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Memo

To: Attendees

From: Kim Fabend, Sr. Planner/Engineer

Date: February 28, 2012

Re: Livingston County Transportation Connectivity Plan
Kickoff Meeting Summary

File: H08.004.001

The kickoff meeting for the Livingston County Transportation Connectivity Plan was held at 10:00 am on Wednesday, February 15, 2012 at the Livingston County Highway Building, Conference Room in Groveland. A list of attendees is provided at the end of this summary.

The purpose of the meeting was to introduce the project and solicit feedback from project stakeholders. A copy of the presentation is enclosed. The meeting agenda included:

- Introduction of the consultant team and project stakeholders
- Study description
 - Purpose
 - Scope
 - Deliverables
 - Schedule
- Public/Stakeholder Participation Plan
- Identification of Issues and Needs
- Vision Statement
- Communication protocols

The following is a brief summary of the discussions that took place at the meeting.

GENERAL DISCUSSION:

Stakeholders – An initial list of potential project stakeholders was presented. It was noted that interviews will be conducted with representatives from the stakeholder groups to obtain their knowledge and perceptions of the existing transportation system and their thoughts on where the system could and should be improved. Attendees identified the following additional stakeholders.

- Genesee Wyoming Railroad
- Farm Bureau/Agriculture
- Salt Mine
- School District – Employer/Provider
- Genesee Valley Conservancy
- Corrections/State Police
- RSVP - expanded program operated by Office for the Aging (OFA)
- Economic Development
- Representative/someone knowledgeable of trucking industry
- Genesee Police Department
- Private Bus Companies (i.e. Cover Wagon, Laidlaw)
- Sr. Companion Programs - operated by Office for the Aging (OFA)
- County/ Municipal historians and private historical societies
- CASA – Livingston County
- Livonia –Avon Railroad
- State Park
- Historic Aircraft Association - Air Show
- Genesee Valley Greenway
- Mt. Morris Dam/Army Corp of Engineers
- Barilla – employer
- Noyes Hospital – patient transportation is an issue
- Economic development – IDA, municipal economic development representatives
- Transportation consumers
 - high school students, other youth
 - Commuters – including those who travel outside of the County
 - General public

Issues/Needs – Attendees identified the following issues and needs:

- Rt. 20A Corridor – volume and safety; consideration of a roundabout
- Limited escorted/assisted transportation
- Land use – transportation connection
- Access management – set-backs and site storage
- Non-emergency transportation – especially to out-of-county locations. Addressed partially by Veterans Administration program
- Certain populations are underserved by transit
 - residents of Tuscarora, Springwater, Lima
 - those needing early or late service
- Inadequate signage
 - Wayfinding – tourism
 - Rural roads (i.e. Triphammer vs Route number)
- Rt. 63 Corridor (Mt. Morris to Groveland)
- Truck stop at rest area along I-390 – often overcrowded, blocking off- and on-ramps
- Commuter traffic to Rochester - congestion
- Consideration of potential affect of hydrofracking

Branding/Logo – As part of the presentation on the marketing and promotion of the project, it was suggested that a project brand be established in the form of a logo and language to present a consistent image. Several examples were provided to elicit the following feedback:

- Preference for oval example since it speaks to all literacy levels- no language barriers
- All modes need to be represented – train and pedestrian were omitted in some examples
- Use of tree for sustainability may not be understood
- Tag line could include reference to connect/travel/move – i.e. Can we get there from here?
- Consider building on the LivINgston campaign
- Keep it simple

Outreach – Attendees identified potential outreach methods and locations to generate interest and participation in the study.

- Consider placing signs/ notices/ flyers in agency waiting rooms
- Office for the Aging plans a series of public hearings in Summer 2012 - opportunity to engage seniors
- Internet – links on County/Municipal websites
- Water-sewer district mailings
- Articles in established newsletters
- Libraries/Shopping Centers
- County Press Releases

Vision – It was noted that a vision statement for the project is important to clarify the project direction and purpose, energize stakeholders and the community to support goals and establish an ambitious future. Attendees reviewed the following statement established during the initial planning stages for the project:

“Develop a transportation connectivity plan that fosters partnerships and connections *between government, private, nonprofit and educational agencies* for the purpose of supporting and promoting a vital and sustainable Livingston County for existing and future residents and visitors alike.”

