



Genesee/Finger Lakes REGIONAL REVIEW

NEWSLETTER OF THE GENESSEE/FINGER LAKES REGIONAL PLANNING COUNCIL

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Thinking Strategically about the Economy: the CEDS Process

By Margaret DelPlato

The Comprehensive Economic Development Strategy (CEDS) is the successor to the Overall Economic Development Program (OEDP), initially prepared in 1978. The OEDP served as the basis for an economic development planning program in the Genesee/Finger Lakes Region and subsequently, official designation of the nine-county Region as an Economic Development District in 1979 by the US Department of Commerce, Economic Development Administration.

The CEDS is intended to support effective multi-

jurisdictional efforts in the area of Economic Development by providing a description of the Economic Development District organization (namely the Genesee/Finger Lakes Regional Planning Council), background information on the area's demographics and economic activities, as well as an analysis of development potentials and constraints. The District-wide process also sets forth goals and objectives, a strategy to achieve these goals, and a work program designed to promote and assist in the implementation of the strategy. Furthermore, G/FLRPC uses the CEDS as

a guide for its annual work program. The ultimate goal of the process, which yields an annual report, is to further strengthen the District's (i.e. the Region's) economy.

Public input from residents was actively sought this past spring as an integral component of the CEDS process. Nine CEDS input sessions were held from April 21st – 23rd, one session held in each county.

The input gathered will assist in the identification and endorsement of signature projects in the region as well as

Continued. Please see 'CEDS' on Page 2

Upcoming Events

June 23, 2004 - **Genesee River Basin Action Strategy Meeting**, 1-4:30PM, Livingston County Highway Department, Mt. Morris

June 28, 2004 - **Oatka Creek Watershed Committee**, 7-8:30PM, LeRoy Village Hall (all municipalities in the watershed are encouraged to attend)

October 27-29, 2004 - **American Planning Association, New York Upstate Chapter Conference**, Clarion Riverside Hotel and Charlotte Ferry Terminal, Rochester

FOR FURTHER INFORMATION, CALL 585-454-0190, EMAIL US AT GFLRPC@GFLRPC.ORG, OR VISIT US ONLINE AT WWW.GFLRPC.ORG

G/FLRPC is constantly striving to efficiently use its resources. To that end, we are offering an email/digital version of the newsletter. If you would like to receive this instead of the paper version, please let us know.

Delicious Developments at the Revolving Loan Fund

By Margaret DelPlato

G/FLRPC recently made a loan through our Revolving Loan Fund (RLF) to My Brands, Inc.

My Brands, Inc. is a specialty service company located in Monroe County that sells hard-to-find consumer packaged goods. The company receives customer calls or e-mail orders, processes the order and ships the product directly to the consumer. The company has agreements with several manufacturers such as Nestle Specialties, Hefty products, B&G Foods and Barilla America.

My Brands, Inc. Presi-

dent/CEO, Suzanne Clarridge formerly was a marketer for Hefty Company in the 1990s. She would often get calls from consumers who couldn't find the company's Baggies products at their local retailer. She did a national search, looking for a company that would fulfill the orders and when she did not find one, she began to develop a business plan for her company which made its first sale in June of 2001.

In addition to serving as President/CEO, Suzanne Clarridge is currently the largest shareholder – certifying My Brands, Inc. as a woman-owned company.

<http://www.mybrandsinc.com>

Laurie Twombly, Vice President of Finance, enhances the My Brands, Inc. leadership team. Both women have MBAs and together have numerous years of finance, marketing and management experience. The company continues to bring private investors on board.

With funding from M&T, Monroe County and G/FLRPC, the company projects hiring another 10 people for a total of 17 employees.

The company's website is listed below. For more information on the Revolving Load Fund program, please contact Margaret DelPlato at 585-454-0190 x12.

