Department of Transportation New York State Thruway Authority RGRTA County Departments of Transportation	 Ongoing
<b>SMM-2 Integrate ITS into plans and studies as a solution to safety, mobility, and other needs where appropriate.</b>	Integration of Intelligent Transportation Systems (ITS) into transportation assets during the planning, design, and construction phases aids in the facilitation of future ITS deployments.	ITS aims to reduce travel time and enhance safety as well as comfort for commuters by minimizing traffic problems. Building ITS-supportive elements into new infrastructure expands ITS services and reduces future costs.	New York State Department of Transportation New York State Thruway Authority RGRTA County Departments of Transportation	 Ongoing
<b>SMM-3 Expand and upgrade regional ITS communication infrastructure.</b>	Due to high data transportation requirements that advanced ITS requires, improving the region's fiber optic and wireless communication facilities will aid in the implementation of future ITS projects.	Improved communication capabilities enable agencies responsible for managing transportation infrastructure to more effectively respond to and coordinate ITS services.	New York State Department of Transportation New York State Thruway Authority County Departments of Transportation	 Ongoing

# SYSTEM MANAGEMENT AND MAINTENANCE






Action Statement	Description	Importance	Partners	Timeline
<b>SMM-4 Continue supporting core TSMO-related programs.</b>	Continue federal-aid funding for core TSMO-related programs, including the Regional Traffic Operations Center (RTOC) and the Highway Emergency Local Patrol (HELP) programs.	HELP trucks, dispatched via the RTOC, decrease the delay and increase safety by providing emergency roadside service to disabled vehicles on high volume expressways.	New York State Department of Transportation  County Departments of Transportation	 Ongoing
<b>SMM-5 Improve Traffic Signal Coordination to increase safety and system efficiency.</b>	Coordinate traffic signal timing at interchanges and intersections along corridors, and for special events to enhance safety, efficiency, and reliability.	Traffic signal coordination reduces idling while preserving capacity and travel time reliability along critical travel corridors.	New York State Department of Transportation  RGRTA  County Departments of Transportation	 Ongoing
<b>SMM-6 Facilitate Interagency Operations Coordination.</b>	Facilitate interagency coordination committees to encourage cooperation among organizations responsible for managing transportation assets and services.	Interagency coordination allows for faster project and service delivery resulting in less disruptions to the traveling public.	New York State Department of Transportation  New York State Thruway Authority  RGRTA  County Departments of Transportation	 Ongoing

Action Statement	Description	Importance	Partners	Timeline
<b>SMM-7 Promote interagency Traffic Incident Management (TIM).</b>	TIM techniques provide for the safeguarding of the travelling public and first responders, as well as minimizing incident-related delay.	TIM training prepares first responders with the tools to quickly respond to and clear an incident scene, which clears congestion faster and reduces secondary incidents.	New York State Department of Transportation  New York State Thruway Authority  County Departments of Transportation	 Ongoing
<b>SMM-8 Maintain and periodically update the regional Congestion Management Process.</b>	Identify the location and causes of traffic congestion, in accordance with federal requirements, through the regional congestion management process.	Awareness of the location and causes of recurring congestion enables agencies to implement context-sensitive solutions to enhance user safety while maintaining the capacity of critical travel corridors.	New York State Department of Transportation  RGRTA  County Departments of Transportation  Municipalities	 Ongoing
<b>SMM-9 Improve System Connectivity to remove gaps in the network.</b>	Focus new infrastructure construction on connecting gaps in the regional transportation system. Link streets and roads to complete grid patterns, or extend nearby trails to make connections, rather than implementing costly capacity expansion projects.	Closing accessibility and mobility gaps in the transportation system maximizes infrastructure investments while minimizing future operations and maintenance.	New York State Department of Transportation  County Departments of Transportation  Municipalities	 Ongoing

