Story of Place

How would this way of understanding the region change how you talk about and work on your subject area?

If you were to make this change, what new possibilities show up?

Emerging Patterns

Innovation Incubator

Emerging Patterns

What does this tell us about the direction we should be pursuing as a region?

- **Where's the growth opportunity?**
- **What is our expertise?**
- **What are the strengths of our natural and built environment?**
- **Where are our passions headed?**

Story of Place Discussion

Innovation Incubator

Non-Displaceability:

- Highly respected as a leader in this field
- Increasingly seen as a great place to live and work
- Economic and social opportunity for all

NEXT STEPS

Next Steps

- **Next stakeholders meeting:**

  When: Late January
  Topic: Targets and strategies

- **Meeting minutes and agenda for next meeting within next 2 weeks**

- **Email** – Summary on indicators for group feedback

- **Public Meeting –** early to mid January

THANK YOU

MEETING TITLE	Economic Development Stakeholder Group Meeting #2	
DATE AND TIME	November 15th , 2012 1:00-5:00pm	
ATTENDEES	Bill Emm	Genesee Community College
	Mike Haugh	CMH Consulting
	Valarie Avalone	Monroe Community College
	Greg Albert	Genesee/Finger Lakes Regional Planning
	Don Naetzker	Finger Lakes Museum
	Peg Churchill	Wayne County IDA
	George Thomas	CEI
	Roxanne Kise	Western Erie Canal Alliance
	Bob McNary	Wayne County Economic Development
	Al Hartsig	Path Stone Enterprise Center
	Lynn Freeman	Genesee County Chamber
	Chris Suozzi	Genesee County EDC
	Stacey Decker	Town of Penfield EEAC
	Meredith Smith	RIT
	Enid Cardinal	RIT
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

Welcome & Introductions

- Consultant team members – C&S (Tim Hughes & Aileen Maguire), Developmental Economics Group/ Regenerative Alliance (Carl Sanford), Regenesis (Joel Glanzberg & Ben Haggard), TYLI (Tara Boggio & Sarah Yap), Erin Henry (Harvard Business School)

Story of Place Framework and Exercise

- See power point presentation from November 15th.
- Sustainability Definition:
  - ***Sustainability*** *involves three interrelated components: environment, economy and society.*

    These pillars are linked – the stability of one reinforces the strength of the other two. Sustainability planning for a community, local government or region integrates the three pillars of sustainability through collaborative work within a framework that supports long-term considerations, fosters innovation, and results in a healthy, safe and affordable place to live, work and play for all residents.
- 5 Capitals:
  - Natural, Social, Human, Built/manufactured, and Financial Capital
- Regional Themes/Goals:
  - Improve accessibility, connectivity and mobility
  - Preserve, protect and improve natural resources
    - air quality
    - water quality
    - prime farmland
    - forests
    - open space

- Maintain, protect and improve the functionality and disaster resiliency of existing infrastructure systems and acknowledge the links between systems
  - transportation
  - water
  - energy
  - communication
  - solid waste
- Improve public health
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public
- Build sustainability capacity and understanding through outreach and education

Story of Place

Joel Glanzberg from Regenesis presented the draft Story of Place for the Finger Lakes Region. He noted that the story is generated from several sources: extensive historical research, dozens of phone interviews with a variety of people from the Finger Lakes area, several site visits and targeted input from the consultant team. The following is a summary of this presentation.

General Comments on why we look at the Story of Place:

- Places have reoccurring patterns (socially, economically, culturally) – and identifying these patterns is helpful to knowing who we are as a region
- Seeing region as a whole helps to develop unique attributes and find our natural strengths – something to build from

- Finger Lakes Observations are as follows:
- Watersheds – natural boundaries (Lake Ontario, Finger Lakes, Great Lakes) are different than political boundaries.
- Lake Ontario is unique versus the other Great Lakes
  - Lower water level due to Niagara Falls
  - All Great Lakes drain into Lake Ontario
- Shale and limestone help geological elements for our Region – prime farmland
- Glacier movements created Lake Ontario and land carved by 5,000 ft of ice
- Great Lakes Plain – how things moved
  - Rail and vehicle routes (straight through mountains) = roadway across the state
  - Animal trails
  - A place where people and products grew and adapted – enrichments
- Eco-Region – plants and animals (low lands)
- Region is like an eddy – or a wetland in a watershed - place where things filter in, take root, adapt, and transform before being release back out
- UN/FAO soil map of the US – our Region (-1) very good soil, rich soils – all due to climate and water, first large open space accessible to people, crops, and animals, also is a good source of agriculture
- Native trees – black spruce, burnt oak, white cedar, eastern white pine, chestnut – mild soil climate – good
- 'People of the Longhouse' settlers in NY
- Gateway to mid-west
- In-between waterways

- Many people and industries populated our Region – people, towns/villages, agriculture, industries
- Connections – built NY as a port and NYC as an international port
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- Brought art and education to the region
- Flour city – produced grain (wheat) – water power source
- First industrial city to be fed by water access/connections
- Pioneer in agriculture
- Religious movements – Spiritualism, 7th Day Baptist, Mormon, Methodists (Shakers, Quakers) taught morals, circuit riders to churches
- Birth of democracy – formed the 'Great Law of Peace', Peace Makers
- 5 Nations of the Iroquois – lead to our Constitution (Franklin and Jefferson both learned and used the system)
- Large movements happened here – Women's Rights, Abolition, etc.
- Industries – Seneca Falls – technology developed for pumps – water source – pump capital of the World – Fire Engines
- Wegman's, Kodak, Jell-o, Bausch & Lomb, Gannett, Western Union, Xerox, French's, Champion, Genesee Brewing Company
    - Wegman's – local foods, informative about food, community ties
    - Kodak – film, digital cameras
    - Xerox – printers
    - Champion – first hooded sweatshirt, reversible t-shirt, mesh fabric
    - Genesee Brewing Company – wheat industry , Whiskey Rebellion
    - Bausch & Lomb - contacts
    - Many of the companies here acted as that eddy – they took ideas, developed them further, than sent them out to the country/world as products.

- Why it's important, biggest challenges
    - Strategic direction
    - Apathy
    - Resources
    - Boom and bust
    - Critical things that are important
    - Knew who they were distinctively – revealed who they are
    - Develop narrative for what our distinctive is (messaging)
    - Embed narrative into everything you do (the story of place)
    - Aligned process
    - Uniqueness

- Discussion:
    - How would this way of understanding the region change how you talk about and work on your subject area?
    - If you were to make this change, what new possibilities show up?

- Reflections/Feedback:
    - Interesting – glaciers and their impacts
    - Proud of the region

- Diversity of business levels and people
- Geography ties to economic development – social and sediment patterns
- Legacy of Indian Nation into Women's Rights and democracy
- Simplicity of eddy in description of the region
  - East to west movements
  - 2 ventures – flow increase, velocity decreased
  - Continuous innovation – better yourself every time
  - Eddy's to great educational opportunities
  - Evokes conversation - purpose

Group Exercise

- Local needs for the region to rise to improve/innovate, how to spread the seed, what are the real needs, and how it applies to eddy to current needs

  - What are the projects we can enrich from hearing 'Story of Place' (benefits and how to do this)

Projects:

- Eastman Business Park
- Health Science Center
- Golisano Institute of Sustainability (GIS)
- Palace Stone Finger Lakes Enterprise Fund
- Rochester Midtown Tower
- College Town (University of Rochester)
- Multiple Pathways to Middle Skill Jobs
- Finger Lakes Business Acceleration Cooperatives
- Western New York Science Technology Advancement Manufacturing Park (STAMP)
- Seneca Agriculture Green Bio-Park
- Finger Lakes Clinical Quality Incentive Improvement
- Finger Lakes Small Business Accelerator Cooperative

STORY OF PLACE

STOP | EVOLVE | ADD

← Do & Say →

Emerging Concept (Making Unique)
Local Needs
Innovate & Democratic
Spread seed

Pathways to Middle Skill Jobs

Story of place: The Indians had many middle skill jobs. If you weren't a good middle skill worker, it would be difficult for you to survive. You needed to be skilled with finding plants and medicine. The

first settlers had a great need for middle skill workers with the responsibility of building their own home and grow their food.

We determined a base that traditionally has been resilient and very innovative. Over the last couple of generations, we have devalued middle skills. When we say stop, we need to change the way we talk about those jobs and how we view those apprenticeships. We need to tie them into this continuum in the eddy. You have the ability to get a certificate for a trade and get a great job.

The Region still has a great deal of innovation and commercializing but we need the engineers as well as the middle skill workers to have everything work in unison. The Region has always responded to that and has always integrated innovation with agriculture. Advanced manufactures would love to get someone from agriculture who can fix something.

The continuum in the eddy; we have it running through grade school and beyond college into post-graduate work. Children who have the ability to work with their hands and are more interested in building Lego's. Those kids will not be demeaned. They will be helped and facilitated into areas where they will shine. That way we'll end up with the right people who are able to make these things we need commercialized. We need to make this multigenerational. We have parents and grandparents that had those jobs in large companies or a small company. They were able to make a great living and put kids through college. We need them to talk about why this was important to these kids. We need to have consortiums of industries that are open to taking on apprentices and to spark interest of elementary kids. We need to work with groups like the Finger Lakes Advanced Manufacturing. We want other people coming to those consortiums asking how they do this. We need to develop these pods in all of our regions so when we have opportunities from site selectors or businesses that are expanding.

Western New York Science Technology Advancement Manufacturing Park (STAMP)

We're talking to site selectors looking for mega sites. It doesn't happen every day that you create a mega site. The site that we've designed is a green site. It's utilizing the area well. We're minimizing the wetlands. It's aimed at developing the creative class. It's transformational. There's going to create 10,000 jobs and a 3x with suppliers, so 30,000 jobs. The regional supply chain effect is multiple counties wide. Mega sites want to locate next to R&D sites. We have that. It can create a New York tech, the I-90 tech corridor.

The project will be able to capture the next generation of manufacturing job. They're high skill and high education. We have the educational institutions so we can train them. We can build on the success on the old manufacturing to the new manufacturing. We need to stop thinking in municipal silos. We need to see the benefits throughout the region and western New York.

It is not one of the priorities, it IS the priority.

Stop talking about the death of manufacturing and the loss of those jobs. The past is the past and we need to start thinking of the future.

The economic impact model when you bring in a new company is so significant. We want to leverage the new yogurt companies. We had over 200 direct jobs to Genesee County.

We need to make a transition to being not afraid to fail. Take a risk. We can solve it along the way, just like during the creation of the Erie Canal.

Finger Lakes Business Accelerator Cooperative

This is an original plan is to create a hub and node of incubators, focused on a new incubator. It's combining with the tech incubator and RIT incubator. Then reaching out beyond to create nodes in the counties for people who don't want to come to Rochester or have a hard time getting here. We'll provide them with mentoring and capital. So, not just incubate and provide capital. Now, here's what needs to be modified.

The name is really long. Accelerate was used rather than incubate. But it might be both. The eddying is the incubating part. The accelerate part is leaving the eddy and heading out to the world. One thought was to make this less Rochester centric and less politically definition centric. If you start looking at the history and story of place, the 9 counties is not the story of place, it's the geography, the transportation. We talked about looking to a map of economic influence. Is the economic place really the 9 counties? We can evolve to a geographic area that's based on economic sphere of influence, rather than geographic. One of the things we talked about was describing it as a hub and node concept. We want to see more emphasis on the nodes, rather than the hubs. We're not talking about investing in office space; we're talking about economic development. It opens up for us to be more comprehensive of the industries the accelerator serves, rather than having a single location. Focus on the nods and diversify of what the accelerator does. One thing we'd like to do is create more community to be the accelerator. An idea is to hold an annual pilgrimage to bring people together for ideas and information sharing. Create a community around the region and entrepreneurship. It is to become more regional and focused.

Democratization would be that the nodes would reach out to the disadvantaged areas. The rural counties could tap into resources they don't have connection to now.

Underline the two way aspect. In one direction, you allow the universities to find out what's needed and have places to build test beds for some of the technology. The second is to use the innovator in different counties, that person would be able to have a means to get into the technology development centers to explore and refine the ideas they have. It becomes a multi-directional network, rather than a purely Rochester centered operation.

One great role the accelerator can play is to inspire entrepreneurship. Have more outreach and marketing to sell the history of entrepreneurship in the region. It can drive people to the resources the accelerator provides.

Golisano Institute of Sustainability (GIS)

The project is to create a new part of the Sustainability Institute. GIS is working on a food processing cluster. One effort is they are trying to provide new technology to reduce waste streams in the cluster. They're trying to help all elements of the industry. There are a couple of partners involved. The point is GIS is very diverse in their capacities. They need equipment to build capacities into the infrastructure and the business community. We have an innovation environment at RIT. When you're designing new businesses, we need middle skills. The local educational facilities can help.

Water was touched on. This region has water. Other regions in the country don't.

Water was just one resources of this area. It's hard to talk about GIS because they touch so many areas. If you take a resource you're concerned about like water, it touches many of the GIS projects.

There was an article about GIS's history being connected to the military. For evolving, you are touching all of these things. Maybe the message is getting mixed. GIS is a resource to farmers, Kodak and manufacturing.

The marketing side, add to the way we talk about it.

They have the technical aspects, but not the marketing side to get it out to the people.

Add an easier way for community members to get involved with these processes.

We have a new building. We need to be purposeful in introducing the LEED building to the community.

Indicators

- Successful commercialization of technologies and association of jobs
- Water quality
- Cost avoidance to natural systems and businesses
- Trained workforce available for diverse employment openings
- New mechanisms for training in education
- Internal guidelines, certifications, and aspiration meets/exceeds third party standards and intentions
- Supply chain leads in sustainability and ties into education system which meets/exceed third party standards and intentions
- Define and mitigate GHG inventories (scoping)

Guiding Principles

- More sustainable educational system by creating partnerships with industries, businesses, and higher educational industries – putting people into right areas of interest. This makes the educational system more robust, resilient, and effective at delivering values to those who rely on it.
- Move towards manifestation and/or evolution of real value – 5 Capitals

Reflections

- Value of Story of Place and connection with economic development
    - Will this last; build on what is already there
    - Ownership
    - Tell the story – connection to the project
    - Characteristics of the area and how it connects
    - No longer a gathering place – how do we get back to that
    - Helps economic development to be sustainable
    - Can this work everywhere?

Subject Area Lead Contact Information

- If you have specific question for the technical lead for Economic Development, please contact:

  Carol Sanford, DEGI
  interoctave@comcast.net

Next Steps

- Next Stakeholder meeting is January 17th (Thursday) – it will be an all day workshop with all 6 stakeholder groups coming together during portions of the day, and breaking out into the specific groups at other times. Location TBD. Likely timeframe will be 9am-4pm. More details forthcoming.
- Email with draft indictors summarized and potential evaluation criteria outlined expected to be sent week of Dec. 17th for your review and comment.
- Public meeting early January. Help get people excited and involved by encouraging them to attend the public meeting. Check the website www.sustainable-fingerlakes.org for more information on dates and locations in the coming weeks.

It was my intention that these minutes reflect the general discussion during the meeting. Please contact me regarding any additions, deletions or changes to these minutes.

MEETING TITLE	Energy Stakeholder Group Meeting #2	
DATE AND TIME	November 13, 2012, 2:00pm-5:00pm	
ATTENDEES	Greg Albert	Genesee/Finger Lakes Region Planning
	Ora Rothfuss	Wayne County Planning
	Dwight Harrienger	Stantec Consultants Inc.
	Bill Emm	GCC
	Anne Spaulding	City of Rochester Environmental Quality
	Graham Fennie	Epiphergy
	Ram Shrivastava	Larsen Engineers
	Mike Haugh	CMH Consulting
	Lane Young	O'Connell Electric
	Schuyler Matteson	RIT
	Elsa Bretherten	Energy Solutions USA
	Haley Rotter	Center for Environmental Initiatives
	Jeri Pickett	Stantec Consultants Inc.
	Stacey Decker	TOP EEAC
	Justin Delvecelto	Trane
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

Welcome & Introductions

- Consultant team members – C&S (Tim Hughes & Aileen Maguire), Regenesis (Joel Glanzberg & Ben Haggard), TYLI (Tara Boggio, W. Scott Copp, & Sarah Yap), Erin Henry (Harvard Business School)

Story of Place Framework and Exercise

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  - ***Sustainability*** *involves three interrelated components: environment, economy and society.*
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    - forests
    - open space

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  - water
  - energy
  - communication
  - solid waste
- Improve public health
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public

*Additions to Themes/Goals:

- Affordability
- Status-quo
- Building small companies up – infrastructure, economics (providing support, base has diversity)
- Economics and diversity
- Build relationship with predecessor

Story of Place

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- Discussion:
    - How would this way of understanding the region change how you talk about and work on your subject area?
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- Reflections/Feedback:
    - Energy = Character of place
    - Regional resources – secure, recognized, and developed
    - Water – historical use and impact
    - Creation of ideas
    - Energy sources now and future
    - Water energy not just hydro

- Innovation Incubator:
  - Wants to be a leader in Sustainability
  - Expression of the character of place
  - New energy technology ideas
  - Aging grid – micro grids moving forwards, growth in infrastructure
  - Takes a catastrophe to improve technologies – Hurricane Sandy as an example
  - Alternate energy sources – manure, solar, wind, water, etc (spin-off companies to support ideas/technologies)
  - Alternate fuel sources for tractors
    - Energy requirements vs. operations (Farms)
    - Whole cycle – capturing value on the farm or nearby
  - Scale
  - Reduce build costs
  - On-farm processing
  - Costs – less waste due to costs of resources (strengths of 'home rule')
  - Educational infrastructure
  - Goals – accomplishments
  - Vulnerability – will cause people to think differently about how to move forward (technology based) – what is the goal? How to protect if something happens
  - Embrace long term
  - Funding power companies – user pays for power
  - Climate cloud cover – how to generate power
  - Public power companies – growth in communities, did not sustain, cost increases, need to buy more at higher rates, has not created something to replace
  - Centralize common uses for power not decentralize like what is going on now
  - Energy conserved always goes to new uses vs. actually conserving

Place Sourced Indicators: End State

- Renewable energies produced – percentage depending on the areas. Energy independence from an increasingly centralized network
- Breakthrough in energy technologies/infrastructure
- Ethics in policies and regulations in Energy – residential financing through mortgages for green technologies/energy (community choices)

Indicators

- Decrease in total energy consumption
- Employment/unemployment number increase/decrease in innovation based businesses
- Affordability
- Education – more hands on innovation

General Discussion

- Resistance based on culture and acceptable alternatives – we have not decided on it - fracking
- Shale levels within the state – how far do we want to dig
- Consistency in moving forward on energy technologies
- Hydro-fracking is 'innovative'
- More community participation to talk through ideas

- Political boundaries
- Impacts on the whole Region
- Benefits – named based on history of the Region (Albany innovation corridor)

Guiding Principles (Stimulus to Creativity)

- Equal access to innovation and infrastructure it regions
- Thinking long term
- Energy that is reliable, affordable, and environmentally benign
- Our actions enrich rather than impoverish the Region (Cover all 5 capitals)
- Actively support innovation and the products it enables
- Policies allow collaborations (financing)
- Multiple benefits for multiple communities (more than one town, along barriers) allow for partnerships and governance issues
- Reduce, reuse, recycle, regenerate energies
- Energy survival plan – communities, companies, schools, colleges, industries, etc.

Subject Area Lead Contact Information

- If you have specific questions for the technical lead for Energy, please contact:

James Burton, T.Y. Lin International (TYLI)
james.burton@tylin.com

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MEETING TITLE	Materials & Waste Stakeholder Group Meeting #2	
DATE AND TIME	November 19, 2012, 1:00pm-4:00pm	
ATTENDEES	Greg Albert	Genesee/Finger Lakes Region Planning
	Graham Fennie	Epiphergy
	Stacey Decker	Town of Perinton EEAC
	Marjoriz Torelli	NY Product Stewardship Council
	Aud Goldstein	Cascades Recovery
	Cindy Jessop	Sunnkeng
	Peggy Grayson	GLOW SWMC
	Lois Leuitan	Recycling Agricultural Plastics Project
	Michelle Butler	RIT – NYS Pollution Prevention Institute
	Barbara Kasulaitis	CEI
	Adam Maurer	Finger Lakes Inst.
	George Thomas	CEI
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

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    - transportation
    - water
    - energy

  - communication
  - solid waste
- Improve public health
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public

*Additions to Themes/Goals:

- Improve climate change adaption
- Add mitigation to the process
- Resiliency

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- In-between waterways
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- 5 Nations of the Iroquois – lead to our Constitution (Franklin and Jefferson both learned and used the system)
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    - Many of the companies here acted as that eddy – they took ideas, developed them further, than sent them out to the country/world as products.

- Discussion:
    - How would this way of understanding the region change how you talk about and work on your subject area?
    - If you were to make this change, what new possibilities show up?

- Reflections/Feedback:
    - Theme of reoccurrence (eddy concept)
    - Companies spun off from Kodak (Carestream)
    - Kodak – guaranteed employment
    - Kodak – did not respond positively/actively towards digital vs. Bausch and Lomb who saw change and embraced it
    - Serve the Regions needs but was also able to spread to other areas
    - Missing education (knowledge base, innovation)
    - Missing supply of fresh water
    - Waves of immigration – needs to be told

- Group exercise: How does Story of Place change how we should be talking about and working on waste and materials management in this Region?

  - Innovation of the process – yogurt in the Region and how to deal with food waste (landfill space – many areas in the Region) – digesters
  - Landfills
  - GHGR (Greenhouse Gas Reduction) – limitations/constraints of the economic issues, goals, objectives, ideas – requirements of how we think of solutions/achievements
  - Solid waste management plan, landfills (not in our control), organic by-products related to agriculture (manure) = opportunities
  - Address waste coming into the Region
  - Determine waste generation – no new regulations and state policies/barriers
  - Better utilized landfills and how to get out of there, not getting any benefits from now, thinking process on how to deal with, and understanding of policies
  - Sustainable wastes – technologies of transport of waste, how we design and manufacture, purchasing consortium within Region
  - Not a lot of press on reducing waste – no encouragement (tipping fees – does not address everything) true long term costs = barriers (not public or private incinerators = connected, short term economic fees/revenues = all connected, resource management = work where waste is generated
  - Develop a proposal for Regional Waste Management that speaks to these themes from the Story of Place:
    - Eddying
    - Sourced from a pressing local need
    - Democratizing benefits
    - Scalable to address a larger world

- Incubator Indicators:
  - Extract value of materials at landfills
    - Conservation of waste – product design at place of origin
    - What could be waste
  - Brain Trust
    - Private business and education – group of people to develop solutions of waste management options
    - How do we find this – part of tipping fees to go back to brain trust at collection
    - Aggressive building codes – materials going into the building
    - Changing concept of tipping fees
    - Regional and State strategies (E-scrap, DEC)
    - State wide increase in tipping fees – need funding pool
    - Incentives
    - Refunds – manufacturer responsible for funding of recycling efforts on their products – added into price of product (supply and demand)
    - Health issues of our materials
    - Processes/integration of strategies
    - Innovation center to have global implications
    - Develop solutions for commodity stream
    - Funding through surcharge on tipping fees
  - Organic processing (Bio Managements)
    - By-processing
    - Reduce land applied waste
    - Manure

- Majority – Municipal Solid Waste
  - Eco Park (Monroe County) how to make this work in other counties of the Region
  - Put on consumer – 'waste is money' concept now 'waste is bad' (financial benefits – who tells the concept, overall issues to be thought about)
  - True cost of waste, articulate
  - Alternatives
  - Waste as a resource to become a new product
  - New economic models for development of waste management as income

Place Sourced Indicators: End State

- Rate in which landfills are being filled – reduction in tons/year – reduction in landfill permits
- Decrease amount of waste being generated at the source
- Increase of recycle percentage in Regional manufacturing companies
- Percentage of recyclable waste versus landfill waste increase (recyclables actually being recycled/reused)
- Taking credit for recyclables when it is really waste –Monitor
- Total waste reduction
- Patents

Indicators

- Reduction in landfill inputs
- Increase of recycled content in locally manufactured products – increase in local manufacturing (ers)
- Reduction in total waste concentrated
- Increase of recycling efficiency
- Increase in patents related to products and material flows
- Reduction of bio by-products land-applied

General Discussion

- Up cycling – best use principles and highest uses
- Nutrients in the area going where they need to go – flow management
- Managing organic waste = energy recovery (not ending their life cycle at the landfills)
- Organics making energy/power (electricity)
- Toxins with organics
- Mixing of materials
- 'Single steam recycling' – hybrid products
- Design for ease of recycling/reuse
- Reframing of economic baseline – support role of recycling system (education)
- Changing manufacturing process – reconstruct, recycle
- Buy-back program? Evolution of products is possible
- More companies responsible for waste recycling

Guiding Principles (Stimulus to Creativity)

- Waste = Resource
- Waste generation not driven by economics (all costs realized)

- Easier way to recover waste
- Life cycle
- Carrying capacity of land known/acknowledged – kept below level
- Balance economic impact with desire to allow import of waste; replace viable industry
- Reduce = Priority
- Growing and expanding businesses here (organic growth)
- Addressing toxicity level for general health issues
- Society understands the meaning of 'waste'
- Increase personal responsibility in what comes into and out of the home
- Transform material flow
- Highest and best uses of products – 'up-cycling'
- Nutrient flow-manage the cycle
- Materials not mixed so as to make it difficult to break down – 'cradle to cradle'
- Reframe economic model to better deal with various roles of recycling
- Change in manufacturing process to allow for better deconstruction and recycling – make them responsible for product life cycle (cost benefit has to work)

Subject Area Lead Contact Information

- If you have specific questions for the technical lead for Materials and Waste Management, please contact:

  Mark Lichtenstein, Syracuse COE
  mlichenstein@syracusecoe.org

Next Steps

- Next Stakeholder meeting is January 17th (Thursday) – it will be an all day workshop with all 6 stakeholder groups coming together during portions of the day, and breaking out into the specific groups at other times. Location TBD. Likely timeframe will be 9am-4pm. More details forthcoming.
- Email with draft indictors summarized and potential evaluation criteria outlined expected to be sent week of Dec. 17th for your review and comment.
- Public meeting early January. Help get people excited and involved by encouraging them to attend the public meeting. Check the website www.sustainable-fingerlakes.org for more information on dates and locations in the coming weeks.

It was my intention that these minutes reflect the general discussion during the meeting. Please contact me regarding any additions, deletions or changes to these minutes.

MEETING TITLE	Transportation, Land Use, and Livability Stakeholder Group Meeting #2	
DATE AND TIME	November 14, 2012, 9:00am - 12:00pm	
ATTENDEES	Adam Maurer	Finger Lakes Institute
	Julie Gotham	Ontario County Planning
	Glenn Cooke	Webster LDC Western Ontario LDC
	Felipe Oltramari	Genesee County Planning
	ChaáKaa Thompson-Collalto	Monroe Ambulance
	Greg Albert	G/FLRPC
	Rich Desarra	RCA
	Dan Kenyon	RGRTA
	Ora Rothfuss	Wayne County Planning
	Charlotte Brett	Conservation Connection/NY Green
	Heather Ferrero	Livingston County Planning
	Art Buckley	Wyoming County Planning
	Liesel Schwarz	SWBR Architects
	Richard Perrin	Genesee Transportation Council
	Erik Frisch	City of Rochester
	Tom Favro	ARC
	Mark Gregor	City Environmental Quality
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

Welcome & Introductions

- Consultant team members – C&S (Tim Hughes, Kim Fabend & Aileen Maguire), Regenesis (Joel Glanzberg & Ben Haggard), TYLI (Tara Boggio & Sarah Yap), Erin Henry (Harvard Business School) & Wendel (Wendy Salvati and Ellen Parker)

Story of Place Framework and Exercise

- See power point presentation from November 14th.
- Sustainability Definition:
  - ***Sustainability*** *involves three interrelated components: environment, economy and society.*
    These pillars are linked – the stability of one reinforces the strength of the other two. Sustainability planning for a community, local government or region integrates the three pillars of sustainability through collaborative work within a framework that supports long-term considerations, fosters innovation, and results in a healthy, safe and affordable place to live, work and play for all residents.
- 5 Capitals:
  - Natural, Social, Human, Built/manufactured, and Financial Capital
- Regional Themes/Goals:
  - Improve accessibility, connectivity and mobility
  - Preserve, protect and improve natural resources
    - air quality
    - water quality
    - prime farmland
    - forests
    - open space

- Maintain, protect and improve the functionality and disaster resiliency of existing infrastructure systems and acknowledge the links between systems
  - transportation
  - water
  - energy
  - communication
  - solid waste
- Improve public health
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public

*Additions to Themes/Goals:

- Private Sector
- Overall diversity in businesses (large – small)
- Climate change
- Productive farmland (in addition to Prime Farmland) 'Prime and Productive Farmland'
- Improving natural resources
- Self-organizing development

Story of Place

Joel Glanzberg from Regenesis presented the draft Story of Place for the Finger Lakes Region. He noted that the story is generated from several sources: extensive historical research, dozens of phone interviews with a variety of people from the Finger Lakes area, several site visits and targeted input from the consultant team. The following is a summary of this presentation.

General Comments on why we look at the Story of Place:

- Places have reoccurring patterns (socially, economically, culturally) – and identifying these patterns is helpful to knowing who we are as a region
- Seeing region as a whole helps to develop unique attributes and find our natural strengths – something to build from

- Finger Lakes Observations are as follows:
- Watersheds – natural boundaries (Lake Ontario, Finger Lakes, Great Lakes) are different than political boundaries.
- Lake Ontario is unique versus the other Great Lakes
  - Lower water level due to Niagara Falls
  - All Great Lakes drain into Lake Ontario
- Shale and limestone help geological elements for our Region – prime farmland
- Glacier movements created Lake Ontario and land carved by 5,000 ft of ice
- Great Lakes Plain – how things moved
  - Rail and vehicle routes (straight through mountains) = roadway across the state
  - Animal trails
  - A place where people and products grew and adapted – enrichments
- Eco-Region – plants and animals (low lands)

- Region is like an eddy – or a wetland in a watershed - place where things filter in, take root, adapt, and transform before being release back out
- UN/FAO soil map of the US – our Region (-1) very good soil, rich soils – all due to climate and water, first large open space accessible to people, crops, and animals, also is a good source of agriculture
- Native trees – black spruce, burnt oak, white cedar, eastern white pine, chestnut – mild soil climate – good
- 'People of the Longhouse' settlers in NY
- Gateway to mid-west
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- Many people and industries populated our Region – people, towns/villages, agriculture, industries
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- Birth of democracy – formed the 'Great Law of Peace', Peace Makers
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    - Bausch & Lomb - contacts
    - Many of the companies here acted as that eddy – they took ideas, developed them further, than sent them out to the country/world as products.

- Discussion:
    - How would this way of understanding the region change how you talk about and work on your subject area?
    - If you were to make this change, what new possibilities show up?

- Reflections/Feedback:
    - Look at the future versus living in the past
    - How we can change and move forward
    - Future orientated – flexibility ,changes, adaption

  - How do we promote tourism in our Region to people who are visiting or just passing through our airports?
  - More viable – how to improve
  - Involvement in community connections
  - Major 'booms' that has influenced our Region:
    - New industries
    - Corporations – Kodak and Xerox
    - Not creating jobs, but creating a learning environment
    - Entrepreneurial infrastructure
    - How to measure success in our Region
    - Extend over national boundary
    - Government limitations – 'home rule' asset versus liability – lending and stand polices are an issues – 'home runs'
  - Economic infrastructure – how to use our resources (people)
  - Collective identity – changing culture, how to not have State affect ideas

- Incubator Indicators: (Consider Laboratory instead of Incubators – incubator used in other efforts and may have a negative connotation)
  - Mash-ups: new ideas, collaboration (people in businesses and how to implement changes
  - Compelling needs – bring innovation development to it
  - More homegrown funding
    - How does it make us feel – own rules, not being told how and what we can spend money on
  - Equitable
  - Direct connections – global economy critical to our future, lending change to facilitate transporting goods
  - Local solutions – building linkages (benefits?)
  - Understanding investments – communities
  - Regional integration – equal opportunities
  - Lowering poverty – reduce everywhere, policies
  - Better ways of governing – resources, policies, incentives
  - Uplifting whole community attitudes, education, creativity
  - Investing in all 5 types of capital
  - Move to a more strategic state and creative with projects and actions
  - Reaction to strategic thinking
  - Creating opportunities – disasters to opportunities
  - Patterns
  - Maintaining capital for areas around the Region
  - Need for Regional identity – branding
  - Think more about the 5 capitals, not just the money aspect
  - Venture capital – businesses exceeding means for the area and how it moves – measurements of success
  - Where and how people live
  - What about the Lake?

Indicators

- Reduction in poverty and its concentration
- Investing in all 5 Capitals

Guiding Principles

- Equitable benefit
- Connection to community (people/land)
- Valuing diversity for resiliency (no hedging)
- Diversity of function connection and opportunity oriented towards vibrant and authentic regional identity
- Enables the fine grain that supports human scale and interaction
- Recognize flow to build local capacity in order to sustain life, process inputs, and re-emphasize integrity of place

*General Discussion:

- Equitable through the communities
- Millenniums more urban shifts in views
- Connection to community and nature
- Demographics of the US – diversity
- Evaluation of diversity – cultural, social, etc (5 Capitals)
- Resiliency – flexibility
- Diversity of connections
- Restoring populations
- Good urbanism – environmental
- Preservationist
- Eco-systems
- Diversity versus hedging – make sure we are creating synergy
- Places of personal values – make people want to stay
- Fine graining – human scale and interactions
- Taking advantage of local goods – how to transport within Region
- Import substitution – making local connections
- How to build on assets
- Diffused populations
- Multiplier affect
- Effectiveness of transportation

Subject Area Lead Contact Information

- If you have specific questions for the technical lead for Transportation, Land Use, and Livability, please contact:

Wendy Salvati, Wendel-AE
wsalvati@wd-ae.com

Next Steps

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MEETING TITLE	Water Management Stakeholder Group Meeting #2	
DATE AND TIME	November 13, 2012, 11:00am-2:00pm	
ATTENDEES	Jayme Breschard	Genesee/Finger Lakes Regional Planning
	Miranda Reid	Conesus Lake Watershed
	Peter Lent	Oatka Creek Watershed Committee
	Paul Sawyko	Water Education Collaborative
	Ora Rothfuss	Wayne County Planning Department
	Rochelle Bell	Monroe County Planning
	Michelle Butler	NYS Pollution Prevention Institute (RIT)
	George Thomas	CEI
	Dave Richards	WCIDA
	Len Schantz	City of Rochester
	Sara Sweet	Rochester Midland Corp Sustainability Network
	Benjamin Woellc	Friends of the Garden Aerial
	Marty Aman	WCW/SA
	Betsy Landre	Ontario County Planning
	Stacey Decker	Town of Penfield EAC
	Mike Haugh	CMH Consulting
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

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  - communication
  - solid waste
- Improve public health
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public

*Additions to Themes/Goals:

- Greenhouse gas emissions and climate change
- How does this bring the Region together? More now as separate pieces versus one common goal

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- Discussion:
    - How would this way of understanding the region change how you talk about and work on your subject area?
    - If you were to make this change, what new possibilities show up?

- Reflections/Feedback:
    - Freshwater sources = Natural resources = Energy (prototypes) = Thinking of the future
    - Big manufacturer in the Region for the US – encourage growth in companies, treasure education, innovation, capitalization, setting goals, ideas on a large scale. Largest water providers – how to think long term to defer from water shortages. Best preserver of water (water treatment)

- Farmland and development – common ground/elements – physical and natural development of the area/environment of the area has created a path from history to help us grow in the future (resources – historical perspective) Pesticides not to be in our water shed
- Not just about data – identifying who we are – are willing to provide leadership
- Relationship with rural areas does not exist. Build relationship through natural resources – help people understand, be a forum for the Region, find a common ground
- Vibrant area – High Tech (University of Rochester stepped forward as a leader)
- Where in the community should we find a leader?
- Wire Grand
- Stop bad talking Kodak, focus on growth and new companies
- Disconnects with the public
- Cultural – wine and breweries
- Economy – high taxes
- Different way to irrigate/fertilize farmland.
- Understanding – bring people together (appreciation, culture, life styles). Defines who we are.
- Appreciation – stewardship
- People are here for a reason
- Women in innovation
- Farmers are well educated
- Specialties taught within the Region
- No longer a dying town – tell a new story
- Organize a community leadership
- Peace Maker – integrity and how to work together

- Incubator Indicators:
  - Growth opportunity, expertise, strengths of natural resources, passions – what direction should we purse in the Region?
  - Sustainable technologies – hydro power
  - Promote dairy – nutrients, super foods – valuable opportunities
  - Optics, machines – broad based
  - Medical technology
  - Takes time to develop an idea – faster processes, this needs to change – more collaboration to move things forward
  - Materialize to real life ideas/products – dairy wastes
  - Water, dairy, food processing – need to do things right
  - Can't count on large industries – diversity
  - Don't recreate a base

Place Sourced Indicators: End State

- World leader in green technologies
- Nutrients/waste into energy
- People coming to use
- Scale – not trying to be like San Francisco – stay as a small city – maintain appropriate scale despite success
- What is necessary to be a good innovator in the 21st century – innovation infrastructure
- Culture change

- Government
- People who are not afraid of change
- Communication
- Percent growth tied to emerging areas
- Unemployment rate below national average
- Household income
- Policy changes – adoption
- Sourcing Region for water sustainability leader
- Number of patents
- No generation gaps – cross generational participation
- Recognition of success and authenticity
- Cross-socio economics
- Known for great connection to environment and water
- New creation

Indicators

- Percent growth tied to emerging technologies
- Google water system and Rochester comes up in search
- Unemployment consistently below national average
- New policy that reflects change in intent
- Number of patents

*General Discussion:

- Graduation rates
- Quality of life
- National stories/news
- Local restaurants that sell/serve local products (ambiguous of local goods – celebrate)
- Robust exports
- Meet and exceed water standards – all bodies of water
- Story of Place – Finger Lakes Museum
- Everyone knows what water shed they live in

Guiding Principles

- Waste becomes source
- Improve all 5 Capitals (Natural, Social, Human, Built/Manufactured, Financial)
- Maintain scale
- Fair distribution of costs and benefits
- Partnership
- Development towards essence

*General Discussion:

- Elimination of inconsistencies
- Principles of nature

- Waste becomes source
- Need of general public input
- Need to keep in mind – environment, social – need to be inter-related (Improve all 5 Capitals)
- Distribution of cost – equal (benefits)
- Maintain scale
- Partnership
- Education
- Sustainable development (development towards essence)

Subject Area Lead Contact Information

- If you have specific question for the technical lead for Water Management, please contact:

  John Camp, C&S
  jcamp@cscos.com

Next Steps

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Finger Lakes Regional Sustainability Plan

Funded by NYSERDA - Cleaner, Greener Communities Program

Overall Stakeholder Meeting #3 - Meeting Minutes & Presentation

MEETING TITLE	Overall Stakeholder Group Meeting #3	
DATE AND TIME	January 17, 2013 9am-4pm	
ATTENDEES	Craig Shearer	Lane Enterprises, Inc.
	John Sorbello	New York Farm Bureau
	David Keefe	Genesee Region Clean Communities
	Laura Lane	Wyoming County Chamber
	Anne Spaulding	City of Rochester
	Mark Salamaca	Sunnking
	Lynn Freeman	Genesee County Chamber
	Josh Farrelman	University of Rochester
	Bill Waterhouse	From Red 2 Black
	Benjamin Woelk	Friends of the Garden Aerial
	Chris Hartman	Headwater Foods
	Bob McNary	Wayne Co. Planning & Econ. Dev.
	Kevin Schulte	SED, Inc.
	Ram Shrivastare	Larsen Engineers
	Carrie Marlin	Eastman Business Park
	Paul Sawyko	Water Education Collaborative
	Dave Richards	WCIDA
	Judy Bennett	Orleans County SWCD
	Dennis Kirby	Orleans County SWCD
	Pamela Whitemore	Genesee Country Office for the Aging
	Beth Claypool	CCE Wayne
	Sarah Meyer	Finger Lakes Institute
	Courtney Reich	NY Best Commercialization Center
	Ora Rothfuss	Wayne County
	Brett Williams	Keuka College
	Michelle Butler	RIT
	Felipe Oltramari	Genesee Co. Dept. of Planning
	Miranda Reid	Livingston Cty. Planning
	Justin Roj	MCDES
	Matt Fronk	NYBEST
	Bob Kanauer	LTHS Solar
	Peter Lent	Oatka Creek Watershed Committee
	C.J. Britt	Lyons National Bank
	Adam Maurer	Finger Lakes Institute
	Glenn Cooke	Webster LDC & Western Ontario LDC
	Liesel Schwarz	SWBR Architects
	Greg Albert	G/FLRPC
	Valarie Avalone	MCC
	Lisa Canedo	Pathfinder Engineers and Architects
	Tom Goodwin	Monroe County Planning
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ATTENDEES	Harriett Haynes	Seneca County
	C. Thompson Lollalto	Monroe Ambulance
	Jack Baron	Sweetwater Energy
	Alex Taylor	Yates County IDA
	George Thomas	CEI
	Lisa Cleckner	Finger Lakes Institute
	Robert Putney	R.M. Putney & Associates, Inc.
	Meredith Smith	RIT
	Sue Vary	Ontario County
	Hubert Vantol	Pathstone Enterprise
	Kathleen Draper	Finger Lakes Biochar
	Andy Goldstein	Cascades Recovery
	Kurt Forman	Clearview Farm
	Erin Green	Genesee Clean Cities Energy & Environ.
	Bob Siegel	Rain Mountain
	Maria Rudzinski	Ontario County Planning
	Don Naetzker	Finger Lakes Museum
	Alex Pierce	Municipal Planning Bard Nunda Env. Mgt. Council Livingston County
	Sara Sweet	Rochester Midland
	Marty Aman	Wayne County Water & Sewer Authority
	Lewis Stess	Friends of the Garden Aerial
	Andy Harlan	RIT
	Roxanne Kise	WECA
	Charlotte Brett	Conservation Connects
	Rochelle Bell	Monroe County Planning
	Stacey Decker	Town of Penfield EEAC
	Len Schantz	City of Rochester
	Jeri Pickett	Stantec
	Kathy Kosciolek	RIT – NYSP2I
	Mike Haven	CMH Consulting
	Anne Sherman	STAACH
	Dan Kenyon	RGRTA
	Tony Favro	GTC
	Jenn Rodriguez	LCDOH
	Tucker Kautz	Monroe County SWCD
	Enid Cardinal	RIT
	Bill Bastuk	Larsen Engineers
	Steve Newcomb	Monroe Co. Office for the Aging
	Scott Leathersich	MCDOT
	Dwight Harrienger	Stantec Consultants
	Peg Chuchill	WCIDA
	David Zorn	G/FLRPC
	Libby Ford	Nixon Peaboday
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

Introductions and Opening Remarks

- Consultant team members – C&S (Tim Hughes, Kim Fabend, John Camp, & Aileen Maguire), edr (Andy Obernesser, Jane Rice, & Charlie Greene), Developmental Economics Group (Carol Sanford), Syracuse Center of Excellence (Mark Lichtenstein & Brenda Griffin), Wendel (Wendy Salvati & Ellen Parker), Regenesis (Joel Glanzberg & Ben Haggard), TYLI (Tara Boggio, James Burton, & Sarah Yap), Erin Henry (Harvard Business School)

  Opening Exercise: Discussion about how the Story of Place (SoP) has influenced your work or how you do things since we last met.

  Group comments:

  Comment 1: All over Chile, I saw signs of innovation. I saw that was not unique here was innovation. Every region you go to, you see this. We're not unique. The story of place didn't touch on the equity issues-race or class issues.
  Response 1: There were three big points. Carol said this the other day, anywhere where you have people concentrating, you'll have people innovating. It's a universal human phenomenon. The thing is, how does THIS place do it? The second thing is are we missing important elements? The answer is yes. The first go though of SoP is a sketch. We can explore how we can expand this. Equity issues were not built into this. This is one of them and there are probably others. We can bring in some of the things in. You are a great mix of urban and rural. How do we bring in those new discoveries into the strategies? Innovation doesn't have to be high tech. Innovation is just doing what we do, just better or different

  Comment 2: I was thinking about perspective, based on where you live and socioeconomic status. When you travel and see the division, your perspective will change based on your resources. We need to address the distribution of resources.
  Response 2: We need to think about distribution of resources based on the SoP. One thing we heard is really bringing things back to sustainability. Things were in one area. Or profit was really the focus, like innovation is focused on profit. What about the social? What about the environmental? Someone said he didn't want to participate because he didn't think this was about sustainability anymore. This is sustainability, not economic development. It's not just the story of place, how do we tie the economic, environmental and social and not give priority to one or another? NYSERDA's process has been a top down generic approach where it looks at certain things that they believe impact sustainability. The Story of Place is bottom up, discovery process. We've been working on weaving them together.

- Story of Place – Joel Glanzberg provided an abbreviated version of the Story of Place since there were some stakeholders who were absent at the last meeting. We've been developing a draft of the beliefs, philosophies and principles of this place, which we're calling Story of Place. When you're trying to think about where you're going as a community, you need the objectives and goals. You put a strategy together to pursue the goal. Then you have to design how you're going to get there with projects. Then, you need an action plan for those projects. Then you need to audit those actions through indicators to validate the thinking. Finally, you want to evaluate and ask if you created the value you intended. Did you maintain the integrity of the beliefs, philosophies and principles?

- Straw Dog Strategies – For each subject area, a "straw dog strategy" was put out to the group based on some of the feedback from the first 2 meetings. After they were presented, people were separated into groups to discuss the strategy, and supporting goal. However, they were not allowed to be in their natural stakeholder group. Instead, to comment on a goal and strategy for another subject area, giving it a unique perspective. The groups were asked to consider the following:

    1. How do we make sure it creates benefit throughout the region and reflect the uniqueness of this region as reflected in the SoP?
    2. We'd like the strategies to impact all subject areas, so benefit through the system as a whole.
    3. Can we think about the strategy so that it strengthens all 5 capitals (human, ecological, fixed/built, financial, social)?

The groups then separated by their actual stakeholder group that they primarily associate themselves with and they took the comments from the morning and continued to work with them. The findings and outcomes on these combined sessions are provided below. There are several concepts (goals, strategies) that come out in the various sessions. We are documenting them all here, but please note that they will be paired down in some cases, and prioritized over the next month.

Breakout Sessions Summary

Water Management:

<u>In General:</u> Increase water quality (for both surface and ground water), decrease the destructive potential of run-off especially in extreme events.

<u>Concept:</u> Continuous renewal of a robust and healthy hydrological system (for humans and nature).

<u>Strategy:</u> Reduce built infrastructure costs (construction, maintenance) through rewarding ecosystem services (tax valuation or credits, utilities, etc.)

The session began with a review of the discussion held by the morning group. The "straw dog" goal was discussed and refined. An additional goal was suggested. The previously identified indicators were then evaluated as to their applicability in measuring progress toward the goals. Targets for the indicators were then discussed.

"Straw dog" goal: Improve water quality (both surface and groundwater) and decrease the destructive potential of runoff, especially in extreme events.

Concepts that seemed to be missing from "straw dog" goal:

1. Improve the reliability and availability of water
2. Improve/protect the water environment (ecology, biology)
3. Promote and make people aware of the value of water
    a. Recognize and promote the value of our (natural) freshwater reservoirs
4. Preserve and protect the water environment
    a. Address invasive species

Revised goal:
Improve and protect the water environment with respect to quality, quantity, and availability. Promote and understand the value of our water reservoirs, watercourse, and built infrastructure. Maximize the social, economic, and ecological potential of our water resources toward equitable sharing of their benefits for both the short and long terms.

"Straw dog" strategy: reduce grey infrastructure costs (construction, maintenance) through rewarding ecosystem services (tax valuation or credits, utilities, etc. and the use of green infrastructure

Revised strategy:
Reduce grey infrastructure costs (construction, maintenance) through rewarding ecosystem services such as tax valuation or credits, stormwater utilities, and the use of green infrastructure.

Additional Strategy:
Collaborate regionally through the standardization of water resource management practices across villages, cities, towns and counties. Water resource management strategies should consider all water-related strengths, weaknesses, opportunities, and threats. Water resource management strategies should also consider their relationship to each of the tenets of sustainability.