CEDS (continued)

regional goals, objectives and implementation strategies. Significant areas that the G/FLRPC will focus on in coming years include, but are not limited to:

- Enhancing cooperation between cities, towns, villages, and counties
- Improving leadership on all levels (local to federal)
- Increasing and maintaining public participation in all stages of planning

- Inventorying, assessing, and enhancing infrastructure (including telecommunications)
- Recognizing the City of Rochester as the regional hub
- Recognizing and revitalizing Main Streets, hamlets, and community centers as local hubs
- Preserving open space and agriculture
- Taking full advantage of the Fast Ferry as a re-

gional resource

- Enhancing the region as a center for the bio-tech and med-tech industries
- Analyzing the municipal cost of services as related to land use

For further information about the Genesee/Finger Lakes Regional Planning Council's Comprehensive Economic Development Strategy (CEDS), please visit the website listed below or contact Margaret DelPlato.

<http://www.gflrpc.org/ceds.htm>

Helping Schools Plan: Enrollment Projections

By Robert Hanrahan

Schools in the region might be letting out soon, but there's no summer break for Genesee/Finger Lakes Regional Planning Council (G/FLRPC). The Council is increasingly recognized for its technical ability in the area of demographic analysis, and has been retained by several school districts in the region to perform enrollment projections. The Canandaigua City School District (CCSD) is one of those districts.

In February 2004, the Canandaigua City School District contracted with G/FLRPC to prepare enrollment projections for the upcoming five years ending with the 2008-09 academic year. These projections employ the grade-to-grade cohort survival ratio and housing multiplier methodologies, both of which are considered standards for projections of this type.

Grade-to-grade survival cohort ratios are a commonly employed and widely accepted methodology for producing school enrollment projections. To calculate the ratios for each grade level, the number of current students in a grade in a given year is divided by the number of students in the next lowest grade the previous year. The assumption behind this methodology is that historical ratios of numbers of students that progress through the grade levels are indications of how current and future students will also progress through their corresponding successive grade levels. Five, ten and fifteen-year averages were used to project three different sets of enrollment figures.

In addition to the grade-to-grade survival cohort ratios, a fourth set of projections employing housing multipliers were prepared for resi-

dential development in the CCSD. A ratio of students per housing unit was calculated by comparing the number of students in any given year to the number of housing units in the district area. The resulting multipliers are then used in conjunction with information about future residential development to project the number of school-age children for the entire district.

For this study, G/FLRPC used the most accurate and comprehensive sets of data available from the CCSD, local officials involved in the development processes, and state and federal sources. The following are the four main data sets used by the G/FLRPC to produce enrollment projections: 15-year Historical Enrollment Figures, Annual Birth Figures, Building Permits, and Major Subdivisions.

Regional Roundtable 8 - Local Government Cooperation

G/FLRPC held its eighth regional roundtable on March 26, 2004. Ten stakeholders representing various levels of government and academia discussed the issue of local government in the Region,

how services are provided, and ways to work cooperatively to provide services more effectively.

Ideas were shared throughout the spirited discussion and many great examples of local

government cooperation from the Region were highlighted, including Wyoming County's county-wide code enforcement office.

For more information, visit the website listed below.

<http://www.gflrpc.org/Roundtable/Index.htm>

Energy Smart Communities: Atwater Foods Improves Drying Process, Saves Costs

Atwater Foods, Lyndonville, Orleans County, is a processor of dried fruits like apples, cherries, blueberries, and cranberries which are dried in batches. The drying process takes place in six propane-fired kilns. Originally, each kiln had individual burners, exhaust fans, a recirculation fan and controls, with all fans running at full speed.

Atwater approached NYSERDA for assistance through the FlexTech and

Innovations in Agriculture programs to improve the drying process through airflow control. The FlexTech study indicated that by slowing the exhaust fans late in the drying cycle when humidity in the kilns decreases, more of the warm exhaust air may be captured and recycled. The result was a reduction in the amount of outside air and heating needed. New burners and controls were needed to implement this concept.

Atwater Foods converted the first kiln late in 2001, and

energy-saving results were quickly proven. As a result, the remaining five kilns were upgraded. Additionally, new controls relay operational data to a computer that monitors the drying process and tallies data. The system is performing well, and significant electric savings of more than 42,100 kWh/year are being realized. Further, a 6,131 MMBtu/yr reduction in propane use is being achieved. Together, these savings amount to more than \$50,000 annually in energy costs.