# SYSTEM MANAGEMENT AND MAINTENANCE



Action Statement	Description	Importance	Partners	Timeline
<b>SMM-10</b> Implement access management principles to maintain functionality of roadways.	Invest federal-aid resources in transportation infrastructure projects and services that include access management solutions, such as limits on driveways, shared parking inventory, turning lanes, median openings, and traffic signal spacings.	Integrating access management solutions into infrastructure projects benefits transportation system users and business owners by enhancing the safety and efficiency of travel flow.	New York State Department of Transportation  County Departments of Transportation  Municipalities	 Ongoing
<b>SMM-11</b> Include active transportation elements in studies and new infrastructure development.	During transportation infrastructure repair, rehabilitation, and replacement projects, enhance assets with active transportation elements such as sidewalks, trail connections, and pedestrian crossing where appropriate.	Integrating active transportation elements into transportation infrastructure expands accessibility and mobility for all modes and maximizes the investment.	New York State Department of Transportation  County Department of Transportation  Municipalities	 Ongoing
<b>SMM-12</b> Support active community gathering spaces at appropriate locations in the transportation system.	Support local communities via the creation of car free areas focused on providing a safe and comfortable place for non-motor vehicle traffic and recreation.	Transit infrastructure provides a unique place to create spaces that foster local businesses and communities as a gathering place. Non-automobile streets can revitalize spaces in larger metropolitan areas and create a unique amenity.	New York State Department of Transportation  RGRTA  County Planning Departments  Municipalities	 Ongoing

## PROJECT SPOTLIGHT

### Route 96 over Route 14 Interchange Redesign



Photo: Route 96 over Route 14 Interchange Project Area

The Route 96 and Route 14 Interchange, also known as Five Points, located north of Geneva was studied to investigate alternatives to the existing structure. The interchange was built to support large volumes of traffic that have not materialized as the region has developed. As the maintenance cost grows, and the bridge's condition deteriorates, NYSDOT investigated potential benefits of removing the existing grade-separated interchange.




The study area included 42 acres of land and identified two alternatives as preferred replacements for the interchange. These alternatives, a roundabout or signalized intersection, would remove the grade separation and significantly reduce the interchange's footprint. The roundabout emerged as the preferred alternative due to its projected better safety outcomes and lower costs while still achieving the efficiency required to support existing and projected traffic volumes.




This replacement will reclaim over 25 acres of land, support economic development and job creation as well as saving the region millions of dollars in maintenance costs.

The project supports the following recommendations:

- SMM-16 Conduct strategic divestment analyses at appropriate locations.
- SMM-18 Reconfigure intersections and interchanges to improve safety, efficiency, and reliability.

# SYSTEM MANAGEMENT AND MAINTENANCE

Action Statement	Description	Importance	Partners	Timeline
<b>SMM-13 Maintenance must consider the impact on all users.</b>	Maintenance has historically prioritized motor vehicle throughput as the main metric for success, which disproportionately impacts those of low incomes. Those with limited access to vehicles, or those who have mobility challenges are often underrepresented in maintenance considerations.	Income inequality leads to many in poverty being underrepresented in conversations regarding roadway maintenance. Ensuring that all mobility options are considered allows the transportation system to provide for these users.	New York State Department of Transportation County Departments of Transportation Municipalities RGRTA	 Ongoing
<b>SMM-14 Maintain assets in a state of good repair throughout the transportation roadway network.</b>	Preventative maintenance is imperative to ensure the state of good repair before infrastructure becomes too expensive to maintain due to consistent wear and tear.	Preventative maintenance projects are a cost-effective method to avoid future corrective maintenance or full repair and rehabilitation projects.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>SMM-15 Maintain the state of good repair on public transportation infrastructure.</b>	As a part of preventative maintenance or other transportation improvement projects, ensure that transit stops receive maintenance to allow all users to access transportation.	Maintenance is an imperative part of ensuring the transportation system continues operation. Particularly transit stops, where many users are those that have limited transportation options.	RGRTA County Planning Departments Municipalities	 Ongoing

