



Genesee/Finger Lakes REGIONAL REVIEW

NEWSLETTER OF THE GENESEE/FINGER LAKES REGIONAL PLANNING COUNCIL

Volume 3, Number 1, Spring 2006

Looking Ahead: Preparing for the 2010 Census

The Decennial Census

The U.S. Constitution requires that the Bureau of the Census make a count of the population every 10 years for the purpose of reapportioning Congressional seats. The Census is also used for:

- Redistricting state legislative districts
- Municipal infrastructure planning
- Per-capita funding allocation
- Transportation planning
- Health care planning
- Other planning and decisions based on area population and socio-economic characteristics

The Master Address File

The modern decennial Census is performed almost entirely by mail. The Census Bureau develops a list of residential mailing addresses using the U.S. Postal Service and other sources. The Bureau's Master Address File (MAF) contains all of the addresses which will be the targets of the Census survey. While every reasonable effort is made to assure the completeness of this file, many addresses have historically been missed. Examples of the types of addresses which have been missed in previous Census counts are:

- Multi-unit buildings
- Former single family homes that have converted basement, attic, and garage apartments
- Mailing addresses that do not reflect the actual physical location of a home
- Remote areas that are difficult to get to
- Units used for seasonal purposes
- Group quarters facilities

If an address is not in the Census Bureau's MAF, a questionnaire will not be delivered to that address and

Continued. Please see "Census" on Page 2

Upcoming Events

March 28, 2006 - **CEDS Stakeholder Meeting**, Rochester, 10AM-Noon

March 29, 2006 - **CEDS Stakeholder Meeting**, Batavia, 2-4PM

March 30, 2006 - **CEDS Stakeholder Meeting**, Canandaigua, 2-4PM

March 30, 2006 - **Stormwater Conference and Tradeshow**, Henrietta

April 26, 2006 - **Quality Canals for Quality Communities**, a DOS/Canal Corporation Conference, Pittsford

May 19, 2006 - **Spring Local Government Workshop**, Burgundy Basin Inn, Pittsford

FOR FURTHER INFORMATION

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

Census (continued from Page 1)

the residents living there will probably not be counted.

Consequences

As a result of the 2000 Census, New York State lost two congressional seats. Although the State posted a substantial gain in population between 1990 and 2000, many other states experienced much higher rates of increase. If the State's official population count had been about 50,000 persons higher, it would have only lost one seat.

For 2010, New York State is again expected to show a population gain, which will again be overshadowed by much higher growth rates in many other states. Current

projections show another loss of two Congressional seats after the 2010 Census, with less than a 100,000-person difference between a one-seat and a two-seat loss. Obviously, the State has a major interest in assuring that all of its residents are counted in the next population Census, not only to preserve the State's political influence in Congress, but also because so very many federal programs allocate funds on a per-capita basis.

The 2010 Plan

In 2000, New York City made an aggressive effort to identify as many addresses as possible to maximize the number of residents included in the Census count. The City

found over 370,000 addresses that had not been included in the Census MAF, resulting in the addition of about 400,000 persons to its Census population count.

For the 2010 Census, the New York State Data Center is pursuing an aggressive and innovative plan at the Governor's direction to make the Census Bureau's Master Address File for New York as complete as possible. The 2010 Plan recognizes explicitly that without the assistance of local governments, the New York State MAF will be incomplete, particularly in regard to the hardest-to-find addresses.

As part of the Data Center's 2010 Plan, G/FLRPC is contacting municipal leaders to request information on their municipal address record-keeping systems. This is the first step in a process that will include all residential addresses in such municipal systems in the Census MAF. G/FLRPC urges all municipalities, and municipal departments, to participate in the phone survey and any follow-up activities.

Together we can save a congressional seat and maintain federal funding allocations.

Staff Training

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

Data Technology and Resource Center

GPS for GIS Workshop, NYS Office of Cyber Security & Critical Infrastructure Coordination (CSCIC), Feb-

ruary 2006, Rochester, NY
(Chris Tortora)

Regional, Local, and Water Resources Planning

Pedestrian and Bicycle Code Language Seminar, University at Albany, Initiative for Healthy Infrastructure, February 2006, Albany, NY. (Jason Haremza)

Comprehensive Economic Development Strategy (CEDS)

by Greta Goldberg

Genesee/Finger Lakes Regional Planning Council is in the process of preparing the annual Comprehensive Economic Development Strategy (CEDS). The CEDS is intended to guide economic growth in the region and produce the following outcomes: the creation of jobs, cultivation of a stable and diverse economy and improvement in the overall quality of life in the region. Completion of the CEDS is required by the Federal Economic Development Administration (EDA) and inclusion in the CEDS is necessary for any project seeking EDA funding.