Initiatives / Projects:
1. Re-conceive wastewater from a water "waste" to a water "source". Water effluent from treatment facilities could be as clean as, or cleaner than, water in the environment.
2. Agricultural BMPs and streambank restoration to improve water quality.
3. Consumer-friendly systems for capturing, storing, using, and re-using water on site.
4. Education, rewards, and promotion of stewardship.
5. Extract energy from water already in use.

Challenges:
1. Home rule and a lack of regional cooperation. This makes the establishment of a credit system difficult.
2. Assuring that the implementers of improvements will receive a payback / benefit for their efforts (equitable sharing of costs and benefits).
3. Water is cheap and easy right now.
4. Lack of education of users, stakeholders, and beneficiaries.

Indicators:
It was generally agreed that the previously identified indicators should show progress toward the newly identified goals. It was agreed that one indicator should be modified-
Old indicator – Percentage of Impaired Waters with TMDL Requirements

New Indicator - **Percentage of Impaired Waters with TMDL Requirements Removed From the 303-d List**

Targets:
1. Water use by Category

   a. 2020-decrease by 5%
   b. 2035-decrease by 15%
   c. 2050-decrease by 20%
2. Total number of impaired waters
   a. 2020-decrease by 2%
   b. 2035-decrease by 10%
   c. 2050-decrease by 20%
3. Percentage of Beach Water Quality Samples Exceeding State Thresholds
   a. 2020-decrease by 10%
   b. 2035-decrease by 25%
   c. 2050-decrease by 40%
4. Percentage of Impaired Waters with TMDL Requirements Removed From the 303-d List
   a. 2020- 2%
   b. 2035- 5%
   c. 2050- 10%
5. Concentrations of Pollutants in the Finger Lakes
   a. 2020-50% of state-mandated maximums
   b. 2035-40% of state-mandated maximums
   c. 2050-25% of state-mandated maximums

Agriculture & Forestry:

In General: Increase the viability and ecological contribution of Ag and Forestry, decrease waste and dependence on outside inputs.

Concept: Diversify yields in order to make land-based ventures increasingly economically attractive.

Strategy: Biological energy production (for farms, forests, communities) through initiatives like Plug and Play systems, regional facilities, or power purchase agreements.

Summary of morning and afternoon breakout sessions:

- Morning session included an initial discussion as to the "cross-pollination" of stakeholder groups, which was eventually understood through discussion of the value of ideas from outside of our topic area. Afternoon session included an initial discussion of agriculture and forestry indicators.
  - Morning discussion:

    The "straw dog" strategy discussed is: To increase the viability and ecological contribution of farms and forests while decreasing waste and dependence on outside inputs.

    - Stakeholders connected the "straw dog" strategy to several other topic areas:
      1. Energy production
      2. Climate change adaptation via increased self-sufficiency and the potential for additional redundancy and resiliency of the energy supply
      3. Economic development via research & development opportunities
      4. Water quality improvements via decreased nonpoint-source pollution

5. Increased livability of communities via reduced energy costs and the potential to support nodal development
6. Increased viability of agricultural sector via product diversity (e.g. adding biomass for energy production as a marketable crop)
7. Increased educational opportunities for technical workforce

- Regarding the questions provided for the exercise:
  8. Stakeholders upgraded the strategy by identifying the need for a *scalable* plug-and-play technology to convert/extract power from farm biomass.
  9. Identified three restraints: *absence of scalable technology* (or lack of knowledge, if it exists); *financial restraints* (e.g. the cost is just too high); *risk* (e.g. the lack of guarantees from utility companies that all power produced on the farm would be purchased means that farmers don't know whether or not it's worth the cost of installing on farm electrical generating technology)

- Afternoon discussion:
  - Discussion started on the issue of diversity in agriculture. Two restraints were raised: the specificity of capital-intensive equipment impacting the farmer's nimbleness to adjust to market changes and the difficulty of managing diverse production. Four strategies were raised in response to these restraints:
    - ✓ Develop models for managing diversity at different operation sizes (i.e. small, medium, and large farms)
    - ✓ Extend growing season and growing opportunities (e.g. hoop houses, vertical farms
    - ✓ Create market synergies/connections between consumers looking for niche products and the producers that could supply them
    - ✓ Reduce risk for innovation and diversification
- Discussion moved to the issue of farm land conversion to non-farm use. First restraint mentioned(of many) to decreasing loss of quality farm land was that subdivision standards do not account for agricultural infrastructure, quality of land, etc. leaving the decision makers without adequate information. One strategy developed in response:
  - Align land use regulations with the functional requirements of farms
- Discussion regarding general viability of agricultural sector focused initially on bringing new producers into the market (including but not limited to younger and/or first generation farmers). Primary restraints include price of farmland and equipment and lack of knowledge of agricultural career opportunities, and difficulty for first generation farmers to "do without" during the years before a new farm becomes profitable. One strategy developed in response:
  - ✓ Align an educational network for direct and specific educational opportunities (e.g. internships within university system; tax credits for farms w/ interns; opportunities for lenders and interns to engage one another)
- Agricultural viability was also discussed in terms of lack of necessary market responses and relationships between buyers and sellers. This is not just a matter of increasing direct sales, but also increasing sales through intermediaries (e.g. stores, wholesalers, restaurants). One multi-faceted strategy developed in response:
  - ✓ Create market and efficient network for distribution of agricultural products, generation and distribution of energy, generation of ecological services
  - ✓ Adjustment to indicators

- Biodiversity of bird species:

- Two of the four indicator species were changed to attempt to control for variables arising from the fact that all of the previous four indicator species were birds that migrated out of the region for the winter. Two migratory bird species were replaced by resident bird species to reduce the potential for adverse impacts at over-wintering locations that might result in decreased presence of the migratory bird species in Finger Lakes forests . The two Species removed were the Veery, and the Scarlet Tanager, replaced by the Red-Shouldered Hawk and the Northern Goshawk. The new list of the four indicator species is as follows:
  - ✓ Northern Goshawk
  - ✓ Red-shouldered Hawk
  - ✓ Ovenbird
  - ✓ Black-and-white Warbler
- Also, we recently obtained access to this information in a spatial format which allows for a more beneficial analysis. For this reason, instead of individual survey block presence counts for each of the indicator bird species we can now measure the more meaningful number of blocks where at least one of the indicator species was reported. This changes the baseline value to: 297 blocks containing at least one of the four indicator species during the most recent Breeding Bird Atlas Survey (2000-2005).
  - Wildfire occurrences:
    - ✓ This fifth indicator was added after data was received from the NYSDEC and NYS Office of Fire Prevention and Control. The data reports the number of wildfires reported from 2006-2011. The baseline value is 3,885 reported wildfires.
  - Direct sales:
    - ✓ The indicator value representing direct sales of agricultural products has been changed from an absolute dollar value ($9.52) to reflect the proportion of at-home food expenditures dedicated to direct sale products (0.49% in 2010). The targets have been adjusted accordingly. This change was made to avoid the projection of absolute monetary values into the future.

- Adjustment to goal(s)
  - Goal as provided to stakeholders:
    - Increase the viability and the ecological contribution of the agricultural and forestry sectors, while decreasing waste and dependency on external inputs.
    - This goal was slightly amended to include "Increase the viability, *accessibility,* and ecological contribution…" to reflect the importance of creating more economic opportunity within rural and urban agricultural settings, as well as creating greater opportunity for disadvantaged consumers to purchase fresh, high-quality foods.
- Summary of strategies suggested by stakeholders (from all three working group meetings)
  - Create/increase opportunities for some sort of ecosystem services credit trading system.
  - Strengthen programming for producing, marketing, and exporting specialty products.
  - Establish a beginner farming program.
  - Increase public awareness regarding economic and/or career opportunities in agriculture and forestry.
  - For large farms, strengthen the labor force by educating workers and making the guest worker program more efficient.
  - Support the special logistical needs of small and medium-sized operations in moving their products to market.
  - Improve processing capabilities.
  - Find opportunities for import substitution.

- Examine opportunities to change tax code regarding inherited agricultural operations and forested land.
- Support purchase of development right programs and the farmland preservation program.
- Increase opportunities for the on-farm production of renewable energy.
- Develop models for managing diversity at different operation sizes (i.e. small, medium, and large farms).
- Extend growing season and growing opportunities (e.g. hoop houses, vertical farms (defined above)).
- Create market synergies/connections between consumers looking for niche products and the producers that could supply them.
- Reduce risk for innovation and diversification.
- Align (land use) regulations with the functional requirements of farm and forest landscapes.
- Align an educational network for direct and specific educational opportunities (e.g. internships within university system; tax credits for farms w/ interns; opportunities for lenders and interns to engage one another; system of funneling ag project resources similar to IDA system)
- Create market and efficient network for distribution of agricultural products, generation and distribution of energy, generation of ecological services
- Create a regional food product identity a la Tuscany.

Transportation (focus):

The transportation/land use afternoon session began with introductions of the consultant team leads from Wendel and C&S and of each stakeholder (approximately 15) in attendance. The session was structured to cover thoughts on the morning, discuss and further refine straw goal and strategy from the morning, brainstorm additional strategies and begin establishing targets for the indicators. The following is a summary of topics discussed during the afternoon session:

- Straw goal/strategy:
  - Goal: Increase development or re-development around existing infrastructure, decrease dependence on automobiles and fossil fuels for transportation.
  - Concept: Stimulate nodal development
  - Strategy: Make existing but underutilized assets affordable enough to attract new energy and investment
- Discussion points on straw goal/strategy:
  - Goal – should read '…dependence on automobiles and/or fossil fuels…' since improvement could be made staying in automobile but choosing alternative fuels
  - This is a good concept but some REDC projects go against this goal – the Stamp Project for example – how are we going to make sure there is consistency?
  - Should be a focus on maximizing all existing assets not just underutilized
  - How are the nodes going to be established?
    - Existing transportation corridors
    - Established places
- Other strategies
  - Establish connections between nodes
  - Encourage & support development of infrastructure for alternative fuel vehicles
  - Create regional land use and zoning regulations/models
  - Protect & preserve environmental assets
  - Ensure social justice

- Incentivize redevelopment/redesign – capture externalities
- Educate & promote existing sustainable services & programs
- Leverage technology to promote transit and create a more flexible system
- Consider aging of population and needs that will come from that
- Develop safe routes to school
- Develop car sharing or peer to peer programs
- Incorporate complete street designs
- Encourage & promote consolidated freight movement
- Consolidate government/municipalities – waste management, maintenance, etc – lots of overlap or inefficiencies in services
- Develop & promote recreational tourism – bike/hike trails
- Shorten commute times – incentivize living where you work
- Use public/private partnerships to provide transit options – vanpooling, carpooling, etc
- Stakeholders weren't aware of ROCeasyride program – need to advertize and promote

After this general discussion, the group broke out to discuss land use/livability and transportation separately. Below are topics from the transportation discussion (approximately 7 participants):

- We began by trying to focus on what strategies discussed with the larger group were the most important:
  - Incorporating complete street design elements in all design projects
  - Market & promote alternative fuels, modes of transportation and services
  - Establish a car sharing program
  - Make connections to close the bike/ped infrastructure gaps both on- and off-road (completing trails, bike routes/lanes, sidewalks, etc)
  - Make alternative fuel/vehicle options more affordable
- It was noted that the region should continue to apply pressure for continued funding for projects that promote alternative modes and fuels to ensure the funding is available
- There was a discussion on the indicators – especially the one that reports on the number of miles of roadways and bridges in 100-year flood zones. It was noted that while this information is useful, it's not a useful indicator of change. The climate change adaptation indicator that considers "reduction in # of residents put at risk from loss of critical infrastructure for more than one day" would capture the change in vulnerability of the transportation systems.
  - It was agreed upon that this would be removed as an indicator
  - Another indicator was proposed: miles of roadway – this would provide information on sprawl b/c if we were trying to use existing assets, there would be no additional roadways
- Targets:
  - Total % of people commuting via walking, biking, transit & carpooling – consultant team lead noted the following: 2010 national averages – 2010 walking, biking, transit and carpool share is 19%; the target for the capital region is to reduce drive alone share by 25% by 2030; and central region is to increase walking, biking, transit and carpool share by 20% by 2030. The group thought this seems aggressive and there were some comments that getting people out of their cars was impossible – the working group was comfortable with an ***increase of 5% walking, biking, transit and carpool commuters by 2050***.

- 2010 baseline: 15%
- 2020: 1% increase to 16%
- 2035: 3% increase to 18%
- 2050: 5% increase to 20%

- VMT per capita – team lead noted in the capital region and the central region are noted as being a 20% reduction by 2030. This seems aggressive – the working group was comfortable with a ***25% reduction in vehicle miles traveled per capita by 2050***.
  - 2010 baseline: 9,742
  - 2020: 5% decrease to 9,255
  - 2035: 15% decrease to 8,280
  - 2050: 25% decrease to 7,310
- Transportation energy consumption per capita - It was noted by the working group that the transportation energy consumption reduction would be greater than the VMT per capita since this measure would take into account not only a shift in modes but a shift to alternative fuel vehicles. The working group was comfortable with a ***40% reduction in transportation energy consumption per capita by 2050***.
  - 2010 baseline: 73 MMBtu/635 gal gas/capita
  - 2020: 10% decrease to 66/572
  - 2035: 25% decrease to 55/476
  - 2050: 40% decrease to 44/381
- % income spent on transportation - While noting it was an aggressive goal, the working group was comfortable with targeting what the H&T index notes as affordable transportation costs by 2050 (15% of the median household income). Therefore, the target is a ***10.5% reduction in transportation costs by 2050***.
  - 2010 baseline: 25.5%
  - 2020: 3.5% decrease to 22%
  - 2035: 7% decrease to 18.5%
  - 2050: 10.5% decrease to 15%
- Miles of roads/number of bridges within flood zones (100 year) – this indicator was removed
- Freight tonnage moved by truck and rail – the team lead noted that the GTC's Freight/Goods Movement study indicated forecasts for freight movement by mode through 2035. It was noted that the truck share would increase to 82% and rail would decrease to 11%. The short- and mid-term targets for this plan would be to maintain the existing split between truck and rail which would mean that a shift would begin immediately through to 2035 then the region would actually begin to see a decrease in the truck share and increase in the rail share from that point forward. Therefore, the target is a ***2% reduction in tonnage moved by truck and a 2% increase moved by rail by 2050***.
  - 2010 baseline: truck 80% - rail 12%
  - 2020: maintain baseline split, truck 80% - rail 12%
  - 2035: maintain baseline split, truck 80% - rail 12%
  - 2050: 2% reduction in truck share and 2% increase in rail share, truck 78% - rail 14%

Land Use/Livable Cities:

In General: Increase development or re-development around existing infrastructure, decrease dependence on automobiles and fossil fuels for transportation.

Concept: Stimulate nodal development.

Strategy: Make existing but underutilized assets (e.g. along Erie Canal corridor, urban brownfields) affordable enough to attract new energy and investment.

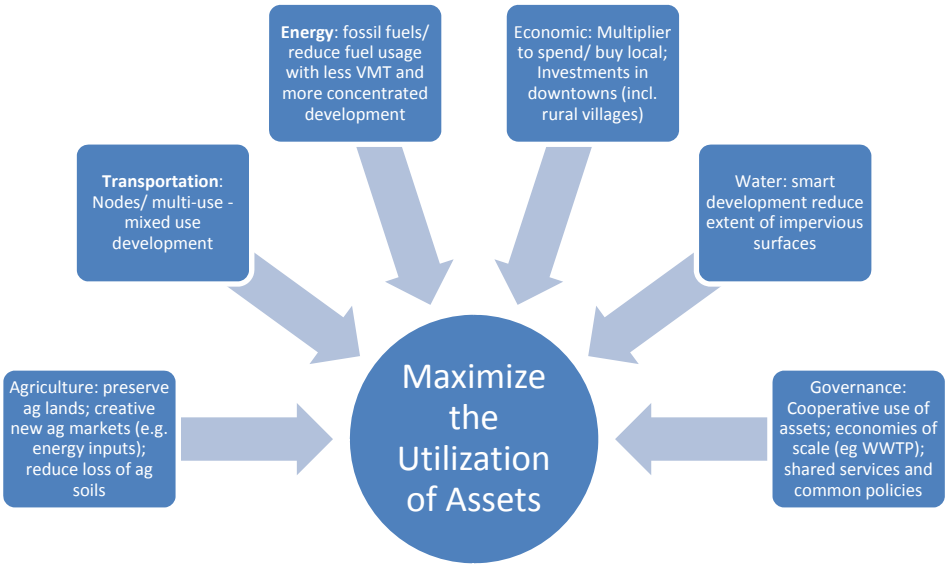
Morning Session (scrambled group of about 17 people for combined input on land use, livability and transportation) – discussion of issues and opportunities using straw strategy as a starting point.

- Add "built and ecological" to statement before the word "assets" to recognize that assets include buildings and infrastructure, as well as natural resources.
- In the general statement, it should read "and/or" fossil fuels, as new vehicles currently exist, and more are being developed, that do not rely on the use of fossil fuels.
- The strategy is too narrow; we need to think beyond the cities and canal corridor; focus on small villages and hamlets that already exist not only along the canal but throughout the region.
- What about public transportation – need more and improved public transport options to enable people to get out of their cars.
- Incentivize redevelopment and reuse; having people closer together keeps dollars in communities.
- There is a need to engage underutilized assets, and in doing so, we must consider the differences between the needs of urban and rural communities.
- Need for more mixed use development; there are barriers to funding for mixed use projects (federal lending standards).
- Reuse existing structural assets (buildings and infrastructure) to address strategic needs of communities.
- Existing buildings represent a very valuable asset that should be better utilized: historic buildings are better built and more attractive than much new construction, especially for commercial properties.
- Bio-materials development is another underutilized asset. (e.g. use of lake weeds as bio-mass to generate energy).
- Use agricultural lands as a source for economic development, tying rural and urban areas together.
- Agricultural lands are a source of inputs to advanced technologies (e.g., ethanol, sweet water chemical, biomass crops, etc.)
- Must consider food deserts, which exist in both urban and rural areas.
- "Green the rustbelt" – reuse brownfields, which can be used for ecology and agriculture.

- Need to integrate ecology, an understanding of environmental protection and ecological design into design standards and practices.
- There is a need to revamp the entrenched system that is embedded on capital and quick returns on investment.
- Need to build relationships and a stronger understanding of sustainability to change established systems and practices (e.g., county sewer and water districts, major highway extensions, etc.) that support sprawl.
- Local zoning should support nodal development (model legislation; incentivize good zoning).
- Need strong leaders and leadership in order to get things accomplished.
- Need to increase awareness of sustainability; it must become embedded in the local culture.
- Utilize the power of the academic community in the region to achieve sustainability goals.
- Need to "brand" sustainability in the region.
- Need cooperative utilization of assets.
- Coordinate with REDC actions – filter/translate Regional Sustainability Plan back into REDC efforts.
- Create a regional entity to "marry" the REDC and FLRSP together (incentivize cooperation – how?)
- Need to better capture externalities/value capture – ex. Disincentives to abandon properties (penalties for abandonment; old big box); reward good actions.
- Need for regional tax base sharing to break away from the perceived need to continue development in rural areas to boost local tax revenues.
- Promote the region as a region and work together to achieve sustainable improvements (there is currently too much fragmentation).
- Home rule makes regional activity a challenge; it creates restraints that result in fragmentation. Need incentives to get beyond this (such as good zoning), but this requires strong leadership.
- Integrate land use issue to integrate social issues.
- Institutionalize regional cooperation – take advantage of REDC, not perfect but it's what we have.

- Institutionalize efforts now to capture and hold what is achieved through this process before the Governor is gone and things change.
- Use Napa Valley/San Francisco model as a vision or guide for this region.
- Buy local.
- The current economic development system is about winners and losers, which makes intermunicipal cooperation more challenging. It should not be about distributing monies or creating winner and losers – there should be regional benefits.
- Must embed sustainability into the local culture so that the value becomes inherent in the system.

<u>System Integration with Other Subject Areas</u> (based on discussion of issues and opportunities):



Afternoon Session Input (Land Use/ Livability Stakeholders – about 10 people)

Discussion of issues, building off of what was offered in the morning session, with focus on land use and livability – the following was offered:

- Maximize existing assets and resources (infrastructure) – build on what we have rather than continuing to sprawl and expand.
- Develop transit-related /communication interconnections between nodes – make connections between existing places where appropriate.
- Encourage and develop alternative modes of transport – get people out of their cars.
- Revise zoning and land use policies to encourage and support adaptive reuse and redevelopment – existing policies and practices support sprawl and don't allow for mixed use development.
- Protect and preserve social and environmental assets – related to quality of life and environmental protection; recognition of the importance of these things to vital communities.
- Capture ecological components and functions of land use – need to bring ecology and environmentalism into the discussion and lens of focus.
- Practice social equity – it's not just about improving cities or affluent areas.
- Consider how the build environment and natural environment co-exist as a part of development.
- Promote policies to incentivize better land use – need to find ways to change what we build and the way we build.
- Capture externalities – increase costs of unsustainable development; reward good development (incentives).
- Promote common land use policies and regulations (model zoning) for all communities – need for better coordination and common planning across municipal boundaries to achieve more sustainable outcomes and development (need to come together rather than stay more fragmented).

- Encourage mixed use development (zoning and local land use policies should support this to improve density and diversity in developed places).
- Need education to assist people "to live locally" – help people understand the importance of sustainability.
- Need zoning to support needs of elderly and lower income – "mixing" and decentralizing.
- Need government consolidation – helps reduce redundancy and costs.
- Nodal development leverages existing investments and makes investments sustainable.
- Think of nodes as multi-use – focus on strengthening existing centers.
- Underutilized resources – creative look (example of how the nutrient-rich nuisance weeds in the Honeoye Lake could be used as a source of bio-fuel).
- Challenge home rule – how to coordinate, incentivize change, and build the relationships necessary to bring about different thinking to achieve more sustainable outcomes.
- Challenge – farm lands often leased – makes them a more fragile resource.
- Holistic approach to problem solving – using all areas of expertise to address issues and achieve sustainability; we are in a region with great resources.
- Governance – regional sewer, regional water, Genesee expressway, etc. encourages sprawl – these are entrenched systems.
- Livable communities – services, schools and safety are three factors that attract people to neighborhoods. Improve the core to build and retain population.
- Crime prevention through environmental design.
- Scale travel to needs (car sharing, etc.).
- Rural solutions will be different from urban ones: for example, mass transit is not sustainable in very rural settings, but alternatives are needed in rural areas also.
- Complete street improvements to accommodate all uses and modes; create vital neighborhoods.
- Focus on nodes with development concentrated in these areas.
- Incentives to draw residents to centers rather than sprawl – how to make the centers more livable and sustainable to retain and attract population.
- Improved education and good schools keep people in urban areas.
- Mandate (require) intermunicipal cooperation and interaction (shared policies).

Goal for Land Use and Livability:
Maximize existing assets (buildings and infrastructure) and concentrate development and redevelopment in established places and population centers (utilizing transportation corridors as one criterion for evaluation).

Strategies - after a discussion of the issues and opportunities, the information gathered was consolidated into some central strategies or themes.

- Establish common land use policies and regulations (model land use ordinances) to encourage and achieve redevelopment, adaptive reuse and mixed use development.
-
-

- Establish policies to address social equity and improve services, schools and safety in population centers and established places in an effort to retain and increase population and improve quality of life.
- Promote government consolidation and intermunicipal collaboration and cooperation.

Targets – the selected indicators were discussed with the group and realistic targets were evaluated based on short term, midterm and long term horizons.

- Per Capital Land Consumption – need to look at trends to see how land consumption has changed over the past decades. Ideal is to increase population to decrease ratio of land consumption. When looking out to the future, consider the potential impacts of having access to a large supply of fresh water (Lake Ontario) and how that may affect population growth in the region. What would it take to reduce land consumption (bring down by 0.01 = .23 ac (based on population only).
  2020 = status quo (0.25 ac)
  2035 = 0.2425 (3% decrease) 0.0075 reduction in acreage
  2050 = 0.24 (5% decrease) 0.0125 reduction in acreage

- Residents in population centers – need to look at trends back to 1970 and factor in the average household size. Again, for future, take into consideration potential impact of access to fresh water supply.
  2020 = status quo (36% population in centers)
  2035 = 5% increase (~ 38% in centers) +/- 26,000 (increase to +/-463,000 persons)
  2050 = 10% increase (~46% in centers)

- Deconcentration of Poverty – currently 13.2 % of region, with 23.2% in centers and 8.1% outside centers, which means 60% of poverty is located in centers. Decreasing overall rate doesn't necessarily address goal of deconcentration. Don't want to decrease the rate in the centers by increasing poverty outside centers (redistributing poverty). Target, therefore, is to maintain the status quo outside the centers (8.1%) while decreasing the poverty rate in the centers.
  2020 = status quo (23.2% in centers)
  2035 = 3% reduction (~20%)
  2050 = 5% reduction (~18%)

Energy:

In General: Discussions included establishing goals for increasing diversified energy production from renewable sources, while decreasing overall consumption, with a specific focus on the advantage of a regional micro-grid.

- One of the stakeholders pointed out that he would rather see a successful regional plan for developing an abundance of clean, renewable, competitively priced energy that would lure new businesses and responsible growth, which may actually increase overall consumption.

Concept: Locally usable energy

Strategy: Micro-grid technology that integrates the advantages of independent local or regional production and distribution with the storage and capacity large enough to serve the region.

Current Regional Energy Generation Resources:

- Nuclear
- Hydro-power (National Grid, Municipal Power Corporations)
- Waste energy plan (Riga, Parrington)
- Land fill methane capture
- Ethanol
- Farms – manure
- Natural gas

Localized energy generation and distribution

- Could act independently when the 'grid' goes out (stand alone)
- Could serve to back feed adjacent communities or regions from excess generation

Micro-grid can be a part of Smart-grid

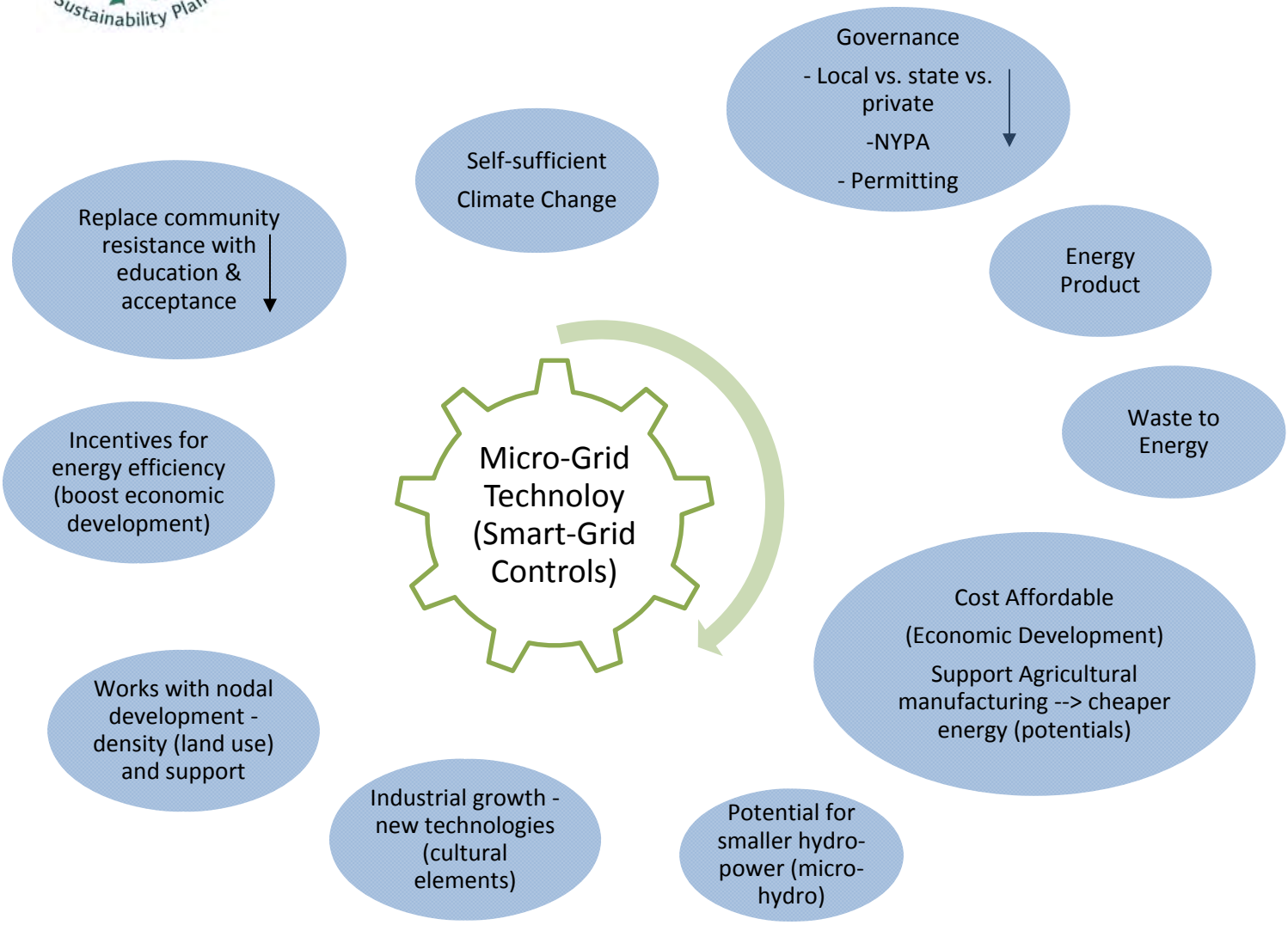
- Multiple micro-grids
- Switches

Discussion:

- Think about gas, not just electricity
  - Natural gas is abundant in our region, and competitively priced as compared to many other fuel sources Getting away from fossil fuel consumption
- Transitioning
  - Production
  - Transmission (renewable sources)
  - End-users
- NY Climate Action Plan 2009 (DEC & NYSERDA) already in place, with Albany and Syracuse regions being studied

Strategy Concepts:

- Production goals for renewable and local energy generation
- Incentives for increasing renewable and reducing fossil fuel consumption
- Resilience self-reliance, generation ≥ consumption
- Distributed energy, getting excess power generation into the grid or other means of measurement & storage
- Reduction of Green House Gas Emission
- Documentation of alternative/renewable energies



Task:

1. Looking at the goals & strategies given from the morning exercise, further develop how the strategy can be used, create new strategies, and look at how they affect the other subject areas and their impact on the 5 Capitals.
2. Assign targets for each Indicator.

- Grid infrastructure fragile:
  - snow storms
  - ice storms
  - rural areas

  → Affect the grid

- Micro-grid: could be a portion of a larger, smart-grid, neighborhoods, level of a household, generation is captured, measured, and distributed. (net-metering)

Strategy: Micro-grid technology that integrates the advantages of independent local production and distribution with the storage and distribution capacity of a large grid.

→ Micro-Grid

Using micro-grid technology, all subject areas and 5 capitals need to be filtered through a lens so that we are capturing all aspects of how a micro-grid can be beneficial to our Region.

Subject Areas

Water: Energy from distribution centers at water sources → micro-turbines
Will eventually go back into the grid
Biological waste products

Agriculture & Forestry: Effluent > water quality

Economic Development: low cost energy → business/reliability
Carbon Credits (tax/trading)
Return on Investments

Materials: Organic material re-uses

Land Use & Transportation: Convert brownfields into PV Power fields

Climate Change Adaptation: Provides areas of refuge

5 Capitals

Human: Education, Accountability

Ecological: Generation of renewable energies within the Region/Community

Financial: Accountability

Fixed/Built: Generating power off of an existing water source, roof tops (solar panels), etc.

Social: Community micro-grid, coming together

Obstacles

- Public Policy
- Community Resistance
- Funding

- Power Transport
- Jurisdiction/Dependencies

After looking though the lenses and discovering more about micro-grid technology, more **strategies** will be filtered through this exercise.

Materials Management:

In General: Increase the recovery and re-use of all materials that are currently going into the waste stream, decrease the generation of waste in the first place.

Concept: Discover, realize, and recover the value in all elements of the waste stream.

Strategy: Regional method for brokering materials: "Garbage Craigslist"

Group Make-up

- Nine participants all who have some connection to the materials & waste sector, including the facilitator and assistant (who both were active participants)
- Sectors represented included: Two university/college based staff members, one labor/small business rep., one manufacturer/start-up, two statewide non-profit technical assistance organizations (not based in the Finger Lakes), three local non-profit/community based-organizations

General Discussion

SWOT:

Discussion mostly focused on other goals and strategies (beyond the *Straw Dog*), and while challenges (Threats) were identified, the focus was mostly on Opportunities and Strengths. Very little discussion surrounded Weaknesses (SWOT).

Straw Dog:

General discussion surrounded the *Straw Dog* (portrayed immediately below), with four resulting conclusions: 1) The "In General" and "Concept" statements seemed to resonate; 2) but, there was one addition as noted to the "Concept" statement (in brackets); 3) the "Strategy" statement was a bit small as a presentation of a strategy that could have far-reaching, regional implications—it is a good idea, but not one of the highest-level strategies that should be deployed; and 4) it is critical to get away from concepts such as "trash," "waste," and "garbage" in the plan, thus the change in the strategy statement to "materials" (in brackets).

A new treatment of the first two components of the initial *Straw Dog* is noted below the original (Revised Overall Goal Statement).

Straw Dog

In General:

- Increase recovery and reuse of all materials currently in waste stream
- Decrease generation of waste in the first place

Concept:

- Discover, realize, and recover the value *[highest and best use]* in all elements of the materials stream

Strategy:

- Regional method for brokering materials (e.g. "Garbage *[Materials]* Craigslist")

Revised Overall Goal Statements (based on *Straw Dog*)

- Decrease generation of waste in the first place
- Maximize reuse, recycling, and composting of materials currently in waste stream
- Discover, realize, and recover the value (highest and best use) in all elements of the materials stream

System Integration:

Addition dialogue about goals, strategies, and even projects/programs, inherently brought in components/interests of other subject areas—the nature of materials (waste) management is one of system integration. Integration and impact of/on other subject areas serves as the foundation of the sustainable approach to materials management recommended for the Finger Lakes Region. For instance, by way of example, it could be argued that the landfills in the region impact all the other subject areas.

Other Issues:

We need to be sure everyone understands our (and NYSERDA's) broadened definition of "waste" to include not just Municipal Solid Waste, but also other materials such as Agriculture and Biosolids, Construction and Demolition Debris, Non-hazardous Industrial Waste, and Tires. It was also discussed that Industrial Hazardous Waste should also be included in the region's planning initiative.

All are issues discussed are noted below under "Goals."

Subject Area Goals

- A critical component of a broader concept/goal statement is that the region should not simply base its strategy/project delineation process focused on present challenges/problems (which may, or may not exist; or, could be debated ad nausea); but rather, project out to the future what problems, challenges, threats, and more importantly, opportunities await that need a solid foundation developed today.

- Focus on the important theme of "non-product output" as a way to articulate what "waste" really means—it adds the economic imperative to how the region approaches materials management.
- Base strategy and project decisions on data (data-driven decision making)—and if the data does not exist, expend resources to acquire it.
- Target items in the waste stream using a "highest and best use" approach to solutions with the following priority as a guide: 1) Source reduction of non-product output, 2) Reuse of materials, and 3) Recycling and composting solutions.
- Don't ignore the 800-pound Gorilla in the room—the existing landfills and huge amount of waste imported into the region—focus on big reductions in waste disposed at those landfills.
- Strive to "normalize size" in manufacturing/business as it relates to materials management and innovation.
- Focus efforts on what is not being done appropriately and what can be done better (e.g., biosolid management).
- Focus efforts on "big ticket" items in the waste stream (e.g., organics, composting).

Strategies and Projects

Strategies:

- Understand the categories of waste (materials)—e.g., through a regional waste characterization effort
- Consider the following criteria when making decisions about specific materials management options:
  - Number/quantity in stream (volume/weight)—target major components
  - Identify items to be managed differently based on toxicity—reduce high-toxicity items
  - Look at cost of alternative management options considering externality costs and benefits (which need to be articulated)—strive for lower-cost options
  - Identify "easy" solutions based on some type of risk assessment—defer to options that can be done quickly and with reduced effort
  - Consider market/alternative solution availability/development—focus on those items with existing markets first, then—or at the same time—develop local markets for other logical materials
  - Target things not currently managed well—reduce/recycle problem materials and/or eliminate problematic management modes
  - Strive for local based solutions—use regional materials to invest in "green jobs" in the region
- In conjunction with the landfill operators, develop new business models that move away from disposal in its purest sense
- Regarding incoming waste:
  - Better characterize what is coming into region
  - Define highest and best use for the major components of this waste stream
  - Work to extract highest value of this material (which is not necessarily landfilling)
  - Potentially work with state regulators to limit material coming into the region using strategies such as: "We won't take anything from anywhere not already reaching a 40% diversion/recycling rate"
- Develop a debris management plan for extreme weather events, such as storing bulky wood instead of chipping to improve chip quality
- Develop materials management strategies that increase diversion goals at each "touch-point" of the waste/materials (such as at the place of generation, waste truck, transfer facilities, and

disposal locations)—e.g., offer "service opportunity analysis" technical assistance services to optimize reduction of "non-product output"

- Prepare for inevitability of single-stream programs throughout region, including how to best utilize the new Monroe County single-stream MRF to: Improve material quality, level the playing field, decide what is the best method for curbside (e.g., system improvements), and identify and target differences in what is collected and how it's collected
- Develop incentive programs—e.g., take back/deposit programs
- Address net-metering as it is a challenge and particularly limiting in rural areas (this relates to digestion, energy production, and distributed energy)
- Develop a new system to capture pre-consumer organics (e.g., vegetable and fruit waste at point of processing), then expand this system—once proven—to post-consumer organics (e.g., food waste)
- Encourage carbon credit policies (at the state level)
- Address low tipping fees (that currently do not include all externality costs) as they are a disincentive to sustainable approaches to materials/waste management
- Develop integrated communication, outreach, and education strategy that looks beyond email, websites, and electronic social networking (while all are good to deploy), and recognizes that large segments of society don't have access to these means of communication
- Develop local innovative approaches to: 1) Reduced packaging techniques, and 2) new sustainable materials for packaging, using already existing local resources such as existing manufacturers, new private sector interests, and existing academic resources (e.g., at RIT's Golisano Institute)
- Develop metrics and education strategies to define and articulate the true value of materials
- Biosolids are currently being land applied and overburdening water and land resources—move toward composting and digestion solutions

Projects:

There was limited discussion around specific projects, but a few did come up:

- Need seed money for education about pre- and post-consumer organics management programs
- Address challenges with funding more digesters
- Provide resources and programs to better train operators/owners regarding digester operation and maintenance

Targets

Discussion started on potential targets and surrounded three concepts that need to be developed further:

- Potentially look at a per year reduction in waste production, measured in a percentage—say, 10% a year—using the 2010 waste generation tonnage number as a baseline
- Develop per commodity reduction (decreasing) and recycling (increasing) numbers
- Calculate and strive for a per person per year (per capita) reduction—say, from the national average of 4.3 to 3.3

Economic Development:

In General: Increase investment into "Innovation Acceleration," decrease disinvestment (such as "brain drain," poverty, and abandoned infrastructure.)

Concept: Invest in utilizing and strengthening the core genius of this place.

Strategy: An Innovation Consortium (drawn from business, academia, government, and the NGO community) that convenes multiple stakeholders to find and address regional challenges that have potential for global enterprise opportunities, and then support business ventures to carry them out.

Context: Economic development is best understood as the means of wealth-creation for all entities in a system. We are working in the Finger Lakes Economic Development Working group to tease out the best paths for this capacity to produce increasing wealth and long-term health for all institutions, agencies, businesses, communities and families, as well as individuals. Our experience is that this is more likely when communities draw on and advance themselves from that with makes them unique and distinctive. That uniqueness serves as a source of development that adds value and is able to grow the community coffers as a result. This is contrasted to regions that have less success by chasing trends which anyone can take on, such as technologies that are not unique to the region. This is also contrasted to working on local needs but without a mind to the scalability of it for unique offerings beyond the region that are only likely to be really innovative. These two contrasts are the shortfall producer for most regions in their economic planning. They become a commodity as a result.

The economic development top priorities will be selected is terms of their ability to develop means to innovate, generating ideas that contribute and serve the growth of the region, implement them such that they have long-term viability, scalability and spread-ability, and develop ways to sustain that through time as a foundation. Understanding and using the Story Of Place™ has proven effective in regions in Texas, Oregon, British Columbia, Mexico and many other places. It will be a guiding light in our Sustainability Planning in the Finger Lakes Region.

What makes The Finger Lakes Unique and Distinctive?
The story is more complex, but we are anchoring on three concepts that have proven to be repeatedly powerful for Finger Lakes throughout its history in terms of business development, job creation and talent development and attraction and ability to create global demand for products.

The first is that ideas that start **from local needs but have global application** has been the most successful. For example:

- Kodak, Jell-o, Bausch & Lomb, Gannett, Western Union, Xerox, French's, Champion, Genesee
- Brewing Company
- Kodak – film, digital cameras
- Xerox – printers
- Champion – first hooded sweatshirt, reversible t-shirt, mesh fabric
- Genesee Brewing Company – wheat industry, Whiskey Rebellion
- Bausch & Lomb – contacts that came from understanding lens.

Many of the companies here acted as an eddy in a fast moving world, taking ideas, developing them in very new ways. They were seen only as local solutions but later advanced and sent out to the country/world as products that were valued and adopted on a large scale. Often these were new technologies in the industry and using materials in very unique ways.

This second distinctiveness in the Finger Lakes Region was the ability to take the original need and innovate in ways that are very practical and solve local problems immediately. But repeatedly innovation is introduced in a way that the benefits can be "Democraticized" (made applicable on a grand scale)

The third distinctiveness is in the ability to spread the seed idea, just like Jonnie Appleseed, in a way that its value is seen across a broad landscape of regions. It is easily adopted outside the region, bringing wealth back to the region from national and global adoption of technologies that grew out of local needs, were innovative and were applicable to a variety of situating with the same or related needs.

These three unique criteria are how we are evaluating projects and funding application, believing it has the best chance of creating wealth from the funds invested in economic development. Further, since we will be working on many projects related to sustainability and climate mitigation that will meet this criteria, local problems and needs where innovation is needed, the plan for economic development will pull these needs over into the economic development strategy and find project there to advance that will simultaneously improve sustainability (e.g. food safety and security, climate mitigation technologies) and are tackled from the criteria that is unique to the Finger Lakes based on the story of place.

General Input:
When looking at the characteristics that make Finger Lakes unique, the following ideas were generated collectively as strategic places to grow the wealth of the region.

- Custodian of Economic Development should have comprehensible understanding of this distinctness in all subject areas and the five capitals on every project; make it a process that is imbedded
- Connect to local land use plan so decisions are made at local level-while embedding sustainability more deeply, especially on implementation ideas; so Story of Place is further refined as well.
- Example of a strategy: *Waterways like San Antonio River Walk-have transportation, economic and tourist activities tied to our unique story of place and other subjects (transit, education on our uniqueness). We need this nature of thinking. We would use sustainability lens so energy is rethought which was not done in San Antonio.
- Blend in international organizations that are national and global, e.g., Boy Scouts
- *Social attention of children and youth. Institutions feel like fortresses. Bridge between business and students as seed for investing in innovation on our uniqueness
- Globalization of our innovation-aware of size, many sizes so more resilient. Diversity of size, mix of people and perspective in economic activity
- Measure growth by diversity and not just consumption
- Reducing footprint across all subject areas. Sustainability is good for business. Metrics-ROI. E.g., Issue of clean water and costing fees; devise systems that demonstrate
- *Transparent and democratizing0need to show capital benefit of all projects to communities, plus share our innovation process with others. Claim it so we can own it.
- Value our goods correctly so value flows back. E.g., water

- *Build an accounting system to recover and invest in value "appreciation" of natural resources. Start with national businesses locally. Traveling road show with Consortium on what we discover (innovation need).
- Regional building of business capability to work sustainability with stakeholders broadly (fragmented examples now)
- *Food strategy that brings stronger safety security, uniqueness, sustainable and linked to other 5 areas. Building financial incentives (local where can make sense). Regional food strategy with cross stakeholder process
- Investment isn't just financial
- Branding/marketing of the region

Shared Strategy discussions across from other groups and advanced by ED as well

- Scaling of biomass-want to serve all size farms
- System to recover and invest in values and appreciate natural resources
- No regional communication/approach for land use, transportation, ED, etc. Need to tap into current efforts
- Goal: It's a challenge to move from a focus on community or county to the region. Want to keep the individuality, while moving the regional economy forward
- Sustainability isn't just an add on-it's core to ED project

Prioritized Strategies

Strategies narrowed from above dialogue

I. Strategy One

Initial

↑ Investment in innovation acceleration
↓disinvestment (people infrastructure)

Invest in utilizing and strengthening the genius of place (embedded in all three strategies)

Strategy One:
Innovation consortium convenes diverse stakeholders-Find and address regional challenges with potential for global enterprise opportunities.

Create an entity (convening authority) that will seek out developing best practices in sustainability and incorporate local views/context in order to ensure the 5 capitals are considered in RED-C proposals

II. Strategy Two

↑ investment (energy) in the 5 capitals (human, social, ecological, fixed and financial) innovation (entrepreneurship and intrapreneurship) acceleration
↓disinvestment (people infrastructure-including poverty; atmosphere where all people can contribute; diversity of opportunity; history embedded in cultural; service, income opportunity and need disparity
Innovation consortium convenes diverse stakeholders-Find and address regional challenges with potential for global enterprise opportunities.

Increase regional sourcing of foods from within the region, leading to economic growth and energy reduction and energy development

III. Strategy Three

Create a climate of entrepreneurial energy that fosters a transformational regional brand and identity that leverages the strengths of the regions' five capital assets (human, ecological, financial, social and fixed/built).

IV. Strategies Four:

Middle skills:

Over the last couple of generations, we have devalued middle skills. When we say stop, we need to change the way we talk about those jobs and how we view those apprenticeships. We need to tie them into this continuum in the eddy. Advanced manufactures would love to get someone from agriculture who can fix something. We need to replace the message that everyone's going to college.

To enhance Economic Development from a sustainability lens, I didn't hear anything about environmental or health. I would emphasize the equity piece

Built in apprenticeship. We need to replace that from previous dying business.

V. Strategy Five:

Science, Technology and Manufacturing Park

- Looking for mega sites. The site is to be a green site. It's utilizing the area well. We minimizing the wetlands impact. It's aimed at developing the creative class. There's going to create 10,000 jobs and a 3x with suppliers, so 30,000 jobs. The regional supply chain effect is multiple county wide. Mega sites want to locate next to R&D sites. The project will be able to capture the next generation of manufacturing job. They're high skill, high education. We have the educational institutions so we can train them. We can build on the success on the old manufacturing to the new manufacturing. We need to stop thinking in municipal silos. We need to see the benefits throughout the region and western New York.
- The plant needs some type of certification by a third party. Also, leveraging out to supply chain. Those people need to have some type of certification too.

VI. Strategy Six:

FL Business Accelerator Cooperative

- This is a plan is to create a hub and node of incubators, focused on a new incubator. It's combining with the tech incubator and RIT incubator. Then reaching out beyond to create nodes in the counties for people who don't want to come to Rochester or have a hard time getting here. We'll provide them with mentoring and capital. So, not just incubate and provide capital. My potential for democratization would be that the nodes would reach out to the disadvantaged areas. The rural counties could tap into resources they don't have connection to now. Then we teach other states and regions to do that.

VII. Strategy Seven:

GIS (Golisano Institute of Sustainability)

- The project was to create a new part of the Sustainability Institute. GIS is working on a food processing cluster. One effort is they trying to provide new technology to reduce waste streams in the cluster. They're trying to help all elements of the industry. There are a couple of partners involved. The point is GIS is very diverse in their capacities. They

need equipment to build capacities into the infrastructure and the business community. We have an innovation environment at RIT. When you're designing new businesses, we need middle skills. The local educational facilities can help. Water was touched on. This region has water. Other regions in the country don't.

Indicators

(All indicators are additions to the December document. No time periods were associated with these indicators.)