Based on feedback that this statement was long and may eliminate some groups, it was suggested that the words in italics above be eliminated resulting in the following recommended vision statement:

“Develop a transportation connectivity plan that fosters partnerships and connections for the purpose of supporting and promoting a vital and sustainable Livingston County for existing and future residents and visitors alike.”

Enclosed for your review and comments are:

- Copy of presentation
- List of existing studies, please review this list and identify if any studies may have been omitted.
- Summary of the kick-off meeting for the Geneseo Pilot Plan
- Revised logo concepts

Please provide edits or additions to this meeting summary or comments on the enclosures to:

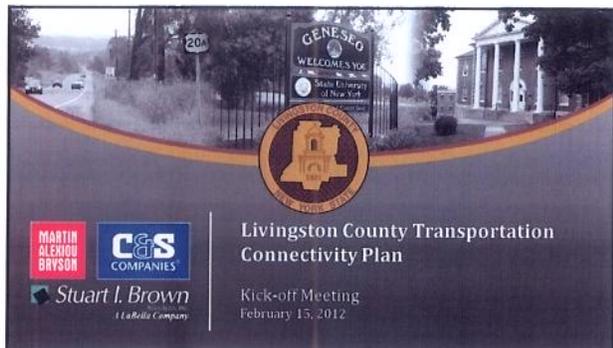
Angela Ellis, Planning Director
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ATTENDEES:

Kaaren Smith
Ben Gajewski
Sally Walker
Denise Bentley
Joe Van Remmen
John Prospero
Bonnie Turner
Kelly Fitzpatrick
Jim Szczesniak
Joan Ellison
John M. York
David Woods
Sanford Vreeland
Don Higgins
June Webster
Bonnie Taylor-Davis
Gail A. Long
Tony Favro
Ryan Snyder
Keith Mitchell
Lisa Burns
Frank Hollister
Virginia Amico
James Merrick
Pete Yendell
Carrie Lyons
Diane Deane
Charles McGarry
Barbara Johnston
Kim Fabend
Aileen Maguire Meyer
Angela Ellis
Heather Ferraro

REPRESENTING:

County OFA
Genesee Valley Conservancy
Genesee Valley Conservancy
DSS Transportation
SUNY Geneseo, Parking & Trans
Livingston/Wyoming ARC
Livingston Area Trans. Svcs.
Livingston Area Trans. Svcs.
Undersheriff, Sheriffs Office
Director, Livingston Co. DOH
Sheriff, Livingston Co.
At Large - Planner
Livingston Co. Traffic Safety Board
Livingston Co. Highway Superintendent
Cornell Cooperative Extension
Livingston Co. Planning Board
Livingston Co. Mental Health
Genesee Trans. Council
Livingston Co. Office for Workforce Dev.
Livingston Co. Office for Workforce Dev.
Livingston Co. Tourism
Livingston Co. Veterans Services
Livingston Co. Board of Supervisors
Livingston Co. Board of Supervisors
Livingston Co. Board of Supervisors
Catholic Charities of Livingston Co.
Livingston Co. DSS Transportation
NYSDOT
Stuart I. Brown Assoc.
C&S Engineers
C&S Engineers
Livingston Co. Planning Dept
Livingston Co. Planning Dept



Livingston County Transportation Connectivity Plan
 Kick-off Meeting
 February 15, 2012

MARTIN ALEXANDER BAYSON
 C/S COMPANIES
 Stuart I. Brown
 A LaBella Company

Agenda

- Introductions
- Study Description
- Public/Stakeholder Participation Plan
- Brainstorm and Develop Study Vision
- Schedule & Next Steps