Action Statement	Description	Importance	Partners	Timeline
<b>SMM-16 Conduct strategic divestment analyses at appropriate locations.</b>	Conduct strategic divestment assessments to determine whether specific roads, bridges, interchanges, and other transportation facilities can be decommissioned with acceptable impacts on safety, efficiency, reliability, access, and mobility.	Strategic divestment studies enable transportation management agencies to determine the optimal investment strategy for maintaining or decommissioning assets.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>SMM-17 Maintain ITS assets in a state of good repair.</b>	Replace current ITS instrumentation, including but not limited to traffic cameras, dynamic message boards, traffic sensors, and communications elements at the end of their useful lives.	Regular replacement of ITS field instrumentation maintains current TSMO capabilities and enables effective service delivery.	New York State Department of Transportation New York State Thruway Authority County Departments of Transportation	 Ongoing
<b>SMM-18 Reconfigure intersections and interchanges to improve safety, efficiency, and reliability.</b>	Investigate and implement improvements to intersections and interchanges throughout the region that focus on enhancing overall intersection operations.	Infrastructure reconfigurations should be considered as a part of projects relating to potentially unsafe intersections and interchanges where appropriate to ensure that traffic congestion remains minimal.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing

# SYSTEM MANAGEMENT AND MAINTENANCE



## PROJECT SPOTLIGHT

### Regional Traffic Operations Center Strategic Plan

The James R. Pond Regional Traffic Operations Center is the region's most valuable transportation asset. It provides a place for coordination between key transportation stakeholders including the Monroe County DOT, NYSDOT, and the New York State Police. The facility identifies crashes, accident locations, congestion, and coordinates a real-time safety solution response.



Photo: James R. Pond Regional Traffic Operations Center  
Source: SWBR

However, the facility lacks modern equipment and software that could improve the effectiveness of this asset significantly. The Regional Traffic Operations Center Strategic Plan included a S.W.O.T. analysis of the facility and provided recommendations to conduct over the next decade of operation. These strategies include modernization of data collection and management technology, improvements in continuity of operations, and improving staff experience and training to better use the technology already available. The RTOC has also begun the utilization of AI technology to improve traffic incident management, saving staff time and resources.




The project supports the following recommendations:



- SMM-7 Promote interagency traffic incident management (TIM).
- SSM-21 Upgrade older ITS Field Instrumentation as new models are developed.

Action Statement	Description	Importance	Partners	Timeline
<b>SMM-19 Coordinate with municipalities to implement complete streets policies.</b>	Support the recommendations from the 2023 Implementing Complete Streets in the Genesee-Finger Lakes Region guidebook.	A local Complete Streets Policy ensures that the safety of all users of the transportation system is considered through all steps of the planning process.	Counties Municipalities	Ongoing
<b>SMM-20 Maintain roadside safety infrastructure in a state of good repair.</b>	Guardrails, road signs, and pavement markings should remain in a state of good repair to ensure that transportation users are not harmed.	Supportive transportation safety features can reduce the amount and severity of impacts and collisions at all intersections. Periodic evaluations of the state of these critical parts of the infrastructure are imperative to remain good stewards of the transportation system.	New York State Department of Transportation County Departments of Transportation	Near Term 1-5 Years
<b>SMM-21 Deploy non-motorized ITS instrumentation at important non-motor crossings.</b>	Deploy ITS field instrumentation at crosswalks, along shared-use trails and sidewalks, and at intermodal transfer centers to support non-motorized modes of transportation.	ITS deployments in support of non-motorized transportation emphasize safety enhancements, and traveler information systems to encourage expanded use of non-motorized modes.	New York State Department of Transportation County Departments of Transportation	Near Term 1-5 Years