1. # of out of state visitors
2. ↑ of mixed used development
3. ↓ of vacant… [The group that suggested this indicator will refine and contact Carol.]
4. ↑ business attraction and retention
5. ↑ talent attraction and retention
6. ↑ in home grown businesses
7. ↑ in projects that meet sustainability criteria that will be developed by the proposed Innovation Consortium
8. Charitable donations
9. Happiness index
10. ↑ in high school graduation
11. ↑ movement into Finger Lakes zip codes
12. ↑ capital investment
13. ↓ of empty Main St. store fronts and open space
14. Net advocate score
15. Tourism spending
16. Age distribution of workforce
17. Money spent on infrastructure
18. How connected to place
19. Main St. viability
20. Average disposable income
21. Number receiving social services
22. Number of technical programs available
23. Business with 10 or more employees
24. Acres farmed by types of crops and end use of land
25. Businesses located where infrastructure exists
26. Funding trends for small businesses
27. Water quality (ISO measurement-net zero)
28. Number of flood events
29. Visitor or tourism dollars and origins
30. Water quality
31. Philanthropic giving
32. Quality of education
33. Investment in research
34. Amount of Venture capital
35. Successful commercialization of technologies and associated jobs
36. Improvement in water quality
37. Cost avoidance to companies when given technology
38. Trained workforce availability for diverse opportunities
39. New mechanisms for training and educating
40. Certification for projects
41. Required certifications of suppliers
42. Number of technologies reviews

43. Number of associated employment growth
44. Address GHGE (greenhouse gas) at scopes 1-3 and their mitigation

Overall Indicator thought: So a major indicator will be how well the projects from the other working groups are framed in terms of these following criteria.

1. Are the projects being focused on local needs that have largest applicability beyond the Finger Lakes?
2. Are the projects innovative taken on, and converted into economic development potential, not just reducing the harm that will come from the problem? Can the challenges be converted, directly and literally, into business ventures that solve the problem at the same time they generate economic development opportunity. E.g. See Sarah's example attached. All projects in other working groups should be tackled this way and will therefore be Story of Place indicators. Every working group should pursue this route and the economic working group should scour all the other plans for such opportunities. This is the heart of the distinctiveness of the region that can be leveraged even as we design and implement this plan. (This is the highest leverage place for high-level returns to the region.
3. Do they have a component in each venture that tracks the spread of the idea into other regions as part of business and economic development plans?

Indicators that had priority for the group:

1. Number of businesses that focus on the problems found in the planning process in the other working groups and start initiatives to tackle them. New business ventures that target those directions

2. Training that is aimed at business development ideas in #2 indicator, those that are focused on the problems and needs identified in the plan's working groups, rather than just new projects which are not seen as tackling those specific problems (a past huge success rate for Finger Lakes to innovate on it on problems)

3. Successful commercialization of technologies for problems specifically designated in this plan, globalization of the offerings and growing jobs association with those specific projects as they scale to bigger regions, nationally and globally.

TARGETS (where to focus) – specific targets were not established in this group however they will be developed based on the overall discussion and shared with the group for feedback.

- Increased tourism
- Private sector growth against sustainability measure
- Increase in eco energy parks based on symbiotic relationships of businesses within the park
- Number of new businesses (that survived over 5 years)
- Increase in capturing graduates
- Pride/happiness with region
- Move from corporate city to entrepreneurial, risk taking city
- Decrease of the number of poverty
- Improved racial poverty level
- Increase wage earning equality and availability of training in pockets of distressed areas
- Increase in job shadowing

  - Diversity in education levels and programs
  - Balancing between mandates and opportunities to customize based on unique needs
- Disaster protection for key infrastructure
- Consideration for infrastructure investments when looking at lake levels
- Keep infrastructure aligned with capacity/planning
- Protect our natural resources?
- Increase education rating and levels (nationally and internationally)

Last Thoughts/ Q&A

- Project Recommendation List → how the money will be spent
  - Focus on goals and strategies
  - Specific projects will be in an appendix
  - Can they be incorporated into document?
    - No, NYSERDA has requested that strategies in the main document be broad strategies and specific projects be documented in the appendix.
  - Strategy but no project, what happens
    - Make note, will be part on Plan
    - Ownership, measurements, goals → responsibility of Project Owner
- Fate of indicators?
  - Submitted Place-Sourced Indicators
  - NYSERDA required indicators stay
  - Strategy for each indicator – working on progressing indicators and goals
  - More strategies by March
  - Indicators may be modified per strategy, data, etc.

- Education – has it been addressed?
  - Came up briefly in Economic Development group discussion
  - Where does this belong? Which subject area → should be part of Livable Communities and Agriculture and Forestry
  - Quality of Urban schools
  - Poverty
  - Increase graduation rates
  - Economic Development → Institutions
  - Strategy for K-12 education
    - Inner-city schools
    - Affordability of housing and school systems
- Integration of ideas
  - Future funding
- Public meeting summaries on website

Next Steps

- STRATEGIES: Strategies are being captured from the online form and will continue to be captured. The deadline for strategies to be submitted for inclusion of this draft plan is March 4th. However, draft strategies will be put in front of the public for review in late February and therefore if you want the strategy included in that exercise, where it can be advanced/modified/endorsed, then you need to submit the strategy by February 8th. The Genesee/ Finger Lakes Regional Planning Council will likely continue to collect strategies even after this report is finalized so it can be updated over time.

- PUBLIC MEETINGS: A second round of public meetings will be held the last week of February. Fliers will be available on the website the week of Feb. 4th.

- STAKEHOLDER MEETING: There will be a fourth meeting of the stakeholder groups (as a group) in March (either the 12th or 13th)to comment on the ranking of strategies, wording, etc. These will be sent out to the groups IN ADVANCE of the meeting so that you have time to review them and bring comments and questions to the meeting.

Tara Boggio, Public Involvement Lead, T.Y. Lin International – tara.boggio@tylin.com; 585-512-2000
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Finger Lakes Regional Sustainability Plan

Stakeholder Meeting #3

January 17, 2013

FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM

Story of Place

Rationale:

Communities that maintain their vitality, their ability to attract investment and resources and are able to evolve through time, have three things in common:

1. They know who they are – their uniqueness
2. They develop a narrative to convey who they uniquely are
3. They embed this narrative and uniqueness into everything they do

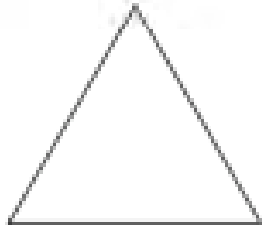
Story of Place presentation can be found under stakeholder meeting #2 minutes - we are not reissuing here due to size

"DEMOCRATIZING"

MAKING PARTICIPATION IN THE BENEFITS OF SOCIETY AVAILABLE TO ALL

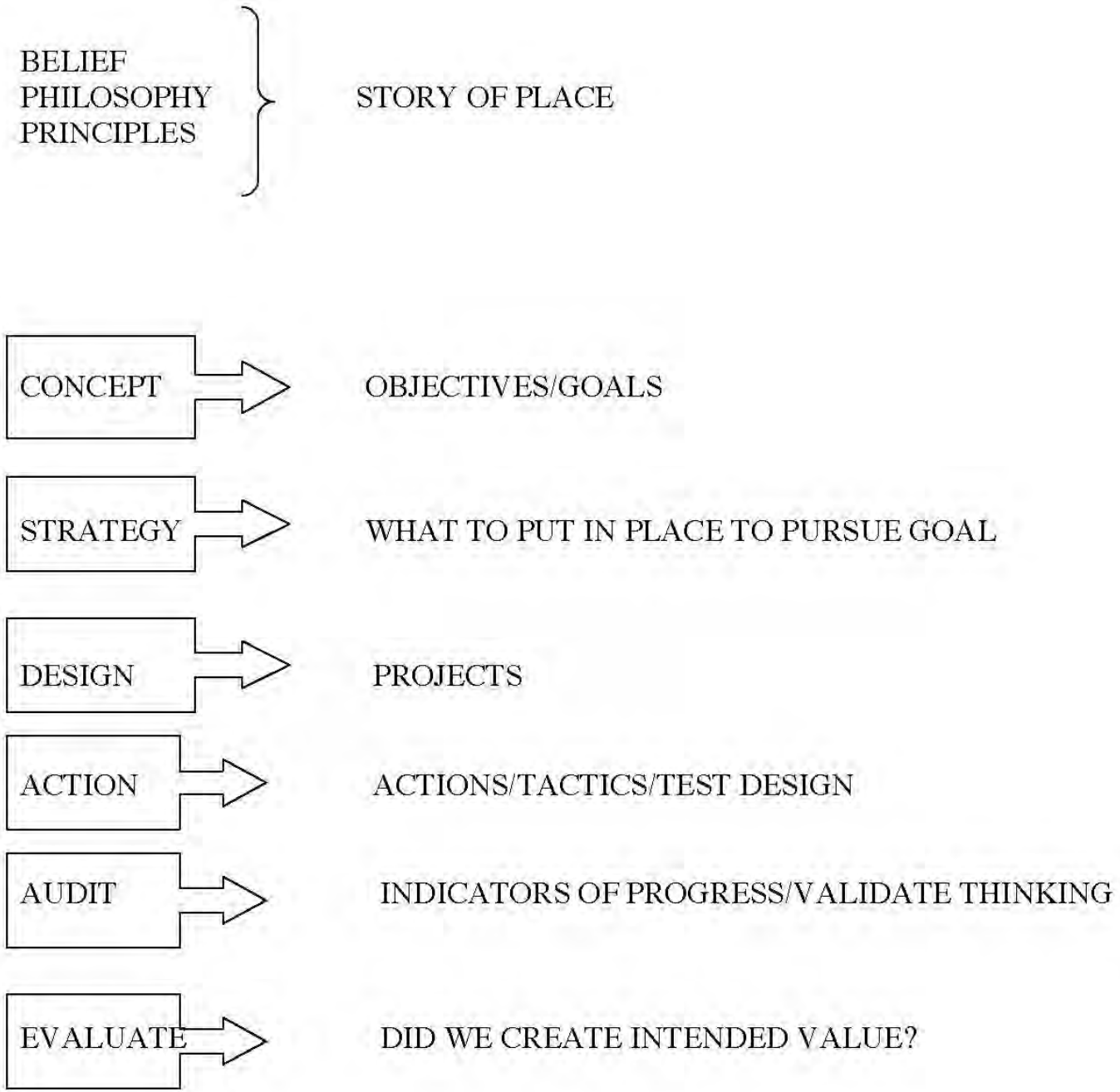
"EDDYING'

A PLACE WHERE COLLECTING, SETTLING, NURTURING, AND ENRICHING CAN OCCUR



"INNOVATING"

FINDING SOLUTIONS FOR LOCAL PROBLEMS THAT ARE RELEVANT FOR A LARGER WORLD


BELIEF
PHILOSOPHY
PRINCIPLES
STORY OF PLACE
CONCEPT
OBJECTIVES/GOALS
STRATEGY
WHAT TO PUT IN PLACE TO PURSUE GOAL
DESIGN
PROJECTS
ACTION
ACTIONS/TACTICS/TEST DESIGN
AUDIT
INDICATORS OF PROGRESS/VALIDATE THINKING
EVALUATE
DID WE CREATE INTENDED VALUE?

“Straw Dog” Strategies

Economic Development

In General: Increase investment into “Innovation Acceleration,” decrease disinvestment (such as “brain drain,” poverty, and abandoned infrastructure.)

Concept: Invest in utilizing and strengthening the core genius of this place.

Strategy: An Innovation Consortium (drawn from business, academia, government, and the NGO community) that convenes multiple stakeholders to find and address regional challenges that have potential for global enterprise opportunities, and then support business ventures to carry them out.

“Straw Dog” Strategies

Energy

In General: Increase diversified energy production from renewable sources, decrease overall consumption.

Concept: Locally usable local energy.

Strategy: Micro-grid technologies that integrate the advantages of independent local production and distribution systems with the storage and distribution capacity of a large grid.

“Straw Dog” Strategies

Water

In General: Increase water quality (for both surface and ground water), decrease the destructive potential of run-off especially in extreme events

Concept: Continuous renewal of a robust and healthy hydrological system (for humans and nature).

Strategy: Reduce built infrastructure costs (construction, maintenance) through rewarding ecosystem services (tax valuation or credits, utilities, etc.)

“Straw Dog” Strategies

Land Use, Livable Cities, and Transportation

In General: Increase development or re-development around existing infrastructure, decrease dependence on automobiles and fossil fuels for transportation.

Concept: Stimulate nodal development.

Strategy: Make existing but underutilized assets (e.g. along Erie Canal corridor, urban brownfields) affordable enough to attract new energy and investment.

“Straw Dog” Strategies

Agriculture and Forestry

In General: Increase the viability and ecological contribution of Ag and Forestry, decrease waste and dependence on outside inputs.

Concept: Diversify yields in order to make land-based ventures increasingly economically attractive.

Strategy: Biological energy production (for farms, forests, communities) through initiatives like Plug and Play systems, regional facilities, or power purchase agreements.

“Straw Dog” Strategies

Waste Management

In General: Increase the recovery and re-use of all materials that are currently going into the waste stream, decrease the generation of waste in the first place.

Concept: Discover, realize, and recover the value in all elements of the waste stream.

Strategy: Regional method for brokering materials: “Garbage Craigslist”

“Straw Dog” Strategies

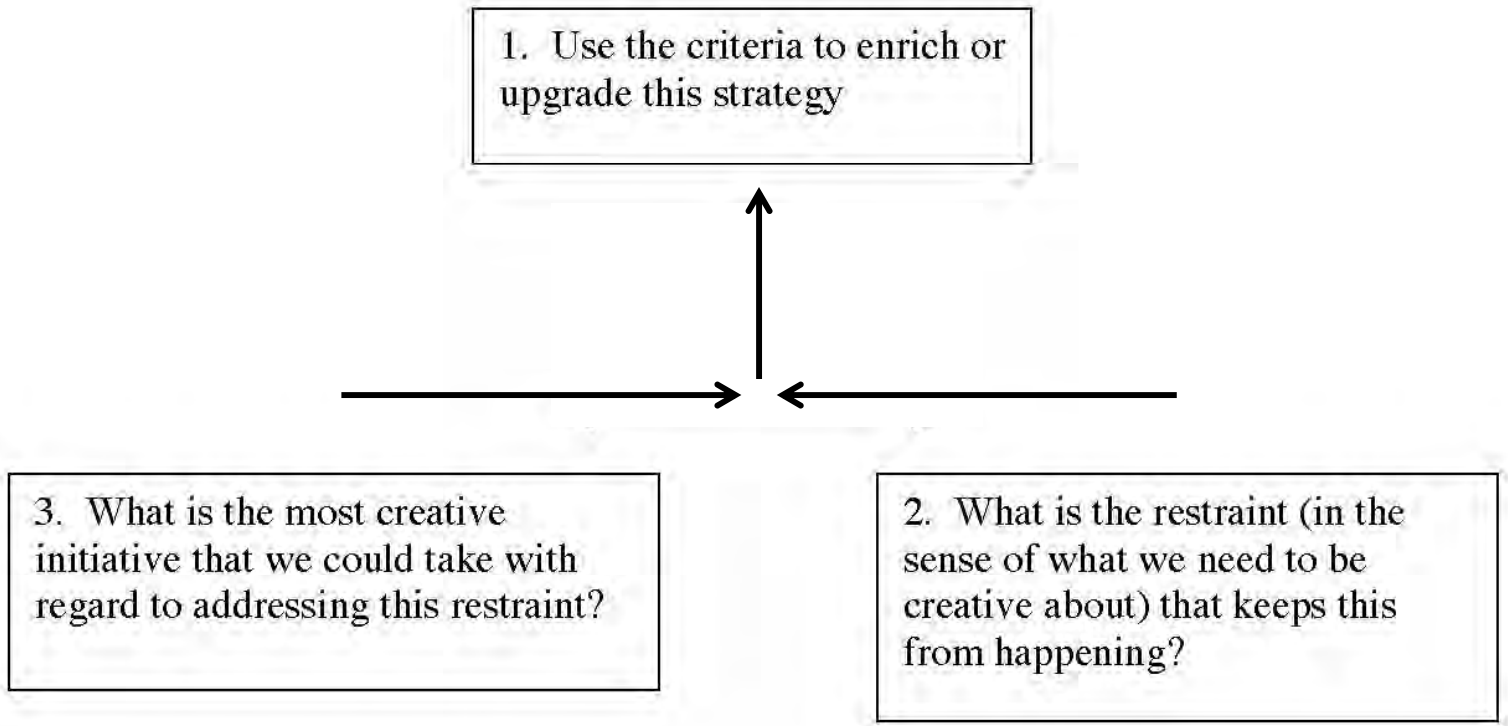
Climate Change

In General: Increase resiliency, redundancy, and adaptability, decrease infrastructure vulnerabilities.

Concept: Semi-independent but mutually reinforcing networks (for energy, food, water, and other critical needs).

Strategy: Self-Sufficient Community Disaster Refuge Centers

Law of Three


1. Use the criteria to enrich or upgrade this strategy
3. What is the most creative initiative that we could take with regard to addressing this restraint?
2. What is the restraint (in the sense of what we need to be creative about) that keeps this from happening?

Exercise

1. Select from all the indictors that have been developed for this plan, and identify a set that you believe this strategy will positively affect.
2. Help us understand why this strategy will affect each of these indicators, and how.
3. Are there obvious voids in terms of the indicators that we should be tracking?
4. For each indicator, what should the target be, and what are the short and mi-term milestones moving toward that target?

Energy

Subject Area Goal

Increase the generation and distribution of regional renewable energies while using energy efficient and alternative energy resources, along with conservation methods, to decrease the reliance on fossil fuels and non-renewable outside energy sources and to become a self-sustainable region.

Opportunities

- Various renewable/alternative energy sources that reduce dependence on fossil fuels
- Focus on sustainable demand/consumption, not just replacing fossil fuels with other sources
- Economic development—R&D, manufacturing, operations, etc. for renewable/alternative sources
- Reduced environmental impacts—cleaner air, cleaner water
- Waste-to-energy research and development (landfills, farms, etc.)
- Mutually beneficial relationship with other subject areas

Challenges

- Balancing renewable/alternative sources with environmental/ecological impact
- Consensus between municipalities, organizations, and the public
- Securing sufficient public and private investment
- Developing incentives (financial and otherwise) for voluntary guidelines and programs
- Achieving a viable cost/benefit ratio for new energy sources
- Visual and landscape blight of different energy installations
- Developing effective public policies
- Developing technology for energy storage and distribution
- Resistance to change
- Need for reliable, technology-neutral education resources to combat misinformation

Variables

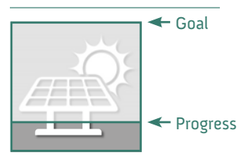
- Success of other subject areas
- Unstable energy markets
- Public perception/acceptance of various energy sources and techniques
- Success of research and development efforts

Indicators and Targets

Indicators	Baseline Value (2010)	Short-Term Target* (2020)	Mid-Term Target* (2035)	Long-Term Target* (2050)
Regional energy consumption per capita	186 MMBtu	20% reduction	35% reduction	50% reduction
Total installed renewable energy capacity	3,495,768 MMBtu (9% of region's total demand)	20% of region's total demand provided by renewable energy	35% of region's total demand provided by renewable energy	50% of region's total demand provided by renewable energy
Regional energy self-reliance (% generated within the region)	59%	65%	75%	85%
Regional energy generation per capita	19.6 MMBtu	21.62 MMBtu	24.86 MMBtu	28.17 MMBtu
Availability, accessibility, affordability of renewable energy	Data not available**	N/A	N/A	N/A
Energy efficiency	Data not available**	N/A	N/A	N/A

*All % reductions or increases are related to the 2010 baseline values, not the previous target.
** Baseline data currently not available. It is recommended that in the short-term, a method to collect this data be developed.

Achievement to Date



Energy

Subject Area Goal

Increase the generation and distribution of regional renewable energies while using energy efficient and alternative energy resources, along with conservation methods, to decrease the reliance on fossil fuels and non-renewable outside energy sources and to become a self-sustainable region.

Finger Lakes Regional Sustainability Plan

Priority Broad Strategies

Connection with criteria
● Strong ◐ Moderate ○ Marginal

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Develop local and regional policies and plans that accommodate incentives and educational programs to promote energy conservation and efficiency	◐	●	●	●	●	●
Develop, produce, and employ alternative energy (bio-energy, waste to energy, etc.)	●	●	●	●	●	◐
Upgrade the existing conventional energy production and distribution in an a sustainable way	◐	●	●	●	◐	●
Develop, produce and employ renewable energy (wind, hydroelectric, solar, and geothermal)	●	●	●	◐	◐	◐
Develop and implement micro-grid technologies that integrate the advantages of independent local production and distribution systems with the storage and distribution capacity of a large grid	●	●	●	○	○	○

Broad Strategy—Develop local and regional policies and plans that accommodate incentives and educational programs to promote energy conservation and efficiency

Representative Sub-Strategies / Project Ideas

- Promote and incentivize energy auditing/measurement and verification, commissioning, and the implementation of energy conservation and efficiency measures (e.g., lighting, motor, service hot water heating, and HVAC controls).
- Develop and promote the adoption of local codes and policies that exceed the minimum requirements of the NYS Energy Conservation Construction Code.
- Educate and promote energy conservation and efficiency measures to municipalities, businesses and residents highlighting the benefits of simple measures (i.e. maximize the use of daylight, use of occupancy sensors, installation of energy efficient lighting and adjusting temperature controls).
- Support research and development, deployment of pilot projects to validate technology and eventual commercialization of net-zero energy technologies.
- Promote the use of alternate transportation.
- Promote the awareness of alternative fuels and technology.
- Utilize green infrastructure and ecosystem services to reduce energy demand.
- Collaborate with colleges and universities to establish a household energy audit clearinghouse.

Representative Projects

- Golisano Institute for Sustainability at RIT—funding to enable the equipment of research labs to support research and development that embodies the principles of sustainability in product development (REDC Plan)
- New York State Pollution Prevention Institute at RIT—a resource that enables companies to reduce chemical use, increase the efficient use of raw materials, energy and water and reduce emissions and waste generation. (REDC Plan)
- The FLREDC will continue to support, monitor and promote projects that improve energy efficiency. (REDC Plan)

Broad Strategy—Develop, produce, and employ alternative energy (bio-energy, waste to energy, etc.)

Representative Sub-Strategies / Project Ideas

- Use of food waste (ag, processed, etc.) to produce energy.
- Bio-gas powered fuel cell and hydrogen development research and implementation.
- Increase availability and geographic coverage of alternative public fueling stations using electricity, hydrogen, bio-fuel, CNG, ethanol, LNG, or propane
- Support research and development, deployment of pilot projects to validate technology and eventual commercialization of new alternative energy technology.
- Educate the public and municipal officials on the benefits of alternative energy generation and address the potential negative impacts.
- Encourage municipalities and local districts to conduct an inventory of potential alternative energy production.
- Conduct farm energy audits.

Representative Projects

- Seneca AgBio Green Energy Park – funding to expand this innovative program for agricultural and renewable energy production. The facility process grape agricultural waste and produces grape seed oil and biodiesel. (REDC Plan)
- Epiphergy.

Broad Strategy—Upgrade the existing conventional energy production and distribution in an a sustainable way

Representative Sub-Strategies / Project Ideas

- Upgrade the transmission infrastructure to reduce distribution loss.
- Increase the use of demand response program to better manage supply and consumption.
- Promote distributed generation.

Representative Projects

Broad Strategy—Develop, produce and employ renewable energy (wind, hydroelectric, solar, and geothermal)

Representative Sub-Strategies / Project Ideas

- Develop and promote the adoption of local policies that accommodate the development of on-site and community renewable energy generation
- Explore and develop innovative funding and financing options for the development of renewable energy production.
- Research the potential for and promote the use of public-private partnerships and/or purchase power agreements to encourage the development of renewable energy generation.
- Support research and development, deployment of pilot projects to validate technology and eventual commercialization of new renewable energy technology.
- Educate the public and municipal officials on the benefits of renewable energy generation and address the potential negative impacts.

Representative Projects

- Innovacracy—innovative crowd source funding model to support early stage technology development and commercialization. (REDC Plan)
- New Town Energy Independence—develop large scale solar projects within new communities for energy self-sufficiency.
- Livonia Energy Park—creation of municipal park with renewable energy production capacity going back to community grid.

Broad Strategy—Develop and implement micro-grid technologies that integrate the advantages of independent local production and distribution systems with the storage and distribution capacity of a large grid

Representative Sub-Strategies / Project Ideas

- Support research and development, deployment of pilot projects to validate technology and eventual commercialization.
- Explore and develop innovative approaches to address microgrid financing, ownership and service models.

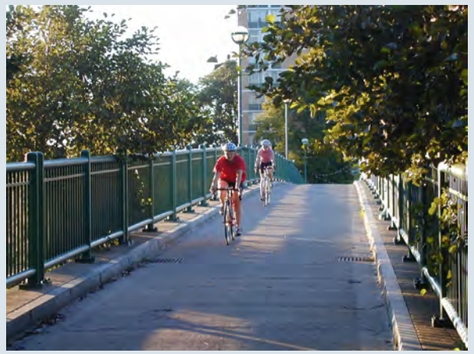
Representative Projects

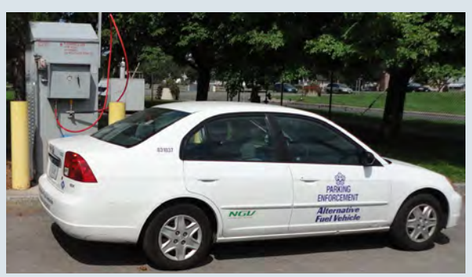
- Wayne Industrial Sustainability Project (WISP)

Transportation

Subject Area Goal

Provide an equitable transportation system that ensures safety, maximizes efficiency, addresses disaster resiliency, provides mode choice and reduces dependence on fossil fuels.





Opportunities

- GHG emission reduction
- Improved public health through active transportation
- Outreach/promotion of available programs and services
- Increased resilience for individuals/ households when multiple modes are viable for their daily needs
- Expand on recent momentum in expanding bicycle infrastructure
- Human-scaled design supports local/small businesses
- Educating policy makers and the public about transportation-land use connection

Challenges

- Access to funding
- Minimal congestion discourages alternative modes
- Land use policies that promote auto-oriented, single-use development
- Struggling urban areas discourage people from locating in walkable/bikeable neighborhoods
- Current lack of critical mass to support transit modes beyond bus service
- Negative perception of public transit

Variables

- Availability of federal and state funding
- Fuel costs

Indicators and Targets

Indicators	Baseline Value (2010)	Short-Term Target* (2020)	Mid-Term Target* (2035)	Long-Term Target* (2050)
Total percentage of people commuting via walking, biking, transit, and carpooling	15%	16%	18%	20%
Vehicle miles travelled per capita	9,472 miles	1% reduction	3% reduction	5% reduction
Transportation energy consumption per capita	73 MMBtu	10% reduction	25% reduction	40% reduction
% income spent on transportation	25%	3% reduction	7% reduction	10% reduction
Freight tonnage moved • Percent by truck • Percent by rail	 • 80% • 12%	 • no change • no change	 • no change • no change	 • 78% • 14%

*All % reductions or increases are related to the 2010 baseline values, not the previous target.

Achievement to Date

Transportation

Subject Area Goal

Provide an equitable transportation system that ensures safety, maximizes efficiency, addresses disaster resiliency, provides mode choice and reduces dependence on fossil fuels.

Finger Lakes Regional Sustainability Plan

Priority Broad Strategies

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Provide for and promote alternative modes of transportation	●	●	●	◐	●	◐
Promote nodal development	●	●	●	◐	●	◐
Leverage transportation system assets to encourage economic development and enhance natural features	◐	◐	●	◐	●	●
Maintain and improve the functionality, safety and efficiency of the existing transportation infrastructure	◐	◐	●	◐	●	◐
Promote the development and adoption of alternative fuels and power sources	◐	◐	●	◐	◐	◐

Broad Strategy—Provide for and promote alternative modes of transportation

Representative Sub-Strategies / Project Ideas

- Enhance and expand bicycle and pedestrian infrastructure to close gaps and create connections between destinations.
- Assess and, as necessary, adjust public transportation services to accommodate needs, demand and market potential.
- Collaborate with large employers, agencies, and municipalities to promote Transportation Demand Management (TDM) strategies including emphasizing the environmental and health benefits of active transportation.
- Promote and implement Safe Routes to School (SRTS) programs.
- Evaluate the feasibility of broad car-sharing and bike-sharing programs.
- Evaluate the feasibility for Bus Rapid Transit (BRT), light rail or fixed transit service serving major employers/ destinations.

Representative Projects

- GTC Regional Trails Initiative update.
- Establish a Center City Circulator Service (Rochester) to serve daily commuters, visitors & tourists (GTC LRTP 2035).
- Construct the Rochester Intermodal Station for interregional rail & bus services at the site of the current Amtrak station (GTC LRTP 2035).
- Develop and implement and marketing and promotional campaign for the Greater Rochester Regional Commuter Choice Program (roceasyride.org).
- Continue to conduct Active Transportation Summits to educate about & encourage active transportation options.

Broad Strategy—Promote nodal development

Representative Sub-Strategies / Project Ideas

- Develop and implement a transportation technical assistance program to inform local planning and zoning boards about the need to support development that fully considers and integrates transportation needs (e.g., transit supportive, cluster).
- Develop incentives to promote nodal development in existing population and employment centers
- Identify and implement demonstration projects that address concerns and perceived negative aspects of nodal development.

Representative Projects

- Support Main Street revitalization projects that will emphasize local community engagement within their business attraction & revitalization efforts as well promoting nodal development (G/FLRPC Comprehensive Economic Development Strategy. (CEDS), REDC Strategic Plan)
- Keuka Lake Waterfront project—consists of a mixed-use redevelopment of a 14.7-acre brownfield site at the north end of Keuka Lake & adjacent to historic Penn Yan. (REDC Strategic Plan)

Broad Strategy—Leverage transportation system assets to encourage economic development and enhance natural features

Representative Sub-Strategies / Project Ideas

- Educate the public and key stakeholders in the region about the importance of freight transportation
- Develop efficient connections between modes of freight transportation (intermodal rail-truck transfer facility and new/improved rail access points)
- Preserve and improve access to the freight transportation system for existing and emerging industries
- Develop and promote recreational and cultural tourism projects
- Establish/maintain wildlife crossing where transportation and habitat corridors intersect
- Where transportation networks cross hydrologic networks, establish/maintain natural conveyance for aquatic life

Representative Projects

- Extend Erie Canalway Trail for 30 miles between towns of Lyons & Port Byron through the Montezuma National Wildlife Refuge. (REDC Strategic Plan)
- Construct a recreation trail that highlights the natural resources of Canandaigua Lake & will include access points, signage and waterway connections. (REDC Strategic Plan)
- Lyons Freight Village/Industrial Park—multi-modal, multi-business facility that will allow regional businesses to utilize the most cost effective transportation option for importing or exporting. (G/FLRPC CEDS, GTC Freight & Goods Movement Study)
- Determine feasibility of improvements noted in Seneca Army Depot Industrial Rail Facility Concept Plan. (G/ FLRPC CEDS, GTC Freight & Goods Movement Study)
- Rebuild & repair Rochester & Southern Railroad rail line between Dansville & Mt. Morris to improve access to and encourage development of Dansville Properties. (G/FLRPC CEDS)

Broad Strategy—Maintain and improve the functionality, safety and efficiency of the existing transportation infrastructure

Representative Sub-Strategies / Project Ideas

- Continue investment policies that prioritize preservation and maintenance projects.
- Advance access management as part of rehabilitation and reconstruction projects, where appropriate.
- Identify and implement Circulation, Access & Parking (CAP) or Complete Streets recommendations, where appropriate.
- Improve the functionality of intersections and interchanges to increase safety, reduce delay and improve mobility.
- Identify and implement Transportation System Management and Operations (TSMO) projects in the areas of technology, coordination and demand.

Representative Projects

- Replace the Portage Bridge on Norfolk Southern's Southern Tier rail line to eliminate a major weight & speed restriction. (GTC LRTP 2035, GTC Freight & Goods Movement Study, REDC Strategic Plan)
- Construct an interchange at Kendrick Road as part of the I-390 Southern Corridor Project to reduce delays/ emissions & serve the expansion of the area. (GTC LRTP 2035, REDC Strategic Plan)
- NYS Route 96 Corridor, Victor, Ontario County—link traffic signals on the Route 96 corridor with the Regional Traffic Operations Center (RTOC) through fiber optic & wireless means. (GTC LRTP 2035)
- Technology Initiatives Driving Excellence (TIDE) for Regional Transit Service—continue the implementation of TIDE to improve operational efficiency & customer service. (GTC LRTP 2035)

Broad Strategy—Promote the development and adoption of alternative fuels and power sources

Representative Sub-Strategies / Project Ideas

- Promote the research and development of advanced technology vehicles (e.g., electric hybrid, fuel cell, etc.).
- Encourage the development of publicly accessible alternative fuel and charging stations including truck stop electrification facilities.
- Encourage alternative fuel fleet vehicles (public and private fleets).
- Explore and develop financing options to make alternative fuel/vehicles more affordable and incentivize their use.
- Promote the awareness of alternative fuels and technology.

Representative Projects

- Install alternative fuel charging stations at service areas along the Thruway
- Bio-gas powered fuel cell and hydrogen development research

Land Use and Livable Communities

Subject Area Goal

Increase the sustainability and livability of the Finger Lakes region by revitalizing the region's traditional centers, concentrating development in areas with existing infrastructure and services, and protecting undeveloped lands from urban encroachment.

Opportunities

- Protection of farmland and rural/scenic character
- Revitalization of cities, villages, and rural hamlets
- Cost savings on infrastructure and service delivery
- Reverse disinvestment in existing neighborhoods, infrastructure
- Pendulum beginning to swing back to desire for authentic, close-knit, walkable communities
- Human-scaled design supports local/small businesses, diversity of housing and cultural amenities, transportation options
- More equitable/efficient/sustainable tax structures
- Educating policy makers and the public about transportation-land use connection

Challenges

- Home rule limits effectiveness of regional planning
- Inefficient land use pattern results in high energy consumption and high cost of maintaining infrastructure/services
- Land use policies that promote auto-oriented, single-use development
- Competing priorities of adjacent communities
- Struggling urban areas discourage people from locating in walkable/bikeable neighborhoods
- Access to funding for comprehensive plans, zoning codes, design standards, etc.
- Conventional development costs are largely externalized and thus overlooked in favor of short-term benefits
- Development pressure threatens long-term viability of farms needed for sustainable food system

Variables

- Fuel costs
- Land values based on evolving housing demand and tax structures
- State/federal funding dedicated to local/regional planning initiatives

Indicators and Targets

Indicators	Baseline Value (2010)	Short-Term Target* (2020)	Mid-Term Target* (2035)	Long-Term Target* (2050)
Per capita land consumption	0.25 acres	no change	3% reduction	5% reduction
Rate of poverty in population centers	22%	No change	3% reduction	5% reduction
Proportion of residents living in existing population centers	36%	No change	38%	40%

*All % reductions or increases are related to the 2010 baseline values, not the previous target.

Achievement to Date

Land Use and Livable Communities

Subject Area Goal

Increase the sustainability and livability of the Finger Lakes region by revitalizing the region's traditional centers, concentrating development in areas with existing infrastructure and services, and protecting undeveloped lands from urban encroachment.

Finger Lakes Regional Sustainability Plan

Priority Broad Strategies, continued

Connection with criteria
● Strong ◐ Moderate ○ Marginal

Broad Strategy

Create healthy, safe and sustainable communities

Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
●	●	●	◐	●	◐

Representative Sub-Strategies / Project Ideas

- Increase the number of communities with new/updated comprehensive plans and zoning that incorporate climate change considerations and sustainability.
- Create municipal sustainability offices at local and/or county level to provide stewardship over this Plan.
- Use local academic institutions to raise public awareness of the value and importance of sustainability.
- Invest in projects with green infrastructure to promote habitat restoration, improve water quality and reduce erosion.
- Develop a comprehensive system of sidewalk and trail networks and traffic calming measures linking major destinations and prioritizing human activity over traffic.
- Encourage creative strategies, such as farmers' markets and small local markets, to provide access to affordable, healthy foods.
- Dedicate public safety resources to promote safe neighborhoods.
- Use STAR Community Rating System to set a clear path and measure progress toward sustainability goals.
- Train local boards and officials in site plan and regulatory reviews that promote more sustainable site design and development.

Representative Projects

- FoodLink Food Hub—increased capacity in food processing, storage and distribution to improve regional food supply to institutions and local corner stores. (REDC Plan)
- Rochester Public Market—enhancements to the public market, strengthens ties to region's farmers, increases access to healthy foods for City residents. (REDC Plan)
- Lyons to Port Byron Canalway Trail—extend Erie Canalway Trail along a 30-mile segment between Lyons and Port Byron, improving continuity of the trail system. (REDC Plan)

Broad Strategy

Revitalize existing centers and prioritize the value of placemaking

Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
◐	◐	●	◐	○	◐

Representative Sub-Strategies / Project Ideas

- Adopt zoning regulations and design standards to support infill development and create better places.
- Encourage the adaptive reuse And/or historic preservation of existing buildings.
- Improve access to credit and capital in support of redevelopment of centers.
- Encourage location of core institutions (schools, post offices, municipal buildings) in centers.
- Take advantage of State brownfield programs to remediate brownfields.
- Encourage "buy-local" campaigns to help support local businesses.
- Adopt a 'fix it first' policy for infrastructure investment.
- Consider public sector land banking, demolitions, land assembly and 485b tax incentives to lower private sector costs of redevelopment.
- Invest in improvements to the public realm (streetscapes, plazas, parks) in strategic areas to promote private sector investment.
- Invest in the development, promotion and preservation of cultural, artistic and historic assets.

Representative Projects

- Midtown Redevelopment and Tower—mixed, office, residential, hotel and retail space. Includes reestablishing the traditional street grid and the adaptive reuse of the Midtown Tower as a cornerstone of downtown revitalization. (REDC Plan)
- Penn Yan / Keuka Lake Waterfront Development—mixed-use redevelopment of former brownfield into 170,000 square feet of retail, office, restaurant, residential and hotel uses at the northern end of Keuka Lake, adjacent to the historic village of Penn Yan (REDC Plan)
- Finger Lakes Museum—redevelopment of a former elementary school in Branchport and construction of additional facilities to establish a destination museum focusing on the environmental and cultural story of the Finger Lakes region. (REDC Plan)
- I-Square—redevelopment of vacant and under-utilized lands in Irondequoit into a mixed use "town center" development. (REDC Plan)

Land Use and Livable Communities

Subject Area Goal

Increase the sustainability and livability of the Finger Lakes region by revitalizing the region's traditional centers, concentrating development in areas with existing infrastructure and services, and protecting undeveloped lands from urban encroachment.

Finger Lakes Regional Sustainability Plan

Priority Broad Strategies

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Support and preserve rural centers (hamlets and villages) and the character of rural areas	●	◐	●	◐	●	◐

Representative Sub-Strategies / Project Ideas

- Implement land use tools such as purchase of development rights (PDR) transfer of development rights (TDR), conservation easements and other incentives to preserve agricultural lands, open spaces corridors, cultural and historic assets and natural features.
- Educate the public about the ecological and economic value of natural systems for sustainability and resiliency.
- Inventory lands and parcels of significant ecological and/or scenic value (hillsides, forested lands, shorelines), and prioritize and coordinate with local land conservancies to protect highest value lands.
- Educate policy makers about true fiscal costs of development, including operations and maintenance.

Representative Projects

- Canandaigua Lake Water Trail—recreational trail to highlight the natural resources of Canandaigua Lake and promote active living. (REDC Plan).
- Promotion and protection of Canandaigua Lake—watershed improvements, such as new wetlands, stormwater management techniques and measures to control stream bank erosion to protect rural resources. Watershed education programs and a Watershed Program Manager Position were also funded. (Funded through CFA 2011)
- Strategy of a Sustainable Keuka Lake—updates to the Keuka Lake Watershed Land Use Planning Guide to develop model land use regulations, training and public outreach; creation of a water quality internship program; mapping of important resources and an agricultural assessment. (Funded through CFA 2011)

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Encourage diversity of our communities to bring about a greater mixture of uses, people, ages and incomes	◐	◐	●	◐	●	◐

Representative Sub-Strategies / Project Ideas

- Update municipal Comprehensive Plans, adopt flexible zoning regulations and encourage "Universal Design" to accommodate mixed uses, affordable housing, seniors and youth programs to encourage diversity.
- Eliminate funding and regulatory barriers that constrain the ability to do mixed use development.
- Develop specific vision plans for community centers, focused on good urban design and access to parks, transportation choices, cultural assets, jobs and services to develop "complete communities".
- Work with non-profit housing organizations to provide programs, such as home repair assistance, tool libraries, housing education and energy-efficiency programs to enable lower-income homeowners to stay in their homes and maintain them in good condition.
- Support programs, such as home-care, respite care and assistance with home modifications, that facilitate aging in place.
- Invest in strong local school systems to attract and retain young families.

Representative Projects

- College Town Development Project—redevelopment of 16 acres in the City of Rochester as a gateway to the University of Rochester and the city. The mixed-use, walkable neighborhood will incorporate affordable housing, mixed use buildings (retail with residential above), flexible zoning, and urban design principles. (REDC Plan)
- Senior and affordable housing projects—(27 projects funded throughout the region through 2011 CFA).

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Encourage regional cooperation and coordination (Governance Broad Strategy)	◐	◐	●	◐	◐	◐

Representative Sub-Strategies / Project Ideas

- Incorporate major findings and recommendations from the Regional Sustainability Plan into decision-making on the part of the Regional Economic Development Council.
- Regional authorities (e.g., county sewer districts) should adopt policies where decision-making incorporates sustainability considerations, and not just revenue generation.
- Encourage cooperation and better coordination of planning and zoning across municipal boundaries to achieve consistent development patterns.

Representative Projects

- Finger Lakes Regional Sustainability Plan—revisions and continued implementation of the Regional Sustainability Plan (REDC Plan).

Materials and Waste Management

Subject Area Goal

Decrease the generation of waste, increase the recovery and reuse of materials currently in the discard stream, manage materials using a highest-and-best-use framework, and create economic opportunities and improved environmental stewardship as a result.

Opportunities

- Shift perception from "waste management" to "sustainable materials management"
- Energy production for small scale operations and the larger grid
- Product packaging advancements
- Increased composting, both large and small scale
- Change perception of waste to recognize various reuse and recycle outcomes
- Collaboration with agricultural and industrial operations

Challenges

- Reduce the lifecycle impacts across the materials supply chain
- Lack of local or regional waste tracking systems
- Prioritizing investment in reduction, reuse, recycling and composting over disposal
- Mitigating impacts of imported waste
- Inspiring sustainable choices—greatest impacts come from collective decisions of households

Variables

- Fluctuating levels of imported waste
- Technologic advances for reuse/recycle/disposal of materials
- Transportation/fuel costs

Indicators and Targets

Indicators	Baseline Value (2010)	Short-Term Target* (2020)	Mid-Term Target* (2035)	Long-Term Target* (2050)
Total solid waste generated per capita	6.95 tons	15% reduction	25% reduction	35% reduction
Solid waste diverted (i.e., not landfilled or exported) per capita	Data not available**	35% reduction of total solid waste generated	50% reduction of total solid waste generated	55% reduction of total solid waste generated

*All % reductions or increases are related to the 2010 baseline values, not the previous target.

** Baseline data currently not available. It is recommended that in the short-term, a method to collect this data be developed.

Achievement to Date

Materials and Waste Management

Subject Area Goal

Decrease the generation of waste, increase the recovery and reuse of materials currently in the discard stream, manage materials using a highest-and-best-use framework, and create economic opportunities and improved environmental stewardship as a result.

Finger Lakes Regional Sustainability Plan

Priority Broad Strategies

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Reduce the amount of solid waste generated in the region	◐	●	●	●	◐	◐
Increase the percentage of materials reused, recycled, and composted within the region	◐	◐	●	●	◐	●
Address financial barriers through new revenue and business models	●	●	●	◐	◐	◐
Promote comprehensive sustainable materials management education, awareness, and research services	◐	◐	●	●		●
Expand reuse to include construction and demolition (C&D) debris and building development opportunities, such as deconstruction and demolition	◐	◐	●	◐		◐

Reduce the amount of solid waste generated in the region

Representative Sub-Strategies / Project Ideas

- Target incoming waste.
- Develop local innovative approaches to: 1) Reduced packaging techniques, 2) new sustainable materials for packaging, and 3) source reduction policy initiatives.

Representative Projects

Increase the percentage of materials reused, recycled, and composted within the region

Representative Sub-Strategies / Project Ideas

- Develop a new system to capture pre-consumer organics, then expand this system—once proven—to post-consumer organics.
- Develop local markets for recyclables.
- Provide on-site composting vessels to the region's colleges, schools, hospitals, nursing homes, manufacturing plants and other facilities with cafeterias.
- Move toward composting, digestion, and appropriate land-application solutions for bio solids and other organic materials.
- Support research and development, deployment of pilot projects to validate technology and eventual commercialization of "waste" to energy technology (i.e. anaerobic digester systems).

Representative Projects

- Limit your waste challenge – a community challenge encouraging families to limit their waste though recycling, composting, and decreasing overconsumption.
- Revised curbside pick-up program – provide proper bins for recyclable and compostable materials, also increasing efficiency in vehicle fleet.
- Construct rail sidings to major regional landfills – possible reuse of existing rail infrastructure as well as reduced truck traffic and increased efficiency. (GTC LRTP)
- I-Square: Sustainable multi-use redevelopment project in the Center of the Town of Irondequoit, which will encompass the reduce, reuse, recycle guiding principles. (REDC Plan)

Address financial barriers through new revenue and business models

Representative Sub-Strategies / Project Ideas

- Develop incentive programs to encourage materials use/reuse vs. disposal (e.g., carbon credit policies, pay-as-you-throw programs).
- Product stewardship programs.
- Develop financing opportunities for pilot projects that validate new waste reduction and diversion technology and the benefits of implementation.

Representative Projects

- Limit your waste challenge—a community challenge encouraging families to limit their waste though recycling, composting, and decreasing overconsumption.
- Revised curbside pick-up program—provide proper bins for recyclable and compostable materials, also increasing efficiency in vehicle fleet.
- Construct rail sidings to major regional landfills—possible reuse of existing rail infrastructure as well as reduced truck traffic and increased efficiency. (GTC LRTP)

Promote comprehensive sustainable materials management education, awareness, and research services

Representative Sub-Strategies / Project Ideas

- Develop metrics and education strategies to define and articulate the true value of materials.
- Educate the public, government, businesses, and institutions regarding waste management regulations, requirements, and cost, and the benefits of sustainable materials management.
- Leverage, support and promote regional organizations that provide research and education in efficient materials use, reduction of waste and energy efficiency.

Representative Projects

- Material generation and disposal reporting system for non-residential sectors—web-based software system for non-residential waste generators to report data on materials they generate and dispose of off-site. (CNY Regional Sustainability Plan)
- Pre- and post-consumer organics management education programs—programs for both public and businesses sectors to learn about proper organic waste management practices.

Expand reuse to include construction and demolition (C&D) debris and building development opportunities, such as deconstruction and demolition

Representative Sub-Strategies / Project Ideas

- Increase construction and demolition (C&D) recycling operations.
- Encourage building deconstruction and subsequent material reuse and recycling, as opposed to building demolition.

Representative Projects

Water Management

Subject Area Goal

Improve and protect the water environment with respect to quality, quantity, and availability; promote and understand the value of our water reservoirs, watercourses, and built infrastructure; maximize the social, economic, and ecological potential of our water resources toward equitable sharing of their benefits for both the short and long terms.