MARTIN ALEXANDER BAYSON
 C/S COMPANIES
 Stuart I. Brown
 A LaBella Company

Project Team

	Deborah Fazio, PE, PhD, MS, LEED AP, PMP • Project Manager • Public Policy • Urban Planning • Transportation		Alicia Blagoderne, PhD, MS, LEED AP, PMP • Project Manager • Public Policy • Urban Planning • Transportation
	Nikhil Joshi, PE, LEED AP, PMP • Project Manager • Public Policy • Urban Planning • Transportation		Robert Arnold, MS, LEED AP, PMP • Project Manager • Public Policy • Urban Planning • Transportation

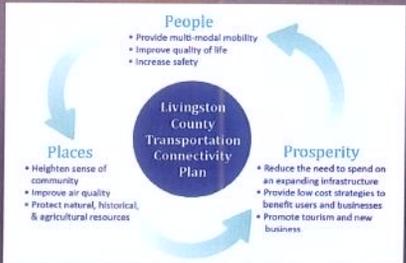
MARTIN ALEXANDER BAYSON
 C/S COMPANIES
 Stuart I. Brown
 A LaBella Company

Study Purpose - Connectivity

- Provides Choices
 - Efficiency
 - Equity
- Improves Livability/Quality of Life
 - Air quality
 - Safety
 - Health benefits
 - Fosters partnerships/support community
 - Economic development
 - Sustainable/protects resources

MARTIN ALEXANDER BAYSON
 C/S COMPANIES
 Stuart I. Brown
 A LaBella Company

Sustainable Transportation System



Livingston County Transportation Connectivity Plan

- People**
 - Provide multi-modal mobility
 - Improve quality of life
 - Increase safety
- Places**
 - Heighten sense of community
 - Improve air quality
 - Protect natural, historical, & agricultural resources
- Prosperity**
 - Reduce the need to spend on an expanding infrastructure
 - Provide low cost strategies to benefit users and businesses
 - Promote tourism and new business

MARTIN ALEXANDER BAYSON
 C/S COMPANIES
 Stuart I. Brown
 A LaBella Company

Study Description - Assessment

Assessment <ul style="list-style-type: none"> • Existing Conditions • Needs/ Gap Analysis <ul style="list-style-type: none"> – Stakeholder Interviews – Surveys 		Integration of Modes <ul style="list-style-type: none"> • Auto • Bus Transit • Pedestrian/Bicycle • Freight/Rail • Aviation
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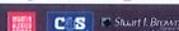
Study Description - Alternatives

- Capital Projects**
 - Bicycle/pedestrian infrastructure
 - Road and bridge improvements
 - Trails
 - Rail and Airport (GTC Regional Goods Movement Strategy)
- Services/Programs**
 - Public/private transit
 - Services for special needs population
 - Transportation Demand Management (TDM)
- Marketing and education**
 - Share-ride and volunteer programs
- Policy/Planning**
 - Zoning modifications to better integrate the land use-transportation connection
 - Complete streets guidelines
 - Healthy LIVINGston (Healthy communities programs)
 - Public safety



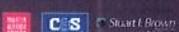
Study Description - Evaluation

	Threat Strategy #1	Threat Strategy #2	Threat Strategy #3	Threat Strategy #4
Alternative Description				
Area Served				
End of Implementation				
End Date of Implementation				
End of Implementation				
Connectivity				
Service Gaps				
Advantages				
Disadvantages				



Deliverables – Action Plan

- Vision Statement
- Measurable Goals
- Strategies to Meet Goals
 - Lead Agency
 - Timeline
 - Funding sources
 - Monitoring/evaluation measures



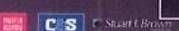
Deliverables – Geneseo Pilot Plan

- Comprehensive Case Study
- Diverse Characteristics & Needs
- Mirror County Plan Process
 - Public Participation Plan
 - Vision Statement
 - Goals
- Ensure Pilot Plan Contributes to County Plan
- Show How County Action Plan Can be Adapted as Projects for Each Municipality