# SYSTEM MANAGEMENT AND MAINTENANCE



Action Statement	Description	Importance	Partners	Timeline
<b>SMM-22 Support locally implemented access management policies.</b>	Encourage municipalities to adopt land use policies and regulations that require site access management solutions.	Local municipalities are responsible for a significant share of the transportation system. Access management concerns extend to these facilities.	County Planning Departments Municipalities	 Near Term 1-5 Years
<b>SMM-23 Support Corrective Maintenance as needed in the region.</b>	Maintain a state of repair by conducting corrective maintenance projects to address emerging maintenance issues before they require more costly repairs.	When preventative maintenance is infeasible, corrective maintenance projects are a way to avoid the need for costly full repair or rehabilitation projects.	New York State Department of Transportation County Department of Transportation Municipalities	 Near Term 1-5 Years
<b>SMM-24 Rehabilitate and repair transportation infrastructure assets at appropriate times.</b>	Maintain a state of good repair by conducting repair and rehabilitation projects to preserve and extend the useful life of transportation infrastructure assets.	When corrective maintenance projects are infeasible, repair and rehabilitation of transportation assets is a cost-effective approach to preserve transportation system safety, efficiency, and capacity.	New York State Department of Transportation County Departments of Transportation Municipalities	 Medium Term 6-10 Years

Action Statement	Description	Importance	Partners	Timeline
<b>SMM-25 Replace Infrastructure assets when repair and rehabilitation is not possible.</b>	Maintain a system state of good repair by replacing infrastructure assets at the end of their useful life to ensure continuity of service.	Transportation assets should be replaced with new facilities when the cost of repair or rehabilitation exceeds the benefits of keeping the facility in service.	New York State Department of Transportation County Departments of Transportation Municipalities	 Long Term 11-25 Years
<b>SMM-26 Upgrade older ITS Field Instrumentation as new models are developed.</b>	Replace current ITS field instrumentation with next generation ITS devices as a part of coordinated deployment of new technologies and services.	Expanding coverage and enhancing ITS capabilities improves transportation safety, efficiency, and reliability through direct communication with roadway users.	New York State Department of Transportation New York State Thruway Authority County Department of Transportation	 Long Term 11-25 Years

# INNOVATION AND RESILIENCE






Hazard events are a regular challenge facing the transportation system today. These can include small disruptions like a single car accident or large scale weather events that can affect the whole region. Large scale disruptions can interrupt the supply chain, hamper emergency efforts, and can significantly escalate the scope of a disaster. The innovation and resilience category focuses on reducing the impact of these hazard events. This is done through building resilient infrastructure that minimizes disruptions and adopting policies and technologies that allow for speedy recovery after hazard events.

Policy recommendations include stormwater management practices and improved coordination with emergency response. Technology recommendations include research into implementation of AI, improved monitoring systems, and automated driver alerts. These recommendations remain flexible, and GTC will continue to monitor the cutting edge of innovation to bring the best service to the Region.



Source: 13WHAM

Action Statement	Description	Importance	Partners	Timeline
<b>IR-1 Prepare the transportation system to withstand disruptions from hazard events.</b>	Minimize the impacts of hazards on transportation assets and services by implementing the recommendations in the Genesee-Finger Lakes Regional Critical Infrastructure Vulnerability Assessment.	Integrating resiliency considerations into planning, design, construction, operation, and maintenance safeguards facilities, minimizes disruptions, and protects lives and property.	New York State Department of Transportation New York State Thruway Authority County Departments of Transportation RGRTA	 Ongoing
<b>IR-2 Implement stormwater management best practices as a part of transportation infrastructure projects.</b>	Adopting stormwater management best practices include supporting policies that minimize runoff, remove pollutants, and ensure safety at agencies and municipalities throughout the region.	Effective stormwater management policies minimize flooding, pollution, erosion, sedimentation of waterways, and other negative impacts of flooding events.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>IR-3 Promote resilient environments near infrastructure.</b>	Pursue hazard mitigation through development of natural barriers including wetlands, natural drainage systems, and forests to reduce the impacts of severe weather events on transportation assets.	Natural environmental mitigation provides a clean and relatively low maintenance system to reduce the impacts of severe weather. Secondary benefits also provide spaces for recreation, prevent air and water pollution, and improve aesthetics.	New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing

# INNOVATION AND RESILIENCE



Action Statement	Description	Importance	Partners	Timeline
<b>IR-4 Continue supporting investments in alternative fuels.</b>	Continue to coordinate with stakeholders to educate the public and fleet operators on the benefits of alternative fuel vehicles.	Reliable information about alternative fuels enables informed decision-making about how domestically produced fuels can support the regional transportation system.	NYS Energy Research and Development Agency Greater Rochester Clean Cities RGRTA Municipalities	 Ongoing
<b>IR-5 Monitor and investigate the impacts of autonomous, connected, and automated vehicles on the regional transportation system.</b>	Monitor the advancements made in emerging autonomous, automated, and connected vehicle technologies and deployments to ensure the benefits of these developments accrue to the community.	Informed planning agencies and decision makers regarding the advancements and impacts of emerging technologies on the transportation system are better able to adapt to disruptive changes caused by new technologies.	New York State Department of Transportation New York State Thruway Authority County Departments of Transportation	 Ongoing
<b>IR-6 Support the expansion of alternative fuel infrastructure.</b>	Deploy alternative fuel supply infrastructure, including but not limited to electric charging and hydrogen, propane, and natural gas fueling infrastructure, in strategic locations around the region.	The increased availability of alternative fuel facilities enables increased use of alternative fuel vehicles and decreased emissions, improved air quality, and reduced fossil fuel dependency.	NYS Energy Research and Development Agency Greater Rochester Clean Cities RGRTA Municipalities	 Near Term 1-5 Years

## PROJECT SPOTLIGHT

### RGRTA's Adoption of Hydrogen Buses

In a first for New York State, RGRTA began operating the first of twelve new hydrogen fuel-cell electric buses in its fleet in Fall 2024. These buses create no emissions other than water vapor and have a range of 275-325 miles. Their range is farther and their refueling time is shorter than traditional battery-electric buses.



Photo: RTS Hydrogen Bus  
Source: WXXI News

The buses reduce operating costs, improve air quality for the surrounding area, and produce far less noise than traditional engine powered buses. These buses continue to push RGRTA toward its zero emissions goal by 2040.

The project supports the following recommendations:

- IR-4 – Continue supporting investments in alternative fuels.
- IR-6 – Support the expansion of alternative fuel infrastructure.
- IR-7 – Expand the use of alternative fuel fleet vehicles.

# INNOVATION AND RESILIENCE

## PROJECT SPOTLIGHT

### Regional Resilience Improvement Plan

Natural hazards like flooding, winter storms, and high winds pose significant risks to regional infrastructure, disrupting travel and straining emergency services. Ensuring the transportation network can withstand these events is a critical long-term priority for the Genesee-Finger Lakes Region.






Photo: Flooding on NYS Thruway in Henrietta  
Source: 13WHAM

The Regional Resilience Improvement Plan\* is currently identifying vulnerable assets and potential hazards to develop targeted mitigation strategies. A regional map is being developed to highlight assets ranked by criticality. By including both overarching policy and asset-specific mitigation strategies, the plan will assist state and local agencies to improve the long-term viability of the regional transportation network.

The project supports the following recommendations:




- IR-8 Prevent hazard impacts on transportation assets where possible
- IR-9 Protect transportation assets from hazard impacts.

\*The resilience improvement plan is an update of the Regional Vulnerability Assessment that was completed in 2016.

Action Statement	Description	Importance	Partners	Timeline
<b>IR-7 Expand the use of alternative fuel fleet vehicles.</b>	Expand the use of alternative fuel vehicles, such as municipal public waste trucks, transit buses, and delivery vans, in public and private fleets.	Alternative fuel vehicles decrease emissions and improve air quality. During the time frame of this plan, the automobile industry is expected to increase production of these alternative fuel vehicles.	NYS Energy Research and Development Agency Greater Rochester Clean Cities RGRTA Municipalities	 Near Term 1-5 Years
<b>IR-8 Prevent hazard impacts on transportation assets where possible.</b>	Relocate, elevate, and/or limit access to vulnerable transportation assets to reduce the impact of potential hazards.	Preventing hazard impact can reduce or eliminate asset damage and service disruption due to hazard events.	New York State Department of Transportation County Departments of Transportation RGRTA	 Near Term 1-5 Years
<b>IR-9 Protect transportation assets from hazard impacts.</b>	Strengthen transportation assets to better withstand anticipated hazard impacts such as flooding and severe weather.	When hazard prevent methods are unfeasible, strengthened assets can better resist anticipated hazard impacts.	New York State Department of Transportation County Departments of Transportation RGRTA	 Medium Term 6-10 Years