Energy Smart Coordinator Update

G/FLRPC's Energy Smart Coordinator, Jorge Villali, moved on to Boston and law school this past May. While sad at losing such a capable staff member, we all wish Jorge the best. G/FLRPC hopes to bring on a new Energy Smart Coordinator in the coming weeks. In the interim, any Energy Smart inquiries should be directed to David Zorn at 585-454-0190 x14 or dave.zorn@gflrpc.org

Local Laws Project Update

By Jason Haremza

This summer will be full speed ahead for the Local Laws to Project Finger Lakes Water Quality Project (often called the "Local Laws" project).

An initial assessment of the existing laws in the 56 mu-

nicipalities in the Canandaigua, Cayuga, and Conesus Lake watersheds has been completed utilizing G/FLRPC's local law library.

In-depth review of, and recommended changes to, local laws in 13 municipalities is

occurring in collaboration with municipal boards, planning boards, and/or municipal staff.

Please check the project website listed below for more information and project updates.

<http://www.gflrpc.org/LLPFLWQ/index.htm>

Visioning for a Village: the Dresden Comprehensive Plan

By Jason Haremza

For the past several months, G/FLRPC has been assisting the Village of Dresden, in Yates County, prepare a comprehensive plan, with an ultimate goal of re-codifying their zoning based on the new plan.

The Village had been working on a plan for several years “in house” when it approached G/FLRPC to help complete the task.

At just over 300 residents, Dresden is one of the smallest municipalities in our re-

gion, yet it has a rich architectural heritage from its days as a canal port and milling center, and enjoys a stunning setting on a bluff overlooking Seneca Lake.

The comprehensive plan and subsequent zoning will help

this historic village build on its assets, preserve and enhance its existing qualities, and plan for the future. It is an example of how sound planning can benefit even the smallest communities in our Region.



View of Seneca Lake from the foot of Main Street, Dresden

Keeping Track of our Changing Region: the Annual Land Use Monitoring Report

By Kevin Beers

The Regional Land Use Monitoring Report is an annual project that G/FLRPC completes for the Genesee Transportation Council as part of the Unified Planning Work Program.

The project consists of surveying the 192 municipalities in the Region to develop an inventory of the number, square footage and monetary value of building permits issued during the previous calendar year. Both residential

and non-residential permits are inventoried in order to identify growth areas and anticipate future planning and infrastructure needs associated with development. The report is an essential tool for identifying and tracking the development trends in the Region.

The final data for 2003 is in the process of being tabulated, however, the initial calculations indicate trends are consistent with recent years. The majority of per-

mitted development is occurring in the Transportation Management Area, which is comprised of Monroe County and the adjacent areas of Livingston, Ontario and Wayne Counties.

For more detailed information about this project or building permit activity, please go to the website below and view the final “2003 Regional Land Use Monitoring Report” along with the reports from previous years.

<http://www.gflrpc.org/LandUseMonitoringReport/lurptsindex.htm>

Down the Drain: Understanding Septic Systems

By Brian Slack

On-site waste water treatment systems, often called septic systems, are an important component of water quality protection efforts in the Genesee-Finger Lakes Region. As G/FLRPC builds technical knowledge in this area, staff have attended various seminars and conferences and met individuals from a diverse array of backgrounds—realtors, municipal officials, the NYS Department of Health, educators, homeowners, contractors, and concerned citizens. Everyone present was able to learn about new technological developments in the field of on-site wastewater treat-

ment along with the issues that septic systems pose to communities throughout the country.

For example, did you know...

- Failing on-site septic systems comprise the 2nd greatest threat to groundwater in the US
- The reasonable life span of a septic system is between 25 and 40 years
- Greater than 50% of on-site systems in the US are over 30 years old
- Septic tanks receiving regular household use should be pumped every

3-5 years

- Certain septic system additives do not guarantee optimum system performance, and may even harm systems if used improperly
- Only 10% of the entire land area in NYS have soils that are considered 'ideal' for siting septic systems
- Nationally, 25% of homes use onsite treatment systems
- 33% of all newly-constructed homes use onsite treatment systems
- 50% of homes in suburban areas use on-site systems

Towards Better Design: Randall Arendt & Conservation Subdivisions

By Jason Haremza

The Town of Canandaigua brought nationally recognized planner Randall Arendt to the Genesee-Finger Lakes Region for an evening work session on April 29.