Public/Stakeholder Participation

- Roles
 - Project steering committee
 - Project stakeholders
- Public Information Meetings
- Marketing and Promotion

Project Steering Committee

- Livingston County
 - Planning
 - Highway
 - Department of Health
 - Department of Social Services
 - Office for the Aging
 - Tourism
- Genesee Transportation Council
- RGRTA/LATS
- NYS DOT
- Genesee Valley Conservancy
- At-Large Member



Stakeholders



<p>Employers</p> <p>SUNY Geneseo Livingston County Kraft Chamber of Commerce/Tourism Genesee Community College</p>	<p>Government Agencies</p> <p>County Board of Supervisors/Planning Board Public/Human Services Committees County Planning Board Ag & Farmland Protection Board Environmental Management Council Public Safety/Traffic Safety Board Town & Village Officials</p>	<p>Consumers/Advocacy Organizations</p> <p>Seniors Students Bicyclists/Pedestrians Persons with Disabilities Cornell Cooperative Extension Genesee Valley Health Partnership</p>
<p>Highway, Rail, Aviation</p> <p>County, Town, Village Highway Superintendents Railroad Companies Dartmouth Airport</p>	<p>Transportation Providers</p> <p>LATS/RGATA Dept. of Social Services Trans Broker ARC Red Cross Taxi Companies</p>	<p>Human Service Providers</p> <p>Catholic Charities Dept. of Social Services Dept. of Health Dept. of Comm. Services/Mental Health Office for the Aging Veterans Services Workforce Development</p>
<p>Environmental/Conservation</p> <p>Recreational Groups Dept. of Conservation Letchworth Park Agriculture & Farmland Protection Historians</p>		

Stakeholder Interviews



- Services Provided/Used
- Understanding Existing and Future Demands
- Issues with Allocation of Resources?
- Overlap in Services?
- Others?



Issues & Needs




Marketing & Promotion Plan



- Project Branding
- Steering Committee Meetings
- Stakeholder Interviews
- Public Meetings
- Surveys
- Interim Reports/Summaries



Project Branding







Vision Statement



- Key Messages
 - Defines the future you want to create
 - A vision not a prophecy
 - Energizes team members to support goals
- A good vision statement:
 - Sets a standard of excellence
 - Clarifies direction and purpose
 - Is ambitious



Vision Statement

“Develop a transportation connectivity plan that fosters partnerships and connections between government, private, nonprofit and educational agencies for the purpose of supporting and promoting a vital and sustainable Livingston County for existing and future residents and visitors alike.”




Anticipated Schedule





Next Steps

- Review Existing Documents
- Interview Stakeholders
- Inventory Existing Services & Resources
- Existing Baseline Assessment Memorandum
- Steering Committee Meeting #2




Communication Protocols

- Single-point of contact

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 AEllis@co.livingston.ny.us






List of Existing Plans to be Reviewed

Plans in Hand:

1. Strategic Plan for Public Transportation in Livingston County (2001)
2. Genesee Finger Lakes Region Coordinated Public Transit – Human Services Transportation Plan Update (2011)
3. GTC Long-Range Transportation Plan for the Genesee-Finger Lakes Region 2035 (2011)
4. GTC Regional Trails Initiative - Phases 1 and 2 (2002 and 2004)
5. Comprehensive Economic Development Strategy Update (2010-2011)
6. GFLRPC Regional Tourism Sign Study (2001)
7. Transportation Strategies for Freight/Goods Movement in the Genesee-Finger Lakes (draft technical memorandum) (2011)
8. NYS Routes 5&20 Corridor Study: Lima to Canandaigua (2004)
9. Erie-Attica Railroad Bridge and Trail Feasibility Study (2007)
10. Livingston County Community Initiatives Council Community Needs Assessment (2008)
11. Livingston County Community Health Assessment (2002)
12. NYs Route 20A Comprehensive Access Management Plan (2007)

Still attempting to find following plans:

13. Livingston County Community Initiatives Council Consumer Spending Outflow Study (2009)
14. Livingston County Comprehensive Emergency Management Plan