# INNOVATION AND RESILIENCE



Action Statement	Description	Importance	Partners	Timeline
<b>IR-10 Increase system and asset redundancy.</b>	Incorporate redundant elements such as duplicate structural members and alternative routes to prevent asset and system failure from hazard impacts.	Redundancy can prevent catastrophic infrastructure and service failures by ensuring that assets and systems have multiple structural and operational backups.	New York State Department of Transportation County Departments of Transportation Municipalities	 Medium Term 6-10 Years
<b>IR-11 Implement Recovery Operations using ITS.</b>	Integrate recovery considerations such as traveler information dissemination and alternative route planning into infrastructure and service design. Where possible, incorporate new technologies to increase dissemination impacts.	Recovery considerations minimize the effects of hazard impacts by enabling faster restoration of damaged infrastructure and disrupted services.	New York State Department of Transportation RGRTA County Departments of Transportation	 Long Term 11-25 Years
<b>IR-12 Support the Implementation of ITS in the transportation network.</b>	As new technology becomes available in all forms throughout the transportation sector, efforts should be made to integrate these new systems where applicable to increase system and operational efficiency.	Drones, new operational software, and improved cameras and equipment, among other new advancements, can provide better data gathering and safe on operational time and cost.	New York State Departments of Transportation RGRTA County Departments of Transportation Municipalities	 Ongoing



# ECONOMIC DEVELOPMENT



The movement of goods in the region is the backbone of the economy. Jobs, lives, and businesses all depend on the transport of food, medicine, and merchandise. Our region has an efficient system with low congestion and quick travel times. The region is well connected to state and national highways. The focus of this section is to ensure this remains true into the next twenty-five years.

The needs of the Region will continue to change into the future, so it is important that the network improves as well. The region will prosper by improving last-mile connections, and providing better access to shopping and work. The GTC will continue to be an active partner with businesses, localities, and residents to get people and goods where they need to be.



CSX Mainline Class I Railroad in Lyons

Action Statement	Description	Importance	Partners	Timeline
<b>ED-1 Improve travel time reliability on regional freight corridors.</b>	Support reliable travel times across the surface transportation system, especially along interstates and freight corridors, utilizing all available management tools and roadway designs elements.	The private sector struggles to consistently estimate the duration of freight trips due to hours-of-service rules and rigid delivery windows. Unforeseen congestion costs time and money.	New York State Department of Transportation County Departments of Transportation Municipalities Railroads	 Ongoing
<b>ED-2 Support rail enabled businesses by expanding facilities.</b>	Support rail enabled businesses through the development of new rail siding and adopt and use regulations that support industrial uses in proximity to rail facilities and reduce conflicts with residential properties.	Shifting goods shipment to rail reduces emissions, decreases conflicts with truck traffic, and utilizes existing infrastructure. Support of local businesses promotes regional economic growth.	Economic Development Agencies Railroads	 Ongoing
<b>ED-3 Maintain and modernize rail infrastructure to support modern use patterns.</b>	Improving existing infrastructure entails improving the maximum allowed weights at the highest permitted operating speeds. Enable short line railroads to remain competitive.	Short lines provide critical access to class 1 railroads for local businesses. Railroads need to maintain and modernize their infrastructure to operate efficiently and competitively.	Railroads	 Ongoing