Over 30 local government officials and planning board members listened to Mr. Arendt's charismatic presentation on conservation subdivision, promoted as a way to accommodate growth and

development without sacrificing the community character that often draws new residents in the first place.

After the presentation, participants rolled up their sleeves and practiced designing a conservation subdivision of their own, testing different configurations with M&M's representing potential houses. After reviewing the results, the "houses" were eaten in what was probably

the most "delicious" planning exercise of the year.

The officials in attendance learned a great deal on alternatives to development patterns and will hopefully take that knowledge back to their towns.

Much appreciation to the Town of Canandaigua for organizing this valuable event.

Black Creek

The Black Creek Watershed Coalition will host a Public Meeting on the Black Creek Watershed Plan on **Wednesday, June 23 from 7 to 9 PM** at Genesee Community College, Rooms T119A and T119B, 1st floor of the Conable Technology Building.

The results of the Black Creek Watershed State of the Basin report will be presented, followed by a discussion about protecting the positive attributes of the watershed and addressing the problem areas.

Call the Monroe County Department of Planning and Development for more information at 585-428-5464.

Local Government Workshop

G/FLRPC kicked off its ninth year of Local Government Workshops with the Spring 2004 workshop in Mount Morris. It was attended by approximately 250 municipal board members, elected officials and professional staff. G/FLRPC holds two Local Government Workshops annually; the Fall Local Government Workshop is tentatively scheduled for November 19, 2004. Details will be available by the end of August.

Staff Training

G/FLRPC staff have active in the past few months with various conference and training activities. These include:

Data Technology and Resource Center

New York State Spring Affiliate Meeting, May 2004, Ithaca, NY. (*Robert Hanrahan*)

Regional, Local, and Water Resources Planning

Phase II Stormwater Regulations: An Update on the Requirements for New Construction, April 2004, Ithaca, NY. (*Brian Slack*)

Stormwater Management Technical Workshop, April 2004, White Plains, NY. (*Jason Haremza*)

Canandaigua Watershed Alliance Land Use Seminar, May 2004, Canandaigua, NY. (*Jason Haremza*)

Sustainable Great Lakes Conference, May 2004, Cleveland, OH. (*Brian Slack*)

Quality Communities, Quality Coasts, Smart Growth Conference, May 2004, Albany, NY. (*David Zorn and Jason Haremza*).

Economic Development

Economic Development Administration Conference, June 2004, Washington, DC. (*Margaret DelPlato*)

NYS Environmental Protection Fund (EPF)

In May, New York State announced \$3.9 million in EPF grant money to help communities comply with the Phase II stormwater regulations. Monroe County and its Stormwater Coalition was awarded over \$300,000. Monroe and Chemung Counties were the only two applicants in this competitive state-wide process to receive the full amount that they applied for, showing one of the benefits of a collaborative approach. Congratulations to the Stormwater Coalition and our own DEC Region 8!

Happy 200th Birthday Seneca County!

On March 29, 1804, Seneca County was formed from the western portions of Cayuga County. Seneca County is one of the few counties in New York State to have had two simultaneous county seats. Due to the changing geographic center of the county, as well as local boosterism, both Waterloo and Ovid were county seats for a time. The former county courthouse complex in Ovid is a charming example of Greek revival architecture known as "the three bears." Bicentennial celebrations are taking place throughout the county this year.

Source: Finger Lakes Times

"A Sense of Place"

Stories about the things that make our Region unique.

This summer, we celebrate some of the foods that make our region unique, those summery staples of Jell-O, Cool Whip, and French's mustard.

In 1897, Pearle Wait, a LeRoy carpenter, came up with a fruit flavored gelatin dessert which his wife, May, named Jell-O. Jell-O was produced in LeRoy until 1964.

Although Jell-O has departed LeRoy, just down the road in Avon, Kraft Foods has been supplying the entire nation with Cool Whip since 1994.

Finally, a birthday. 100 years ago, French's Cream Salad (a.k.a. 'Classic Yellow') mustard debuted at the St. Louis World's Fair. Developed in Rochester, it was bottled at the company's plant at 1 Mustard Street on the city's east side until 1973.

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Livingston, Monroe, Ontario, Orleans, Seneca,
Wayne, Wyoming, and Yates, through its plan-
ning, economic development, data resources,
and other program areas.

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