Opportunities

- Maximizing water's benefits in a way that ensures its preservation
- Preserving natural state of wetlands and other waterbodies mitigates storm impacts
- Deepen the knowledge of Region's water resources
- Equitable distribution of costs and benefits of water resources
- Rewarding developers for enhanced designs that mitigate impacts
- Increase in tourism with increased quality of waterbodies
- Greater municipal cooperation
- Mitigating impacts of natural gas drilling and other resource extraction efforts
- Balancing water needs of agricultural operations with minimizing residential development in rural areas
- Cheap and ample resource can be taken for granted

Challenges

- Mitigating impacts and removal of invasive species
- Poorly-designed development and agricultural operations that increase runoff and pollutants in waterbodies
- Watershed boundaries and river/stream corridors rarely coincide with political boundaries (home rule)

Variables

- Erratic weather as it relates to replenishing waterbodies and water table
- Competing interests in St. Lawrence Seaway
- Highly-mobile society constantly threatens to introduce new invasive species
- Market forces for other resources (i.e. natural gas) impact demand for and quality of water
- Changing pollutants challenge capabilities of water treatment facilities

Indicators and Targets

Indicators	Baseline Value (2010)	Short-Term Target* (2020)	Mid-Term Target* (2035)	Long-Term Target* (2050)
Water demand per capita (per 1,000 people)	0.866 Mgal/day	no change	10% decrease	15% decrease
Total number of impaired waters	49 impaired waters	2% decrease	10% decrease	20% decrease
% of beach WQ samples exceeding state thresholds	17%	15%	13%	10%
Number of impaired waters with established TMDL requirements	49	48	47	45
Concentrations of pollutants in the Finger Lakes • Total phosphates • Total nitrogen	• Phosphates: 90% • Nitrogen: 4%	50% of state-mandated maximums at each lake	40% of state-mandated maximums at each lake	25% of state-mandated maximums at each lake

*All % reductions or increases are related to the 2010 baseline values, not the previous target.

Achievement to Date

Water Management

Subject Area Goal

Improve and protect the water environment with respect to quality, quantity, and availability; promote and understand the value of our water reservoirs, watercourses, and built infrastructure; maximize the social, economic, and ecological potential of our water resources toward equitable sharing of their benefits for both the short and long terms.

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

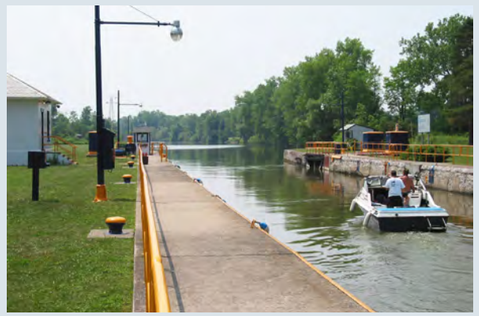
Broad Strategy / Representative Sub-Strategies / Project Ideas	Representative Projects	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Broad Strategy: **Inventory, monitor and educate to create a better understanding of the region's water resources.**		◐	●	●	◐	●	●
Representative Sub-Strategies / Project Ideas: • Track USGS-compiled and published "Water Use County Data." • Create a repository of rainfall/runoff data and models.	Representative Projects: • Wayne County Comprehensive Shoreline Management Program. • Green Genesee Roadmap.						
Broad Strategy: **Promote regional standardization of regulations and management**		◐	●	●	○	●	●
Representative Sub-Strategies / Project Ideas: • Promote community vision planning to focus development in existing centers and preserve open space. • Establish the Genesee River Institute. • Continue to support the development, update and implementation of watershed management plans. • Provide training and technical resources to support local government in the implementation of land use regulations to support water resources and mitigate flooding.	Representative Projects: • Establish the Genesee River Institute. • Preparation of Strategy for a Sustainable Keuka Lake. • Develop Wayne County Drinking Water Plan. • Establish a Countywide Drainage District in Orleans County.						
Broad Strategy: **Preserve existing ecosystem services and promote green infrastructure to reduce reliance on grey infrastructure**		◐	●	◐	◐	●	◐
Representative Sub-Strategies / Project Ideas: • Encourage Net Zero pervious surfaces. • Provide financial incentives to increase green infrastructure or reduce the amount of stormwater runoff. • Explore use of natural systems for wastewater treatment. • Improve on-site wastewater treatment systems. • Establish invasive species management program. • Promote the implementation of highway maintenance best management practices for water quality. • Promote the implementation of agricultural best management practices for water quality.	Representative Projects: • Rochester Museum and Science Center (RMSC) Green Innovations. • Improve streams and hillside runoff along South Lake Road and Canandaigua Lake (Yates County).						
Broad Strategy: **Conserve water and leverage its value in energy production**		◐	●	●	○	●	○
Representative Sub-Strategies / Project Ideas: • Encourage organizations that can improve water-related energy practices. • Decrease energy usage by water-related utilities. • Generate renewable energy from used water. • Promote and educate businesses and residents on water reuse and reducing water use. • Educate and promote the implementation of best management practices to improve water efficiency of crop irrigation and landscaping practices.	Representative Projects:						
Broad Strategy: **Maintain and improve the functionality and efficiency of the water supply and wastewater infrastructure systems**		○	◐	●	◐	◐	◐
Representative Sub-Strategies / Project Ideas: • Implement improvements in infrastructure systems to reduce water loss in transport.	Representative Projects: • Village of Perry stormwater drainage project. • Village of Macedon Wastewater Treatment Plant study. • Village of Naples sewer feasibility study.						

Economic Development

Subject Area Goal

Transform the economic landscape through embedding the region's uniqueness (the Story of Place), the Five Capitals*, and resiliency into all policy and investment decisions.

*Human, Social, Natural, Built/Manufactured, Financial



Opportunities

- Embed the Story of Place into the region's decision-making framework
- Strong relationships between communities and colleges/universities
- Build on momentum established by REDC plans to promote regional thinking
- Build economic foundation on unique attributes rather than economic trends
- Develop local solutions that will benefit places beyond our boundaries
- Wealth of educational institutions serve as incubators of ideas/innovation
- Highly-skilled labor force

Challenges

- Need cautious approach to "hot sectors" and economic trends
- Moving beyond conventional models based exclusively on financial bottom line
- Current economic climate often leads to short-sighted policies and solutions
- Continuing to transition from a small number of large manufacturing firms to multiple small-scale businesses
- Concentration of poverty and continued disinvestment in urban areas
- Extremely mobile society results in high competition with other regions, states, and countries

Variables

- Trendy sectors at the national / global scale
- Unstable financial sector and access to capital
- State government and state economy-related impacts

Indicators and Targets

Indicators	Baseline Value (2010)	Short-Term Target* (2020)	Mid-Term Target* (2035)	Long-Term Target* (2050)
Housing + Transportation Affordability Index	52%	51%	50%	48%
Jobs created by sector	532,997 jobs	10% increase	12.5% increase	15% increase
Successful commercialization of technologies and associated jobs	Data not available**	N/A	N/A	N/A
Increased venture capital investment	Data not available**	N/A	N/A	N/A
Jobs created by sector • Food manufacturing • Alternative energy • Materials science	• 6,972 jobs • Data not available** • Data not available**	Maximum 5% decrease	5% increase	10% increase

*All % reductions or increases are related to the 2010 baseline values, not the previous target.
** Baseline data currently not available. It is recommended that in the short-term, a method to collect this data be developed.

Achievement to Date
Goal
Progress

Economic Development

Subject Area Goal

Transform the economic landscape through embedding the region's uniqueness (the Story of Place), the Five Capitals*, and resiliency into all policy and investment decisions.

*Human, Social, Natural, Built/Manufactured, Financial

Priority Broad Strategies

Connection with criteria
● Strong ◐ Moderate ○ Marginal

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Embed the framework of this plan into all planning, execution and measurement activities throughout the region.	●	●	●	●	○	●

Representative Sub-Strategies / Project Ideas

- Expand the representation at all regional and municipal planning entities to include expertise from all five capitals.
- Incorporate FLRSP measurement matrices into the tracking and reporting of all investments.
- Develop project evaluation forms that contain the complete project criteria recommended in the FLRSP for use on all projects applying for economic development support and funding.

Representative Projects

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Identify, recruit and support entrepreneurial enterprises that have the potential to innovate consistent with the Story of Place, add value to all five capitals and have broad commercialization potential.	●	●	◐	●	●	◐

Representative Sub-Strategies / Project Ideas

- Network, collaborate, and promote regional organizations that encourage and support entrepreneurship, technology transfer and small business—align their criteria and priorities with the Finger Lakes Regional Sustainability Plan.
- Increase collaboration between educational institutions and existing businesses to support innovation of products and services aligned with the Finger Lakes Regional Sustainability Plan.
- Develop funding center to identify and connect emerging innovations with financial resources (seed, grants, venture capital, etc.).

Representative Projects

- Finger Lakes Business Accelerator Cooperative—interconnected network of business support services and incubation facilities, spanning all nine counties (REDC Plan).
- Seneca AgBio Green Energy Park—a cluster of companies that convert agricultural byproducts and waste into biofuels and biomaterials (REDC Plan).
- NY-BEST Commercialization Center—a consortium of companies and universities aimed at facilitating the creation and deployment of the next generation of energy storage technologies (REDC Plan).

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Invest in critical infrastructure to foster economic expansion and advance sustainable initiatives (access, function, resiliency)	●	◐	●	●	●	◐

Representative Sub-Strategies / Project Ideas

- Develop regional condition, capacity and vulnerability assessments and inventories for all critical infrastructure.
- Accelerate the development and adoption of independent, local networks of critical infrastructure (communications, energy, water, wastewater, micro-grid, etc.).
- Invest in ecological resource-related projects that enhance ecological systems, improve water access, retain water quality, and increase water safety.

Representative Projects

- Mill Seat Landfill bioreactor.
- Ontario County Alternative Energy Park infrastructure.
- Lyons Industrial Park development (highway, rail, possible water access), multi modal transportation and logistics site (GTC Regional Freight Plan).
- Portageville freight rail bridge replacement project (GTC Regional Freight Plan).

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Expand and align training and education initiatives to target strategic sectors and meet the needs of existing and emerging industries.	◐	◐	●	●	●	◐

Representative Sub-Strategies / Project Ideas

- Connect private industry with the educational system to stimulate early awareness and interest in manufacturing career opportunities and align programs to deliver qualified candidates.
- Develop education and re-training networks to enable displaced or under-employed workers to fill strategic regional employment needs.
- Foster closer cooperation among the region's companies and institutions of higher education to accelerate technology transfer and align workforce training programs with the skill sets required by the sector.

Representative Projects

- Golisano Institute for Sustainability at RIT—program embodying the principles of sustainability in product development (REDC Plan).
- Multiple Pathways to Middle Skills Jobs—a partnership to create seamless career pathways for secondary education students and post-secondary unemployed workers (REDC Plan).
- Finger Lakes Community College Viticulture and Wine Technology Facility—designed to help meet the urgent and growing demands for skilled workers by the region's vineyards (REDC Plan).

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Enrich and market the unique natural, cultural, agricultural, and destination assets of the region.	○	○	●	●	●	●

Representative Sub-Strategies / Project Ideas

- Develop, network, and promote the region's growing wine, culinary, agricultural, and food micro-enterprises.
- Strengthen and support the development of the Finger Lakes' diverse water resources and recreational tourism opportunities, allowing greater access and promoting year-round use.
- Support the efforts of regional partners in identifying and securing funding for tourism promotion.

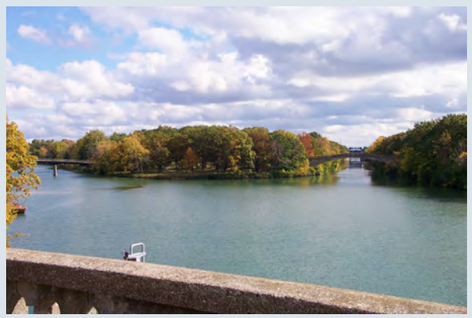
Representative Projects

- Value-Added, Direct-to-Market Grants Program—provide funding that enables farms to build new structures, buy equipment, renovate buildings, and access working capital (REDC Plan).
- Little Theatre Renovation—improvements that will preserve the theater as premier venue for independent/ foreign films (REDC Plan).
- Finger Lakes Boating Museum—waterfront improvements and construction of Museum and Visitors Center on Seneca Lake in Geneva (REDC Plan).

Climate Change Adaptation

Subject Area Goal

Improve performance and resiliency of community assets (buildings and infrastructure systems, natural systems, and agriculture and business systems) under normal and extreme conditions.



Opportunities

- More dynamic community centers and other local assets
- Ample intellectual, social, financial, natural, and economic resources
- Stronger relationships and networks resulting from community investment and resiliency pursuits
- Using educational institutions for research/education related to improved systems
- Re-purposing historic buildings to increase density and improve service delivery
- Leveraging assets and sharing resources across municipal borders

Challenges

- Improving resiliency of food supply
- Continued debate over causes of and responses to climate change
- Funding sources for infrastructure and systems investments
- Supplying services and resources in an emergency to rural areas
- Home rule creates inefficiencies and logistical challenges for inter-municipal coordination

Variables

- Potential increase in extreme weather events
- Food supply affected by variable temperatures, drought, and extreme weather events
- Available resources and capacity of local governments

Indicators and Targets

Indicators	Baseline Value (2010)	Short-Term Target* (2020)	Mid-Term Target* (2035)	Long-Term Target* (2050)
The degree to which climate change and adaptation is discussed within required hazard mitigation plans	0 out of 9 required county plans	9 out of 9 county plans	9 out of 9 county plans	9 out of 9 county plans
Reduction in agricultural economic losses attributable to temperature, drought, flooding	Data not available**	N/A	N/A	N/A
Reduction in number of residents put at risk from loss of critical infrastructure services for more than one day	Data not available**	N/A	N/A	N/A

*All % reductions or increases are related to the 2010 baseline values, not the previous target.
** Baseline data currently not available. It is recommended that in the short-term, a method to collect this data be developed.

Achievement to Date

Climate Change Adaptation

Subject Area Goal

Improve performance and resiliency of community assets (buildings and infrastructure systems, natural systems, and agriculture and business systems) under normal and extreme conditions.

Finger Lakes Regional Sustainability Plan

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

	Evaluation Criteria					
	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Broad Strategy **Enhance mutual aid and support among neighboring communities, counties, and regions to share, develop, and create capabilities, resources, and special assets.**	●	●	●	●	●	●
Representative Sub-Strategies / Project Ideas • Develop research, education, training, and continuing education to solve local problems • Develop processes to identify and share critical resources (e.g., listing of willing and trained medical personal, strategic location of special response equipment for easy deployment).	**Representative Projects**					
Broad Strategy **Upgrade existing assets (buildings and critical infrastructure, farms, fields, and forests, businesses) to better withstand extreme conditions.**	●	●	●	●	●	◐
Representative Sub-Strategies / Project Ideas • Develop research, training and deployment of multiple strategies ("hardening" as well as "softening"/ breakaway/crumple zones) to upgrade existing assets. • Develop research, development and evaluation of innovative approaches to regenerate natural systems to improve the performance of built systems (e.g., wetlands as buffer zones during flooding). • Upgrade existing facilities (e.g., buildings, industrial facilities) to reduce resource use (i.e., energy, waste, materials, etc.).	**Representative Projects** • Wayne County Comprehensive Shoreline Management Program • Green Genesee Roadmap					
Broad Strategy **Create self-sufficient "places of refuge" in each community/neighborhood for critical resources, shelter and aid under normal and extreme conditions.**	●	●	●	●	●	◐
Representative Sub-Strategies / Project Ideas • Focus on on-site critical services that include energy production, water and wastewater (sewage) treatment, and solid waste treatment/processing (especially organic waste), as well as food, medical and emergency services. • Enhance "places of refuge" in local historical/cultural centers to help preserve the sense of place for each community - and give these centers a new lease on life. • Link on-site services to the regional centralized systems (e.g., electricity grid) to offset community/ municipal costs, and provide new sources of revenue. • Provide medical service, education/training, and other services in these "places of refuge" for day-to-day activities.	**Representative Projects**					
Broad Strategy **Create localized networks for critical services (e.g., local food sources, micro-grids for energy, water, sewage, solid waste treatment, district heating, etc.) to complement existing centralized systems (at a larger scale than the "places of refuge").**	●	●	●	◐	●	◐
Representative Sub-Strategies / Project Ideas • Create/deploy localized networks in rural as well as urban and suburban settlements, using local inputs (e.g., manure from farms). • Develop and approve options for "islanding" these networks under extreme conditions to protect lives and livelihoods. • Develop market and financial mechanisms to use localized networks as a new revenue source for participants/providers (e.g., farmers).	**Representative Projects**					

Agriculture

Subject Area Goal

Increase the viability, accessibility, and ecological contribution of farms, while decreasing waste and dependence on external inputs.

Opportunities

- Stronger connections with urban markets
- Mostly family-owned farms—better suited to sustainable models
- Environmental protection through farmland design and practice
- Rise of local farmers markets
- Slow food / locavore / organic movements
- Strategic land use policies and programs

Challenges

- Rising costs
- Rapidly-evolving technologies
- Development pressure (slow-paced sprawl)
- Aging farm owners
- Succession planning
- Public perception and nuisances

Variables

- Availability of capital
- Quality workforce
- Consumption patterns and consumer tastes
- National / global markets
- Erratic weather

Indicators and Targets

Indicators	Baseline Value (2010)	Short-Term Target (2020)	Mid-Term Target (2035)	Long-Term Target (2050)
Acres of agricultural land in non-agricultural use	155,968 acres	no change	no change	no change
Direct farm sales per capita (as a percent of at home food expenditures)	0.49%	2%	5%	10%
Use of external inputs	10.7%	10.1%	8.9%	7.8%
Diversity of production (Shannon's Diversity Index)	6.97	7.00	7.00	7.00

Achievement to Date

Agriculture

Subject Area Goal

Increase the viability, accessibility, and ecological contribution of farms, while decreasing waste and dependence on external inputs.

Priority Broad Strategies

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Support the continued development of an efficient and productive regional food system.	●	●	●	●	●	●

Representative Sub-Strategies / Project Ideas

- Support the expansion of regional processing and distribution facilities, and/or other facilities that add value to regional food products.
- Increase food security for individuals and households at risk of hunger.
- Increase regional farms' sales to regional institutional buyers.
- Increase regional farms' direct sales to consumers.
- Support the development and/or expansion of multi-farm networks of community-supported agricultural operations.

Representative Projects

- Headwaters Food Hub—processing and logistics facility will be built in the Wayne County Industrial Sustainability Park to support the regional food system by managing supply chain logistics, aggregation, distribution, and sales of local, sustainable, source-identified foods from a network of partner farms, including their own, and from local food producers.
- Finger Lakes Food Processing Cluster Initiative—leveraging the Jobs and Innovation Accelerator Grant from US Economic Development Agency and SBA and NYS to support this coordinated initiative that provides assistance, training, and collaborative partnerships. Project is underway.
- Regional Multi-Farm CSA Development—development and promotion of CSA-consumer website.

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Increase adoption of distributed bio-energy production technologies to increase production of renewable energy from farm and forest products and product waste.	●	●	●	●	●	●

Representative Sub-Strategies / Project Ideas

- Advance the availability and affordability of scalable plug-and-play bio-energy production systems, and provide standards for selling excess power into the grid.
- Assist farm operators in analyzing energy demand, as well as opportunities for efficiency and potential energy production.
- Establish local policy frameworks and incentives for community-scale bio-energy generation/distribution.
- Develop purchase agreements for the sale of bio-energy produced by the agricultural and forestry sectors to the power grid.

Representative Projects

- Farm Energy Sustainability Plans—energy analysts and farm service providers review loads, timing, motor efficiencies, lighting and fuel use to find demand efficiencies. Plans may also review potential for on-site renewable energy production, including biogas, wind, solar, and biofuels.
- Seneca AgBio Green Energy Park—Agricultural and Renewable Energy Program with projects including grape waste processing, grapeseed oil production, and biodiesel production. Project currently delayed.

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Reduce the conversion of quality farmland.	●	●	●	●	●	●

Representative Sub-Strategies / Project Ideas

- Align local land use regulations with the functional and financial needs of farms.
- Support the creation and implementation of municipal farmland protection plans.
- Improve regulatory context for the purchase, lease, and/or transfer of development rights.
- Increase use of under-utilized grasslands for livestock production.
- Expand or create opportunities to engage existing and new farmers in succession planning efforts.

Representative Projects

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Support farm-scale diversity of product types, both in-season and across seasons, and support the establishment and growth of a diversity of operations with regard to size, market, and operation type.	●	◐	●	●	●	◐

Representative Sub-Strategies / Project Ideas

- Develop models to assist in the management of farm-scale diversity for small and medium-sized operations.
- Strengthen opportunities for producing, marketing, and exporting specialty agricultural products.
- Support the development of environmental markets and incentives that are aligned with both the functional and financial needs of farms.
- Research carbon sequestration potential of regional agricultural sector in advance of potential establishment of credit trading markets.
- Research water quality improvement potential of regional agricultural sector in advance of potential establishment of credit trading markets.

Representative Projects

- Upstate Growers and Packers Cooperative Local Produce Initiative—NYFVI Grant helped form partnership which allowed local produce cooperative to sell products in large grocery chains nearby.
- Larry's Custom Meats Processing Plant Expansion—NYFVI grant helped fund plant for local livestock processing, and led to nearly five-fold increase in plant capacity.
- Finger Lakes Small Business Expansion Fund—Creation of a $1.15 million investment pool targeting seven companies in identified key industries (including the Once Again Nut Butter processing facility) geographically distributed throughout region.

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Educate the non-farming community about the economic, environmental, and social impact that the agricultural sector has on the region.	◐	◐	●	●	●	●

Representative Sub-Strategies / Project Ideas

- Align a network for direct and specific educational opportunities, where new farmers have access to experienced producers, lenders, employers, etc.
- Support efforts to document the economic impact of agriculture and forestry throughout the region.
- Expand access to service programs specifically oriented toward small farms.
- Create or expand opportunities to build a regional food "identity" focused on the Finger Lakes region.
- Facilitate relationships between the agricultural and arts communities (e.g. craftspeople, literary, visual arts, etc.) to incorporate food-related issues in their work.

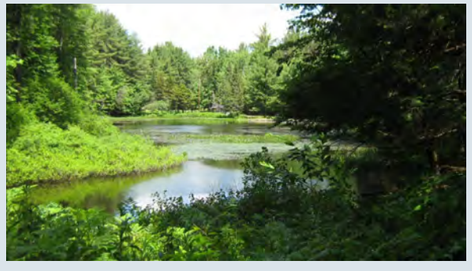
Representative Projects

- Conference Sessions—continue efforts to educate economic development stakeholders on agricultural issues through sessions at the Local Government Workshop.
- Agricultural Events—support regional agricultural initiatives such as the Wyoming County Dairy Institute, Agri-Palooza, and Celebrate-Ag (taken from G/FLRPC's 2012 CEDS).
- Dairy Profit Teams—NYFVI grant helped fund pilot program where dairy farmers get one-on-one attention with a group of industry consultants in all different areas to help efficiently and cooperatively offer solutions tailored to individual issues.
- Livingston County Annual Decision-Makers' Tour of Agriculture—Increasing exposure between planning/zoning commissioners and farm operators.

Forestry

Subject Area Goal

Increase the viability, accessibility, and ecological contribution of forests, while decreasing waste and dependence on external inputs.



Opportunities

- Preservation of region's historic character
- Environmental protection through forest land design and practice
- Alternative energy sources
- Strategic land use policies & programs

Challenges

- Rising costs
- Limitations of government structures to adequately protect forests
- Development pressure
- Lack of public understanding of value

Variables

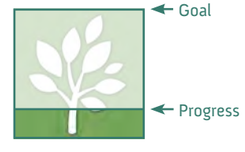
- Availability of capital
- National / global markets
- Erratic weather

Indicators and Targets

Indicators	Baseline Value (2010)	Short-Term Target* (2020)	Mid-Term Target* (2035)	Long-Term Target* (2050)
Ratio of percent of forests by tree size class • Small • Medium • Large	• 16% • 21% • 63%	No change	No change	No change
Amount of biomass in live trees	60,937,524 short tons	5% increase	10% increase	15% increase
Number of forest interior indicator bird species (survey blocks containing at least three indicator species)	21 survey blocks	49 survey blocks	144 survey blocks	240 survey blocks
Invasive Species Index (custom index tracking three species: European woodwasp, hemlock woolly adelgid, and emerald ash borer)	8.5	no change	6.5	4
Wildfire occurrences	3,885 wildfires	5% reduction	10% reduction	15% reduction

*All % reductions or increases are related to the 2010 baseline values, not the previous target.

Achievement to Date



Forestry

Subject Area Goal

Increase the viability, accessibility, and ecological contribution of forests, while decreasing waste and dependence on external inputs.

Priority Broad Strategies

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

	Evaluation Criteria					
	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Broad Strategy **Support efforts to increase equitable forest recreation opportunities and urban forestry/green infrastructure initiatives.**	●	●	●	●	●	◐

Representative Sub-Strategies / Project Ideas

- Advance the availability and affordability of scalable plug-and-play bio-energy production systems, and provide standards for selling excess power into the grid.
- Establish local policy incentives for community-scale bio-energy generation and distribution.
- Develop purchase agreements for the sale of bio-energy produced by the agricultural and forestry sectors to the power grid.

Representative Projects

- Encourage networking opportunities for community tree boards.
- Encourage use and sharing of a standardized community tree inventory database.

Broad Strategy **Support watershed, riparian, shoreline, and habitat protection and restoration efforts to increase resiliency and diversity of the native species ecosystem and delicate watersheds.**	◐	◐	●	●	●	●

Representative Sub-Strategies / Project Ideas

- Encourage stronger landscape connectivity and forest management rehabilitation practices that can support adaptation and increase resilience of individual species and nature systems at the landscape level (2500 acre units).
- In partnership with Finger Lakes Partnership for Regional Invasive Species Management (FL-PRSIM), continue to support programs at all levels of government to combat invasive pests and diseases, like the Emerald Ash Borer.
- Provide near-term funding for NYSDEC Forest Resource Assessment and Wildlife Action Plans to practice adaptive management for climate adaptation and target early responses to major stressors on forest related to climate change.
- Encourage farmers to participate in NY CREP and similar programs to receive compensation for protecting/restoring natural features

Representative Projects

- New York Green's "Green Genesee Road Map" pilot project—replicate for other counties throughout region

Broad Strategy **Educate the general public, landowners/industry professionals, and decision-makers regarding the relationships between watershed land uses, forest management, water quality protection and rural economic viability, and forest-related sustainability issues.**	●	◐	●	●	◐	◐

Representative Sub-Strategies / Project Ideas

- Increase consideration of environmental issues at all levels of economic decision-making.
- Phase out subsidies for development patterns and production methods that are environmentally harmful/ socially inequitable in favor of supporting systems and policies that internalize environmental and social costs and reward responsible growth.
- Increase the use of silvicultural BMPs through direct financial incentives to landowners.
- Support retention and recruitment of sustainable timber harvesters.

Representative Projects

- Continue to support and encourage participation by County SWCDs in NYSDEC/NRCS Environmental Quality Incentives Program (EQIP) Forestry initiative.

Broad Strategy **Encourage the valuation of ecological services provided by regional forest resources.**	●	◐	●	◐	◐	◐

Representative Sub-Strategies / Project Ideas

- Encourage forestry carbon offset programs, (with minimal transaction and compliance costs) with eligible activities including avoided clearing, sustainable forest management, and reforestation.
- Expand and refine standardized methods of quantifying carbon flow in and out of forest resource carbon pools (living biomass, dead wood, soils, and harvested products) to allow for expanded, meaningful participation in carbon offset markets.

Representative Projects

- New York Green's "Green Genesee Road Map" pilot project- replicate for other counties throughout region.

Finger Lakes Regional Sustainability Plan

Finger Lakes Regional Sustainability Plan

Funded by NYSERDA - Cleaner, Greener Communities Program

Overall Public Meeting #1 - Meeting Minutes & Presentation

Finger Lakes Regional Sustainability Plan

Finger Lakes Regional Sustainability Plan

Public Meeting #1

January 2013

FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM

Agenda

1. **Welcome and Opening Remarks**
2. **Introduction to the project**
3. **Themes and Goals**
4. **Story of place**
5. **Sustainability Indicators**
6. **Next steps**
7. **Q&A**

PROJECT INTRODUCTION

Project Introduction

Background: Cleaner-Greener Communities Program:

- Announced by Governor Cuomo in his 2011 State of the State Address
- CGC supports the creation/implementation of regional sustainability plans
- Two phase program:
  - Phase I: Regional Sustainability Planning Grants ($10 million)
  - Phase II: Regional Sustainability Plan Implementation Grants ($90 million)
- Phase I is currently underway in all regions and Phase II is expected to launch later in 2013, the timing is still under review

Climate Change Commitment:

"reduce greenhouse gas emissions to 80% below 1990 levels by 2050"

Project Introduction

Sustainability Plan Scope (Phase 1):

- Baseline assessment of the region including Green House Gas (GHG) Inventory for the Region
- Incorporation of existing local planning efforts
- Long-term and short-term sustainability goals
- Climate change adaptation
- Identification of necessary actions
- Implementation strategy
- Stakeholder involvement

Project Introduction

Phase II:

- Launches in 2013
- Three annual rounds of ~$30 million
- Will fund projects that
  - Reduce GHG emissions
  - Support the achievement of the region's sustainability goals as identified in their plans
  - Are not eligible for current NYSERDA offerings
  - Prioritized through the regional sustainability plan

Project Introduction

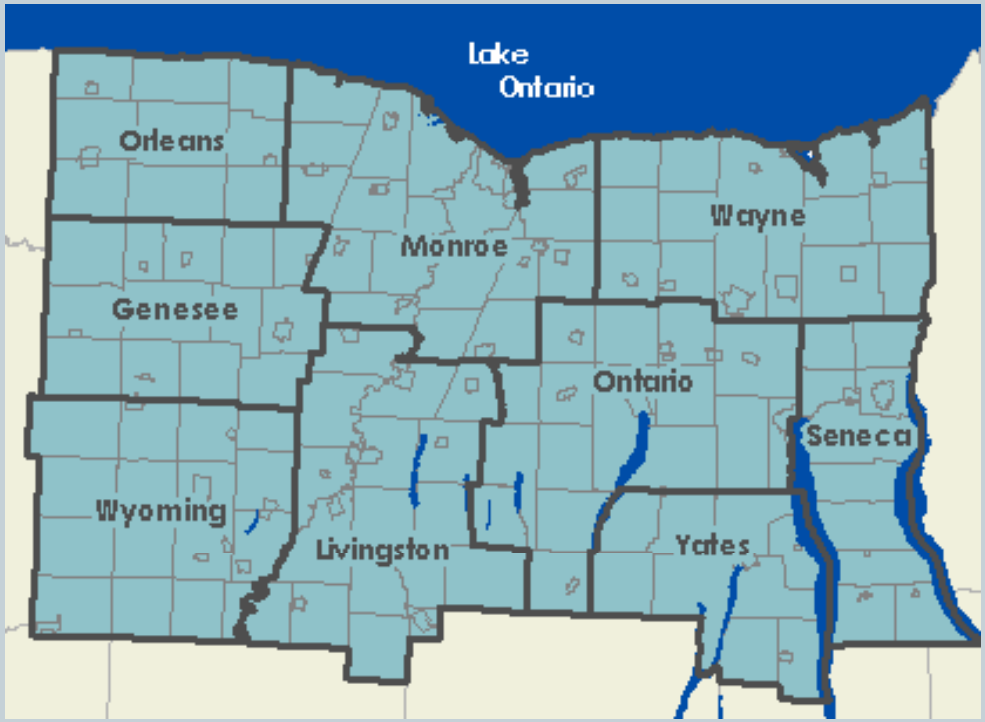
Things to Remember:

- The plan is not a bid for Phase II funds
- Unique opportunity
- Looking for a truly comprehensive planning process
- Must be realistically implementable
- Alignment with Regional Economic Development Plan
- This is your plan

Project Introduction

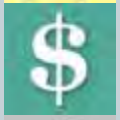
Finger Lakes Region:

- Monroe
- Orleans
- Genesee
- Wyoming
- Livingston
- Ontario
- Yates
- Seneca
- Wayne



Stakeholder Groups

Agriculture & Forestry



Economic Development

Energy

Materials & Waste Management

Transportation, Land Use, & Livable Communities

Water Management

Stakeholder Group Roles

- Provided input into indicators and identifying data sources (Meeting 1 – October 2012)
- Discussion of targets (Meeting 2 – November 2012)
- Implementation of strategies (Meeting 3 – January 2013)
- Review draft report (January-February 2013)

All meeting information from Meetings 1 & 2 can be found on the website listed below under the appropriate Stakeholder Group

http://sustainable-fingerlakes.org/

Project Introduction

Schedule:

	2012			2013		
TASK	October	November	December	January	February	March
Baseline Assessment						
Stakeholder Meeting #1	X					
Sustainability Indicators / Inventory						
Target Establishment						
Stakeholder Meeting #2		X				
Public Meeting #1				X		
Implementation Strategy						
Stakeholder Meeting #3				X		
Public Meeting #2					X	
Draft Sustainability Plan						
Final Sustainability Plan						

PROJECT THEMES & GOALS

Sustainability Definition

Sustainability *involves three interrelated components: environment, economy and society.*

These pillars are linked – the stability of one reinforces the strength of the other two. Sustainability planning for a community, local government or region integrates the three pillars of sustainability through collaborative work within a framework that supports long-term considerations, fosters innovation, and results in a healthy, safe and affordable place to live, work and play for all residents.

Project Themes/Goals

- Improve accessibility, connectivity and mobility
- Preserve, protect and improve natural resources and their connections
  - ✓ air quality
  - ✓ water quality
  - ✓ prime / productive farmland
  - ✓ forests
  - ✓ open space
  - ✓ environmentally sensitive areas
- Maintain, protect and improve the functionality and disaster resiliency of existing infrastructure systems and acknowledge the links between systems
  - ✓ transportation
  - ✓ water
  - ✓ energy
  - ✓ communication
  - ✓ solid waste

Project Themes/Goals

- Improve public health and quality of life
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public
- Build sustainability capacity and understanding through outreach and education
- Improve climate adaptation

STORY OF PLACE

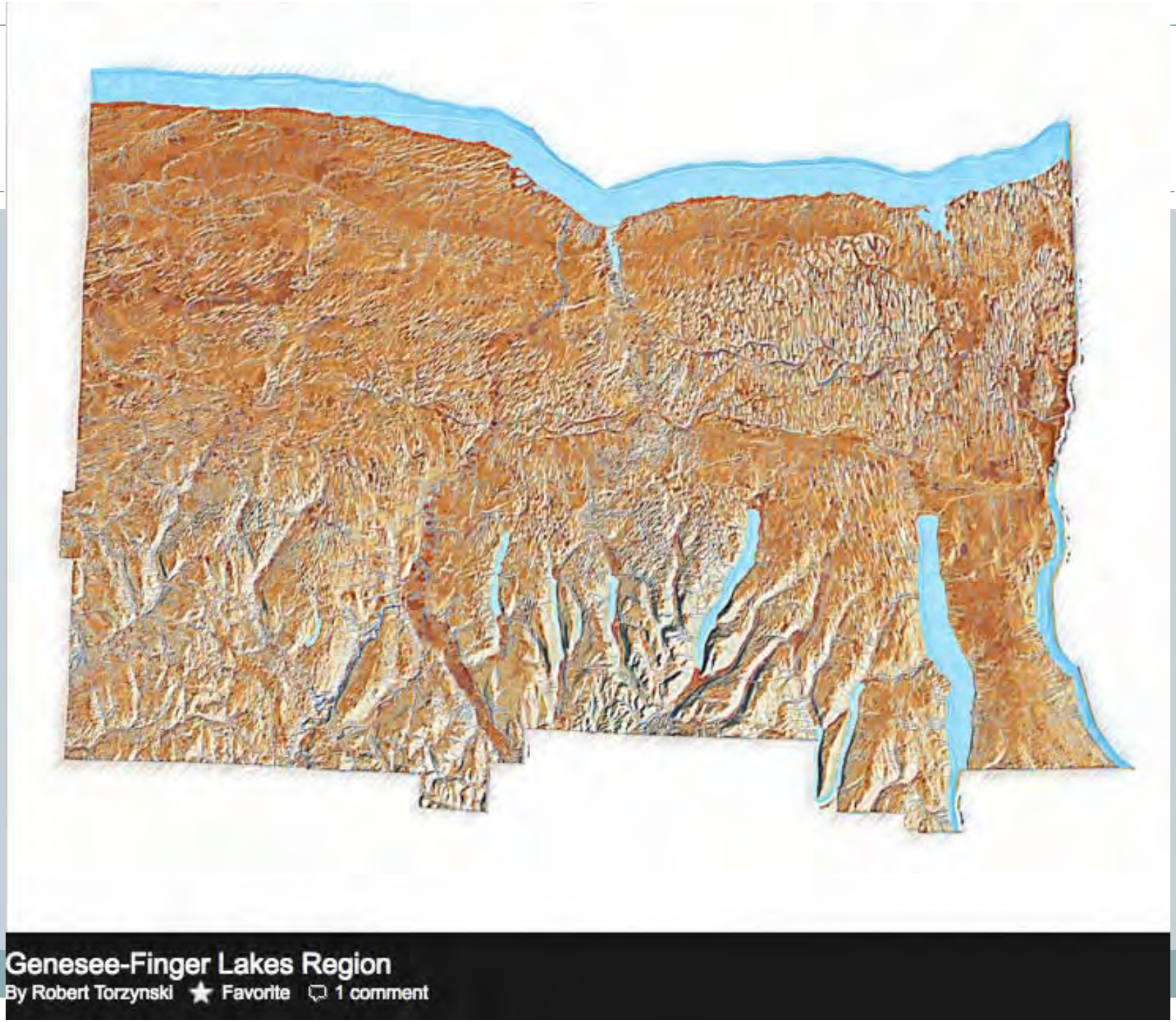
Story of Place

Rationale:

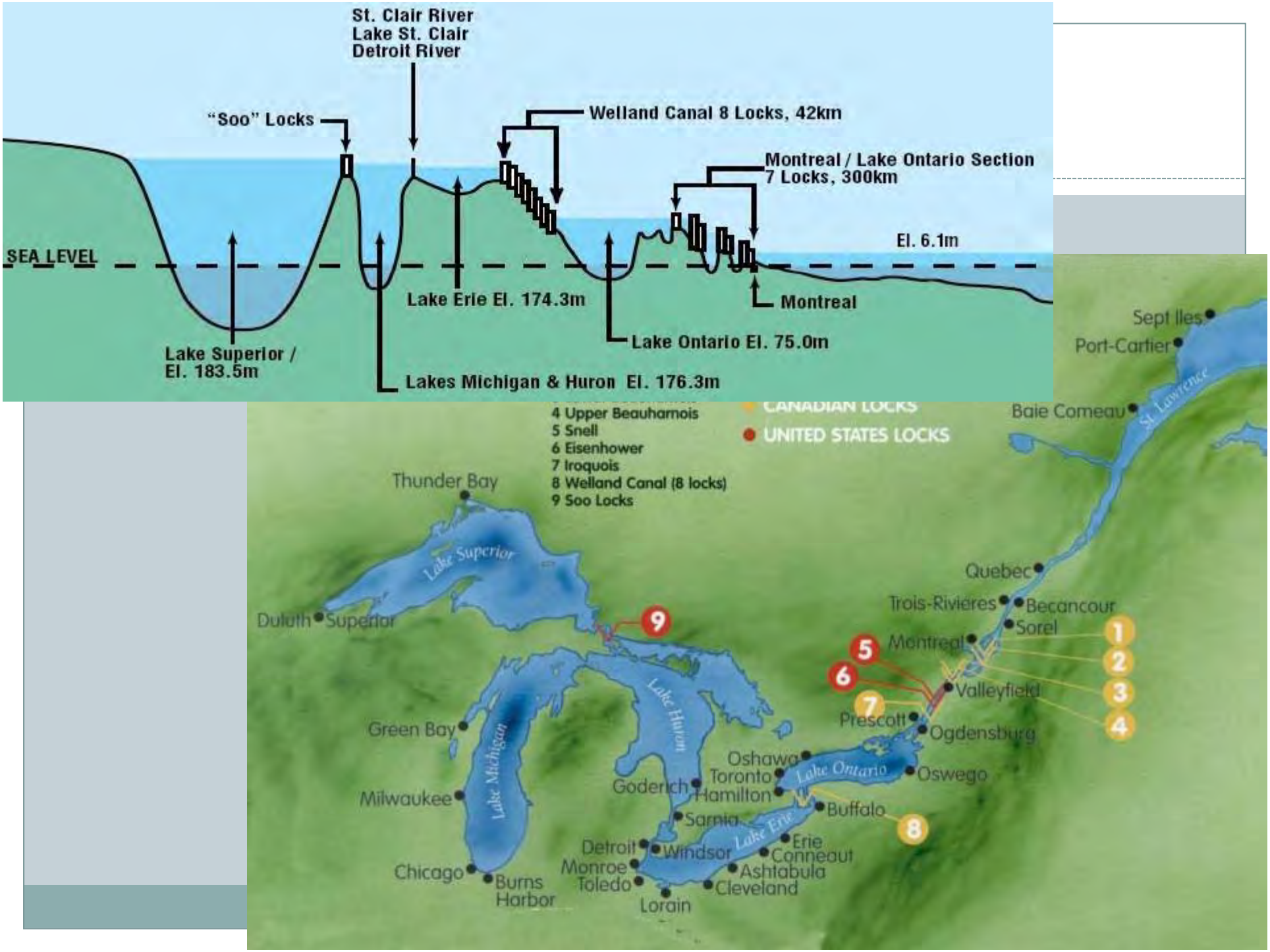
Communities that maintain their vitality, their ability to attract investment and resources and are able to evolve through time, have three things in common:

1. They know who they are – their uniqueness
2. They develop a narrative to convey who they uniquely are
3. They embed this narrative and uniqueness into everything they do


North Country
Clinton
Franklin
St Lawrence
Jefferson
Essex
Lewis
Hamilton
Warren
Washington
Oswego
Oneida
Herkimer
Fulton
Saratoga
Mohawk Valley
Montgomery
Capital District
Schenectady
Rensselaer
Albany
Schoharie
Otsego
Onondaga
Central New York
Madison
Cayuga
Cortland
Chenango
Tompkins
Schuyler
Finger Lakes
Niagara
Orleans
Monroe
Wayne
Genesee
Ontario
Seneca
Yates
Wyoming
Livingston
Erie
Western New York
Chautauqua
Cattaraugus
Allegany
Steuben
Chemung
Tioga
Broome
Southern Tier
Delaware
Greene
Columbia
Ulster
Sullivan
Dutchess
Hudson Valley
Putnam
Orange
Westchester
Rockland
Long Island
Nassau
Suffolk
New York
New York City
Richmond
Kings
Queens


Genesee-Finger Lakes Region
By Robert Torzynski ★ Favorite 1 comment

Lake Ontario Drainage Basin


St. Clair River
Lake St. Clair
Detroit River
"Soo" Locks
Welland Canal 8 Locks, 42km
Montreal / Lake Ontario Section
7 Locks, 300km
SEA LEVEL
El. 6.1m
Lake Erie El. 174.3m
Montreal
Lake Ontario El. 75.0m
Lake Superior /
El. 183.5m
Lakes Michigan & Huron El. 176.3m
4 Upper Beauharnois
5 Snell
6 Eisenhower
7 Iroquois
8 Welland Canal (8 locks)
9 Soo Locks
CANADIAN LOCKS
UNITED STATES LOCKS
Thunder Bay
Lake Superior
Duluth
Superior
Green Bay
Lake Michigan
Milwaukee
Chicago
Burns
Harbor
Lake Huron
Goderich
Sarnia
Detroit
Windsor
Monroe
Toledo
Lorain
Lake Erie
Cleveland
Erie
Conneaut
Ashtabula
Oshawa
Toronto
Hamilton
Lake Ontario
Buffalo
Oswego
Prescott
Ogdensburg
Valleyfield
Montreal
Trois-Rivieres
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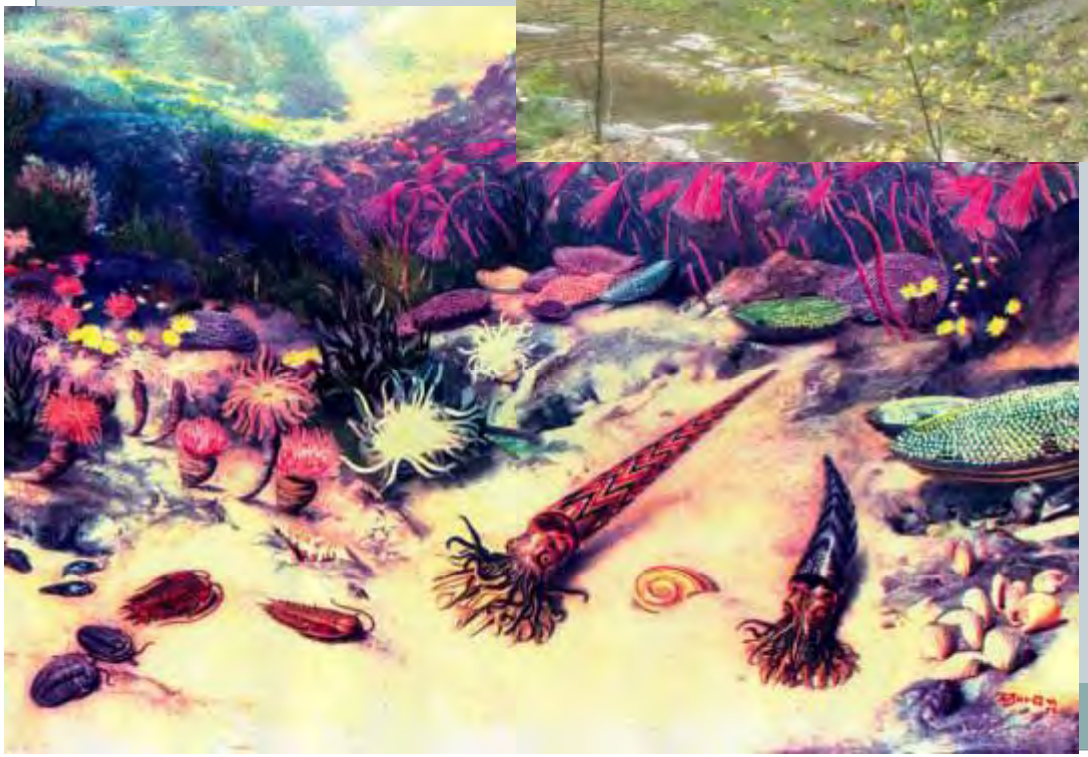
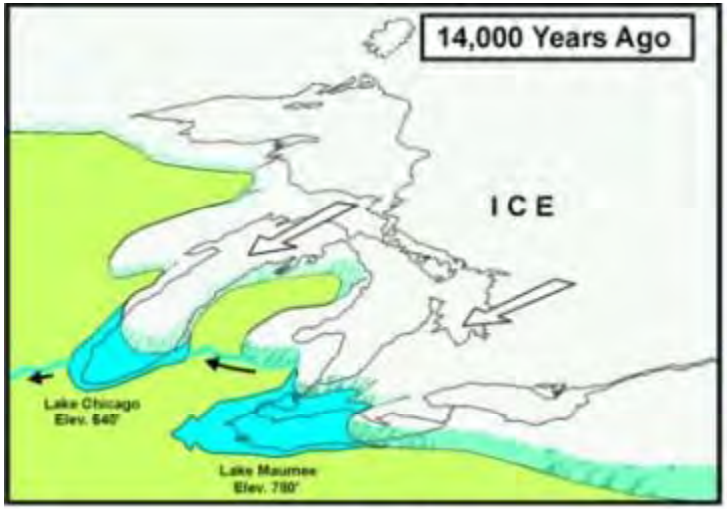
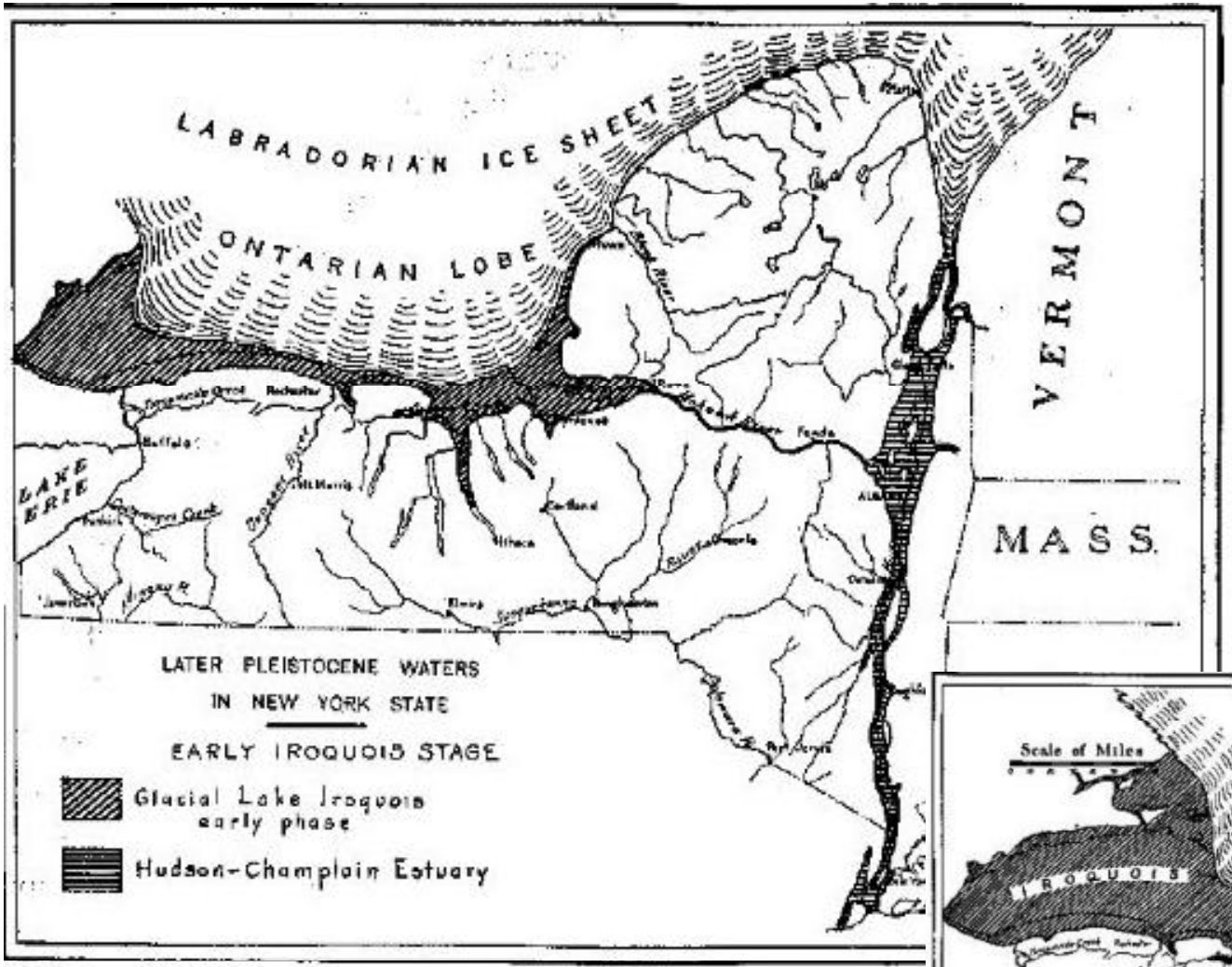