A successful region is one where various groups share a vision and coordinate efforts in order to realize that vision. The CEDS process enables the region to form a vision and an accompanying implementation strategy to make the vision a reality.

The CEDS is a dynamic process which includes an analysis of economic and community development problems and opportunities, an historical, socio-demographic and economic analysis, broad stakeholder participation, the establishment of goals and objectives, an implementation plan and performance measures for the region. The stakeholder input component of the process is integral to the success of the strategy.

Three stakeholder meetings will be held throughout the region and all are encouraged to attend. Below is the meeting information:

- Tuesday, March 28, 10AM-Noon
City Place, 8th Floor Conference Room, 50 West Main St, Rochester
- Wednesday, March 29 from 2-4PM
Genesee County Economic Development Center Board Room, 1 Mill St, Batavia
- Thursday, March 30 from 2-4PM
Ontario County Building, 3rd Floor Conference Room, 20 Ontario St, Canandaigua

Stakeholders at the meeting will be asked the following questions:

- What are the areas in which the region can build competitive advantage?
- How can the region's strengths and opportunities be maximized and its weaknesses and threats mitigated?
- What are the short-term and long-term priorities for the region?
- How are we doing at attaining our previously set goals?

If you would like additional information about the CEDS, please visit:

www.gflrpc.org/ProgramAreas/EconomicDevelopment/CEDS.htm

or contact Greta Goldberg at ggoldberg@gflrpc.org

Energy \$mart Communities

Save Energy, Save Money!

by Matt Griffiths

Effective January 1, 2006, the **Energy Policy Act of 2005** provides Federal Income Tax Credits for businesses and home owners who take measures to reduce energy consumption.

A couple examples of the available tax credits include the purchase or lease of hybrid vehicles, and home energy efficiency improvements.

For more information visit: www.energy.gov/taxbreaks.htm

The New York State Energy Research and Development Authority (NYSERDA) has posted a library of resources for communities considering zoning and regulation of wind energy systems. The *Wind Energy Toolkit: Community Resources for Wind Development* can be found at: www.PowerNaturally.org.

REVOLVING LOAN FUND

Genesee/Finger Lakes Regional Planning Council has been providing gap financing to start, retain and expand small and medium sized businesses in the region for over 20 years. The regional revolving loan fund works to mitigate financing problems, such as high interest rates, high fees and service charges for smaller loans, and insufficient collateral, facing small to medium sized businesses in the region.

The regional revolving loan fund provides fixed asset and working capital loans to service or manufacturing enterprises located in the nine county region. Businesses that need a \$20,000 to \$200,000 loan to purchase machinery and/or equipment, rehabilitate or purchase an industrial property, or develop or expand a site could be eligible for a loan from the regional revolving loan fund. If you would like to learn more about the Revolving Loan Fund please contact:

Genesee/Finger Lakes Regional Planning Council
50 West Main Street, Suite 8107
Rochester, New York 14614
585-454-0190 • www.gflrpc.org • gflrpc@gflrpc.org

A Regional Welcome!

G/FLRPC welcomes Joe Bovenzi to the team. Joe, a graduate of Queen's University and SUNY Geneseo, has joined the Council as a planner. A native of Webster, Joe will be working in the Regional, Local, and Water Resources program area, concentrating on hazard mitigation planning.



Genesee/Finger Lakes Regional Planning Council

Spring 2006 Regional Local Government Workshop

Friday, May 19, 2006
Burgundy Basin Inn, Pittsford

Spring Local Government Workshop Co-sponsored By:

New York State Department of State (NYS DOS) - New York State Department of Ag & Markets (NYS DAM)
Preservation League of New York State - Genesee-Finger Lakes Section, American Planning Association (APA)

Genesee County Planning Board • Livingston County Planning Department • Monroe County Planning and Development Board
Ontario County Planning Department and Board • Orleans County Planning Board • Seneca County Planning Board
Wayne County Planning Board • Wyoming County Planning Board • Yates County Planning Department

Workshop Registration

Individual: \$40.00 Vendor/Exhibitor: \$300.00
(includes 2)

All registrations include continental breakfast & buffet lunch

PLEASE PRE-REGISTER BY May 12, 2006
NO REFUNDS AFTER MAY 12

Who should attend?