# ECONOMIC DEVELOPMENT



Action Statement	Description	Importance	Partners	Timeline
<b>ED-4 Preserve existing transportation corridor rights-of-way for future developments.</b>	Preserve existing linear rights-of-way by following the preservation strategies identified in the 2015 Regional Rights-of-Way Study. Coordinate with local landowners to maintain potential access.	Existing right-of-way offers options for future transportation needs that may not be currently realized. Procuring new right-of-way is difficult and expensive. Once right-of-way is disassembled, it is often impossible to restore.	Utilities Municipalities	 Ongoing
<b>ED-5 Coordinate federal-aid investments on the transportation system with municipal, regional, state, and national economic development programs.</b>	Invest federal-aid resources in transportation infrastructure and services that advance regional economic development, job growth, and private investment priorities.	The private sector relies on a safe, efficient, and reliable transportation system to obtain raw materials for manufacturing, deliver goods to market, and provide employees with access to job sites.	Economic Development Agencies New York State Department of Transportation County Departments of Transportation Municipalities	 Ongoing
<b>ED-6 Improve first and last mile access to manufacturing, warehousing, and other industrial and commercial sites.</b>	Improve the ability of freight to move from expressways to local freight-related facilities via local roads and intersections, known as last mile access, and typically the most complicated move of a freight trip.	Freight facilities often lack properly designed ingress/egress points. Long queues may develop, including through incompatible residential areas, if operation needs are not properly planned.	New York State Department of Transportation RGRTA County Departments of Transportation Municipalities	 Near Term 1-5 Years

## PROJECT SPOTLIGHT

### Inner Loop North Mobility and Development Strategy

Following the successful completion of Inner Loop East, the City of Rochester is continuing the transformation by studying Inner Loop North. Completed in December of 2025, the project analyzed the existing conditions in the area, challenges to reconstruction, and to gather community input.



Photo: Inner Loop North Project Area




The study was broken into three sub-areas, east, west, and central, each with their own challenges and opportunities. The plan includes significant investment into mixed-use development projects, green spaces, and improved connections between neighborhoods on either side of the existing Inner Loop.




This plan represents the first step in the redevelopment process and includes a multi-phase implementation strategy. Some projects are highlighted specifically, but most are design forward to ensure that the plan remains flexible to support a wide array of development strategies.

The project supports the following recommendations:

- HS-1 Projects initiated or supported by the GTC will ensure that all road users are considered in design recommendations.
- SMM-14 Conduct strategic divestment assessments where transportation facilities may be unfit for their location.
- IR-4 Support investment in infill development.

# ECONOMIC DEVELOPMENT

Action Statement	Description	Importance	Partners	Timeline
<b>ED-7 Support e-commerce through effective and efficient last mile transportation.</b>	Ensure that last mile e-commerce deliveries can continue to be made in a safe and timely manner. Reconsider traditional commercial land use policy as brick-and-mortar retail continues to evolve. Plan for future implications of autonomous delivery methods.	E-commerce's market share continues to grow, signaling a shift away from traditional retail. An evolving transportation system that meets the needs of a changing economy creates a competitive regional advantage.	New York State Department of Transportation County Departments of Transportation Municipalities	 Near Term 1-5 Years
<b>ED-8 Ensure curbside deliveries are safe, efficient, and non-disruptive.</b>	Ensure that delivery vehicles have adequate curbside accommodation for commercial deliveries in urban areas. Likewise, accommodate the safe operation of transit shared mobility, and private transportation services in these areas.	Curbside access is valuable along denser corridors found in city and village centers. Municipalities that actively manage use of this space are best able to capture that value while realizing their access priorities.	Municipalities Shared Mobility Providers Private Transportation Providers	 Near Term 1-5 Years
<b>ED-9 Expand and maintain interregional transit travel options.</b>	Encourage transfers between all modes with particular attention to enhancing connections to local transit, active transportation, and rideshare. Promote projects that enhance the traveler's experience within station facilities.	Travel by air, rail, and bus provides critical connections to economic and social opportunities outside the region. The quality of station facilities has a direct impact on intercity travel mode choice.	Intercity Bus Providers Amtrak Greater Rochester International Airport County Departments of Transportation	 Near Term 1-5 Years