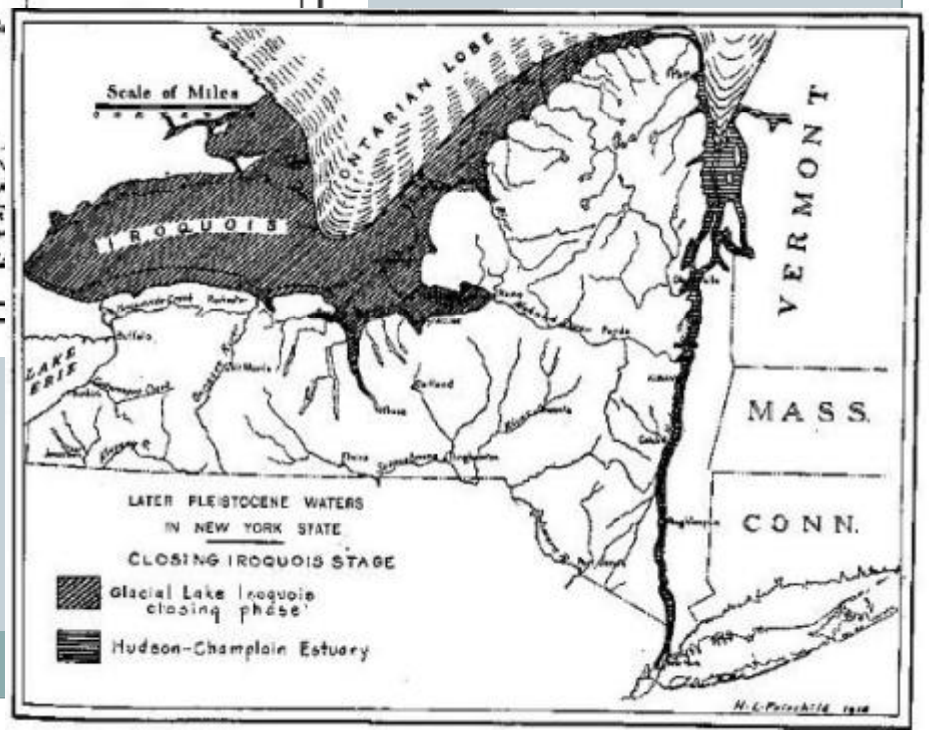

14,000 Years Ago
ICE
Lake Chicago
Elev. 640'
Lake Maumee
Elev. 780'

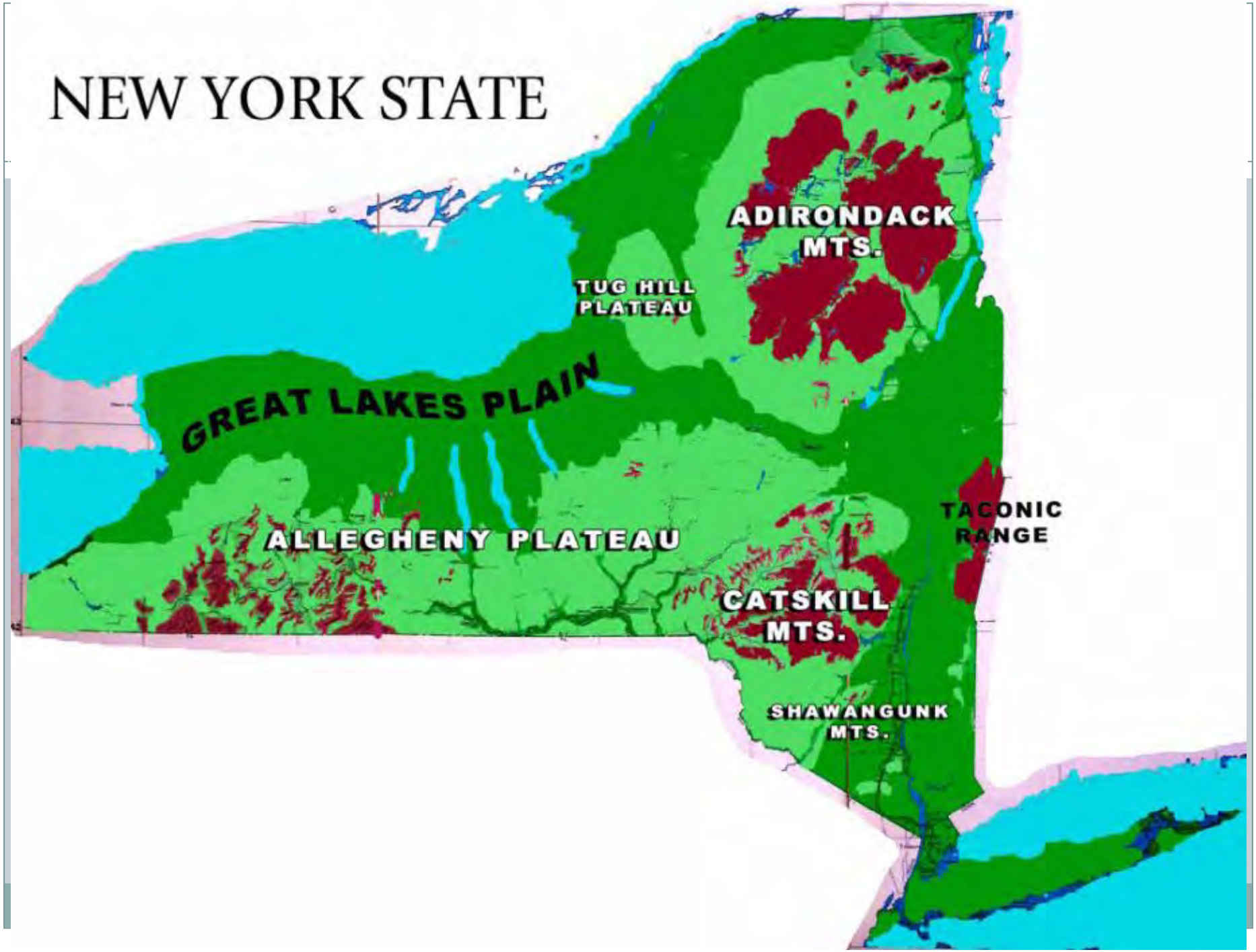

9,000 Years Ago
ICE
Lake
Algonquin
Elev. 605'
Early Lake Erie
Elev. 540'
Early Lake
Ontario


7,000 Years Ago
ICE
Lake Stanley
Elev. 200'
Lake Chippewa
Elev. 230'
Early Lake Ontario
Early Lake Erie
Elev. 540'


4,000 Years Ago
Nipissing Stage
Elev. 605'
Ottawa River
St. Lawrence River
Illinois
River
U.S. Army Corps of Engineers, Detroit District


LABRADORIAN ICE SHEET
ONTARIAN LOBE
VERMONT
MASS.
LAKE ERIE
LATER PLEISTOCENE WATERS
IN NEW YORK STATE
EARLY IROQUOIS STAGE
Glacial Lake Iroquois
early phase
Hudson-Champlain Estuary


Scale of Miles
ONTARIAN LOBE
IROQUOIS
VERMONT
MASS.
CONN.
LAKE ERIE
LATER PLEISTOCENE WATERS
IN NEW YORK STATE
CLOSING IROQUOIS STAGE
Glacial Lake Iroquois
closing phase
Hudson-Champlain Estuary


NEW YORK STATE
ADIRONDACK MTS.
TUG HILL PLATEAU
GREAT LAKES PLAIN
ALLEGHENY PLATEAU
TACONIC RANGE
CATSKILL MTS.
SHAWANGUNK MTS.


Hodenosaunee Trail
Present-day boundaries
St. Lawrence River
Lake Champlain
Lake Ontario
Oneida
Mohawk
Cayuga
Seneca
Onondaga
Lake Erie
N
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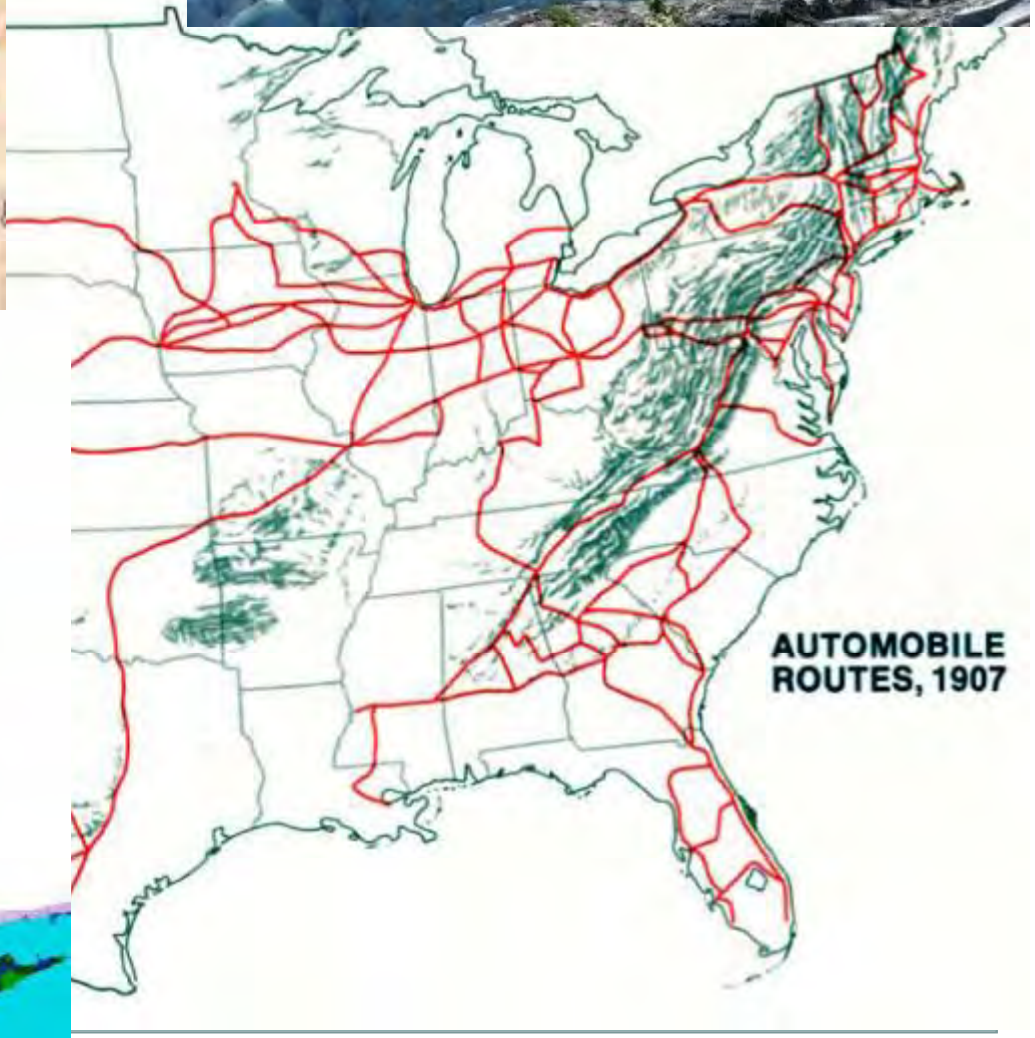
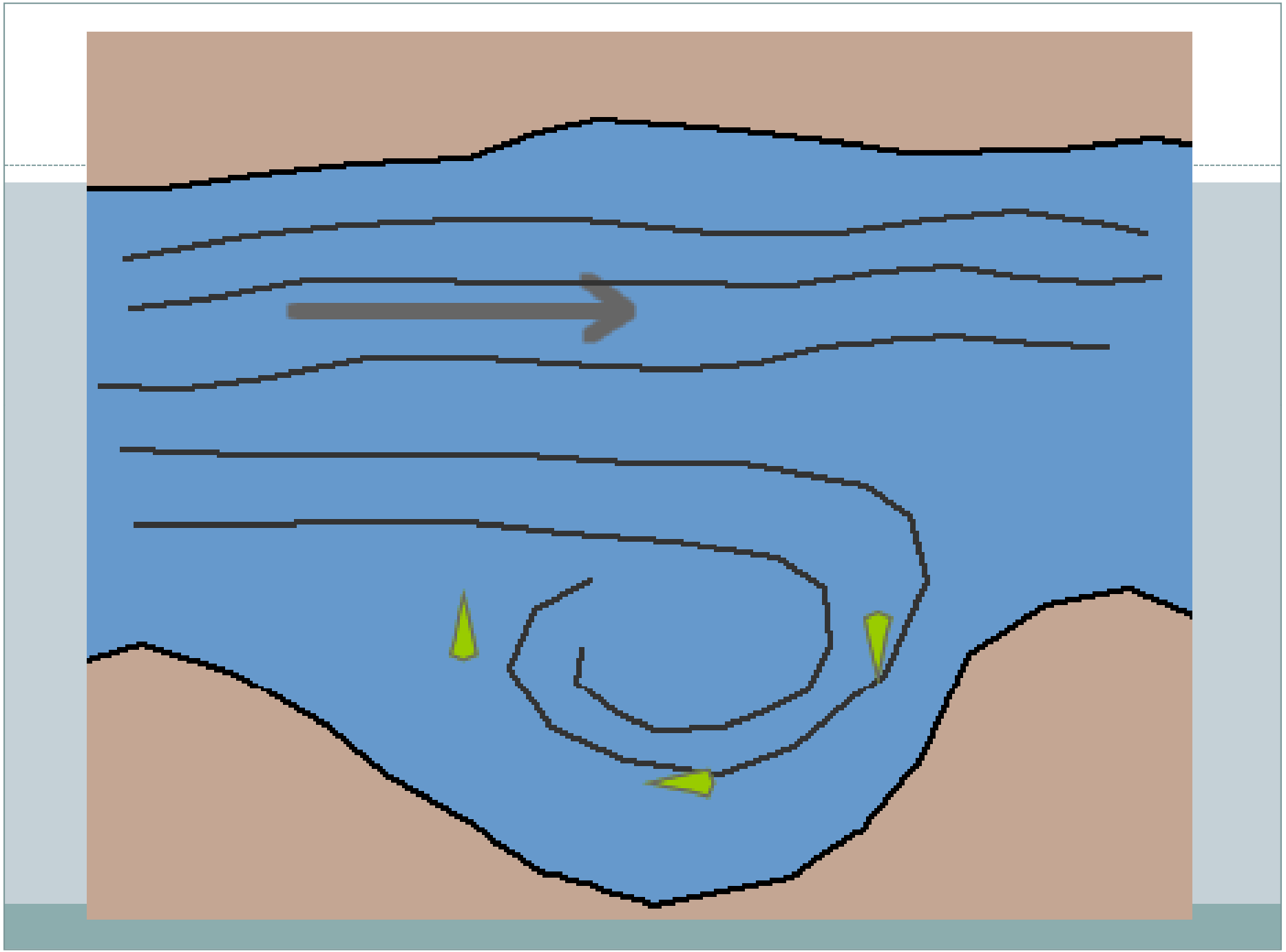
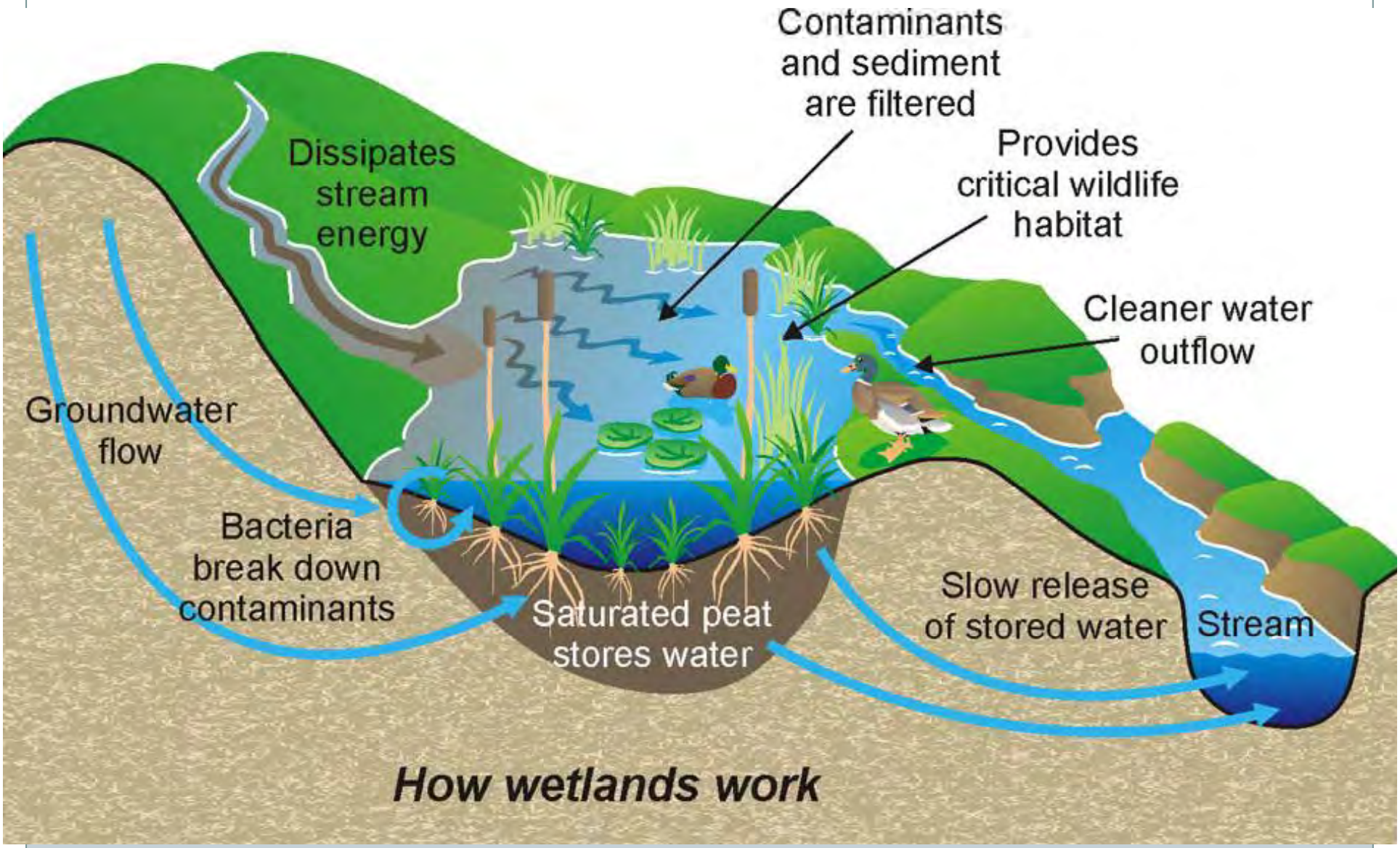

AUTOMOBILE ROUTES, 1907

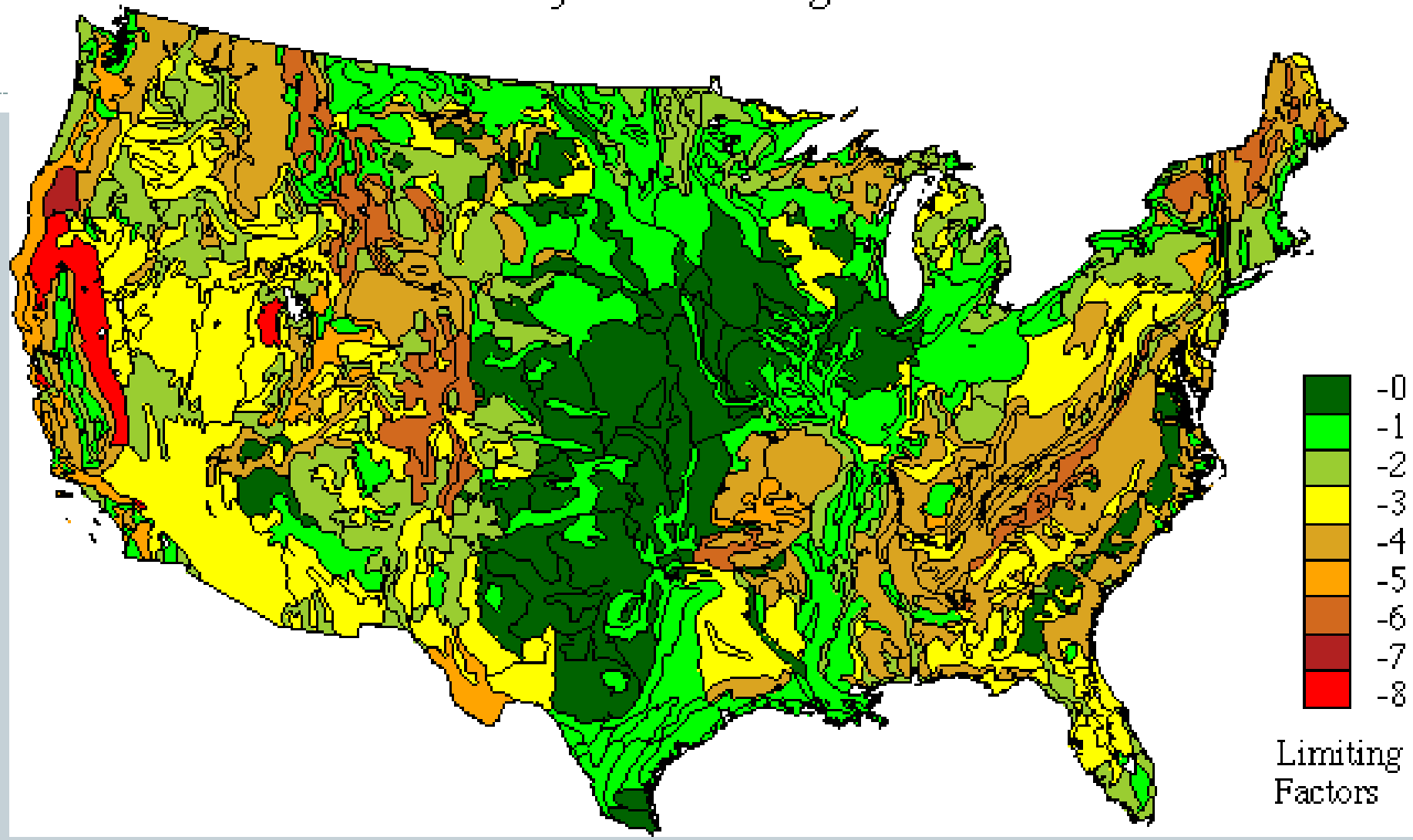

NEW YORK STATE
ADIRONDACK MTS.
TUG HILL PLATEAU
GREAT LAKES PLAIN
ALLEGHENY PLATEAU
TACONIC RANGE
CATSKILL MTS.
SHAWANGUNK MTS.

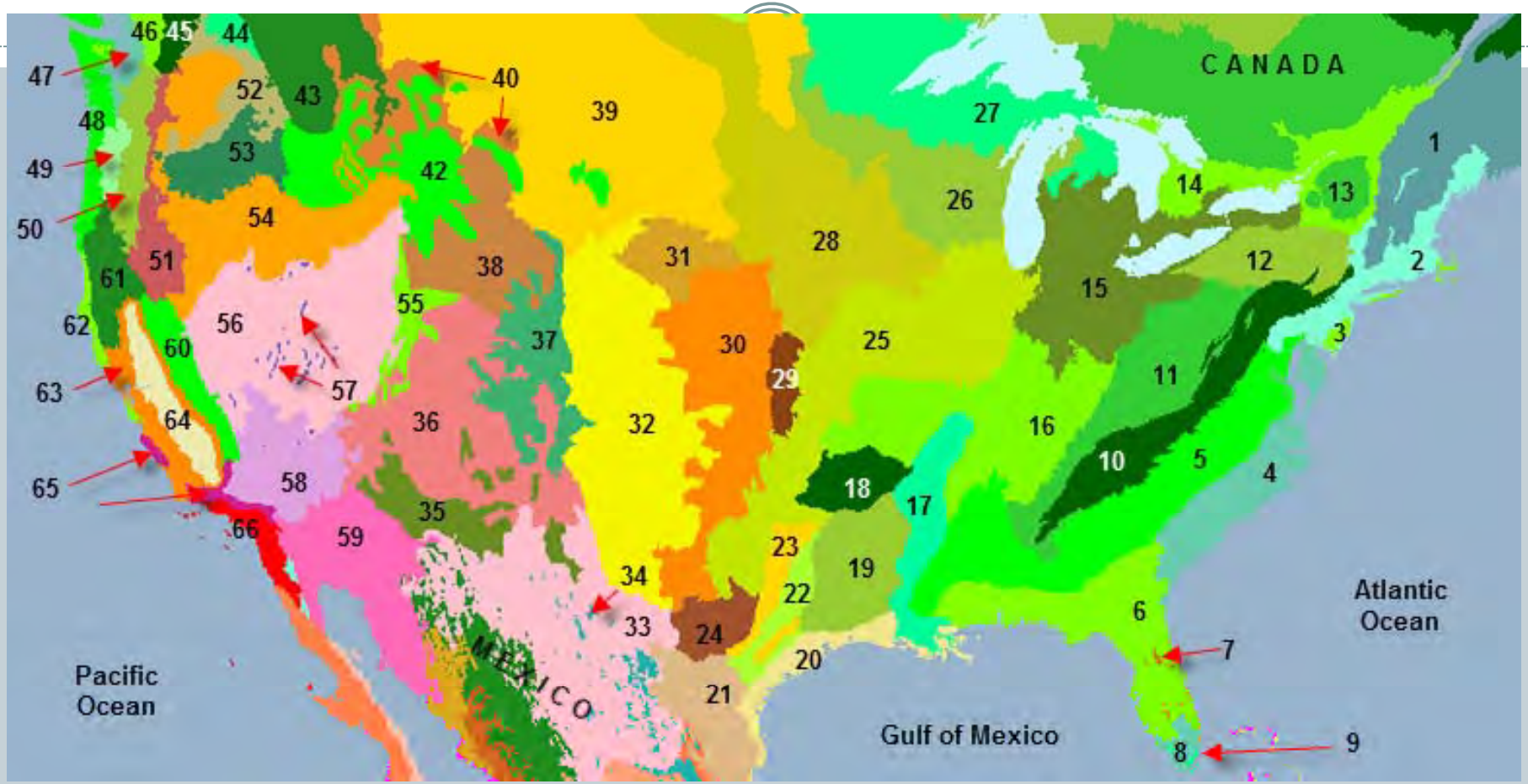



Contaminants and sediment are filtered
Provides critical wildlife habitat
Dissipates stream energy
Cleaner water outflow
Groundwater flow
Bacteria break down contaminants
Saturated peat stores water
Slow release of stored water
Stream
How wetlands work

UN/FAO Soils Map of the U.S.

Soils Ranked by FCC Limiting Factors




CANADA
Pacific Ocean
Atlantic Ocean
Gulf of Mexico
MEXICO
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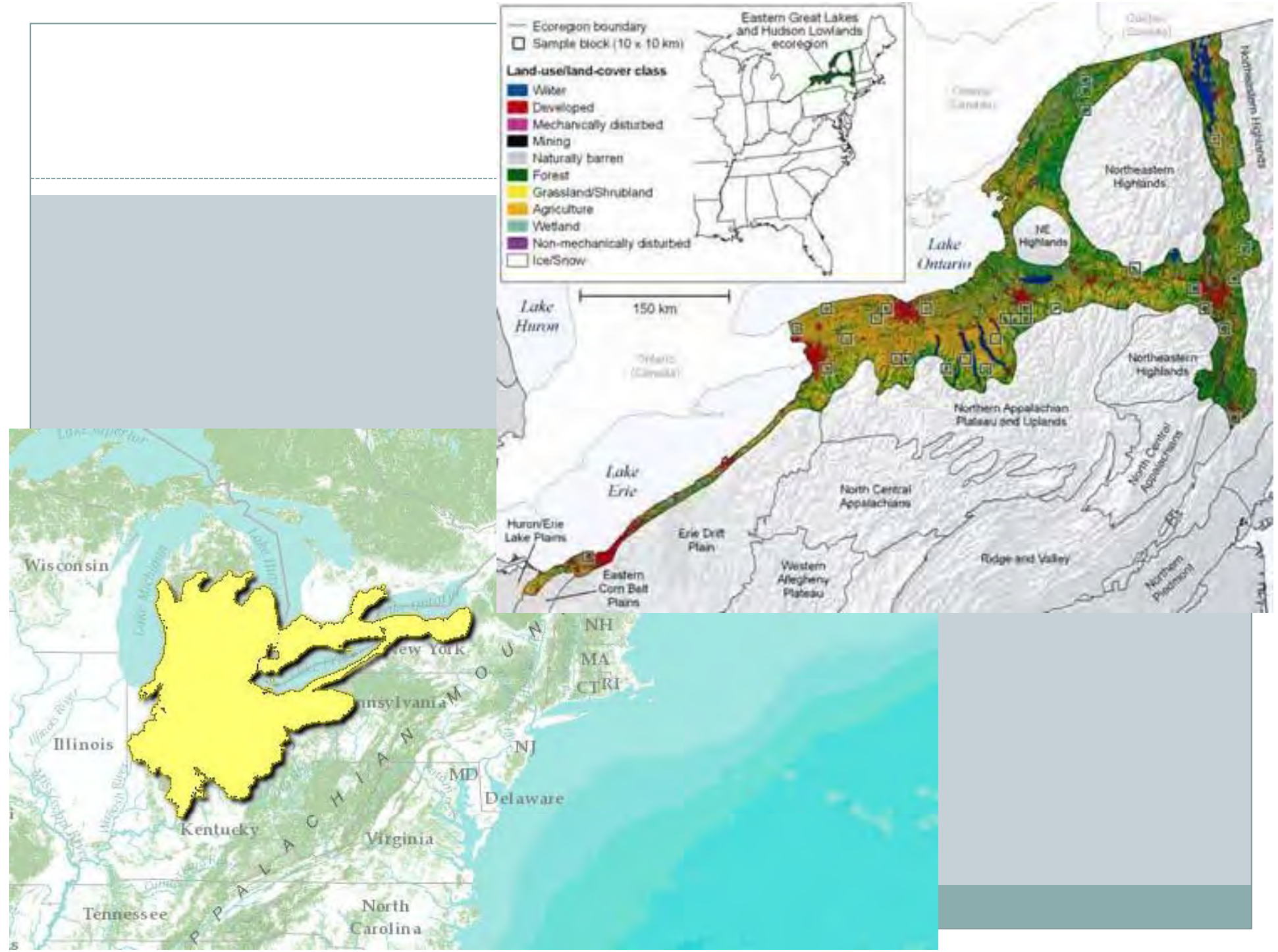
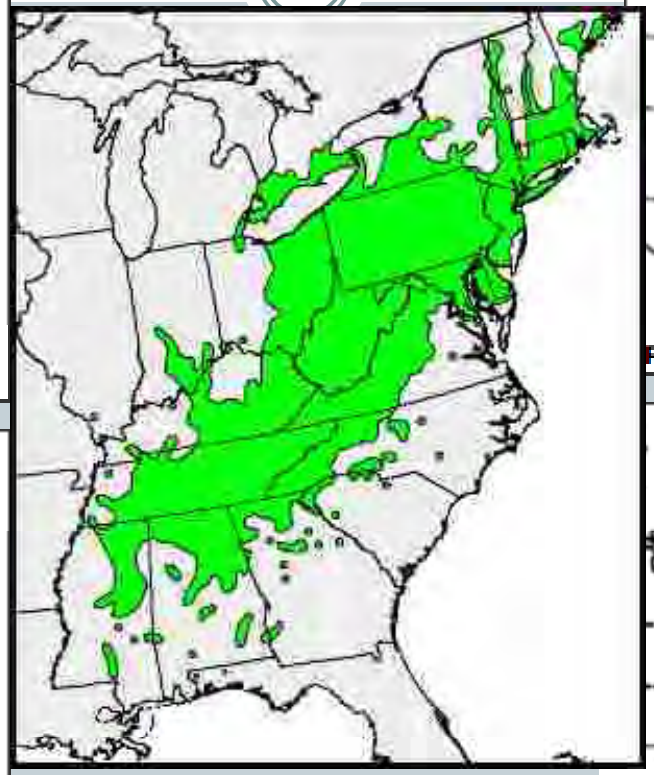

Ecoregion boundary
Sample block (10 x 10 km)
Land-use/land-cover class
Water
Developed
Mechanically disturbed
Mining
Naturally barren
Forest
Grassland/Shrubland
Agriculture
Wetland
Non-mechanically disturbed
Ice/Snow
Eastern Great Lakes and Hudson Lowlands ecoregion
150 km
Lake Ontario
Lake Huron
Lake Erie
Northeastern Highlands
NE Highlands
Northeastern Highlands
Northern Appalachian Plateau and Uplands
North Central Appalachians
North Central Appalachians
Huron/Erie Lake Plains
Erie Drift Plain
Eastern Corn Belt Plains
Western Allegheny Plateau
Ridge and Valley
Northern Piedmont
Wisconsin
Illinois
Kentucky
Tennessee
North Carolina
Virginia
MD
Delaware
NJ
NH
MA
CT
RI
APPALACHIAN MOUNTAINS

Figure 6-5. Range of black spruce.



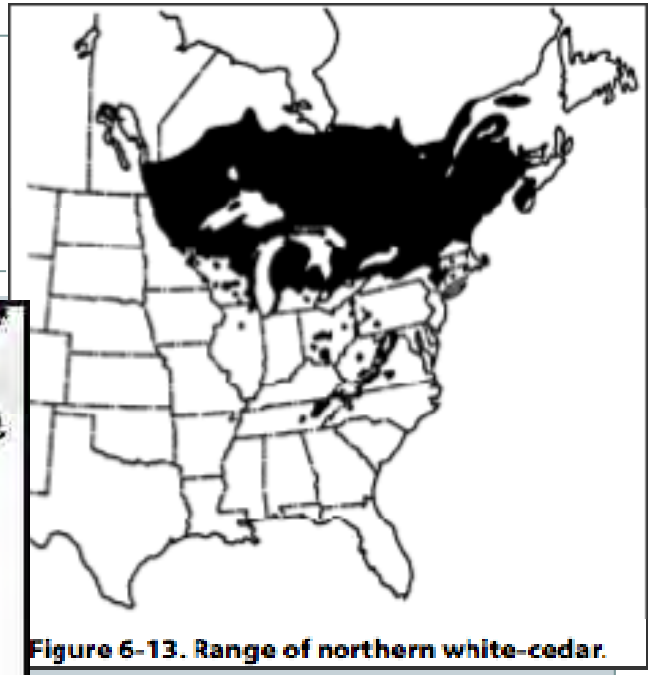
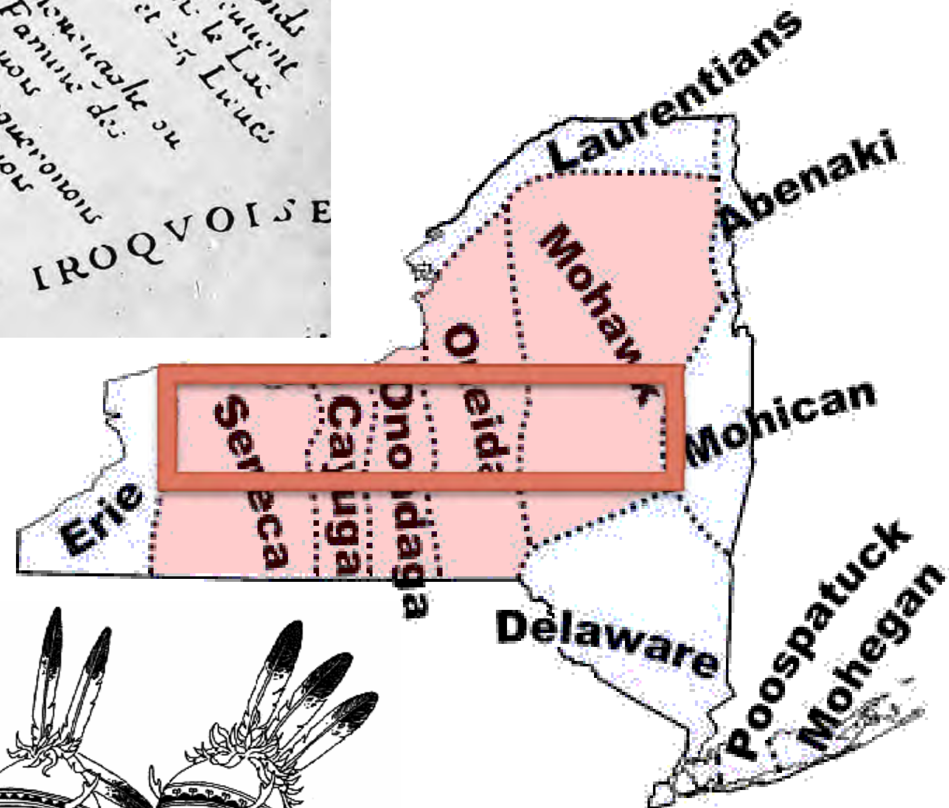


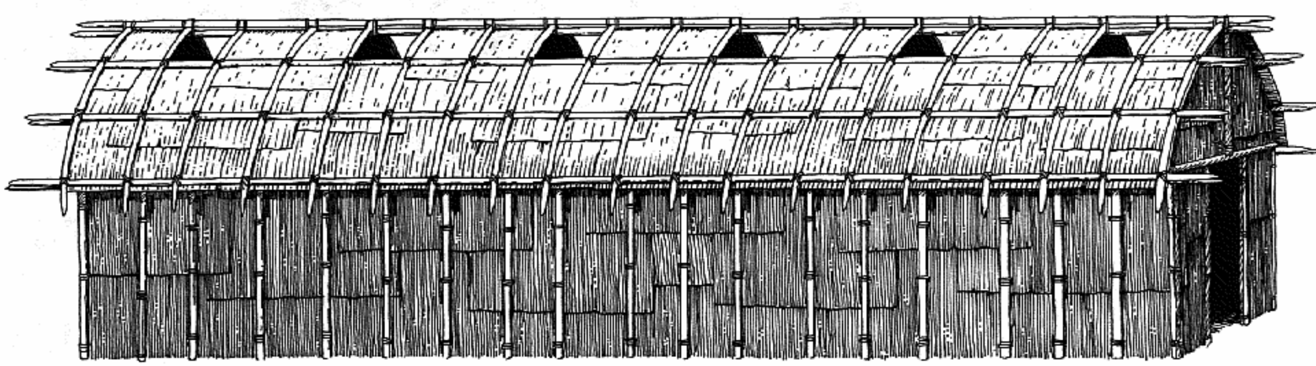
Figure 6-13. Range of northern white-cedar.

Figure 6-7. Range of bur oak.

Figure 6-8. Range of eastern white pine.