Municipal Board Members • Elected Officials
Planning Board Members
Zoning Board of Appeals Members
County and Municipal Employees • Enforcement Officers
Planners • Land Use Professionals • Attorneys • Consultants
Concerned Citizens

Burgundy Basin Inn

1361 Marsh Rd, Pittsford, NY 14534, 585-248-2660
<http://burgundybasin.com>

Directions

Various ways to I-490. Take Exit 26 to Rt 31 west. Follow Rt 31 west for approximately 1 mile. Turn left onto Marsh Rd. Follow Marsh Rd for approximately 2 miles. Burgundy Basin Inn is on the right.

For more information call Genesee/Finger Lakes Regional Planning Council at 585-454-0190 or visit www.gflrpc.org



	Track A	Track B	Track C
8:00-9:00	Registration		
9:00-10:00	A1 Planning Board Overview - Peter Manning, Linda King, and Harry Willis, Esq., NYS Department of State (DOS) This session will address the powers and duties of town, village and city planning boards and commissions. Both the administrative and regulatory roles of the planning board will be discussed, including comprehensive planning, site plan review, special use permits, subdivision review. The role of the board in making recommendations to the zoning board of appeals will be discussed. The importance of board procedures, referral to the county planning agency, and making findings will be discussed. (CEO, CLE, and AICP credit)	B1 Manufactured Homes - Tim King, NYS DOS The presentation will discuss the Manufactured Housing Advancement Act of 2005 which requires the certification of manufacturers, retailers, installers and mechanics of manufactured homes. The presentation will also discuss the requirements of dispute resolution and very basic requirements for installation.	C1 Protecting Water Resources Through Effective Local Efforts - Jason Haremza and Brian Slack, G/FLRPC For the past two years, G/FLRPC has been assessing local laws and assisting with revision of local laws in several Genesee-Finger Lakes municipalities. The result of that project is a guidebook, to be presented at this session, which is designed for local government officials, elected leaders, municipal staff, and municipal boards such as Planning Boards and ZBAs. The guidebook will assist them in recognizing the role that municipalities can play in the protection of water resources, and guide them in implementing new or revised local laws or practices to achieve that protection.
10:00-11:00			
11:00-12:00	A2 Working with Applicants - Joanne Ryan, NYS DOS The zoning and planning process doesn't have to be an adversarial process. Many applicants have little, if any, experience working within the municipal planning and zoning process. Come hear how your community can help applicants provide you with the information you need to make good decisions.		C2 Planning for Aging Communities - Evan Michael Lowenstein, Green Village Consulting, Mark Lyons, SWBR Architects & Engineers, P.C. In cities, suburbs, and rural communities, Upstate New York's population is aging. How can plans, policies, and programs respond better to this population, and their desire to "age in place"-- in their current homes, neighborhoods, and communities? This session will examine land use, community design, housing, and transportation barriers to "aging in place," and suggest solutions to overcoming these barriers.
12:00-1:00	Lunch		
1:00-2:00	A3 Intermunicipal Planning - Stephanie Siciliano and Larry Weintraub, Esq., NYS DOS Sharing the cost of a planning project with a neighboring community or communities that share common problems or goals can ensure a high quality planning project that is useful for all of those involved, at a lower cost to taxpayers. Intermunicipal planning projects bring together different stakeholders with unique perspectives, leading to more comprehensive solutions and often a unifying vision. This program will provide an overview of the basic tools and processes needed for a successful intermunicipal planning project.	B2 Enhancing Main Street: Making Upper Floors Work Again - Tania Werbizky, Preservation League of NYS, Eric Bradshaw and Ron Piester, NYS DOS, Gary Beasley, Neighbors of Watertown, Inc., Clinton Brown, Clinton Brown Company Architecture, Andrea Rebeck, Bero Architecture Rows of two and three story buildings characterize many of New York State's older and historic Main Streets. While many of the storefronts of these 19th and early 20th century buildings are occupied, the upper floors, once home to downtown merchants, are often empty. This workshop will present design, building code and financing strategies that can help return empty and neglected spaces to productive use and thus enhance a community's revitalization strategies.	C3 Ag Impacts of Wind Farm Construction - Matt Brower, NYS Department of Agriculture & Markets The presentation includes discussion of wind power construction projects in NY and shows the impacts to farmland when the appropriate mitigation is not used. It also includes proper farmland mitigation techniques used during wind power construction.
2:00-3:00	A4 Zoning Board of Appeals Overview - Joann Ryan and Harry Willis, Esq., NYS DOS This course will address the powers and duties of zoning board of appeals and its interrelationships with enforcement officials, the municipal planning board, and county planning agencies. Instructors will provide information on the statutory requirements relating to the issuance of use and area variances and the handling of zoning interpretations. Board procedures will also be discussed, as will the importance of making good findings. (CEO, CLE, and AICP credit)		C4 Eminent Domain: Tool or Threat? , George Grasser, Esq., Partners for a Livable Western New York, Larry Weintraub, Esq., NYSDOS, and Brian McMahon, NYS Economic Development Council. Eminent domain is one of the powers of government and has been used to acquire land for highways, airports, parks, or to revitalize an area of the community. In June 2005, the US Supreme Court issued a ruling upholding the use of the government's power of eminent domain. Reaction to the case, Kelo vs. City of New London, has been widespread and passionate. As with other "hot topics" in planning, G/FLRPC seeks to provide a better understanding of the issues involved. To that end, G/FLRPC and the local section of the American Planning Association are sponsoring this panel discussion. Each panelist will give a short presentation, followed by questions and moderated discussion among the audience members and the panelists.
3:00-4:00			

