

Project Overview

The competitiveness of a region's economy is inextricably linked to the strength of that region's transportation network. In order to thrive, a business must have fast, low-cost, secure access to the varied inputs it requires – including labor – and must have similarly fast, low-cost, and secure access to regional, national, and international markets for its outputs. Employees – the residents of the region – also demand superb access to goods – whether those goods were produced across town or halfway around the world. A top-notch, multimodal transportation network can be a region's gateway to prosperity.

The Genesee Transportation Council (GTC), in cooperation with its partners, has undertaken this study of the region's economy and freight transportation system to determine how transportation investments can be leveraged to increase competitiveness and maximize economic growth.

The primary objectives of the study are the following:

- Develop goods movement strategies that will position the transportation system of the Genesee-Finger Lakes Region as a distinguishing factor in retaining and attracting both traditional and emerging-technology manufacturing firms as well as enhancing the viability of agriculture
- Establish relationships between GTC and the business community that will endure beyond the completion of this project and
- Help educate the public and key stakeholders in the Genesee-Finger Lakes region about the importance of freight transportation.

The outcomes of the study will help the region answer the following questions:

- Does the transportation system serve the needs of existing industries?
- Are there opportunities to enhance portions of the transportation system to attract new business?
- Is the freight transportation system flexible enough to accommodate the needs of emerging industry sectors?
- How will regulatory and policy changes impact transportation and economic development in the region, and how can the region anticipate these changes?

A summary of the **project approach** is shown in the figure on the next page.

Summary of Project Approach