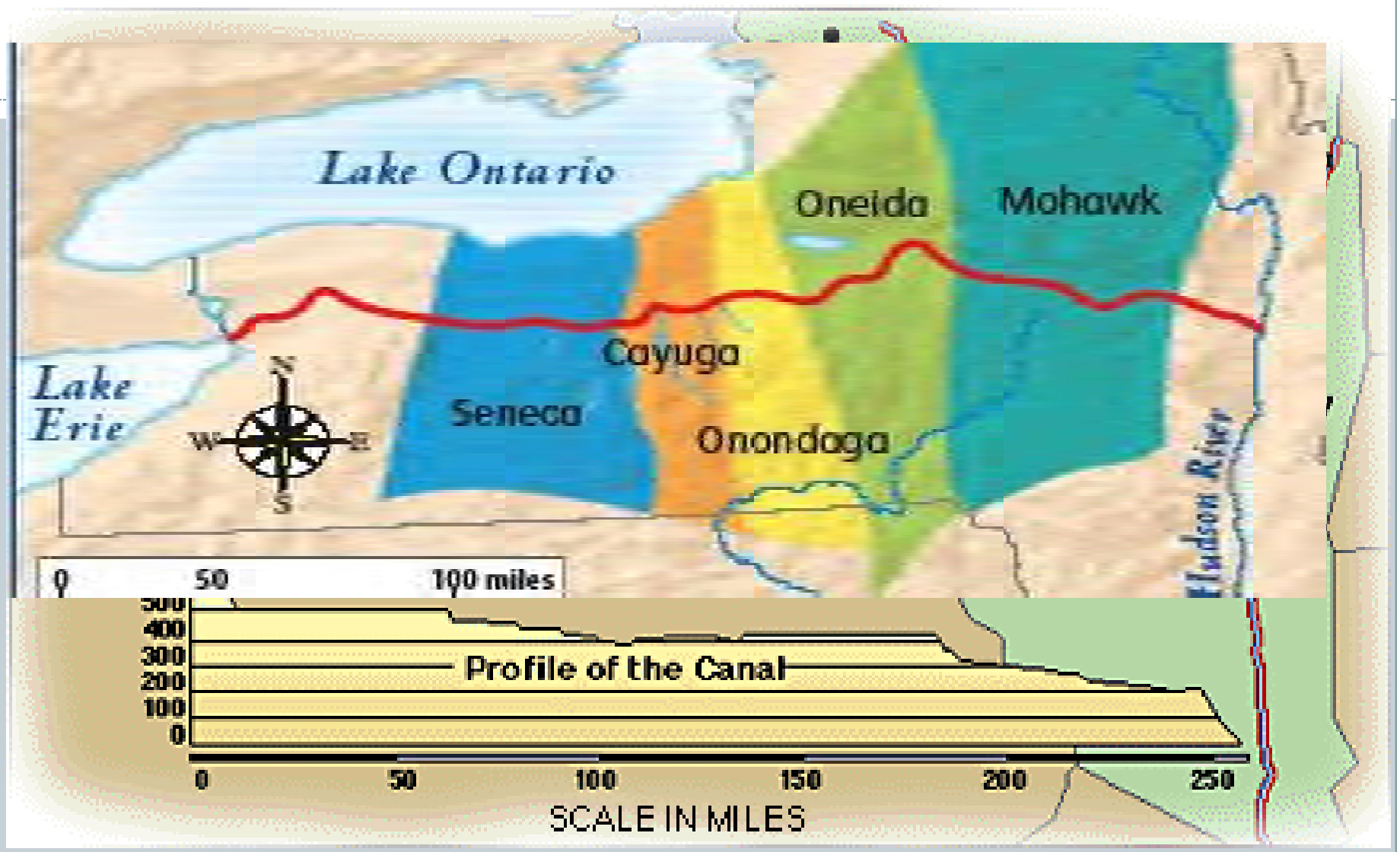

ONTARIO
Niagara
L.Erie
LES CINQ NATIONS IROQVOISE

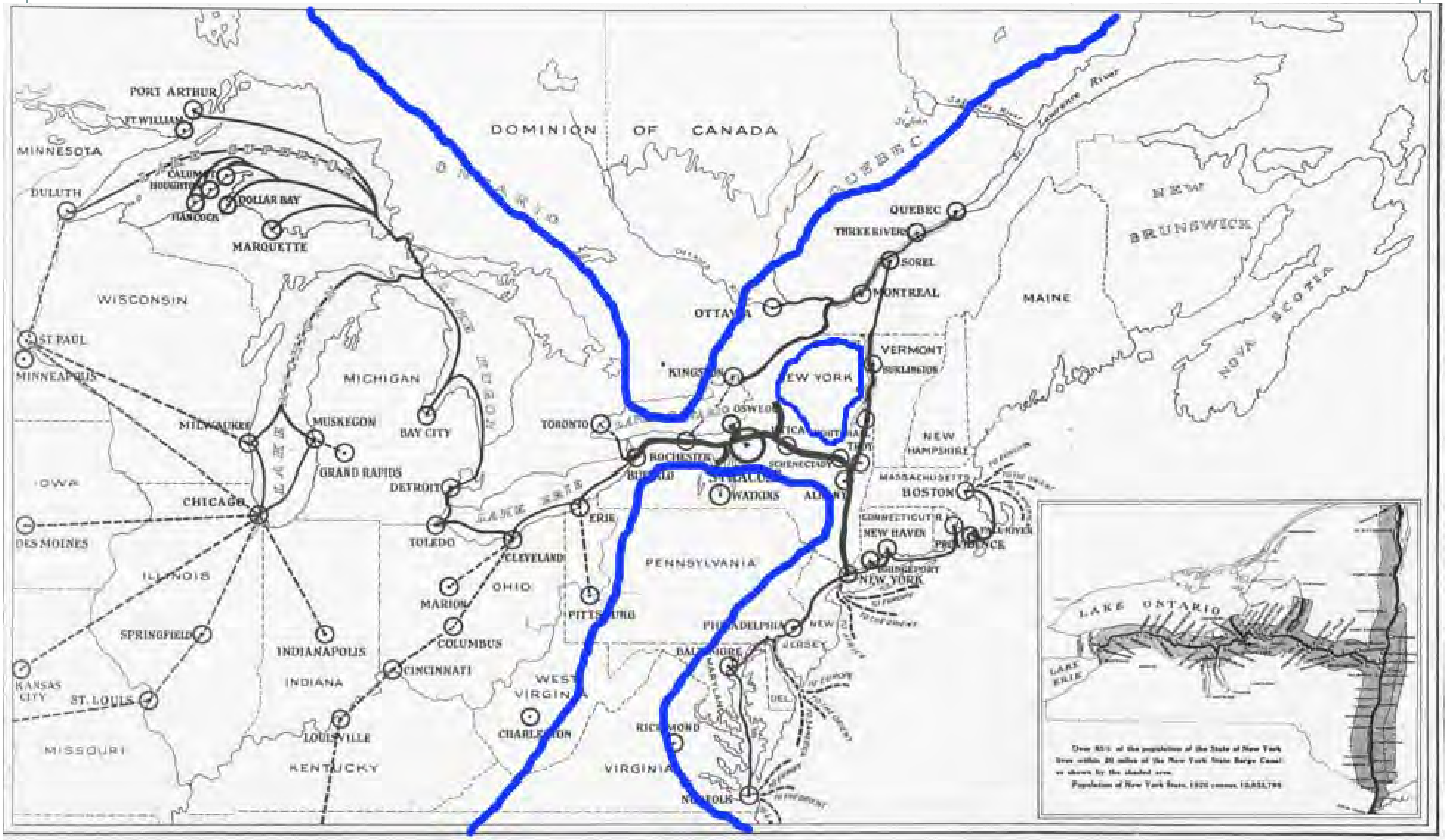

Laurentians
Abenaki
Mohawk
Oneida
Onondaga
Cayuga
Seneca
Erie
Mohican
Delaware
Poospatuck
Mohegan




45
L. Taronto
Les Piquets
Toioiagon
Canatchehiagon
Kentio
Teieiouate
Lac Ohate
R. Katarokoi
R. des Outaouac
Fort Frontenac
le G. de Frontenac
Portage
I Cagentih
I Katanesgo
LAC DE FRONTENAC
ONTARIO
Ganonkouesnot
Sault Niagara
Partie du L. Erie
Sonnontouan des Iroquois
Kahouagoga des Iroquois
Tsonontouaronons des Iroquois
Goyoguenorons des Iroquois
Onontaguerounons des Iroquois
LES CINQ NATIONS IROQUOISE
Les Iroquois font leurs Peches dans tous les Marais ou Estangs qui bordent ce Lac d'ou ils tirent leur principale Subsistence
Sesquahana Fort
PENSYLVANIE

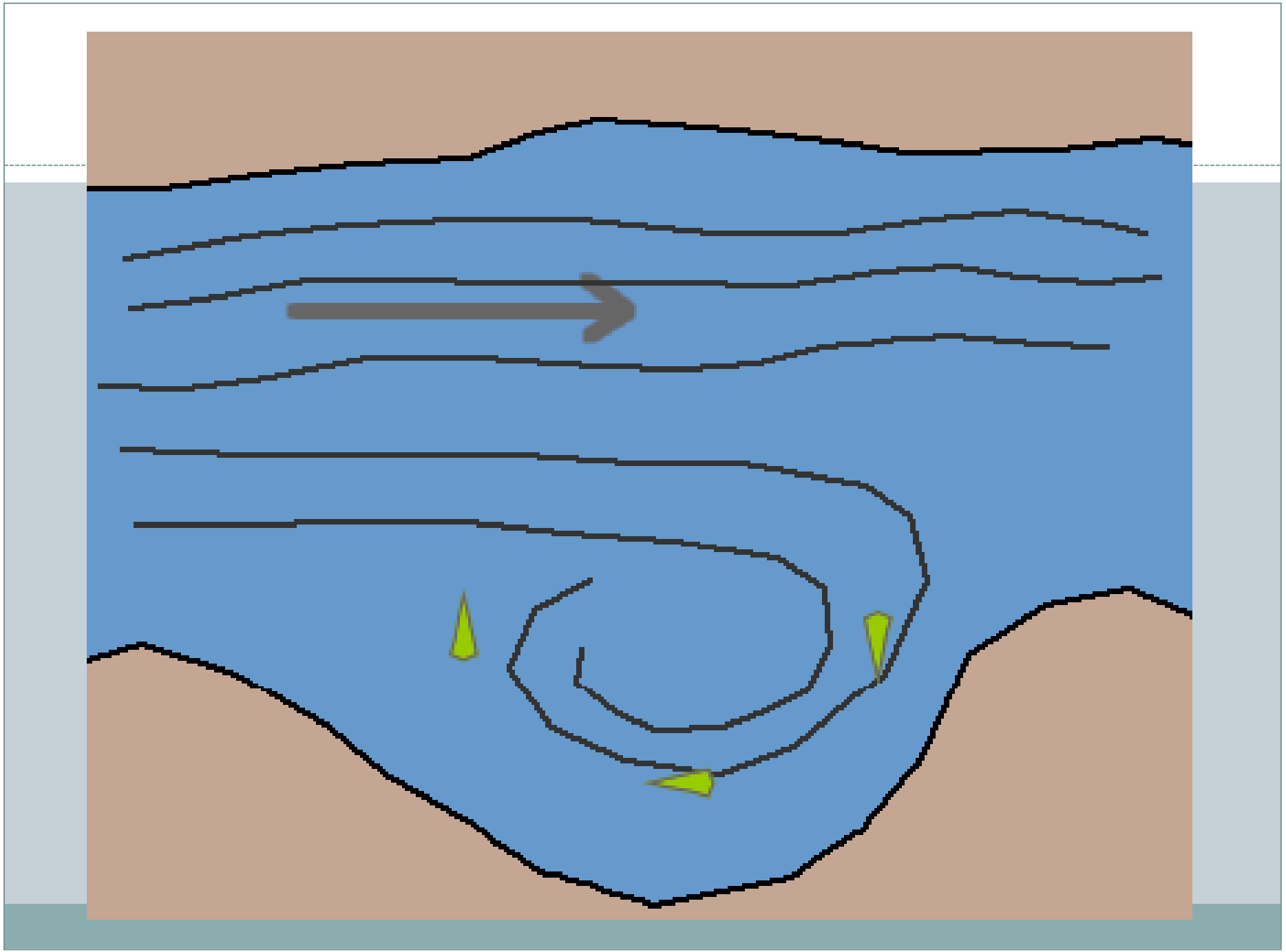

Hudson Bay
NEW FRANCE
Wolfe
Amherst
Ft. Louisbourg (Jun. 8–Jul. 26, 1758)
Ft. Beausejour
Quebec
Port Royal
L. Superior
Montreal
L. Huron
Ft. Frontenac (Aug. 27, 1758)
Ft. Ticonderoga (Jul. 8, 1758)
Ft. William Henry (Aug. 9, 1757)
L. Michigan
Ft. Niagara (Jul. 25, 1759)
Ft. Oswego
Ft. Stanwix
Albany
Boston
Detroit
L. Erie
New York
Braddock's defeat (Aug. 9, 1755)
Ft. Duquesne
Philadelphia
Ft. Necessity (Jul. 3, 1754)
Ft. Cumberland
Atlantic Ocean
Williamsburg
NORTH CAROLINA
SOUTH CAROLINA
GEORGIA
Charleston
Savannah
St. Augustine
SPANISH FLORIDA
f Mexico
French claims
British claims
Spanish claims
Disputed British-Spanish claims
Disputed British-French claims
British victories
French victories
Forts
British troops movements


Lake Ontario
Oneida
Mohawk
Cayuga
Lake Erie
Seneca
Onondaga
Hudson River
N
W
E
S
0
50
100 miles
400
300
200
100
0
Profile of the Canal
0
50
100
150
200
250
SCALE IN MILES

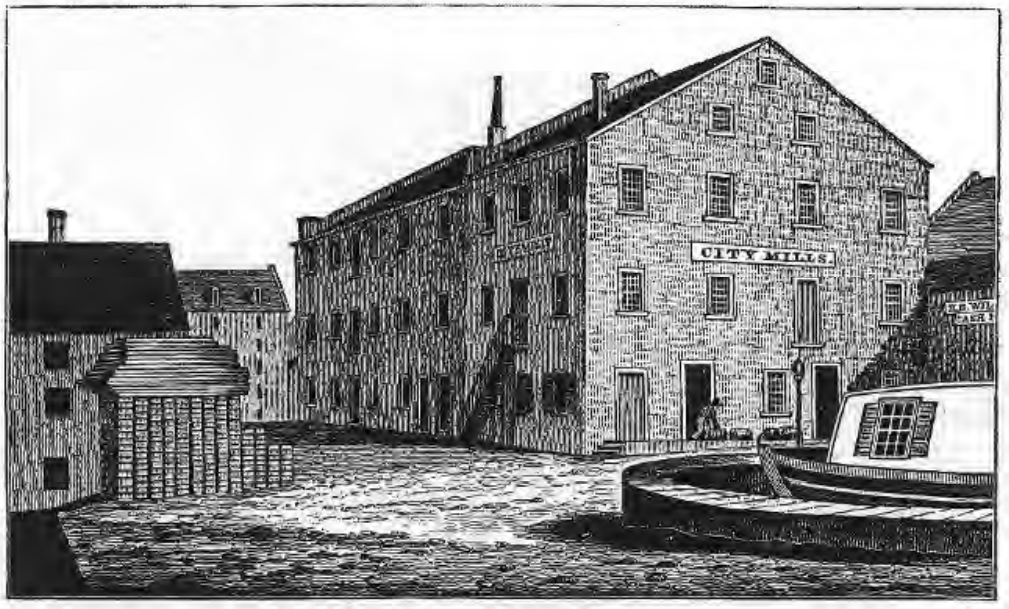


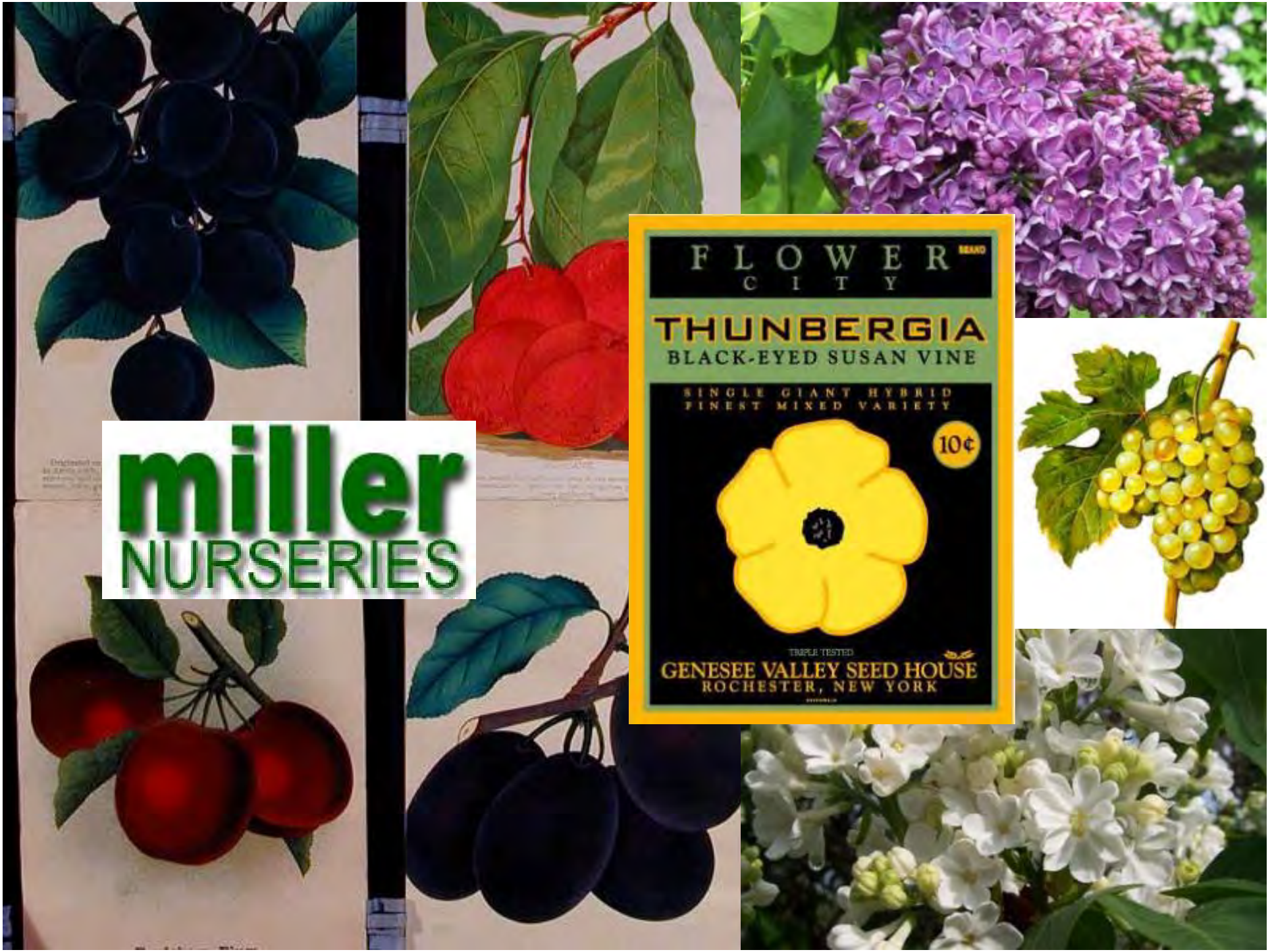
DOMINION OF CANADA
QUEBEC
PORT ARTHUR
MINNESOTA
DULUTH
HANCOCK
DOLLAR BAY
MARQUETTE
WISCONSIN
ST PAUL
MINNEAPOLIS
MICHIGAN
MILWAUKEE
MUSKEGON
BAY CITY
GRAND RAPIDS
DETROIT
IOWA
CHICAGO
DES MOINES
TOLEDO
CLEVELAND
ILLINOIS
OHIO
MARION
SPRINGFIELD
INDIANAPOLIS
COLUMBUS
CINCINNATI
KANSAS CITY
ST. LOUIS
INDIANA
LOUISVILLE
MISSOURI
KENTUCKY
WEST VIRGINIA
CHARLESTON
VIRGINIA
RICHMOND
NORFOLK
PENNSYLVANIA
ERIE
LAKE ERIE
TORONTO
ROCHESTER
BUFFALO
WATKINS
OTTAWA
KINGSTON
OSWEGO
UTICA
SCHENECTADY
TROY
ALBANY
NEW YORK
QUEBEC
THREE RIVERS
SOREL
MONTREAL
VERMONT
BURLINGTON
NEW HAMPSHIRE
MASSACHUSETTS
BOSTON
CONNECTICUT
NEW HAVEN
PROVIDENCE
FALL RIVER
BRIDGEPORT
NEW YORK
PHILADELPHIA
NEW JERSEY
BALTIMORE
MARYLAND
DEL.
MAINE
NEW BRUNSWICK
NOVA SCOTIA
St. Lawrence River
LAKE ONTARIO
LAKE ERIE


New York
City



FLOUR CITY




miller
NURSERIES
FLOWER
CITY
THUNBERGIA
BLACK-EYED SUSAN VINE
SINGLE GIANT HYBRID
FINEST MIXED VARIETY
10¢
TRIPLE TESTED
GENESEE VALLEY SEED HOUSE
ROCHESTER, NEW YORK

The Best OF NEW YORK STATE APPLES

McINTOSH
(Sweet with a tart tang, very juicy)

EMPIRE
(Unique sweet/tart taste, very juicy)

CRISPIN
(Delicately spicy and sweet, very juicy and crisp)

GALA
(Mildly sweet flavor, super crisp)

MACOUN
(Extra sweet with a mild, tart taste, very juicy)

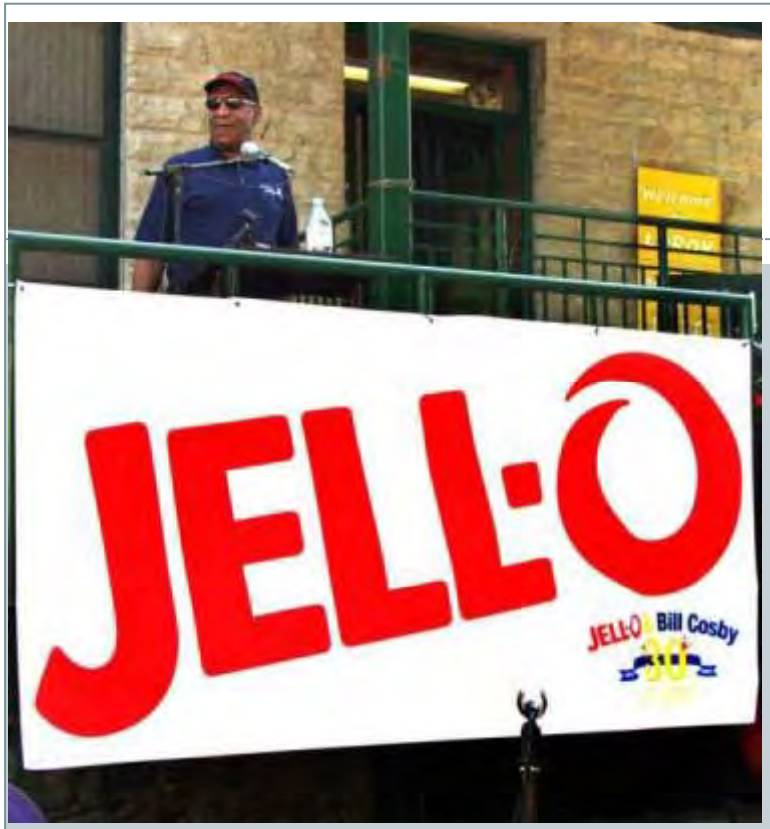
HONEYCRISP
(Sweet, tart, juicy, super crisp)

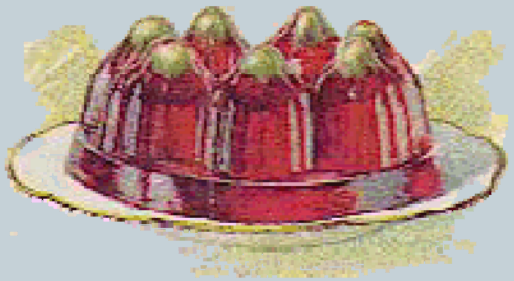
RED DELICIOUS
(Extra sweet flavor, crisp, yellow flesh)

JONAGOLD
(Honey sweet with a hint of tartness, juicy)

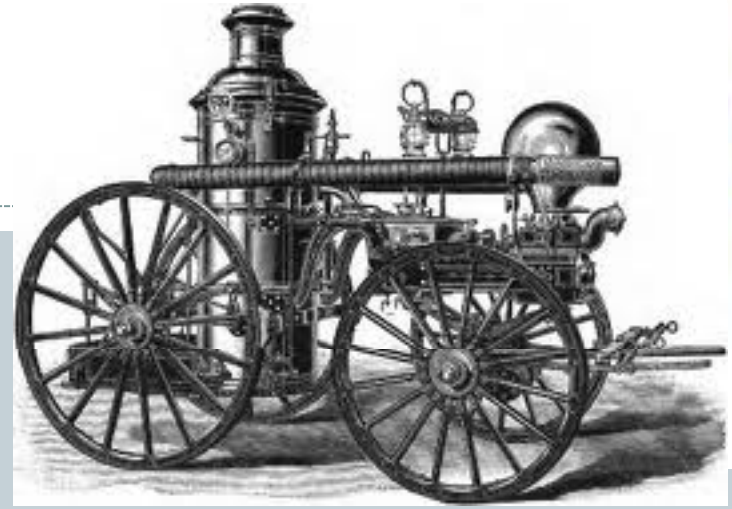
GOLDEN DELICIOUS
(Mild, sweet flavor, very crisp)

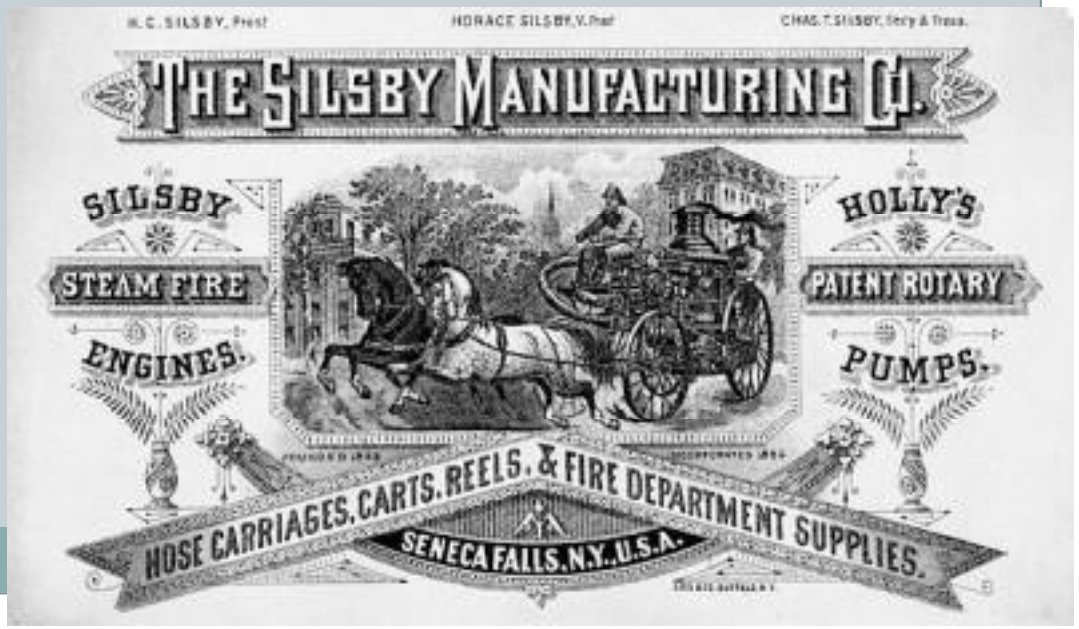
GINGERGOLD
(Sweet, yet mildly tart, fine textured and crisp)


JELL-O
JELL-O Bill Cosby



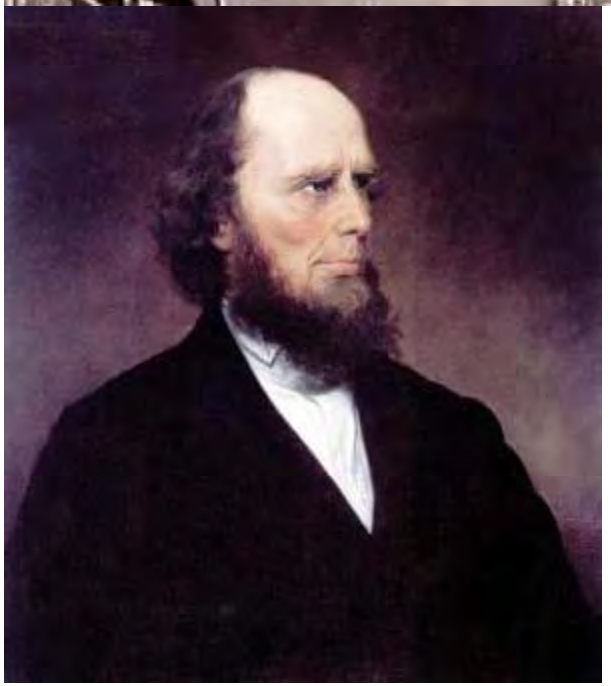

cherry
ARTIFICIAL FLAVOR
JELL-O
GELATIN DESSERT
4 1/2-Cup Servings
NET WT 3 OZ (85g)

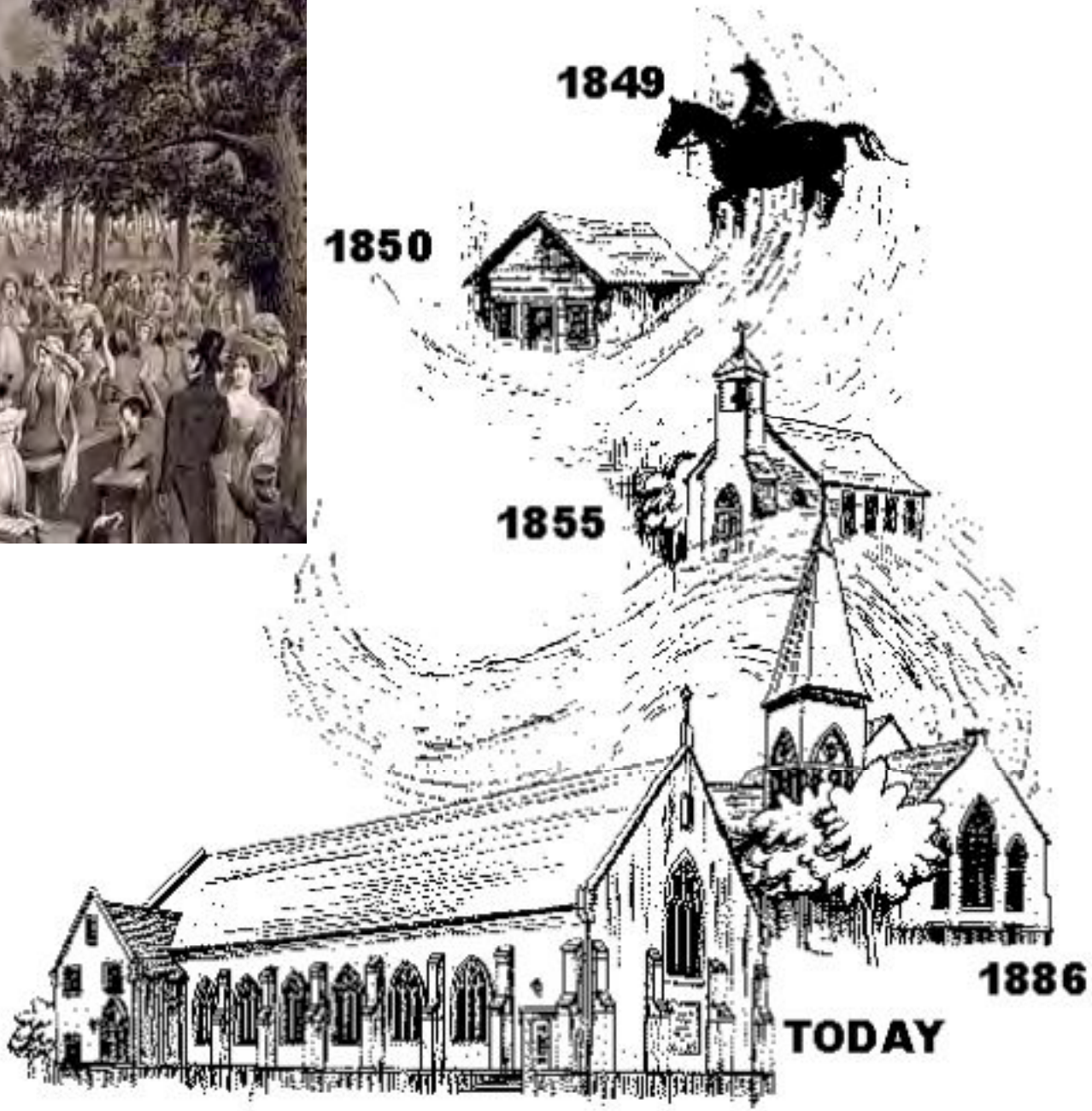


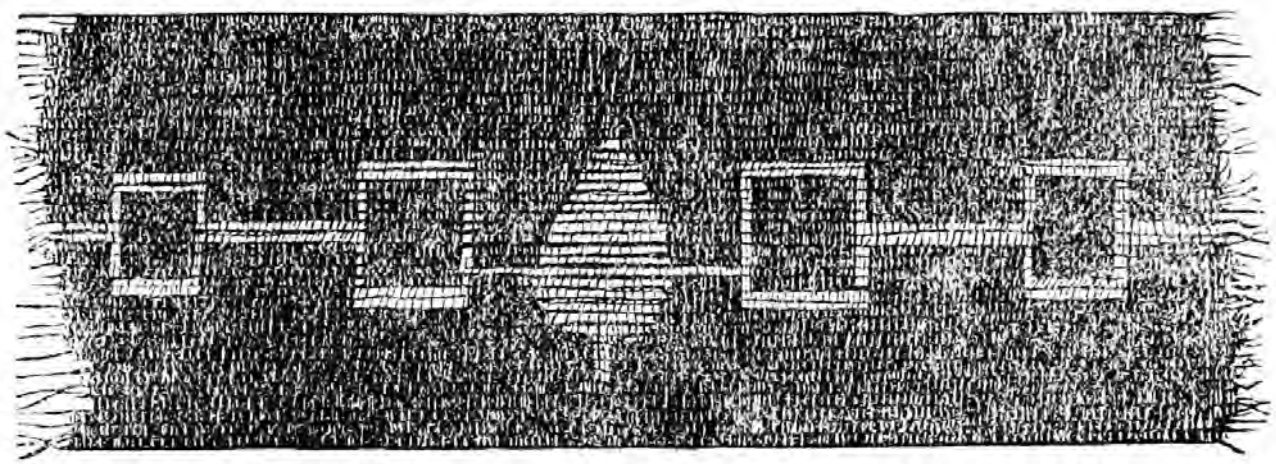

H. C. SILSBY, Pres't
HORACE SILSBY, V. Pres't
CHAS. T. SILSBY, Sec'y & Treas.
THE SILSBY MANUFACTURING CO.
SILSBY
STEAM FIRE
ENGINES.
HOLLY'S
PATENT ROTARY
PUMPS.
HOSE CARRIAGES, CARTS, REELS, & FIRE DEPARTMENT SUPPLIES.
SENECA FALLS, N.Y. U.S.A.

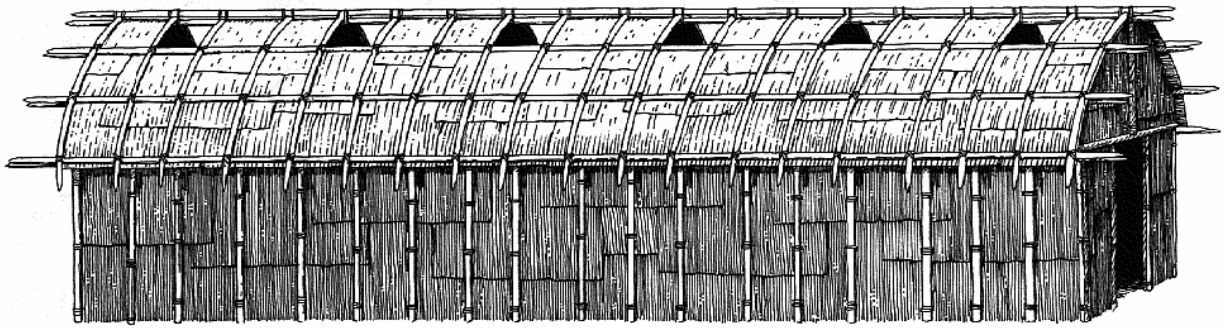

CIVIL ENGINEERING


Canal Boats going over Aqueduct.
Rochester, N.Y.
VintageRochester.blogspot.com

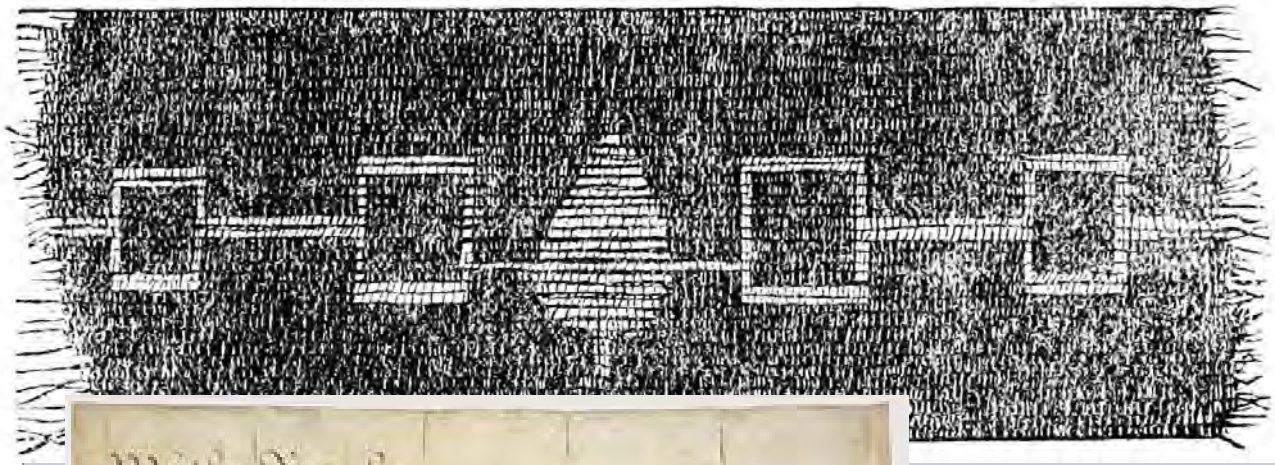



1849
1850
1855
1886
TODAY



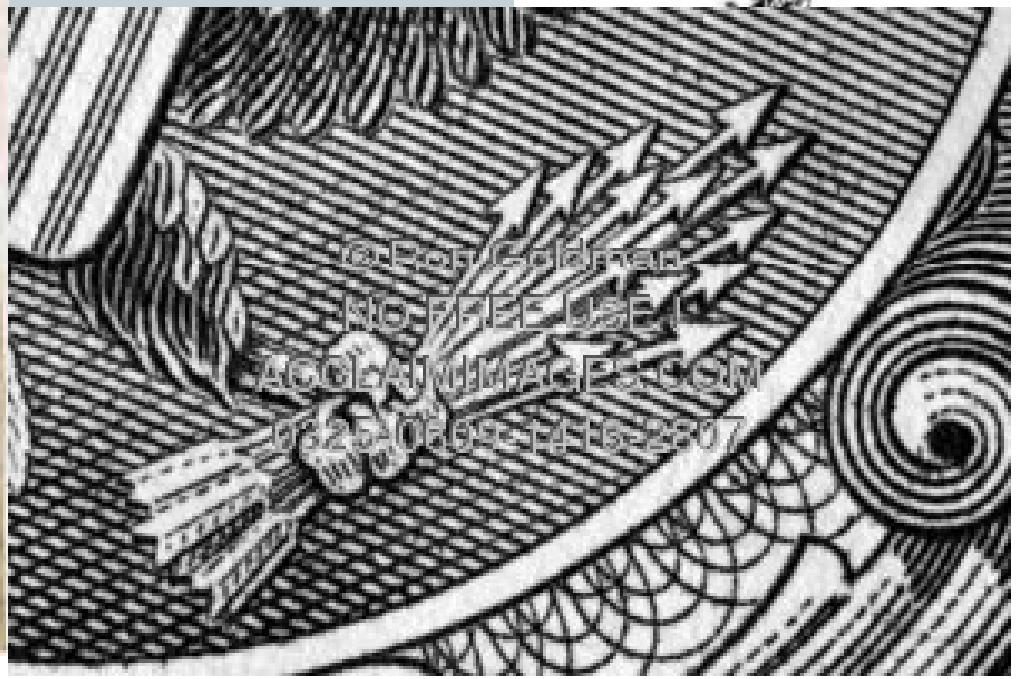


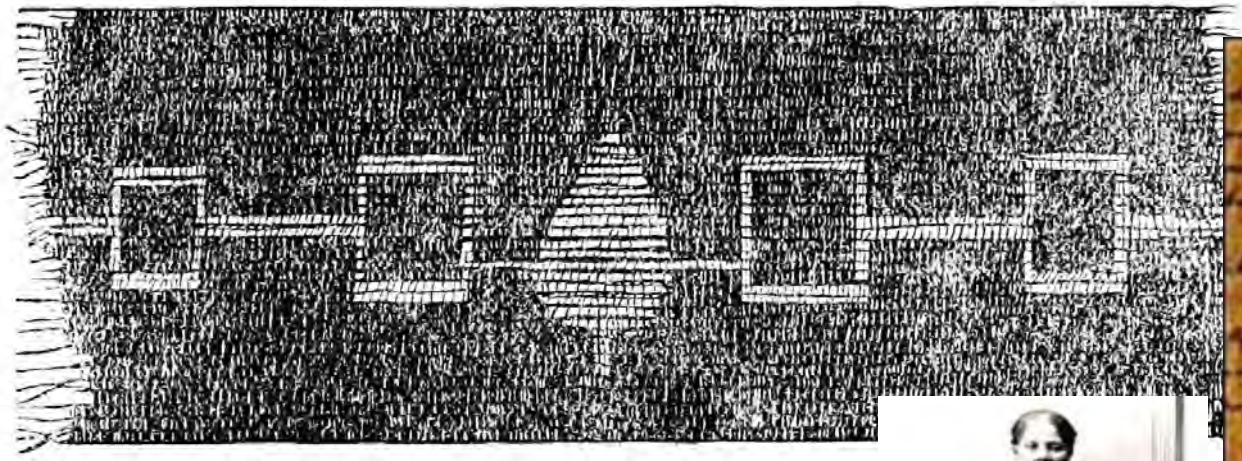
The Six Nations Confederacy was and is likened to a longhouse.




UNITED STATES OF AMERICA
$1
HAUDENOSAUNEE
GREAT LAW OF PEACE


We the People






Declaration of Sentiments
"We hold these truths to be self-evident; that all men and women are created equal..."


We the People


PROCLAMATION OF EMANCIPATION
By the President of the United States of America.


WELCOME TO
WATERLOO N.Y.
THE BIRTHPLACE OF
MEMORIAL DAY
MAY 5th
1866
VISIT THE MEMORIAL DAY
MUSEUM AT 35 E.MAIN ST.


NORTH STAR.
VOL. 9.
ROCHESTER, N. Y., FRIDAY, FEBRUARY 23, 1850.

WOMEN'S RIGHTS

The equality of Haudenosaunee women was assured from the formation of the Confederacy. The first person to accept the Peacemaker's message was a woman, *Jikonhsaseh*. She secured the rights, responsibilities, and roles Haudenosaunee women continue to enjoy. Matrilineal heritage in Haudenosaunee society, where clan and nation are inherited through mothers, establishes great respect for women's contributions to society.

The freedom of Haudenosaunee women and the power they wielded in their political life influenced the women's suffrage movement through leaders such as Elizabeth Cady Stanton, Matilda Joslyn Gage, and Lucretia Mott. Their personal relationships with people from the Haudenosaunee nation were a great inspiration to them in their suffrage campaign.

A BALANCE OF POWER

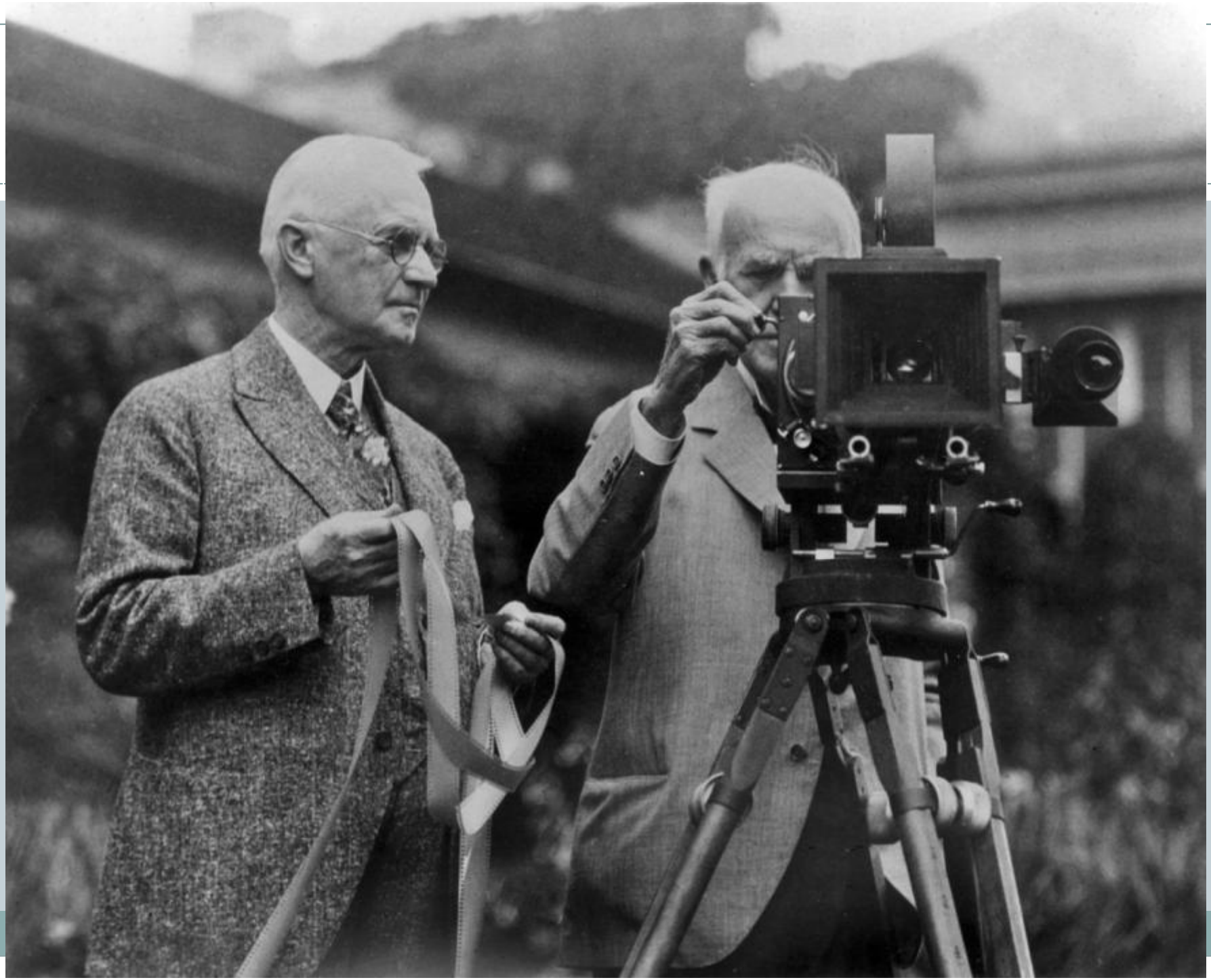
Haudenosaunee women and men have complementary roles. By sharing and checking one another's responsiblities, the clan mother and the chief achieve a balance of power. Through their entwined civil roles, they work to preserve peace for the clan, the nation, and ultimately for the Confederacy of the Six Nations.

Wegmans


Our commitment to diversity
Success and Opportunity for All
Learn More »


ROCHESTER FRUIT & VEGETABLE CO.
Wegmans history
It All Started in 1916...
View Timeline »


French's
XEROX
Kodak
WESTERN UNION
Bausch & Lomb
Champion
GANNETT
It's all within reach.
BAUSCH + LOMB



The Kodak Camera.

"You press the button, - - - - we do the rest."

The only camera that anybody can use without instructions. Send for the Primer, free.

The Kodak is for sale by all Photo stock dealers.

The Eastman Dry Plate and Film Co.,

Price $25.00—Loaded for 100 Pictures. ROCHESTER, N. Y.

A full line Eastman's goods always in stock at LOEBER BROS., 111 Nassau Street, New York.


THE KODAK CAMERA.
"You press the button, -
- - - we do the rest."
t anybody can use
nd for the Primer,
l Photo stock dealers.
Film Co.,
CHESTER, N. Y.
R BROS., 111 Nassau
Kodak
5X optical zoom
KODAK AF 5x Optical Aspheric Lens
35mm - 175mm (Equivalent)
12 MEGAPIXELS
1990-5036/1571

Bausch & Lomb

BAUSCH + LOMB

kingsofpast.com

COURTESY: BAUSCH & LOMB

Bausch & Lomb

BAUSCH + LOMB

Bausch & Lomb

BAUSCH + LOMB

Bausch & Lomb

BAUSCH + LOMB

Bausch & Lomb

BAUSCH + LOMB

COURTESY: BAUSCH & LOMB

XEROX®

XEROX®

Champion

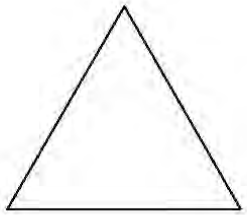
Story of Place

"DEMOCRATIZING"

MAKING PARTICIPATION IN THE BENEFITS OF SOCIETY AVAILABLE TO ALL

"EDDYING'

A PLACE WHERE COLLECTING, SETTLING, NURTURING, AND ENRICHING CAN OCCUR



"INNOVATING"

FINDING SOLUTIONS FOR LOCAL PROBLEMS THAT ARE RELEVANT FOR A LARGER WORLD

SUSTAINABILITY INDICATORS

Sustainability Indicators

Indicators

2 sets

- NYSERDA
- Place-Sourced

Criteria

- Informs policy or investment
- Data availability
- Ability to replicate/ trend over time
- Three Pillars: Environment/Economy/Society

Ranking

- Took all indicators provided by NYSERDA for consideration and those generated by stakeholders
- Put through evaluation criteria to arrive at recommended indicators

Sustainability Indicators

Agriculture & Forestry

NYSERDA	PLACE-SOURCED
Acres of agricultural land in non-agricultural use	Direct farm sales per capita
	Use of external inputs
	Diversity of production (Shannon's Diversity Index)
	Ration of percent of forests by tree size class
	Amount of biomass in live trees
	Biodiversity of bird species: Number of survey blocks where bird species were observed
	Invasive Species Index
	Number of forest fires

Sustainability Indicators

Economic Development

NYSERDA	PLACE-SOURCED
Housing + Transportation Affordability Index	Successful commercialization of technologies and associated jobs
Jobs created by sector • Government • Private • Agriculture • Unclassified	Increased venture capital investment
	Jobs created by sector • Food Manufacturing • Alternative Energy • Materials Science

Sustainability Indicators

Energy

NYSERDA	PLACE-SOURCED
Regional energy usage per capita	Regional energy self-reliance
Total installed renewable energy capacity	Regional energy generation per capita
	Availability, accessibility, affordability of renewable energy
	Energy efficiency

Sustainability Indicators

Materials & Waste Management

NYSERDA	PLACE-SOURCED
Solid waste generated per year • Total for region • Per capita	Solid waste diverted after reduction (not landfilled, incinerated, or exported) • Total for region • Per capita
Total reduction in materials usage	
Total waste by category • Municipal Solid Waste • Industrial Non-Hazardous Waste • C&D Debris •Bio-Solids • Tires	

Sustainability Indicators

Transportation, Land Use, & Livable Communities

NYSERDA	PLACE-SOURCED
Total percentage of people commuting via walking, biking, transit, and carpooling	Transportation energy consumption per capita
Vehicle miles travelled per capita	% income spent on transportation
Per capita land consumption	Infrastructure within flood zones (100 year) • Miles of principal arterials • Bridges
	Freight tonnage moved • By truck • By train
	Rate of poverty
	Proportion of residents living in existing population centers

Sustainability Indicators

Water Management

NYSERDA	PLACE-SOURCED
Water demand per capita (per 1,000 people) • Total Withdrawals Fresh • Public Supply Fresh • Domestic from Public Supply • Irrigation Total Fresh	% of breach WQ samples exceeding state thresholds
Total number of impaired waters	% of impaired waters with TMDL requirements
	Concentrations of pollutants in the Finger Lakes • Total Phosphates • Total Nitrogen
	% of breach WQ samples exceeding state thresholds

Sustainability Indicators

Climate Change Adaptation

NYSERDA	PLACE-SOURCED
The degree to which climate change and adaptation is discussed within required Hazard Mitigation Plans	Reduction in Agricultural losses attributable to temperature, drought and flooding
	Reduction in # of residents put at risk from loss of critical infrastructure for more than one day

Sustainability Indicators

Governance

NYSERDA	PLACE-SOURCED
% of regional population living in areas with local energy codes exceeding state requirements, and/or regulations for benchmarking and retrofitting private buildings	Number of communities with Comprehensive Plans less than 5 years old
Number of Climate Smart Communities within region	

Sustainability Indicators

GHG Emissions

GHG Emissions

NYSERDA	PLACE-SOURCED
CO2e emitted •Total for region •Per capita	*Captured in subject areas*
CO2e emitted by emission source •Residential energy consumption •Commercial energy consumption •Industrial energy consumption •Transportation •Transmission losses •Industrial processes •Ozone depleting sources •Solid waste management •Wastewater treatment •Agriculture	

NEXT STEPS

Next Steps

- Develop targets and strategies
- Next Public Meeting to be held at the end of February 2013 (Exact date and location to be determined)
- Keep an eye on the website!

http://sustainable-fingerlakes.org/

- Questions, comments, concerns? Contact Tara Boggio at tara.boggio@tylin.com

Questions??