Registration Form - Spring 2006 Local Government Workshop

Name: _____

Municipality/Company/Organization _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone Number (w/Area Code): _____ Email: _____

Please Circle the sessions you will be attending:

A1 A2 A3 A4
B1 B2
C1 C2 C3 C4

Registration Fee:
\$40 per individual, \$300 per vendor/exhibitor

Please make checks payable to:
G/FLRPC

Please, no refunds after May 12

Mail, Fax, or Email Pre-Registration by May 12 to:

Genesee/Finger Lakes Regional Planning Council
50 West Main St, Suite 8107
Rochester, NY 14614
Email: gflrpc@gflrpc.org Fax: 585-454-0191

Questions and Information: David Zorn, 585-454-0190 x14, dave.zorn@gflrpc.org

Genesee-Finger Lakes Region is awarded \$15 Million for Job Training

The nine county Genesee-Finger Lakes region was one of 13 regions in the United States chosen for a 3 year \$15 million grant from the United States Department of Labor. The funding is provided through the Workforce Innovation in Regional Economic Development (WIRED) Initiative. The goal of the WIRED Initiative is to “expand employment and advancement opportunities for American workers and catalyze the creation of high-skill and high-wage opportunities in the context of regional economies.” Along with funding, the award also brings technical assistance and access to a cadre of experts to the region.



The purpose of the WIRED Initiative is to prepare regions to compete in the “new” knowledge-based economy where talent is a key factor to success. The initiative connects three key elements of successful regions in this competitive national and global economic environment - workforce development, innovation and entrepreneurship, and economic development. In addition, it marks the realization that success in the competitive global economy does not occur in set jurisdictional boundaries but happens outside of them at a multi-jurisdictional regional level.

The Genesee/Finger Lakes Regional Planning Council was a member of the Finger Lakes Partnership, a broad group of stakeholders, including civic, business, investor, academic, entrepreneurial and philanthropic members, charged with developing and writing the WIRED proposal. The Partnership drafted the following mission statement to guide the proposal and project:

To transform the Finger Lakes region into a premier place in which to innovate, one that invests in entrepreneurial operations, and trains workers, empowering them to be agile, adaptable, and aligned with global opportunities.

From the mission statement, goals were set in the following four areas: Entrepreneurship, Innovation, Workforce Development and Economic Development. There are several anticipated outcomes of the project which include increased employment, increased retention, increased earnings, increased job growth, increased number of start-up companies, improved employer satisfaction, increased participation in training and an improved entrepreneurial environment. The WIRED Initiative brings with it a lot of excitement and will help to better position the regional economy into one that can successfully compete in the global economy.

Smile! You're on camera

G/FLRPC Helps Secure Funding for High Resolution Aerial Imagery: Electronic Field Study Image Library and Software

In mid-January, Congressman Thomas M. Reynolds (R-Clarence) paid a visit to the headquarters of Pictometry International to deliver a short presentation on the work the company has been doing in conjunction with the Genesee/Finger Lakes Regional Planning Council (G/FLRPC). As part of his announcement, he presented to Pictometry officials and David Zorn of the G/FLRPC a check for \$1.1 million representing the funding from federal appropriations.