Action Statement	Description	Importance	Partners	Timeline
<b>ED-10 Promote recreational travel to and within the region.</b>	Portray the transportation system as a distinguishing feature in providing access to events, natural attractions, historically significant places, and nationally acclaimed trails.	Affordable and easy access to an efficient transportation system increases the attractiveness of regional assets as destinations to visit, generating economic activity.	New York State Department of Transportation County Departments of Transportation Municipalities	 Near Term 1-5 Years
<b>ED-11 Increase active transportation and multimodal connections to and within rural communities.</b>	Expand transportation options to employment and service destinations in rural communities, especially where personal vehicles are the dominant mode.	Increasing multimodal options provides additional access to rural residents without vehicle access. This can further support rural economies that may be dependent on tourism.	New York State Department of Transportation County Departments of Transportation Municipalities	 Near Term 1-5 Years
<b>ED-12 Study, design, and implement improved wayfinding.</b>	Study, design, and implement physical and technology-based wayfinding systems in downtowns, in neighborhoods, and along historic districts and routes throughout the region.	Wayfinding systems establish a coherent sense of place and allow users of a space to navigate to and from destinations which promotes feelings of comfort, safety, and security.	Business Associations Economic Development Agencies RGRTA Municipalities	 Near Term 1-5 Years

# ECONOMIC DEVELOPMENT



## PROJECT SPOTLIGHT

### GTC Regional Freight Plan, Ontario County Freight Corridor Plan - Area 2

Manufacturing has always been an important part of the regional economy. The Ontario County Freight Corridor plan identified potential locations for manufacturing development, as it meets the criteria as a shovel ready site in New York due to the parcel size, utility availability, roadway access, and zoning. While this site is highly desirable, the study recommends improvements to allow for the corridor to better support large scale development.



Photo: Freight Train over Letchworth Park

industrial

Improvements in rail infrastructure, as well as development of the Ontario County sites, can provide significant economic and job growth to the region. Corridor upgrades will improve safety, especially at at-grade crossings, optimize rail efficiency and access, and minimize the impact on surrounding properties.

The project supports the following recommendations:

- IR-9 Encourage municipalities to implement infill development.
- ED-3 Maintain and modernize rail infrastructure to support modern use patterns.
- ED-16 Improve rail corridors in the region to better enable concentrated business parks.

Action Statement	Description	Importance	Partners	Timeline
<b>ED-13 Enhance air freight connections with the surface transportation system and services.</b>	Improve airport cargo infrastructure to allow for smoother delivery of freight into the region.	Airport cargo infrastructure is a critical leg of the freight transportation system in the region. Ensure that airport infrastructure can remain a competitive part of the system.	Economic Development Agencies Greater Rochester International Airport New York State Department of Transportation	Medium Term 6-10 Years
<b>ED-14 Revise parking requirements and management techniques.</b>	Revise traditional parking requirements and management techniques given recently observed shifts in travel behavior. Changes in local land use regulations and codes should reflect changing parking needs in terms of new, infill, and existing development.	The continued growth of telework, and other travel behavioral changes, diminishes the dominance of work trips as the primary trip type. A meaningful response will require codified rules that favor more productive land use over parking facilities.	Landowners Major Employers Municipalities	Medium Term 6-10 Years
<b>ED-15 Encourage shared parking in new developments.</b>	Encourage shared parking among new and infill development as well as existing districts. Develop and employ models that aid planning efforts to identify parking demand for sites and district areas based on land use and time of day.	Shared parking results in more productive land use, allow for increased flexibility in site design, reduces impervious surfaces, and improves stormwater management.	Business Owners Municipalities	Medium Term 6-10 Years

# ECONOMIC DEVELOPMENT



Action Statement	Description	Importance	Partners	Timeline
<b>ED-16 Improve rail corridors in the region to better enable concentrated business parks.</b>	Support the implementation of recommendations in the Ontario Freight Rail Corridor Development Plan: Area 1 and Area 2 studies.	The region has a robust rail infrastructure connecting and servicing many of the major industries in the area. To remain competitive, coordinating future development around specific, developable sites can provide maximum return on investment in both economic and job growth.	Economic Development Agencies Railroads New York State Department of Transportation County Departments of Transportation	 Long Term 11-25 Years
<b>ED-17 Support workforce development opportunities.</b>	Support workforce development through educational and job training opportunities related to careers in the transportation, freight, logistics, and manufacturing industries.	Employers require a skilled workforce to effectively operate and grow their business.	Workforce Development Agencies Economic Development Agencies	 Long Term 11-25 Years