THANK YOU

MEETING TITLE	Public Meeting #1 - East	
DATE AND TIME	January 15, 2013 6-8pm	
ATTENDEES	Bill Molinere	T&M Solar Solutions
	Marjorie Torelli	New York Product Stewardship Council
	Adam Maurer	Finger Lakes Institute
	Lisa Cleckner	Finger Lakes Institute
	Sarah Meyer	Finger Lakes Institute
	Amanda Shaw	HWS, Education Dept.
	Grey Searles	HWS, Communications
	Kevin Gallagher	
	Bill Myers	Keuka College
	Robert Schiesser	SLPWA, Town of Starkey Planning Board
	Barbara Schiesser	SLPWA 0 on board Secretary Starkey Citizens for Clean & Health Environment (SCCHE)
	Ellen Metherell	Seneca BioEnergy
	Bill Gray	Seneca BioEnergy
	Myles Gray	Seneca BioEnergy
	Douglas Knipple	Finger Lakes Zero Waste Coalition, Inc.
	Michael Yarger	
	David Shaw	Finger Lakes Times
	Alan Isselhard	
	Rev. John S. Frank	
	Meredith Smith	
	Chris Guider	
	Glenn Everdyke	
	Adam Smith	
	Sophie Paillard-Elkin	
	Dwight Harrienger	Stantec Consulting, Inc.
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

Welcome & Introductions

- Consultant team members – C&S (Aileen Maguire & Kevin Kelley), Regenesis (Ben Haggard)

Story of Place Framework and Exercise

- See power point presentation from November 14th.
- Sustainability Definition:
  - ***Sustainability*** *involves three interrelated components: environment, economy and society.*
    These pillars are linked – the stability of one reinforces the strength of the other two. Sustainability planning for a community, local government or region integrates the three pillars of sustainability through collaborative work within a framework that supports long-term considerations, fosters innovation, and results in a healthy, safe and affordable place to live, work and play for all residents.

- 5 Capitals:
  - Natural, Social, Human, Built/manufactured, and Financial Capital
- Regional Themes/Goals:
  - Improve accessibility, connectivity and mobility
  - Preserve, protect and improve natural resources
    - air quality
    - water quality
    - prime farmland
    - forests
    - open space
  - Maintain, protect and improve the functionality and disaster resiliency of existing infrastructure systems and acknowledge the links between systems
    - transportation
    - water
    - energy
    - communication
    - solid waste
  - Improve public health
  - Respect local planning efforts and retain individual community character
  - Build partnerships between local governments, the private sector, regional institutions and the public
  - Build sustainability capacity and understanding through outreach and education

Story of Place

Joel Glanzberg from Regenesis presented the draft Story of Place for the Finger Lakes Region. He noted that the story is generated from several sources: extensive historical research, dozens of phone interviews with a variety of people from the Finger Lakes area, several site visits and targeted input from the consultant team. The following is a summary of this presentation.

<u>General Comments on why we look at the Story of Place:</u>

- Places have reoccurring patterns (socially, economically, culturally) – and identifying these patterns is helpful to knowing who we are as a region
- Seeing region as a whole helps to develop unique attributes and find our natural strengths – something to build from
- <u>Finger Lakes Observations are as follows:</u>
- Watersheds – natural boundaries (Lake Ontario, Finger Lakes, Great Lakes) are different than political boundaries.
- Lake Ontario is unique versus the other Great Lakes
  - Lower water level due to Niagara Falls
  - All Great Lakes drain into Lake Ontario
- Shale and limestone help geological elements for our Region – prime farmland
- Glacier movements created Lake Ontario and land carved by 5,000 ft of ice
- Great Lakes Plain – how things moved
  - Rail and vehicle routes (straight through mountains) = roadway across the state
  - Animal trails
  - A place where people and products grew and adapted – enrichments
- Eco-Region – plants and animals (low lands)

- Region is like an eddy – or a wetland in a watershed - place where things filter in, take root, adapt, and transform before being release back out
- UN/FAO soil map of the US – our Region (-1) very good soil, rich soils – all due to climate and water, first large open space accessible to people, crops, and animals, also is a good source of agriculture
- Native trees – black spruce, burnt oak, white cedar, eastern white pine, chestnut – mild soil climate – good
- 'People of the Longhouse' settlers in NY
- Gateway to mid-west
- In-between waterways
- Many people and industries populated our Region – people, towns/villages, agriculture, industries
- Connections – built NY as a port and NYC as an international port
- Eric Canal built on top of Mohawk Trail – Civil Engineering was developed and learned in England – developed technologies for future uses
- Brought art and education to the region
- Flour city – produced grain (wheat) – water power source
- First industrial city to be fed by water access/connections
- Pioneer in agriculture
- Religious movements – Spiritualism, 7th Day Baptist, Mormon, Methodists (Shakers, Quakers) taught morals, circuit riders to churches
- Birth of democracy – formed the 'Great Law of Peace', Peace Makers
- 5 Nations of the Iroquois – lead to our Constitution (Franklin and Jefferson both learned and used the system)
- Large movements happened here – Women's Rights, Abolition, etc.
- Industries – Seneca Falls – technology developed for pumps – water source – pump capital of the World – Fire Engines
- Wegman's, Kodak, Jell-o, Bausch & Lomb, Gannett, Western Union, Xerox, French's, Champion, Genesee Brewing Company
    - Wegman's – local foods, informative about food, community ties
    - Kodak – film, digital cameras
    - Xerox – printers
    - Champion – first hooded sweatshirt, reversible t-shirt, mesh fabric
    - Genesee Brewing Company – wheat industry , Whiskey Rebellion
    - Bausch & Lomb - contacts
    - Many of the companies here acted as that eddy – they took ideas, developed them further, than sent them out to the country/world as products.

Story of Place – Reflections

- Have seen when the region was really great, but it's not great anymore → some companies have made the mistake of "resting on their laurels"
- Even though Kodak has declined, many successful start-ups have emerged from their workforce → businesses, institutions, systems, etc. can become unsustainable at a certain scale
- Hope found in our highly educated workforce that is known for innovation
- When 1st digital camera was delivered to the Pentagon, Kodak received many accolades, including endorsement by the Air Force as the first place they turn whenever looking at new imaging technology → later Kodak struggled with how to advance that technology → failed to democratize it the way they did the first film-based cameras
- The historic expansion of European influence in the region has permanently changed the ecology of North America (land ownership and management practices changed), as is the

case whenever a new people group arrives in a new land → even the earliest Native Americans changed the landscape

How can we use the Story of Place to impact our businesses, organizations, or communities, especially with respect to sustainability?

- Viewed as a natural unit
  - Inconsistent with planning unit
  - Greater focus on rural/agriculture rather than corporate innovation
- Concern about extraction – based industry
  - Also opposite movement (i.e. landfill)
- Agriculture, tourism, higher education should be focus
- Collaboration among higher education (RIT, CU)
  - Agriculture innovation, energy innovation
- Geothermal opportunities
- Concentration of wealth around threatening issues and opportunities – potential exploitation
- Upstate different than NYC/downstate – greater collaboration, sharing of ideas – less competitive
  - More stable than other regions (i.e. Sunbelt)
- Small-sale businesses more apt to collaborate (i.e. B&B's, wineries)
- Develop new products from waste
  - Nexus of farming and education
- Impediments: financing, advancing ideas, start-ups, etc.
- Need for carbon budget/monetization of hyrdo carbon
- Workforce issues: adjusting education expectations/opportunities, training
- Concerns that urban areas are driving process
- Transporting people to/thru the region using alt. energy or alt. modes – still need to preserve practicality of goods movement locally.

Other Comments

- Ensure that members of the US Green Building Council are involved
- Concerned that Stakeholder Meetings are not open to the public

Next Steps

The next steps are to begin developing targets for the indicators chosen to advance, and strategies for helping move toward the targets. The public will be kept informed through documents being available on the website, and a second public meeting in late February.

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MEETING TITLE	Public Meeting #1 - West	
DATE AND TIME	January 15, 2013 6-8pm	
ATTENDEES	Felipe Oltramari	Genesee Co. Dept. of Planning
	Jill Babinski	Genesee Co. Dept. of Planning
	Peggy Grayson	Glow SWMC
	Peter Lent	Oatka Creek Watershed Committee
	Mary Kay Barton	Citizens Power Alliance
	Dan Schuth	Orleans Co. Soil & Water Con. Dist.
	Andrew Goldstein	Cascades Recovery
	Mary Pat Hancock	Genesee County
	Lisa M. Compton	Oatka Creek Watershed Committee
	Esther Leadley	Genesee Co. Legs & G/FLRPC
	Donna Rae Sutherland	GCC
	Greg Albert	G/FLRPC
	Bill Malinere	T&M Solar Solutions
	Marjorie Torelli	NY Product Stewardship Council
	Adam Maurer	Finger Lakes Institute
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

Welcome & Introductions

- Consultant team members – C&S (Tim Hughes), Regenesis (Joel Glanzberg), TYLI (Tara Boggio & Sarah Yap)

Story of Place Framework and Exercise

- See power point presentation at end of minutes.
- Sustainability Definition:
  - ***Sustainability*** *involves three interrelated components: environment, economy and society.*
    These pillars are linked – the stability of one reinforces the strength of the other two. Sustainability planning for a community, local government or region integrates the three pillars of sustainability through collaborative work within a framework that supports long-term considerations, fosters innovation, and results in a healthy, safe and affordable place to live, work and play for all residents.
- 5 Capitals:
  - Natural, Social, Human, Built/manufactured, and Financial Capital
- Regional Themes/Goals:
  - Improve accessibility, connectivity and mobility
  - Preserve, protect and improve natural resources
    - air quality
    - water quality
    - prime farmland
    - forests
    - open space
  - Maintain, protect and improve the functionality and disaster resiliency of existing infrastructure systems and acknowledge the links between systems
    - transportation

- water
- energy
- communication
- solid waste

- Improve public health
- Respect local planning efforts and retain individual community character
- Build partnerships between local governments, the private sector, regional institutions and the public
- Build sustainability capacity and understanding through outreach and education

Story of Place

Joel Glanzberg from Regenesis presented the draft Story of Place for the Finger Lakes Region. He noted that the story is generated from several sources: extensive historical research, dozens of phone interviews with a variety of people from the Finger Lakes area, several site visits and targeted input from the consultant team. The following is a summary of this presentation.

General Comments on why we look at the Story of Place:

- Places have reoccurring patterns (socially, economically, culturally) – and identifying these patterns is helpful to knowing who we are as a region
- Seeing region as a whole helps to develop unique attributes and find our natural strengths – something to build from
- Finger Lakes Observations are as follows:
  - Watersheds – natural boundaries (Lake Ontario, Finger Lakes, Great Lakes) are different than political boundaries.
  - Lake Ontario is unique versus the other Great Lakes
    - Lower water level due to Niagara Falls
    - All Great Lakes drain into Lake Ontario
  - Shale and limestone help geological elements for our Region – prime farmland
  - Glacier movements created Lake Ontario and land carved by 5,000 ft of ice
  - Great Lakes Plain – how things moved
    - Rail and vehicle routes (straight through mountains) = roadway across the state
    - Animal trails
    - A place where people and products grew and adapted – enrichments
  - Eco-Region – plants and animals (low lands)
  - Region is like an eddy – or a wetland in a watershed - place where things filter in, take root, adapt, and transform before being release back out
  - UN/FAO soil map of the US – our Region (-1) very good soil, rich soils – all due to climate and water, first large open space accessible to people, crops, and animals, also is a good source of agriculture
  - Native trees – black spruce, burnt oak, white cedar, eastern white pine, chestnut – mild soil climate – good
  - 'People of the Longhouse' settlers in NY
  - Gateway to mid-west
  - In-between waterways
  - Many people and industries populated our Region – people, towns/villages, agriculture, industries
  - Connections – built NY as a port and NYC as an international port
  - Eric Canal built on top of Mohawk Trail – Civil Engineering was developed and learned in England – developed technologies for future uses

        - Brought art and education to the region
        - Flour city – produced grain (wheat) – water power source
    - First industrial city to be fed by water access/connections
    - Pioneer in agriculture
    - Religious movements – Spiritualism, 7th Day Baptist, Mormon, Methodists (Shakers, Quakers) taught morals, circuit riders to churches
    - Birth of democracy – formed the 'Great Law of Peace', Peace Makers
    - 5 Nations of the Iroquois – lead to our Constitution (Franklin and Jefferson both learned and used the system)
    - Large movements happened here – Women's Rights, Abolition, etc.
    - Industries – Seneca Falls – technology developed for pumps – water source – pump capital of the World – Fire Engines
    - Wegman's, Kodak, Jell-o, Bausch & Lomb, Gannett, Western Union, Xerox, French's, Champion, Genesee Brewing Company
        - Wegman's – local foods, informative about food, community ties
        - Kodak – film, digital cameras
        - Xerox – printers
        - Champion – first hooded sweatshirt, reversible t-shirt, mesh fabric
        - Genesee Brewing Company – wheat industry , Whiskey Rebellion
        - Bausch & Lomb - contacts
    - Many of the companies here acted as that eddy – they took ideas, developed them further, than sent them out to the country/world as products.

Story of Place – Reflections

- 'Triad' Exercise
    - Holland Land Office – Batavia, NY
    - Focuses on implementation
    - History of success
    - Helps think more regionally
    - *How do we market it to the public?*
    - No set plan, only strategies
    - Get people on board w/the SOP – tell the same story; starts conversations
    - Consideration of everyone's values (each county) = Branding
    - *Scale (how to relate)*
        - Concentration and distribution
        - Urban centers (geology
        - Regional contributions
        - Needs
        - Un-built Infrastructure
        - Competition (innovation)
        - Places play vital roles within the region

- Indicators (measureable)
    - Place sourced indicators (on region in NY doing NYSERDA and place sourced indicators)
        - All available on the website
    - All indicators have data available
    - Measure over time to see if we are closer to reaching our Sustainability Plan/Goal

Question/Answer

- Who are part of the Stakeholder Groups? What are they?
    - Agencies, organizations, businesses, institutions, government, etc.
    - 6 Groups
- Schedule
    - 2 months left
    - What happens after March?
        - Story of Place within Communities
        - Phase II funding source
        - What the Regions makes of it – Implementation
- Importance of sharing the Story of Place (SOP)?
    - Meaningful way to brand Region
    - Energize and bring communities/people together
- Role of Plan in schools?
    - Has come up in Stakeholders Meetings
    - Is it critical in moving forward in the Region/State?
    - Make part of the Plan – Children's Involvement
- Genesee County Comprehensive/Strategic Plan
    - In place for 15 years
    - Public forum – show people how the Plan works, who is involved, etc.
    - Possibly include SOP
    - Collaboration?

Next Steps

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Tara Boggio, Public Involvement Lead, T.Y. Lin International – tara.boggio@tylin.com; 585-512-2000
David Zorn, Program Manager, GFLRPC - dave.zorn@gflrpc.org; 585-454-0190 x14

MEETING TITLE	Public Meeting #1 - Central	
DATE AND TIME	January 16th, 2013 6-8 pm	
ATTENDEES	Justin Roj	Monroe County
	Manuel Soja	RIT
	Roger Brown	RRCDC
	Anne Howard	RIT
	Chuck Rettig	BCWC
	Sally Howard	FMCE
	Brian Milburn	RIT
	Shenna Stuart	All Out Marketing
	Tony Favro	GRC
	Julia Hayden	Connecticut College
	Michael Bouwmeester	Ingalls Planning & Design
	Len Garth	HVA
	Carl Ceccanti	Buffalo Energy
	Mike Terrori	
	Mark VerSchoctine	Binghamton University – Student
	Remy D	RIT
	Larry Simpson	Blue Springs Energy
	Alex Pieerce	Municipal Planning Dept. Nunda Liv. Co.
	Mike Haugh	CMH Consulting: Center for Environment
	Allan Isselhard	
	Terance Calcagno	
	Greg Albert	G/FLRPC
	Michael Burrett	
	Rasin Moser	Self
	Charlie Valeska	Irondequoit Conservation Board
	Dan Morgenstein	Meyers Environmental
	Anthony Carter	Self
	Jules Chiavaroli	RIT
	Meg Malone	RIT
	Frank Nejan	Sierra Club
	Paul Sawyko	Water Education Collaborative
	Mark Maddalin	SWBR Architects
	Dmitry Liapitch	RIT Recycling Dept. MS Sustainable Eng.
	David Zorn	G/FLRPC
	Kaznyo Moser	Self
	Rochelle Bell	MC Planning
	Dave Beinetti	SWBR Architects
	Enid Cardinal	RIT
	Sarah Yaworsty	
	Thomas J. Hryvniak	Genesee Gorge Clean-Up
	Toni Stewart	
	Jeff Lowen	
	Mark Oswald	RIT Student – Environ. Action League
	Jane Peers	
	Nathanial Jones	RIT – Rochester Compost

ATTENDEES	Debbie Bauer	RIT
	Scott Hawker	RIT
	Sourabh Jain	RIT
	Ray Cipriano	UB
	Bill Relyea	
	Roy Wood	Kodak
	Mike Parker	Conesus Lake Assoc. Charlotte Comm. Association
	Linda Vera	NYSEDC
	Craig Shearer	Lane Enterprises
	Kate Kremer	Sierra Club – Great Lakes
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

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Story of Place – Reflections

- Capture story of governance
- Educate people on Sustainability
- Eddying - -> compact communities vs. sprawl
- Social and cultural aspects of Sustainability
- Cities divorced from socials, intellectual, economics, inputs and outputs
- Automobiles now a hindrance, 100 years ago were innovations
    - Social problem
    - Global warming
- Ways to counteract
- General Motors – Eddying concept
- Surface subway approach?
- Environmental impacts
    - Invasive species in danger
    - Waterway connections – tracking in invasive exotic species and interrupt natural species
    - Swallow-wart – Charlotte area
- More precipitation – longer growing season, less snow, extreme weather constraints
- Active transportation
    - Different kinds of energy
    - Agriculture will change
    - More bike lanes, more pedestrians
    - Climate change – more urban changes
    - Sewer overflow into Great Lakes
- 2/3 largest food producers – most fresh water
    - Area can support 'high tech'
    - Pay attention and protect resources
    - Innovation

Question /Answer/Final Thoughts

- Renewable fuel capacity – collection
  - Seneca AG Bio
  - Capturing data on renewable energies and power generation
  - Get public involved? New media?
  - Need for education
- Collect baseline data, funding for people to create, public to create projects to fit into Plan, public involvement to further strategies (measureable progress)
- What is the vision of Sustainability? What is it? How was it developed and by who?
  - Stakeholder group
  - Public outreach – feedback
  - Consortium – representatives from all 9 counties
  - Further discussion after meeting – Aileen and Tara
- How did we get to 80%?
  - Statewide number, goal for all of New York State
  - 1990-2050 – state determined and was given to us.
  - Everyone moving to reduce GHGE
- Water management indicators – assumption we don't have water quality issues
  - Water withdrawal provisions from our Region
  - Can over time, will they be taken away?
  - Energy consumption: making/creating clean water (Water protection policies)
- Prioritize strategies – importance's
- Connectivity outside of the Region
- How to spend the $100 million ($90 million over 3 years for all of NYS)
  - Identify alternative funding sources
  - Seed money
  - Prioritize (solve problems)
  - Keep moving forward

Next Steps

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Finger Lakes Regional Sustainability Plan

Funded by NYSERDA - Cleaner, Greener Communities Program

Overall Public Meeting #2 - Meeting Minutes & Presentation

Finger Lakes Regional Sustainability Plan

Agriculture

Subject Area Goal

Increase the viability, accessibility, and ecological contribution of farms, while decreasing waste and dependence on external inputs.

Opportunities

- Stonger connections with urban markets
- Mostly family-owned farms—better suited to sustainable models
- Environmental protection through farmland design and practice
- Rise of local farmers markets
- Slow food / locavore / organic movements
- Strategic land use policies and programs

Challenges

- Rising costs
- Rapidly-evolving technologies
- Development pressure (slow-paced sprawl)
- Aging farm owners
- Succession planning
- Public perception and nuisances

Variables

- Availability of capital
- Quality workforce
- Consumption patterns and consumer tastes
- National / global markets
- Erratic weather

Comments (place sticky notes below)

Agriculture

Subject Area Goal

Increase the viability, accessibility, and ecological contribution of farms, while decreasing waste and dependence on external inputs.

Finger Lakes Regional Sustainability Plan

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy / Representative Sub-Strategies / Project Ideas	Representative Projects	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Broad Strategy **Support the development of an efficient and productive regional food system.**		●	●	●	●	●	●
Representative Sub-Strategies / Project Ideas • Support the expansion of regional processing and distribution facilities • Increase regional farms' sales to regional institutional buyers. • Increase regional farms' direct sales to consumers.	**Representative Projects** • Headwaters food hub • Finger Lakes food processing cluster initiative • Muller Quaker Yogurt plant • Rochester Public Market planned expansion • Corn stalk nitrogen testing pilot project						
Broad Strategy **Educate the non-farming community about the economic, environmental, and social impact that the agricultural sector has on the region.**		◐	◐	●	●	●	●
Representative Sub-Strategies / Project Ideas • Support efforts to document the economic impact of agriculture and forestry throughout the region. • Expand access to service programs specifically oriented toward small farms. • Create or expand opportunities to build a regional food "identity" focused on the Finger Lakes region.	**Representative Projects** • Conference Sessions • Agricultural Events • Dairy Profit Teams						
Broad Strategy **Increase adoption of distributed bio-energy production technologies to increase production of renewable energy from farm and forest products.**		●	●	●	●	●	●
Representative Sub-Strategies / Project Ideas • Advance the availability and affordability of scalable plug-and-play bio-energy production systems, and provide standards for selling excess power into the grid. • Establish local policy incentives for community-scale bio-energy generation and distribution. • Develop purchase agreements for the sale of bio-energy produced by the agricultural and forestry sectors to the power grid.	**Representative Projects** • Farm Energy Sustainability Plans • Seneca AgBio Green Energy Park						
Broad Strategy **Support farm-scale diversity of product types, both in-season and across seasons, and support the establishment and growth of a diversity of operations with regard to size, market, and operation type.**		●	◐	●	●	●	◐
Representative Sub-Strategies / Project Ideas • Strengthen opportunities for producing, marketing, and exporting specialty agricultural products. • Research carbon sequestration potential of regional agricultural sector in advance of potential establishment of credit trading markets.	**Representative Projects** • Upstate Growers and Packers Cooperative Local Produce Initiative • Larry's Custom Meats Processing Plant Expansion • Finger Lakes Small Business Expansion Fund						
Broad Strategy **Reduce the conversion of quality farmland.**		●	●	●	●	●	◐
Representative Sub-Strategies / Project Ideas • Align local land use regulations with the functional and financial needs of farms. • Improve regulatory context for the purchase, lease, and/or transfer of development rights. • Facilitate farmer-landowner "matching".	**Representative Projects**						

NYSERDA Indicators and Targets

NYSERDA Indicators	Baseline Value (2010)	Short-Term Target (2020)	Mid-Term Target (2035)	Long-Term Target (2050)
• Acres of agricultural land in non-agricultural use	• 155,968 acres	• no change	• no change	• no change

Achievement to Date

Climate Change

Subject Area Goal

Improve performance and resiliency of community assets (buildings and infrastructure systems, natural systems, and agriculture and business systems) under normal and extreme conditions.

Opportunities

- More dynamic community centers and other local assets
- Ample intellectual, social, financial, natural, and economic resources
- Stronger relationships and networks resulting from community investment and resiliency pursuits
- Using educational institutions for research/education related to improved systems
- Re-purposing historic buildings to increase density and improve service delivery
- Leveraging assets and sharing resources across municipal borders

Challenges

- Improving resiliency of food supply
- Continued debate over causes of and responses to climate change
- Funding sources for infrastructure and systems investments
- Supplying services and resources in an emergency to rural areas
- Home rule creates inefficiencies and logistical challenges for inter-municipal coordination

Variables

- Potential increase in extreme weather events
- Food supply affected by variable temperatures, drought, and extreme weather events
- Available resources and capacity of local governments

Comments (place sticky notes below)

Climate Change

Subject Area Goal

Improve performance and resiliency of community assets (buildings and infrastructure systems, natural systems, and agriculture and business systems) under normal and extreme conditions.

Finger Lakes Regional Sustainability Plan

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

	Evaluation Criteria					
	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Broad Strategy: Create self-sufficient "places of refuge" in each community/neighborhood for critical resources, shelter and aid under normal and extreme conditions.	●	●	●	●	●	◐
Broad Strategy: Create localized networks for critical services (e.g., local food sources, micro-grids for energy, water, sewage, solid waste treatment, district heating, etc.) to complement existing centralized systems (at a larger scale than the "places of refuge").	●	●	●	◐	●	◐
Broad Strategy: Enhance mutual aid and support among neighboring communities, counties, and regions to share, develop, and create capabilities, resources, and special assets.	●	●	●	●	●	●
Broad Strategy: Upgrade existing assets (buildings and critical infrastructure, farms, fields, and forests, businesses) to better withstand extreme conditions.	●	●	●	●	●	◐

Representative Sub-Strategies / Project Ideas

Create self-sufficient "places of refuge" in each community/neighborhood for critical resources, shelter and aid under normal and extreme conditions.

- Enhance "places of refuge" in local historical/cultural centers to help preserve the sense of place for each community
- Provide medical service, education/training, and other services in these "places of refuge" for day-to-day activities

Representative Projects

Create self-sufficient "places of refuge" in each community/neighborhood for critical resources, shelter and aid under normal and extreme conditions.

- Coordinate research and development on emergency power alternatives
- Provide emergency power to healthcare/elderly facilities
- Provide emergency power to water and wastewater pumps

Representative Sub-Strategies / Project Ideas

Create localized networks for critical services (e.g., local food sources, micro-grids for energy, water, sewage, solid waste treatment, district heating, etc.) to complement existing centralized systems (at a larger scale than the "places of refuge").

- Create/deploy localized networks in rural as well as urban and suburban settlements, using local inputs (e.g., manure from farms).
- Develop and approve options for "islanding" these networks under extreme conditions to protect lives and livelihoods.

Representative Projects

Create localized networks for critical services (e.g., local food sources, micro-grids for energy, water, sewage, solid waste treatment, district heating, etc.) to complement existing centralized systems (at a larger scale than the "places of refuge").

- Coordinate research, development and commercialization of small-scale energy generation facilities (e.g., 2-4 farms)
- Coordinate car/ride share programs within and between communities

Representative Sub-Strategies / Project Ideas

Enhance mutual aid and support among neighboring communities, counties, and regions to share, develop, and create capabilities, resources, and special assets.

- Develop research, education, training, and continuing education to solve local problems
- Develop processes to identify and share critical resources (e.g., listing of willing and trained medical personal, strategic location of special response equipment for easy deployment).

Representative Projects

Enhance mutual aid and support among neighboring communities, counties, and regions to share, develop, and create capabilities, resources, and special assets.

- Create processes and information for shared medical personnel in emergencies
- Create processes and information for distribution of food, supplies, and medicine during emergencies

Representative Sub-Strategies / Project Ideas

Upgrade existing assets (buildings and critical infrastructure, farms, fields, and forests, businesses) to better withstand extreme conditions.

- Develop research, training and deployment of multiple strategies to upgrade existing assets.
- Develop research, development and evaluation of innovative approaches to regenerate natural systems (e.g., wetlands as buffer zones during flooding)

Representative Projects

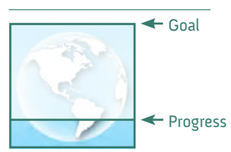
Upgrade existing assets (buildings and critical infrastructure, farms, fields, and forests, businesses) to better withstand extreme conditions.

- Coordinate research, development and deployment of new stream stabilization and hillside erosion control approaches
- Assess options for the relocation of vulnerable community assets and analyze impacts

NYSERDA Indicators and Targets

NYSERDA Indicators	Baseline Value (2010)	Short-Term Target (2020)	Mid-Term Target (2035)	Long-Term Target (2050)
• The degree to which climate change and adaptation is discussed within required hazard mitigation plans	• 0 out of 9 required county plans	• 9 out of 9 county plans	• 9 out of 9 county plans	• 9 out of 9 county plans

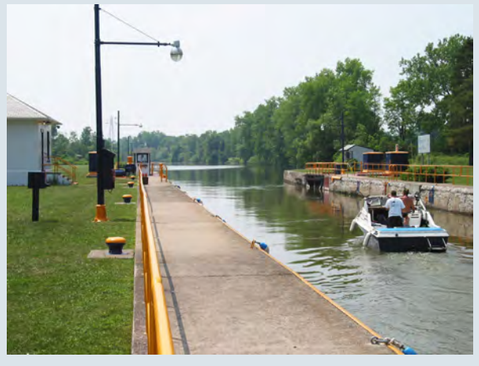
Achievement to Date



Economic Development

Subject Area Goal

Transform the economic landscape through embedding the region's uniqueness (the Story of Place), the Five Capitals, and resiliency into all policy and investment decisions.



Opportunities

- Embed the Story of Place into the region's decision-making framework
- Strong town-gown relationships
- Build on momentum established by REDC plans to promote regional thinking
- Build economic foundation on unique attributes rather than economic trends
- Develop local solutions that will benefit places beyond our boundaries
- Wealth of educational institutions serve as incubators of ideas/innovation
- Highly-skilled labor force

Challenges

- Need cautious approach to "hot sectors" and economic trends
- Moving beyond conventional models based exclusively on financial bottom line
- Current economic climate often leads to short-sighted policies and solutions
- Continuing to weather the transition from the "big 3" to fine-grained, small-scale businesses
- Concentration of poverty and continued disinvestment in urban areas
- Extremely mobile society results in high competition with other regions, states, and countries

Variables

- Trendy sectors at the national / global scale
- Unstable financial sector and access to capital
- State government and state economy-related impacts

Comments (place sticky notes below)

Economic Development

Subject Area Goal

Transform the economic landscape through embedding the region's uniqueness (the Story of Place), the Five Capitals, and resiliency into all policy and investment decisions.

Finger Lakes Regional Sustainability Plan

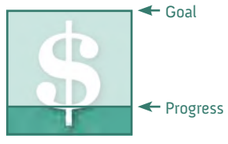
Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy / Representative Sub-Strategies / Project Ideas / Representative Projects	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Broad Strategy **Leverage the Story of Place to build community capacity, align and focus business development and branding**	●	●	●	●	○	●
Representative Sub-Strategies / Project Ideas • Promote "storytelling" events (through museums, schools, local media, professional associations, and other venues) that invite local people to share and deepen their understanding of what makes this region distinctive. • Use the Story of Place process initiated by this report to inform branding efforts for the region.						
Representative Projects						
Broad Strategy **Aggressively identify, recruit and support entrepreneurial enterprises that have the potential to innovate consistent with the Story of Place, add value to all 5 capitals and have broad commercialization potential.**	●	●	◐	●	●	◐
Representative Sub-Strategies / Project Ideas • Network, collaborate and promote regional organizations that encourage and support entrepreneurship, technology transfer and small business • Increase collaboration between educational institutions and existing businesses to support innovation of products & services • Develop funding center to identify and connect emerging innovations with financial resources (seed, grants, venture capital, etc.)						
Representative Projects • Finger Lakes Business Accelerator Cooperative – interconnected network of business support services and incubation facilities, spanning all nine counties (REDC Plan) • Seneca AgBio Green Energy Park – a cluster of companies that convert agricultural byproducts and waste into biofuels and biomaterials (REDC Plan) • NY-BEST Commercialization Center – a consortium of companies and universities aimed at facilitating the creation and deployment of the next generation of energy storage technologies (REDC Plan)						
Broad Strategy **Invest in critical infrastructure to foster economic expansion and advance sustainable initiatives (access, function, resiliency)**	●	◐	●	●	●	◐
Representative Sub-Strategies / Project Ideas • Develop regional condition, capacity and vulnerability assessments and inventories for all critical infrastructure • Accelerate the development and adoption of independent, local networks of critical infrastructure (communications, energy, water, wastewater, micro-grid, etc.)						
Representative Projects • Mill Seat Landfill Bioreactor • Ontario County Alternative Energy Park Infrastructure • Lyons Industrial Park Development Multi modal transportation and logistics site • Portageville Freight Rail Bridge Replacement Project						
Broad Strategy **Expand and align training and education initiatives to target strategic sectors and meet the needs of existing and emerging industries.**	◐	◐	●	●	●	◐
Representative Sub-Strategies / Project Ideas • Connect private industry with the educational system to stimulate early awareness and interest in manufacturing career opportunities and align programs to deliver qualified candidates • Develop education and re-training networks to enable displaced or under-employed workers to fill strategic regional employment needs.						
Representative Projects • Golisano Institute for Sustainability at RIT—sustainability in product development (REDC Plan) • Multiple Pathways to Middle Skills Jobs—training for students and unemployed workers (REDC Plan) • Finger Lakes Community College Viticulture and Wine Technology Facility—designed to help meet the urgent and growing demands for skilled workers by the region's vineyards (REDC Plan)						
Broad Strategy **Enrich and market the unique natural, cultural, agricultural, and destination assets of the region.**	○	○	●	●	●	●
Representative Sub-Strategies / Project Ideas • Develop, network, and promote the region's growing wine, culinary, agricultural, and food micro-enterprises. • Strengthen and support the development of the Finger Lakes' diverse water resources and recreational tourism opportunities, allowing greater access and promoting year-round use. • Support the efforts of regional partners in identifying and securing funding for tourism promotion						
Representative Projects • Value Added Direct to Market Grants Program—provide funding that enables farms to build new structures, buy equipment, renovate buildings, and access working capital (REDC Plan) • Little Theatre Renovation—improvements that will preserve the theater as premier venue for independent/ foreign films (REDC Plan) • Finger Lakes Boating Museum—waterfront improvements and construction of Museum and Visitors Center on Seneca Lake in Geneva (REDC Plan)						

NYSERDA Indicators and Targets

NYSERDA Indicators	Baseline Value (2010)	Short-Term Target (2020)	Mid-Term Target (2035)	Long-Term Target (2050)
• Housing + Transportation Affordability Index • Jobs created by sector	• 52.07% • 532,997 jobs	• 51% • 10% increase	• 50% • 12.5% increase	• 48% • 15% increase

Achievement to Date



Energy

Subject Area Goal

Increase the generation and distribution of regional renewable energies while using energy efficient and alternative energy resources, along with conservation methods, to decrease the reliance on fossil fuels and outside energy sources and to become a self-sustainable region.

Opportunities

- Various renewable/alternative energy sources that reduce dependence on fossil fuels
- Focus on sustainable demand/consumption, not just replacing fossil fuels with other sources
- Economic development—R&D, manufacturing, operations, etc. for renewable/alternative sources
- Reduced environmental impacts—cleaner air, cleaner water
- Waste-to-energy research and development (landfills, farms, etc.)
- Mutually beneficial relationship with other subject areas

Challenges

- Balancing renewable/alternative sources with environmental/ecological impact
- Consensus between municipalities, organizations, and the public
- Securing sufficient public and private investment
- Developing incentives (financial and otherwise) for voluntary guidelines and programs
- Achieving a viable cost/benefit ratio for new energy sources
- Visual and landscape blight of different energy installations
- Developing effective public policies
- Developing technology for energy storage and distribution
- Resistance to change
- Need for reliable, technology-neutral education resources to combat misinformation

Variables

- Success of other subject areas
- Unstable energy markets
- Public perception/acceptance of various energy sources and techniques
- Success of research and development efforts

Comments (place sticky notes below)

Energy

Subject Area Goal

Increase the generation and distribution of regional renewable energies while using energy efficient and alternative energy resources, along with conservation methods, to decrease the reliance on fossil fuels and outside energy sources and to become a self-sustainable region.

Finger Lakes Regional Sustainability Plan

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Develop, produce and employ renewable energy (wind, hydroelectric, solar, geothermal and bio-energy)	●	●	●	◐	◐	◐

Representative Sub-Strategies / Project Ideas

- Develop and promote the adoption of local policies that accommodate the development of on-site and community renewable energy generation
- Explore and develop innovative funding and financing options for the development of renewable energy production
- Research the potential for and promote the use of public-private partnerships and/or purchase power agreements to encourage the development of renewable energy generation
- Increase availability and geographic coverage of alternative public fueling stations using electricity, hydrogen, bio-fuel, CNG, ethanol, LNG, or propane.
- Support research and development, deployment of pilot projects to validate technology and eventual commercialization of new renewable energy technology (i.e. on-site anaerobic digester system or mid-scale wind projects)
- Educate the public and municipal officials on the benefits of renewable energy generation and address the perceived negative impacts

Representative Projects

- Innovacracy – innovative crowd source funding model to support early stage technology development and commercialization (REDC Plan)
- Seneca AgBio Green Energy Park – funding to expand this innovative program for agricultural and renewable energy production. The facility process grape agricultural waste and produces grape seed oil and biodiesel. (REDC Plan)

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Develop policies, incentives and education programs to promote energy conservation and efficiency	◐	●	●	●	●	●

Representative Sub-Strategies / Project Ideas

- Promote and incentivize energy auditing/measurement and verification, commissioning and the implementation of energy conservation and efficiency measures
- Develop and promote the adoption of local codes and policies that exceed the minimum requirements of the NYS Energy Conservation Construction Code
- Educate and promote energy conservation and efficiency measures to municipalities, businesses and residents highlighting the benefits of simple measures (i.e. maximize the use of daylight, use of occupancy sensors, installation of energy efficient lighting and adjusting temperature controls)
- Support research and development, deployment of pilot projects to validate technology and eventual commercialization of Net-Zero energy technologies
- Promote the use of alternate transportation
- Promote the awareness of alternative fuels and technology

Representative Projects

- Golisano Institute for Sustainability at RIT – funding to enable the equipment of research labs to support research and development that embodies the principles of sustainability in product development (REDC Plan)
- New York State Pollution Prevention Institute at RIT – a resource that enables companies to reduce chemical use, increase the efficient use of raw materials, energy and water and reduce emissions and waste generation (REDC Plan)
- The FLREDC will continue to support, monitor and promote projects that improve energy efficiency (REDC Plan)

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Upgrade the existing conventional energy production and distribution in an a sustainable way	◐	●	●	●	◐	●

Representative Sub-Strategies / Project Ideas

- Upgrade the transmission infrastructure to reduce distribution loss
- Increase the use of demand response program to better manage supply and consumption
- Promote distributed generation

Representative Projects

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Develop and implement micro-grid technologies that integrate the advantages of independent local production and distribution systems with the storage and distribution capacity of a large grid	●	●	●	○	○	○

Representative Sub-Strategies / Project Ideas

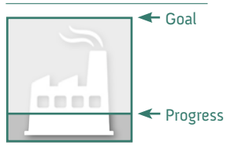
- Support research and development, deployment of pilot projects to validate technology and eventual commercialization
- Explore and develop innovative approaches to address Microgrid financing, ownership and service models

Representative Projects

NYSERDA Indicators and Targets

NYSERDA Indicators	Baseline Value (2010)	Short-Term Target (2020)	Mid-Term Target (2035)	Long-Term Target (2050)
• Regional energy consumption per capita • Total installed renewable energy capacity	• 186 MMBtu • 3,495,768 MMBtu (9% of region's total demand)	• 20% reduction • 20% of region's total demand provided by renewable energy	• 35% reduction • 35% of region's total demand provided by renewable energy	• 50% reduction • 50% of region's total demand provided by renewable energy

Achievement to Date

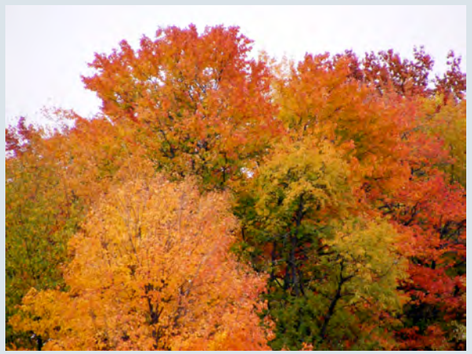


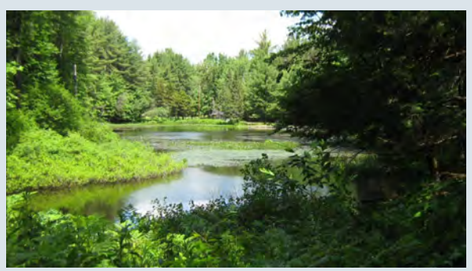
Forestry

Finger Lakes Regional Sustainability Plan

Subject Area Goal

Increase the viability, accessibility, and ecological contribution of forests, while decreasing waste and dependence on external inputs.





Opportunities

- Preservation of region's historic character
- Environmental protection through forest land design and practice
- Alternative energy sources
- Strategic land use policies & programs

Challenges

- Rising costs
- Limitations of government structures to adequately protect forests
- Development pressure (slow-paced sprawl)
- Lack of public understanding of value

Variables

- Availability of capital
- National / global markets
- Erratic weather

Comments (place sticky notes below)

Forestry

Subject Area Goal

Increase the viability, accessibility, and ecological contribution of forests, while decreasing waste and dependence on external inputs.

Finger Lakes Regional Sustainability Plan

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy / Representative Sub-Strategies / Project Ideas	Representative Projects	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Broad Strategy **Increase adoption of distributed bio-energy production technologies to increase production of renewable energy from farm and forest products.**		●	●	●	●	●	●
Representative Sub-Strategies / Project Ideas • Advance the availability and affordability of scalable plug-and-play bio-energy production systems, and provide standards for selling excess power into the grid. • Establish local policy incentives for community-scale bio-energy generation and distribution. • Develop purchase agreements for the sale of bio-energy produced by the agricultural and forestry sectors to the power grid.	Representative Projects • Farm Energy Sustainability Plans • Seneca AgBio Green Energy Park						
Broad Strategy **Encourage the valuation of ecological services provided by regional forest resources.**		●	◐	●	◐	◐	◐
Representative Sub-Strategies / Project Ideas • Encourage forestry carbon offset programs with eligible activities including avoided clearing, sustainable forest management, and reforestation. • Expand and refine standardized methods of quantifying carbon flow in and out of forest resource carbon pools to allow for expanded, meaningful participation in carbon offset markets.	Representative Projects						
Broad Strategy **Educate the general public, landowners/industry professionals, and decision-makers regarding the relationships between watershed land uses, forest management, water quality protection and rural economic viability, and forest-related sustainability issues.**		●	◐	●	●	◐	◐
Representative Sub-Strategies / Project Ideas • Phase out subsidies for development patterns and production methods that are environmentally harmful and socially inequitable in favor of supporting systems and policies that internalize environmental and social costs and reward responsible growth. • Increase the use of silvicultural BMPs through direct financial incentives to landowners. • Support retention and recruitment of sustainable timber harvesters.	Representative Projects						
Broad Strategy **Support efforts to increase equitable forest recreation opportunities and urban forestry/green infrastructure initiatives.**		●	●	●	●	●	◐
Representative Sub-Strategies / Project Ideas • Encourage networking opportunities for community tree boards. • Encourage use and sharing of a standardized community tree inventory database.	Representative Projects						
Broad Strategy **Support watershed, riparian, shoreline, and habitat protection and restoration efforts to increase resiliency and diversity of the native species ecosystem and delicate watersheds.**		◐	◐	●	●	●	●
Representative Sub-Strategies / Project Ideas • Fight invasive pests and diseases. • Support and improve wildfire management services. • Promote consolidation of water resource management agencies from county and municipal into watershed units of governance, funded by water purveyors.	Representative Projects						

Land Use and Livability

Subject Area Goal

Increase the sustainability and livability of the Finger Lakes region by revitalizing the region's traditional centers, concentrating development in areas with existing infrastructure and services, and protecting undeveloped lands from urban encroachment.

Opportunities

- Protection of farmland and rural/scenic character
- Revitalization of cities, villages, and rural hamlets
- Cost savings on infrastructure and service delivery
- Reverse disinvestment in existing neighborhoods, infrastructure
- Pendulum beginning to swing back to desire for authentic, close-knit, walkable communities
- Human-scaled design supports local/small businesses, diversity of housing and cultural amenities, transportation options
- More equitable/efficient/sustainable tax structures
- Educating policy makers and the public about transportation-land use connection

Challenges

- Home rule limits effectiveness of regional planning
- Inefficient land use pattern results in high energy consumption and high cost of maintaining infrastructure/services
- Land use policies that promote auto-oriented, single-use development
- Competing priorities of adjacent communities
- Struggling urban areas discourage people from locating in walkable/bikeable neighborhoods
- Access to funding for comprehensive plans, zoning codes, design standards, etc.
- Conventional development costs are largely externalized and thus overlooked in favor of short-term benefits
- Development pressure threatens long-term viability of farms needed for sustainable food system

Variables

- Fuel costs
- Land values based on evolving housing demand and tax structures
- State/federal funding dedicated to local/regional planning initiatives

Comments (place sticky notes below)

Land Use and Livability

Subject Area Goal

Increase the sustainability and livability of the Finger Lakes region by revitalizing the region's traditional centers, concentrating development in areas with existing infrastructure and services, and protecting undeveloped lands from urban encroachment.

Finger Lakes Regional Sustainability Plan

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Revitalize existing centers and prioritize the value of placemaking	●	◐	●	◐	●	◐

Representative Sub-Strategies / Project Ideas
- Adopt design standards or other flexible zoning techniques to promote placemaking.
- Encourage the adaptive reuse of vacant existing buildings.
- Encourage "buy-local" campaigns to help support local businesses.
- Invest in improvements to the public realm (streetscapes, plazas, parks) in strategic areas to promote private sector investment.

Representative Projects
- Penn Yan / Keuka Lake waterfront development—mixed use redevelopment of former brownfield (REDC Plan)
- Village of Albion Main Street revitalization
- College Town development project—mixed-use development adjacent to University of Rochester (REDC Plan)
- I-Square—mixed-use town center development in Irondequoit (REDC Plan)

Broad Strategy						
Support and preserve rural centers and the character of rural areas	●	◐	●	◐	●	◐

Representative Sub-Strategies / Project Ideas
- Implement land use tools such as purchase of development rights (PDR) transfer of development rights (TDR), conservation easements and other incentives to preserve agricultural lands and open spaces in perpetuity.
- Discourage extension of sewer lines into rural areas.
- Inventory lands and parcels of significant ecological and/or scenic value coordinate with local land conservancies to protect highest value lands.

Representative Projects
- Promotion and protection of Canandaigua Lake watershed improvements, such as new wetlands, stormwater management techniques and measures
- Sustainable Keuka Lake—develop model land use regulations, training and public outreach; creation of a water quality internship program
- Canandaigua Lake Water Trail highlights the natural resources of Canandaigua Lake and promote active living (REDC Plan)

Broad Strategy						
Encourage diversity of our communities to bring about a greater mixture of uses, people, ages and incomes	◐	◐	●	◐	○	●

Representative Sub-Strategies / Project Ideas
- Eliminate funding and regulatory barriers that constrain the ability to do mixed use development.
- In making land use decisions, consider residential access to parks, transportation choices, cultural assets, jobs and services to develop "complete communities."
- Encourage "Universal Design" for new residential development and redevelopment, which accommodates a range of abilities.

Representative Projects

Broad Strategy						
Create healthy, safe and sustainable communities	◐	◐	●	◐	●	◐

Representative Sub-Strategies / Project Ideas
- Utilize local academic institutions to raise public awareness of the value and importance of sustainability and embed it into local culture.
- Encourage development practices and projects that help establish connected sidewalk networks, particularly in centers, to make them more walkable.
- Encourage creative strategies, such as farmers' markets and small local markets, to provide access to affordable, healthy foods in areas without convenient access to grocery stores.

Representative Projects
- Lyons to Port Byron Canalway Trail—30-mile segment between Lyons and Port Byron (REDC Plan)
- FoodLink Food Hub—improve regional food supply to institutions and local corner stores (REDC Plan)
- Seneca Falls Canal Harbor improvement project
- Finger Lakes Regional Green Products and Services Guide
- Establish LEED certified green schools

Broad Strategy						
Encourage regional cooperation and coordination	◐	◐	●	◐	◐	◐

Representative Sub-Strategies / Project Ideas
- Incorporate major findings and recommendations from this Plan into decision-making on the part of the Regional Economic Development Council.
- Regional authorities (e.g. county sewer districts) should adopt policies where decision-making incorporates sustainability considerations, and not just revenue generation.
- Encourage cooperation and better coordination of planning and zoning across municipal boundaries to achieve consistent development patterns

Representative Projects
- Revisions to and implementation of the Finger Lakes Regional Sustainability Plan

NYSERDA Indicators and Targets

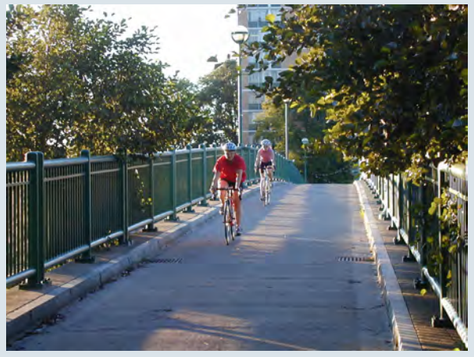
NYSERDA Indicators	Baseline Value (2010)	Short-Term Target (2020)	Mid-Term Target (2035)	Long-Term Target (2050)
• Per capita land consumption	• 0.25 acres	• no change	• 3% reduction	• 5% reduction

Achievement to Date

Transportation

Subject Area Goal

Provide an equitable transportation system that maximizes efficiency, addresses disaster resiliency, provides mode choice and reduces dependence on fossil fuels.