The funds are being used to provide Pictometry's visual information system to some of the member counties in the Council's region for law enforcement and other uses. The G/FLRPC is managing and distributing the funds. As part of Pictometry's licensing agreement, all participating counties and local municipalities and their agencies can have access to their county's imagery and software.

Pictometry's visual information systems enable county agencies to easily access up to 12 different, oblique (3D-like) views of any property, building, highway, or feature

in their county. The software enables law enforcement personnel, planning officials, and other users to easily obtain measurements such as distance, height, elevation, and area directly from the oblique imagery as well as insert GIS content and other data. A few of the many applications for the system, all ready in use at many of the G/FLRPC member counties include:

- **9-1-1** — Locate calls for service and share information with first responders en route
- **Appraisal and Assessment** — View all the way around properties to generate more accurate valuations
- **Community Planning/Economic Development** — Compare land use and expansion over time with Pictometry Change Analysis
- **Emergency Management Agencies** — Annotate and highlight incident areas for preplanning, response, and recovery efforts
- **Engineering** — Reduce expenses by eliminating preliminary onsite inspections
- **Fire Departments** — Inspect structural compositions, roof layouts, and access points
- **GIS** — Expand the use of GIS by overlaying data on Pictometry's oblique images
- **Homeland Security** — Conduct vulnerability analysis and threat assessments of public buildings, bridges, schools, and other high risk areas
- **Law Enforcement** — Use daytime images of properties and structures for pre-emptive and concurrent tactical planning
- **Public Works** — Review properties for planning right of ways and easements
- **Transportation** — Examine neighborhoods for growth and traffic flow analysis

It's that time of year again....

The Regional Land Use Monitoring Report

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 and Work Program (UPWP).

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 Land Use Monitoring Report is an essential tool for identifying and tracking the development trends in the Region.

Completed surveys for 2005 have been coming in, and we thank those municipalities who have returned their surveys. We still are waiting for approximately 50 municipalities to complete their surveys. Land Use Monitoring Reports can be found online at:

www.gflrpc.org/Publications/LandUseMonitoring.htm

Walking the Walk: the Land Use-Transportation Connection

by Jason Haremza

In the years since World War II, many communities have seen development patterns oriented around the needs of the automobile. The needs of pedestrians, bicyclists, and transit users were not emphasized.

More recently, however, air quality and other environmental concerns, the disadvantages of "single use zoning," an aging population, and the rapid growth in obesity rates, have led many communities to re-examine their development patterns and consider tools and techniques to encourage walking, bicycling, and transit wherever possible.

G/FLRPC is working on two projects that will examine some of these issues. With the Pedestrian and Bicycle Supportive Code Language Project, G/FLRPC is assisting Genesee Transportation Council (GTC) in researching and publicizing local code language examples that address the needs of pedestrian and bicyclists. With the Optimizing Transportation Through Effective Land Use Project, G/FLRPC is evaluating three transit corridors in the region and providing recommendations so that municipalities that have transit systems may take better advantage of them.

For more information on these projects, contact Jason Haremza at jharemza@gflrpc.org, and watch upcoming issues of the newsletter for project updates.

"A Sense of Place"

Stories about the things that make our Region unique.

Marking the passage of time through birthdays and anniversaries is an important way to connect with our past.

This year, celebrations will mark the 100th birthday of a regional treasure, Letchworth State Park. William Pryor Letchworth, a Buffalo industrialist who had purchased the land surrounding the Upper and Middle Falls, donated his holdings to the State of New York for use as a park in 1906.

Centennial activities will commence on May 26 with the rededication and re-opening of the William Pryor Letchworth Museum and tours of the Seneca Council House and Mary Jemison cabin.

Also celebrating notable birthdays this year are Geneva, which was first incorporated as a village by an act of the State Legislature on April 4, 1806, and the Village of Macedon, which was incorporated in 1856.

Sources: Batavia Daily News, 2/23/06, and "The Making of an Upstate Community: Geneva, NY" by G. David Brumberg

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Volume 3, Number 1
Spring 2006

Genesee/Finger Lakes Regional Review
is published quarterly by the
Genesee/Finger Lakes
Regional Planning Council

Genesee/Finger Lakes Regional Planning Council serves its nine member counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates, through its planning, economic development, data resources, and other program areas.

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