Opportunities

- GHG emission reduction
- Improved public health through active transportation
- Outreach/promotion of available programs and services
- Increased resilience for individuals/households when multiple modes are viable for their daily needs
- Expand on recent momentum in expanding bicycle infrastructure
- Human-scaled design supports local/small businesses
- Educating policy makers and the public about transportation - land use connection

Challenges

- Minimal congestion discourages alternative modes
- Land use policies that promote auto-oriented, single-use development
- Struggling urban areas discourage people from locating in walkable/bikeable neighborhoods
- Access to funding for sustainable transportation projects
- Current lack of critical mass to support transit modes beyond bus service
- Negative perception of public transit

Variables

- Fuel costs
- Availability of federal and state funding

Comments (place sticky notes below)

Transportation

Subject Area Goal

Provide an equitable transportation system that maximizes efficiency, addresses disaster resiliency, provides mode choice and reduces dependence on fossil fuels.

Finger Lakes Regional Sustainability Plan

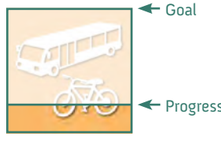
Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy / Representative Sub-Strategies / Project Ideas	Representative Projects	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
		Evaluation Criteria					
Broad Strategy **Maintain and improve the functionality, safety and efficiency of the existing transportation infrastructure**		◐	◐	●	◐	●	◐
• Conduct infrastructure assessments and develop asset management plans to identify and prioritize preservation and maintenance projects • Improve the functionality of intersections and interchange to increase safety, reduce delay and improve mobility • Identify and implement Transportation System Management and Operations (TSMO) projects in the areas of technology, coordination and demand	• Replace the Portage Bridge on Norfolk Southern's Southern Tier rail line to eliminate a major weight & speed restriction (GTC LRTP 2035, REDC Strategic Plan) • Construct an interchange at Kendrick Road as part of the I-390 Southern Corridor Project to reduce delays/ emissions & serve the expansion of the area (GTC LRTP 2035, REDC Strategic Plan) • NYS Route 96 Corridor – Victor, Ontario County – link traffic signals on the Route 96 corridor with the Regional Traffic Operations Center through fiber optic & wireless means (GTC LRTP 2035)						
Broad Strategy **Provide for and promote alternative modes of transportation**		●	●	●	◐	●	◐
• Enhance and expand bicycle and pedestrian infrastructure to close gaps and create connections between destinations • Evaluate the feasibility of broad car-sharing and bike-sharing programs • Evaluate the feasibility for Bus Rapid Transit (BRT), light rail or fixed transit service serving major employers/destinations	• Construct the Rochester Intermodal Station for interregional rail & bus services at the site of the current Amtrak station (GTC LRTP 2035) • Develop and implement and marketing and promotional campaign for the Greater Rochester Regional Commuter Choice Program (roceasyride.org) • Promote the Active Transportation Summit to educate about and encourage active transportation option						
Broad Strategy **Promote the development and adoption of alternative fuels**		◐	◐	●	◐	◐	◐
• Promote the research and development of advanced technology vehicles (i.e. electric hybrid and fuel cell) • Encourage the development of publically accessible alternative fuel and charging stations, including truck stop electrification facilities • Encourage alternative fuel fleet vehicles (public and private fleets)	• Install alternative fuel charging stations at service areas along the Thruway						
Broad Strategy **Leverage transportation system assets to encourage economic development**		◐	◐	●	◐	●	●
• Develop and promote recreational and cultural tourism projects • Develop efficient connections between modes of freight transportation (intermodal rail-truck transfer facility and new/improved rail access points) • Preserve and improve access to the freight transportation system for existing and emerging industries	• Extend Erie Canalway Trail for 30 miles between towns of Lyons & Port Byron through the Montezuma National Wildlife Refuge (REDC Strategic Plan) • Lyons Freight Village/Industrial Park—Multi-modal, multi-business facility that will allow regional businesses to utilize the most cost effective transportation option for importing or exporting (GFLRPC Comp Econ Dev Strategy, GTC Freight & Goods Movement Study) • Determine feasibility of improvements noted in Seneca Army Depot Industrial Rail Facility Concept Plan (GFLRPC Comp Econ Dev Strategy, GTC Freight & Goods Movement Study)						
Broad Strategy **Promote nodal development**		●	●	●	◐	◐	◐
• Support development that fully considers and integrates transportation needs (i.e. transit supportive, cluster) for multiple modes • Develop incentives to promote nodal development in existing population and employment centers • Identify and implement demonstration projects that address concerns and perceived negative aspects of nodal development	• Support Main Street revitalization projects that will emphasize local community engagement within their business attraction & revitalization efforts as well promoting nodal development • Keuka Lake Waterfront project - Consists of a mixed-use redevelopment of a 14.7 acre brownfield site at the north end of Keuka Lake & adjacent to historic Penn Yan (REDC Strategic Plan)						

NYSERDA Indicators and Targets

NYSERDA Indicators	Baseline Value (2010)	Short-Term Target (2020)	Mid-Term Target (2035)	Long-Term Target (2050)
• Total percentage of people commuting via walking, biking, transit, and carpooling • Vehicle miles travelled per capita • Per capita land consumption	• 15% • 9,472 miles • 0.25 acres	• 16% • 1% reduction • no change	• 18% • 3% reduction • 3% reduction	• 20% • 5% reduction • 5% reduction

Achievement to Date



Materials and Waste Management

Subject Area Goal

Decrease the generation of waste, increase the recovery and reuse of materials currently in the discard stream, manage materials using a highest-and-best-use framework, and create economic opportunities and improved environmental stewardship as a result.

Opportunities

- Shift perception from "waste management" to "sustainable materials management"
- Energy production for small scale operations and the larger grid
- Product packaging advancements
- Increased composting, both large and small scale
- Change perception of waste to recognize various reuse and recycle outcomes
- Collaboration with agricultural and industrial operations

Challenges

- Reduce the lifecycle impacts across the materials supply chain
- Lack of local or regional waste tracking systems
- Prioritizing investment in reduction, reuse, recycling and composting over disposal
- Mitigating impacts of imported waste
- Inspiring sustainable choices - greatest impacts come from collective decisions of households

Variables

- Fluctuating levels of imported waste
- Technologic advances for reuse/recycle/disposal of materials
- Transportation/fuel costs

Comments (place sticky notes below)

Materials and Waste Management

Subject Area Goal

Decrease the generation of waste, increase the recovery and reuse of materials currently in the discard stream, manage materials using a highest-and-best-use framework, and create economic opportunities and improved environmental stewardship as a result.

Finger Lakes Regional Sustainability Plan

Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy / Representative Sub-Strategies / Project Ideas	Representative Projects	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Broad Strategy **Reduce the amount of solid waste generated in the region**		●	●	●	●	◐	◐
Representative Sub-Strategies / Project Ideas • Target incoming waste. • Develop local innovative approaches to: 1) Reduced packaging techniques, 2) new sustainable materials for packaging, and 3) source reduction policy initiatives	Representative Projects						
Broad Strategy **Address financial barriers through new revenue and business models**		◐	●	●	◐	◐	◐
Representative Sub-Strategies / Project Ideas • Develop incentive programs to encourage materials use/reuse vs. disposal (e.g., carbon credit policies, Pay-as-You-Throw programs) • Product stewardship programs • Develop financing opportunities for pilot projects that validate new waste reduction and diversion technology	Representative Projects						
Broad Strategy **Increase the percentage of materials reused, recycled, and composted within the region**		◐	◐	●	●	◐	●
Representative Sub-Strategies / Project Ideas • Develop local markets for recyclables • Provide on-site composting vessels to the region's colleges, schools, hospitals, nursing homes, manufacturing plants and other facilities with cafeterias • Move toward composting, digestion, and appropriate land-application solutions for bio solids and other organic materials	Representative Projects • Limit your waste challenge—a community challenge encouraging families to limit their waste though recycling, composting, and decreasing overconsumption. • Revised curbside pick-up program—provide proper bins for recyclable and compostable materials, also increasing efficiency in vehicle fleet. • Construct rail sidings to major regional landfills—possible reuse of existing rail infrastructure as well as reduced truck traffic and increased efficiency. (GTC LRTP)						
Broad Strategy **Promote comprehensive sustainable materials management education, awareness, and research services**		◐	◐	●	●		◐
Representative Sub-Strategies / Project Ideas • Develop metrics and education strategies to define and articulate the true value of materials • Leverage, support and promote regional organizations that provide research and education in efficient materials use, reduction of waste and energy efficiency	Representative Projects • Material generation and disposal reporting system for non-residential sectors—web-based software system for non-residential waste generators to report data on materials they generate and dispose of off-site. (CNY Regional Sustainability Plan) • Pre- and post-consumer organics management education programs—programs for both public and businesses sectors to learn about proper organic waste management practices.						
Broad Strategy **Expand reuse to include construction and demolition (C&D) debris and building development opportunities**		◐	◐	●	◐		◐
Representative Sub-Strategies / Project Ideas • Increase construction and demolition (C&D) recycling operations • Encourage building deconstruction and subsequent material reuse and recycling, as opposed to building demolition	Representative Projects						

NYSERDA Indicators and Targets

NYSERDA Indicators	Baseline Value (2010)	Short-Term Target (2020)	Mid-Term Target (2035)	Long-Term Target (2050)
• Total solid waste generated per capita • Solid waste diverted (i.e. not landfilled or exported) per capita	• 6.95 tons • Data not available	• 15% reduction • 35% reduction of total solid waste generated	• 25% reduction • 50% reduction of total solid waste generated	• 35% reduction • 55% reduction of total solid waste generated

Achievement to Date

Water Management

Subject Area Goal

Improve and protect the water environment with respect to quality, quantity, and availability; promote and understand the value of our water reservoirs, watercourses, and built infrastructure; maximize the social, economic, and ecological potential of our water resources toward equitable sharing of their benefits for both the short and long terms.

Opportunities

- Maximizing water's benefits in a way that ensures its preservation
- Preserving natural state of wetlands and other waterbodies mitigates storm impacts
- Deepen the knowledge of Region's water resources
- Equitable distribution of costs and benefits of water resources
- Rewarding developers for enhanced designs that mitigate impacts
- Increase in tourism with increased quality of waterbodies
- Greater municipal cooperation
- Mitigating impacts of natural gas drilling and other resource extraction efforts
- Balancing water needs of agricultural operations with minimizing residential development in rural areas
- Cheap and ample resource can be taken for granted

Challenges

- Mitigating impacts and removal of invasive species
- Poorly-designed development and agricultural operations that increase runoff and pollutants in waterbodies
- Watershed boundaries and river/stream corridors rarely coincide with political boundaries (home rule)

Variables

- Erratic weather as it relates to replenishing waterbodies and water table
- Competing interests in St. Lawrence Seaway
- Highly-mobile society constantly threatens to introduce new invasive species
- Market forces for other resources (i.e. natural gas) impact demand for and quality of water
- Changing pollutants challenge capabilities of water treatment facilities

Comments (place sticky notes below)

Water Management

Subject Area Goal

Improve and protect the water environment with respect to quality, quantity, and availability; promote and understand the value of our water reservoirs, watercourses, and built infrastructure; maximize the social, economic, and ecological potential of our water resources toward equitable sharing of their benefits for both the short and long terms.

Finger Lakes Regional Sustainability Plan

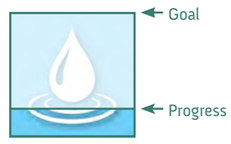
Connection with criteria: ● Strong ◐ Moderate ○ Marginal

Broad Strategy	Representative Sub-Strategies / Project Ideas	Representative Projects	Benefits Multiple Subject Areas	Benefits Multiple Capitals	Benefits Multiple Communities	Implementation Feasibility	Consistent with Planning Efforts	Financial Feasibility
Create a better understanding of the region's water balance.	• Track USGS-compiled and published "Water Use County Data" • Create a repository of rainfall/runoff data and models		◐	●	●	◐	●	●
Promote Regional Standardization of Regulations and Management	• Promote community vision planning • Improve onsite wastewater treatment systems	• Establish the Genesee River Institute • Preparation Of A Strategy For A Sustainable Keuka Lake • Countywide Drainage District in Orleans County	◐	●	●	○	●	●
Promote Green Infrastructure to Reduce Reliance on Grey Infrastructure	• Preserve open space • Provide financial incentives to increase green infrastructure or reduce the amount of stormwater runoff		◐	●	◐	◐	●	◐
Improve the Regional Application of Energy Resources to Water Resources	• Encourage organizations that can improve water-related energy practices. • Decrease energy usage by water-related utilities. • Generate renewable energy from used water.		◐	●	●	○	●	○

NYSERDA Indicators and Targets

NYSERDA Indicators	Baseline Value (2010)	Short-Term Target (2020)	Mid-Term Target (2035)	Long-Term Target (2050)
• Water demand per capita (per 1,000 people) • Total number of impaired waters	• 0.866 Mgal/day • 49 impaired waters	• 5% decrease • 2% decrease	• 15% decrease • 10% decrease	• 20% decrease • 20% decrease

Achievement to Date



MEETING TITLE	Public Meeting #2 – All Locations	
DATE AND TIME	February 25th, 26th, and 28th, 2013	
ATTENDEES	Kevin Rooney	Wayne Co. Highway
	Sandy Keller	LWV-WC
	Al Isselhard	GLCC
	Johnny Roger	Wayne Co. Fisherman Society
	Bill Santee	
	Hilda Santee	
	Bob McNary	Wayne Co. Planning & Econ. Dev.
	Jack O'Donnell	Zotos International
	Ora Rothfuss	Wayne Co. Planning
	Ken Miller	Town of Palmyra
	Berry Gherr	PYC
	Adeeb Saba	Arista Power
	Jim Marquette	Wayne Co.
	Brian Manktelow	Town of Lyons
	Linda Stevenson	Sun & Record
	Geoege Stevenson	Town of Newark
	Glen Silver	CCSC
	Peg Churchill	WCIDA
	Linda Ochs	CCSC
	Ram Shrivastara	Larsen Engineers
	Terry VanStean	
	Gerald Lederthies	Pease Corp.
	Jerry Sackett	Sackett Farms Taxpayer
	Mary Hancock	Genesee Co. Leg.
	David Lefeber	Town of Avon
	Mary Kay Barton	Citizen Power Alliance
	Dan Schuth	Orleans Soil & Water
	Shelley Stein	Genesee Co. Leg.
	Donna Salmon	
	Shula Hess	New York Green & Genesee Co.
	Dennis Kirby	Orleans Soil & Water
	Art Buckley	Wyoming Co. Planning
	Norm Pawlak	Bergen Planning
	Julie Pacatte	Batavia Development Corp.
	William Boula	Barilla
	Sandra McCausland	
	Ralph Vanttouter	NYSDOH
	Zack DeClerck	City Resident
	Kathy Crane	Socially Good Business
	Mark Morton	Sustainable Rochester -20/20
	Jason Haremza	City of Rochester
	Barb Boyce	
	Zack Sokolow	Finger Lakes Resident
	Rochelle Bell	Public

ATTENDEES	Ron Wezler	Monroe Co. Planning
	Tom Goodwin	Brighton Sustainability Oversight
	Justin Roj	Monroe Co. Planning
	Rasin Moser	MCDES
	Ken Kudla	Public
	Paul Tanke	
	Natalie Knepper	Socially Good Business
	Joseph	All
	Stacey Decker	Town of Penfield EEAC
	Giles Erickson	
	Meredith Smith	
	Mark Oswald	RIT
	Kevin Gallagher	
	David Klein	The Nature Conservancy
	Ton Lafontain	Town of Penfield
	Paul Sawyko	Water Education Collaboration
	Tom Kicior	G/FLRPC
	Kenin Marks	Rochester Community Bikes
	Kate Quinn	
	Bill Moehle	Supervisor, Town of Brighton
	Meagn Dellavilla	Socially Good Behavior
	Patty Love	Rochester Permaculture Center
	Peter Lent	Oatka Creek Watershed
	C.A Burke	FLCC Consv. Prog. Student
	Jim Bittker	Sustainable Performance Consulting
	Rev. John S. Frank	Green Earth Ministries
	Tim Beardsloe	Conesus, NY
	Anne Spaulding	Rochester, NY
	Rick Vertloh	OCWC/Scottsville
	Mike Haugh	Center for Environmental Initiatives
	Mike Barnard	Livonia, NY
ORGANIZED BY	Tara Boggio, T.Y. Lin International (TYLI)	

General Introduction

The last rounds of Public Meetings for the Finger Lakes Regional Sustainability Plan were held in Lyons, NY on Monday February 25th, Batavia, NY on Tuesday February 26th, and Rochester, NY on Thursday February 27th. There was a great turn out with many comments based on the information provided by each subject area on broad strategies, summary/overviews, and ongoing projects within the Region. In total about 80 people attended the meetings between the 3 nights.

Below are the comments, by Subject Area, from all three public meetings:

Agriculture

- Promote agricultural learning in public schools – school gardens, study of local eco systems, and cultural richness of the farmer – to bring young people to the profession.

- More CA's/organic bio-dynamic focused look to bioneers organization for guidance also promo to urban farming.
- More urban farming especially in 'food deserts'
- Stop sprawl. No more tax breaks for sprawl.
- Challenge: provide tax incentives to small scale/family owned farms.
- Small scale local food processing.
- Keep products local – less travel.
- Change codes at all levels so that food can be grown everywhere for personal consumption and for sale.
- Provide free soil testing for residents
- Stop requiring raised beds in the City.
- Decentralize food production so that small urban plots on under used land become food forests for the neighborhood.
- Plant edible landscape plants instead of plants with no food value.
- Opportunities – Access: What about needs of underserved economically disadvantaged and connections to stated opportunities.
- Need to balance agriculture with the negative effects it can have on water quality. Needs to be a balance. Agriculture should not be exempt from land use regulations intended to improve water quality.
- Is there an organic slaughter-house in the Region? If not, one should be located in a central place that is easily accessible by the Regions farmers.
- Campaign to get Wegmans/Tops/other grocery stores to stock more locally made food products.
- If there is true global warming, we will become the center of agriculture.
- We also need to think differently about species of plants.
- More convenient CSA pickup locations.
- Access to urban farming and connect with local schools.
- Encourage more farms to table restaurants. (example: Tap + Table)
- Test and rate crops (especially organic) for toxic residues, nerve poisons, and endocrine disruptors.
- Challenges: aging farm owners.
- Program to create legacy of farming so that farms will not fall out of production. Survey of farmers ages and generations.
- Connect with families/organizations that would take over operations and maintain character of operation.
- Create transition.
- Create projects to determine areas of Region with poor access to quality food.
- Use information to create strategies to locate farmer markets and determine where better food/access is headed.
- Tax incentives – 'no' taxes unless land is sold when assessment applied.
- An ecological framework that is connected including farmland, wetlands, streams, corridors is the foundation necessary for any other strategy to truly be sustainable. If this is not developed and preserved, all other strategies are not actually sustainable.
- Deteriorating roads and bridges prevent access to markets.
- Higher transportation costs due to less heavy weight permit roads.
- Support decision maker's tour and work of Genesee County Chamber of Agriculture Committee.
- Project: Food Incubator/Accelerator – developing concept in Batavia. Value distribution processing packaging at Harvestee Ave Industrial Centre.

- Consider TDR banks. Improve NYS process of purchase development rights.
- Youth – 4H, FFA

- Wayne County has Merril farm and potential to make biogas power near the Butler Area. The digester can serve the agriculture and food waste.
- Support transfer of development rights purchase of development rights. Identify discreet funding streams for conservation easements.
- Where are the small towns-rural details from a cooperative extension in our back yards?
- Educate in local penny savers with a weekly topic.
- Improve technology to capture energy
- Strategy:
    - Roadway Green Space – Between Macedon and Palmyra along Rt. 31, there is a ¾ mile stretch of green space between the road and the canal that averages 180' in width. Along this stretch there is a path neat the canal and overhead power lines. At a minimum of 100' width, 9 acres are easily available for agriculture. If necessary, ample water is available on site. The only other accommodation needed is access for some fishing and parking for up to 6 vehicles. This location is very close to active farming. Currently the space is grass that requires periodic mowing.
- Any shifts in climate will most significantly shift agriculture. Educating the farmer on how to successfully implement, re mediate or circumvent "new" farming situations should be a lead strategy. New crops, changes in technique, and prevention are of utmost important.
- Also as climate changes slowly so does the movement of the people and the amount of food source required. From your agricultural outline it appears static.
- Throughout, the emphasis should be on **an individual/family's self sustaining plans** and education for all types of farmers.
- *Designations of land areas that circumvent Home Rule should not be decided by the group nor should they be funded as such.*

Climate Change Adaptation

- More education – some people are still not convinced that it exists.
- Reverse 6 month research and go back to heirloom based food stuffs (seeds) to tolerate climate viability and emphasize diversity of growing stock.
- Universities can also create programs to train work force and help generate local jobs. Go beyond research and education.
- Have local universities develop climate change modeling coursework/programs as well as resilient design research and learning programs.
- TV picture of someone washing car with a pail of water and sponge.
- Ban fracking in NYS. How can this initiative be going on at the same time that fracking is being considered? It doesn't even make sense to be considering fracking – the environment and the economy both suffer in the long term whenever it is allowed.
- Improve sources of emergency power. Make them accessible to communities to use in major emergencies.
- Improve power and transportation realizing that monster storms are becoming more common and must be provided for in advance.
- There is much science based research that remains to be done, some of which has only just begun to address hydraulic fracking, including, heath issues and environmental issues such as water quality and quantity. Do not rush to fracking. Do not lift ban until more debate and science is available and thoroughly vetted and having received public and stakeholder input.

- Fracking distracts policy makers from allocating resources towards greener energy options and the technology and job creation associated with it.
- Home rule promotes unique protectiveness of areas, history, and public safety and what that musicality's and its comprehensive plan deems unique and should not be usurped.
- Preserve and protect forest lands.
- Home rule is the last right of protection for a citizen. It should not be considered a challenge.
- Variable: Industrialization due to drilling/mining gas or other resources.
- CO^2 is in our volcano eruptions.
- The science is not settled. Wasting billions of dollars on 'unreliable' (what the government calls 'renewable' like wind and solar is 'a cul-de-sac' that will take us nowhere. (See www.energypresentation.info/) Industrial winds massive tower heights and sprawling footprints is the worst waste of money and case of habitat fragmentation and sprawl there is.
- Continue to fund agriculture research to improve/reduce negative impacts of growing food and fiber to climate.
- Lyons Village streets in two areas get flooded – needs GIGP grants to build rain gardens. Storm water management using green technology. Big shale along line roads to allow infiltration of water to the ground.
- Planning for crops, etc. need to consider for warmer temperatures.
- Medical Reserve Corp (MRC)
- The focus of this section was mainly on **EXTREME** climate change; more focus should be given to natural shifts.
- Again, education of the masses as to what to have, what to do and what is available is based on their community. Communities cannot "take care" of all; education of self sustenance and preparedness is key for emergency situations.
- **Historic building should not be dual purposed without the input from the Federal, NYS and local levels of government.**
- Sharing among and between communities should only be with the agreement of these communities and not left to this board nor the plan to decide. Will this become a legal document and what are the ramifications?

Economic Development

- Increase interest and investment by more of citizenship for creative input regarding challenges and processes for solution.
- Brownfield redevelopment.
- Downtown/compact mixed use development.
- Bring education about permaculture (design science) into all levels of education.
- Fund free training on regenerative design, edible landscaping, home steading, which will lead to more small food related businesses.
- Stop giving tax breaks (comida) to projects not adding jobs.
- Government entities should enter into agreements so they won't compete in degrading standards for construction/development. Establish median standards.
- Develop and/or improve train transport within the region for tourism.
- Institutionalize sustainability in economic development by establishing a standing local body charged with reviewing economic development plans from a sustainability perspective. Each proposal should include a brief analysis by this body.

- Funding center needs extremely high priority. The community is sick of technology talent and needs to be culturalized, both from universities and people who leave careers at the 'Big 3'.
- Support efforts of FAME (Finger Lakes Advanced Manufacturer Enterprises) to increase the pipline of young people interested and trained in manufacturing.
- Require class breaks.
- Require a better system of checks and balances.
- Accountability first then funding.
- SEQR should not be completed by IDA's.
- Collaboration better higher education and business is key.
- Address invasive species in water and impact on tourism.
- People/society (Human (individual) and Social (community) Capital.
- Place/Environment (Natural and Built (Infrastructure) Capital.
- Economy (Financial Capital)
- Not all economics are good.
- Add: Transportation to invest in critical infrastructure to foster economic expansion.
- Project: City of Batavia – Vibrant Batavia Community Network – based on positive story telling of place. City Community Improvement Plan.
- Project: City of Batavia BOA (Batavia Opportunity Area)
- Cooperative Sourcing and procurement – emphasis on local procurement.
- Lyons – Canal Park: Develop small hydropower system to power lights at the existing Canal Park – Solar powered kiosks is convey. 'Peppermint' Capital of NY. Increase summer visitors to come to Lyons – see green technology and history of village.
- Agencies and organization already in place – let's make connections instead of new creativity. Identify these across the spectrum of a project.
- Attracting businesses should be based on cost effective savings for the businesses, employers and employees.
- IDA's should have more stringent enforceable requirements when promising public funds or abatement of taxes. There should be timetables with limits as well as measurable outcomes for employment and especially mandated claw backs.

Energy

- Develop this state as a green state and example for NE States.
- Stop fracking increase true return on investment and true cost of alternative/renewable vs. hydrocarbon/traditional fuel/energy sources.
- Ban fracking in NYS.
- Change code so that anyone can install solar and wind without worry about whether it meets the architectural review board's idea of beauty.
- Support the development of a new locally owned energy cooperative that generated energy through personal solar panels and wind. So homeowner's pays for electricity and utility installs and maintains the panels at no cost to building owners.
- Subsidize solar panels to reduce pay off time.
- Municipal LED lighting replacement programs.
- No fracking – environmental impacts.
- Only true renewable – they must prove productivity, efficiency, maximize energy variables while minimizing impact. Should focus on individual energy independence. Cost efficient.

- Do not upgrade the transformers just for renewable headed to NYC while ignoring cheap hydro from Canada. Transmission cost from NYC should not be impacted upon our area/Region.
- Energy storage abandoned mines create sealed pressure chambers. Use an intermediate power source (solar, wind) to run air pumps to increase pressure when needed. Use stored pressure to run generators.
- Business, hospitals, colleges should either install solar or pay more for energy.
- Environmental impact of upgrading to more energy efficient technologies needs to be considered. For example, what happens to the florescent light that is still usable but that has been replaced by a CFL or LED? Large scale upgrade projects must be creating waste. What happens to that waste? Isn't it sometimes better to use a product to the end of its productive life and then replace it?
- Encourage increase in solar and wind power opportunities. Provide incentives to install and maintain these systems. If additional power is generated from local efforts use it to lower our energy bills – not sent the power to NYC at a reduced rate for them.
- Instead of a perpetual indecision in gas drilling by HVITF, end the process, ban the technology and then put resources and efforts to renewable.
- More use of geothermal by making incentives to private and commercial operations.
- Affordable green housing initiatives.
- Senior housing modifications.
- Help municipalities and businesses achieve higher levels of energy conservation by indentifying buildings at the highest level. Qualifications for LEED standings – perhaps grants and funding for the differences between n good energy connections and LEED standings.
- Cost of service to rural business needs if farms require more electric capacity – no build plan in place.
- Industrial wind power is the biggest scam to ever come down the pike. It is not economically, environmentally, or scientifically sound energy policy. It has exorbitant costs for negligible benefits. The only thing reliably generated by industrial wind is complete and utter civil discard. (Read: The Wind Farm Scam, See: http://energypresentatin.info/)
- Beware of anything to do with the 'grid' especially smart meters. Especially of National Grid – a British company.
- Install solar panel farms for village and town near the treatment plant. Become energy independent by productivity equal amounts of KWH as the town of Lyons consumes.
- Canal Locks uses microhydro. Reinstall small turbine. LED – lights on Canal Park.
- Increase tourism with Green Tours.
- Concern over smart meters – 'Big Brother', hacking.
- Concern over wind generation impacts.
- Support capturing locally generated b=power, not wind energy, and being able to utilize it in case of energy. Regional Self-reliance.
- Promote energy efficiency and conservation.
- Promote access to energy sources for residents.
- Energy is a priority subject area.
- Preference for hydro-electric.
- Do not promote wind generation.
- Renewables (Wind) = unreliable.
- Need to understand new technology and benefits with nuclear power (small and mid-scale – modular/mini-nuclear 'incapable of melt down')

- Need to overcome negative perception of nuclear power – educate.
- Need R & D on Modular/mini-nuclear power plant.
- Strongly support renewable energy, cleaner air and water, discourage landfills – too many in area.
- Encourage municipal/public/private working together.
- Ban hydro-fracking to protect our water, environment for tourism.
- Develop public education.
- Issue of saved energy produced by wind and solar.
- Grid issues very important.
- Consider Lake Champlain and Hudson River – Power express – hydro-electric power from Quebec. To benefit Mid-Hudson and other Regions.
- Wayne County model (WISP) active in Town of Ontario (CED's)
- All energy forms should be evaluated on a continuum to their renewable qualities in comparison to their capacity to produce usable energy when needed. Many current renewables have a dirty side requiring backup or are not cost effectively deliverable. Some take up too much agricultural land and companies are placing **other use stipulations** on these lands! Some are being placed and promoted where there are no real source of energy but enough money is made from subsidies to compensate the company financially.
- The State should realign their facilitation of the transportation or deliverability of this energy. Technology cannot deliver land intensive energy to distant areas of high populations via transmissions without loss calculated by *said* distance. Hydro via cable from Canada should not be excluded but directly compared to other forms.
- **Rolling brown outs and blackout** should be examined and planned for by each community. These have become a reality for many other countries and states as one relies on the current status of renewable deliverability. Community planning should exist before proceeding!
- Transmission upgrades for bottlenecked energy should not be paid for by the locality providing it but by the people receiving it; unless they are one in the same. Example- Western NY more than met their renewable requirement with Hydro; yet we have to pay for upgrades to deliver wind energy to NYC. Western NY may, on a good day, generate 20% of capacity *at most at any given time; while 9% is bottlenecked and the rest is hampered or lost due to distance of deliverability.* **Wasted energy is not clean energy**. *Renewable resources at this time should be generated at the local level for the local level. AND individual/family energy self sufficiency should be promoted.* **Knowledge is power!!**

Forestry

- Speed up processes for research on invasive species eradication and implement widely so we have healthy forests left. Somebody in a place of power read Secret Life of Plants and Secrets of the Soil. And anything written by Philip Calahan.
- For every tree knocked down for development, the developer should have to plant another.
- Challenge: Develop land use standards for trees and approving any new permits for development.
- Land Use Policy is not up to this committee – it is a municipal decision – home rule.
- Stop destroying mountain tops. Mandatory path to forests for wind farms placed where there is no wind to where energy is bottle necked.
- Challenge: keeping large scale industrialized operations in appropriate Regions only.
- Place environment first.

- Opportunity: Re-learn the corrected structure of the forest.
- Support the work of local permaculturalists to teach more people about edible forest gardening (i.e. fund classes that are free to the community) www.barefootpermaculure.com
- What are the opportunities to address challenges in terms of stakeholder partnerships between academic institutions (including faculty students) and needs EOP, capital, and markets?
- Have individual credit not titles.
- There are billions of mature trees, forests, wood lots that need thinning due to over growing – this product is going for waste.
- Ecological frameworks and networks – pilot project here in Genesee County. Mapping of natural resources and corridors – dropping to municipal level to incorporate into Comprehensive Plan and zoning incorporated energy consumption and generation.
- Wood is the best renewable we have plenty of.
- Many business opportunities – large and small.
- Basic to forestry – lots of acres taxed to provide education = loss of forest to productive acres. Change tax strategies.
- Best Management Practices (BMP)
- Critical for our area – so much need for youth, public, landowners, and education.
- Climate change impact on species and educating the public should be key. Giving financial CREDIT for sustaining a forest should be considered.
- Giving out pine trees to plant should be expanded to important species and their impacts on the eco system.
- Disease and species management should be available for all.

Land Use and Livability

- Increase active transportation opportunities in communities.
- Identify important view shed that the community believes should be preserved.
- Implement strategies to preserve important view sheds.
- Develop opportunities for people to appreciate view sheds.
- Increase emphasis and accessibility of public transport.
- Green infrastructure municipal code education.
- Subsurface construction as escalating percent of all new projects.
- Bury all electric lines.
- Unaccountable authorities (i.e. Monroe County Water Authority) extending infrastructure into rural areas, leading to continued sprawl.
- Significant state investment in projects that contradict 'smart growth' principles (i.e. STAMP in the Town of Alabama)
- The word 'encourage' is too vague and squish for strategies
- Change how city and town planning is done so that new buildings cannot be considered until there is some very low (5%) vacancy rate in the Region.
- Change city and town codes so that truly sustainable living is possible even if conventional ideas of beauty are not upheld (i.e. solar panels and wind turbines, gardens and fences should be easy to put anywhere).
- Challenge: No home rule – there are no unique needs economically, economically, and socially.

- Opportunities: human scale design. Include social dynamic of extended families and multi-generation households.
- Accessory units and mother-in-law options need to be addressed in land use planning, zoning, etc.
- Brownfield planning and development.
- Downtown/Main Street projects.
- Updates to Comprehensive Plans to incorporate Sustainability
- Mixed use.
- Can we get planning to go beyond each town border?
- Challenge: Home rule is not a challenge. It is a citizen's last defense of protection and for their environment.
- Rural Area Strategy: Why discourage sewer lines? It would provide for cleaner waste treatments.
- Cooperation: Educational programs in schools and volunteer programs.
- Land use changes and decreased cannot be determined by this group – it requires SEQR and municipalities.
- Create a region-wide tax on development of previously undeveloped land with 2 goals: discourage development on virgin land and provide revenue to subsidize inner-city brownfield re-development.
- Let market determine land use – not agricultural markets political hammer.
- Unfortunately, for all of residents, walk able communities were lost when Wal-Mart and Home Depot came to town and build outside of our cities. Changing back could be next to impossible – like closing the barn door after the horses are already out. Home rule/town's zoning laws should be respected.
- Property tax cost deterrent to land in agriculture. Farm producers taxed off their land. Equity in property tax to use of services.
- Base problem – taxes. NYS highest taxes in US. Suggestion: 10-20-30 year contract with NO taxes on active farm land with provision that if land will cost seller 1 ½ times sale price (outside of agriculture) this could provide the viewpoint to green areas.
- Develop a robust home modification program to support aging in place to pressure neighborhoods and meet customer desires.
- Offer affordable and infill green housing programs.
- Public Health: understandably/truly of health issues and their relationship to the natural and built environment in terms of water agriculture access and transportation access.
- Take a drive around Wayne County, how sad the deterioration of hamlets and small villages but need for grass roofs accepting restoration – where is the money and facilitation for this. Transportation such a problem. Any models (nationwide) to use as a reference?
- Traveling farmer markets – only 5 in Wayne County.
- Change town codes that have a minimum lot size.
- Collegetown is too car-centric.
- Brownfield before Greenfield. We have a lot of brownfields and vacancies.
- No more demolition.
- Stop development as if exists. Keep land wild/healthy. If develop, make it green/earth friendly. Use progressive in design development programs at centers so people get out and experience natural world and then value natural world.
- STAMP should be located at the large vacant lots at Eastman Business Park.
- Less surface parking. Less parking in general, let people walk.

- Stop building exurbs when we have room for new housing.
- Sprawl in the name of economic develop is ironic.

- Preservation and brownfields.
- In the past, more people tried to remain stationary when the housing taxes were lower for the family that did not move; the valuation was not reassessed until one moved therefore rewarded staying in a community! Learn from History.
- **Land use and Home Rule should not be realigned or usurped via this plan.** Communities are unique as are their needs. The plan should provide a potential for sharing surplus and modeling examples of successes; not interfere.

Material Management

- Create more recycling/household hazard waste collection facilities.
- Need city drop off center for ecopark. Monroe County ecopark is too hard to get to without a car.
- Develop centers with newest technologies to process waste and recycled materials and someone look into the conversion of landfill waste into fuel through plasma gasification (it is being used in the Armed Forces).
- Add Styrofoam to curbside service.
- Some good talk of composting on TV – need more.
- Ban plastic bags.
- Educate about proper Monroe County recycling procedures.
- Large covered bins needed.
- Recycling is not optional but required: enforce our laws here.
- Educate the population better.
- Force recyclers who throw out their own efforts.
- Reduce the price of repurposed products.
- Challenge: Fully define toxic waste as based on all a products elements.
- Make it more economically attractive for businesses to use recycled items. Sometimes they now cost more than new items.
- Encourage people to do things that save energy and recycle materials.
- Go Green reports on Home Composting.
- Reports on cost savings of air drying clothes rather than always using the dryer. Tie to savings for people.
- Require restaurants (both local and fastfood), grocery stores, and any other business in the food industry to compost food waste. Make it a law and enforce it.
- Monitor dangerous or questionable wastes.
- Instead of funding giant pieces of diesel equipment, fund home composting and education public on how. This is at the very least meant to refer to how 'yard waste' are handled (i.e. leaves)
- Legislate reusable, minimal, and/or compostable packaging for all products including fast foods.
- Project: RIT Sustainable package project concept.
- Village produce compost using thesis study – it will reduce hourly cost and make recyclable product.
- Landfill vs. incinerators has the technology evolved?

- Address environmental justice issues associated with the impacts of waste.

- Against rail infrastructure to support waste management – negative impacts associated with transportation of waste and permanency of site.
- Greater value associated with reuse/recycling of materials rather than landfill waste.
- Promote reducing/eliminating organics in landfills.
- Establish representative projects for show and tell money or negotiation opportunities.
- Rail siding can promote importing need rules.
- Educate, demonstrate, and establish a position 'cabinet' in local government and local stakeholder education.
- ARC with their 'work groups'.
- Rails to landfills perpetuate permanent landfill infrastructure – very bad idea. Stop burying and burning recyclables. Prohibit organics from entering landfills and generating methane.
- 6,095 tons of solid waste per capita??? Where is this number coming from? What does it include? Industry waste as well?
- Reuse/Recycle/Compost should be a broad educational strategy. If an area recycles more, it should be compensated accordingly instead of "fined/taxed/fee'd" all the time. Intermittent positive reinforcement works wonders.

Transportation

- Convert to mass transit with pricing incentives, taxes, tax rebates, anything and make city more human model track. Make buses super efficient in operation. Develop technology and infrastructure for bio-diesel. More trains/buses for commercial and travel less trucks.
- Pedestrian safety. Encourage light reflective sidewalks.
- More RTS express buses.
- More E/W, N/S routes.
- Shuttles between dense walkable areas.
- Stop building new roads. Stop widening roads to add car lanes.
- Flip flop street parking and bike lanes. Get bikes out of the door zone. Green lanes.
- Sharrows go in the middle of the lane, not against the curb.
- Commuter rail – ER/Fairport/City
- Bike infrastructure is too dicey. Municipalities need to work together.
- RTS bus routes are redundant and semi-functional. Hard to read schedule and routs. Impossible if a tourist.
- Safety – safe neighborhoods.
- Sheriff and surveillance cameras.
- More car and bike sharing programs (i.e. expand zipcar around city)
- Easier and more accessible bus schedules.
- Pedestrian safety.
- If you build it, they will come. Good bike/pedestrian infrastructure creates critical mass. Don't wait for the mass to build.
- Increase pedestrian marking, signals near expressway exits.
- Plow Lehigh Valley trail in winter for RIT students.
- Buffer bike lanes when possible. All in the door zone.
- Encourage employers to provide racks, lockers, showers.

- Funding for biking and walking needs to happen.
- RGRTA needs to become user friendly and an option – think Jazz Festival Transportation.

- It's 2013 and this community is spending $100 million on an expressway interchange – this says a lot about community priorities.
- Misplaced priorities.
- NYSERDA Indicators and Targets: figurers are way too low. Try 2010 – 15%, 2020 – 25%, and 2035 – 50% and larger reduction in vehicular mile. We need to get much more serious about light rail transit – offering excellent alternatives to auto dependencies.
- The Kendrick/390 project is not really sustainable in the long term. The more car-centric infrastructure we build, the more we drive. Many UR and RIT cyclists will be discouraged to ride because of high speed traffic. Protected bike lanes must be a part of this project. How many cyclists do you see on West and East Henrietta Roads around 390? Kendrick is currently a safe haven for bike commuters crossing 390. Consider traffic calming and cycle tracks.
- Cars, congestion, land use policies are not getting people out of cars. Bus service from Monroe/Ontario not an option due to limited service in spite of going to a major employment center/universities.
- Where are the commuter services?
- Last week the D&C had 20 pages of information on cars. Locals are addicted to their cars. How do we change this behavior? How to impact individuals to lower carbon footprint besides fuel costs? Congestion and land use policies aren't making the connection. What are local policy makers doing on a regional level to work together to increase stream-lining and increasing connectivity of multi-modal transportation options? How is this being addressed with major employment centers and destinations?
- Challenge: Safety in public transportation.
- Opportunity: Develop more connection centers (Park & Ride) and transit to industrial center regions.
- Provide bus shelters for ride sharers at all thruway and interstate exits and entrances.
- Monorail over light rail. Build out from highest use ways as conspicuous demo role models.
- Promote human powered transportation by developing tails, paths, bike lanes, and sidewalks that connect communities for shorter distances.
- How do local municipalities overcome the 'NIMBY' concerns that trail projects, especially rail to trail projects will cause crime or other issues in their neighborhoods?
- Studies demonstrate that the reality is very different, crime and property values, but too often the fears remain.
- Need to invest in multi-modal solutions through greater federal funding in the TIP.
- Struggling Urban Areas: so many of Rochester's neighborhoods would be excellent location choices for walkable/bicycleable lifestyles if it weren't for the increasable concentrated poverty and depressing decrepit conditions. It would be great to see social sustainability considered in this study.
- Social sustainability meaning to threat and value that poor and indigent in our community as we would aim to respect our natural resource sustainability within social sustainability is an incomplete visual and goal.
- Local – Genesee County cost per road is over $5/ride if all costs are considered.
- Repair roads and bridges of state. Reduce high weight vehicles on county and town roads. Keep heavy weight vehicles on state routes. Invest in crumbling infrastructure. Food moves by trucks.

- Wyoming County – The Silver Lake Trail Council has been trying to get a bike path added around the small lake for years. Roads have been re-paved but paths were not added. Red

tape with NYS bureaucracies have kept plan locked up in planning and I hasn't happened. The plan is already drawn up and would go around Silver Lake and ultimately connect to Letchworth State Park (just a couple miles away).

- Drain canal extra early and deeper the canal (maintain proper depth) and use it as an economic asset to move goods, as well as for recreation. Could tie rail service to canal. Electrified railways utilize a power caddy for sustainability of infinite travel without stopping. Could be used for small vehicles with limited horsepower at low voltage and current, using ramps to link to surface roads. Need stainless steel spikes and corrosion resistant plates (power caddy).
- Project: Batavia Opportunity Area brownfield trails, greener paths.
- Multi-modal improvements to the city infrastructure.
- Do not promote 'high speed' rail.
- Heavy import of waste impacts roads.
- Heavy transport of water/fresh or contaminated negatively impacts roads.
- Winter and salt/sand do enough damage.
- Stop/ban hydro-fracking.
- I do not see a strategy for disaster resiliency. Living through the NYC Blackout of the mid 1960's, I know that public transit was not a solution; walking was dangerous and difficult *in the dark*.
- Mass transit – on where did the trolley go to?
- While biking and walking are your focus; improving safety and lighting should precede this. No one will venture out on foot where there is a serious threat for personal safety.

Water Management

- TV photo of a little water in a bowl then fingers or spatula wish around before rinse.
- Water conservation programs enforced in all arenas.
- No fracking.
- Water recycling technology and implementation.
- Challenge: developing public increase in water is perceived as an unlimited resource but is a major economic development resource.
- Address invasive species in Lakes.
- Support center for environmental incentive creation of a 'Genesee Riverkeeper' as a means of (1) promoting community knowledge of an involvement in the River, shore lines, Ontario and Finger Lakes; (2) monitoring the quality of regional water bodies; (3) coordinating the efforts of numerous organizations with interests in this arena; and (4) attractive local and national funding via the "Riverkeepers' brand.
- Mitigate fracking impact on ground water.
- Require testing by the company prior to fracking and constant monitoring.
- Not self mandatory.
- Encourage public agencies to manage water with drawls to avoid adverse impacts to aquatic resources, such as fish and mussels.
- Challenges: Increase support for organic farming. These people are local experts and eager to contribute to quality of life in Region while growing local, sustainable food. Already doing water quality protection.

- Challenge: Maintain data base of water quality to identify potential contamination issues.
- Outlaw the metering of grass and non-edible landscaping.

    - Outlaw the use of all lawn chemical applications.
    - Who determines equitable distribution? Costs? Policies? Who balances needs of agriculture vs. cities? Who has the hammer?
- Equitable? Why it's our natural regional, ours to use and achieve maximum economic gain from. CAFO regulations on dairies – improve greatly, water quality – strategy in place now – not a challenge.
- Big increase in educational efforts.
- Boost education efforts that shows/demonstrates how valuable our water resources are – lack of understand in this tremendous local area vs world issues.
- Canals very important resources – develop with green technology – mini-hydro power, solar panels.
- Against fracking and potential impacts of water quality.
- Important for Region to maintain water quality.
- Strategy: Improve water quality and promote multi-municipal water front lot sewer lines.
- Project: 4-Bay sewerline in NE Wayne County.
- Protection of groundwater and smaller waterways; all waterways and all NYS residents are equally important. Protection from fracking, water usage for fracking in this State and others especially on protected land, disturbances of waterways for large land intensive projects, pollution in all forms including use of brine on roads and use of contaminated land for roadways (This should also be placed under waste management.) Mitigation should not be only financial compensation.
- Suggested Strategy edits in red:
    - Preserve existing ecosystem services and Promote green infrastructure to reduce reliance on grey infrastructure
        - Encourage net zero pervious surfaces
        - Preserve open space
        - Provide financial incentives to increase green infrastructure or reduce the amount of stormwater runoff
        - Create a regional aquatic invasive species prevention/monitoring and response
        - Streambank remediation and buffering
        - Implement agricultural best management practices for water quality
        - Implement road ditch and highway maintenance best management practices for water quality
    - Increase water use efficiency
        - Decrease water waste/loss in water transport systems
        - Promotion and public education targeting water re-use and reducing overall water use
        - Re-conceive wastewater from a water "waste" to a water "source"
        - Implement best management practices to improve the water use efficiency of crop irrigation and landscaping practices

General/Story of Place Comments

- Missing collective overview documents.
- Apply for grants in each category on one form.

- Glossary of terms: REDC, 5 Capitals, Hot Sectors, Big 3, USGS, Placemaking, PDR & TDR, GHG

- Projects and education aimed at recommending improvements to local laws.
- Overarching strategy – Seven Generation Sustainability.

- *I do have concern as to the integrity of the municipal comprehensive plans, Home Rule and how each municipality is participating in this plan and will be impacted by this plan.*
- The municipalities were invited to one joint meeting on February 21. Did they give written comments or were they also give removable/reusable sticky notes as the public?
- Did they view the same outline as the title suggests they did not- "Public Meeting Boards"?
- How will you include municipalities and the public in the finalization of the draft?
- Who will develop the timetable and implementation?
- Will the municipalities and public have input into the final form and legal substance;**as well as THE PLAN being required to complete a SEQR such that the appropriate State Agencies can weigh in, as well as local governments and the public/ratepayer who are ultimately funding this.**