

CHAPTER V - RECOMMENDATIONS





OVERVIEW

Recommendations are provided for the following modes:

- Highway and Bridge
- Public Transportation
- Bicycle and Pedestrian
- Goods Movement
- Interregional Travel

Given the strong connections between the built environment and the transportation system, Land Use recommendations are also included.

Recommendations for each mode (excluding Land Use) are divided into two types: policies and actions.

- Policies - programmatic strategies to achieve the GTC Goals and Objectives
- Actions - specific initiatives that GTC, member agencies, and others can undertake to meet the policies

In addition, the proposed recommendations (policies and actions) are classified into three categories: preservation, expansion, and operations.

- Preservation - recommendations that preserve and/or maintain existing infrastructure, equipment, etc.
- Operations - recommendations that provide for more efficient use of existing infrastructure, delivery of services, etc.
- Expansion - recommendations that increase capacity, provide services to new areas, etc.

Note that the Operations category does not include recommendations necessary for the maintenance or use of infrastructure or the provision of services. Rather, the Operations category includes recommendations for

capital projects that increase the functionality of infrastructure or allow for the more efficient provision of services.

HIGHWAY AND BRIDGE

Preservation

The region has an extensive highway and bridge network. It is critical to preserve and maintain existing roadways and bridges to promote safety, increase efficiency, and minimize lifetime costs. As a region, we must identify the most important existing highway and bridge deficiencies and address them in a cost-effective manner. GTC will establish a funding "set-aside" in the TIP for highway and bridge preventive maintenance projects that will minimize lifetime costs.

Tourism is an increasingly important aspect of the region's economy. Like many sectors of the economy, tourism is greatly impacted by the transportation system. Consequently, the maintenance and overall attractiveness of "gateway" roads and bridges as well as tourist corridors should be emphasized.

Truck traffic is another important area in which transportation infrastructure plays a sizeable role in economic development. Trucks, however, do accelerate the deterioration of roads. Appropriate resources should be devoted to enforcing truck weight regulations on the region's roadways.

Operations

Improving the performance of the region's transportation system with little to no capital investment in physical capacity or reconstruction projects has emerged as a viable option for regions across the nation. The Genesee-Finger Lakes region is no exception. The deployment of Intelligent Transportation Systems (ITS), Transportation System Management (TSM), and Transportation Demand Management (TDM) activities are cost-effective alternatives to adding capacity to the highway and bridge network.



ITS and related technologies and strategies should be integrated into all future transportation planning efforts as well as the design of major reconstruction and rehabilitation projects. The region should continue to financially support the expansion of ITS efforts and should work to continually improve the organization of those efforts. Continued expansion of surveillance and information collection/dissemination through the use of fiber optic communications, cameras, Highway Advisory Radio (HAR), and Dynamic Message Signs (DMS) is encouraged.

Operational improvements are not limited to advanced technologies. Intersection improvements including, but not limited to, the addition of turn lanes or simple re-striping of a roadway constitute operational improvements as well.

To support the growing tourist economy, promotional and way-finding signage along tourist corridors in the region should be improved and expanded.

Expansion

Expanding the capacity of the region's roadway network should be limited. As a nonattainment area for ground-level ozone, new travel lanes and/or facilities that increase capacity cannot be added to the transportation system unless a need has been identified through the GTC Congestion Management System (CMS). Correspondingly, the GTC CMS update will be completed and implemented.

Capacity expansion projects that have been identified by the GTC CMS and supported by Corridor or Major Investment Studies should be advanced in a manner that maximizes their contribution to the economic growth and vitality of the region. Additional analysis will be needed to prioritize capacity improvements. Projects will be selected for implementation through the TIP development process.



HIGHWAY & BRIDGE

Preservation

Policies	Preserve and maintain existing roadways and bridges in a manner that promotes safety, increases efficiency, and minimizes lifetime costs.	
	Identify and address key highway and bridge safety and efficiency deficiencies.	
	Ensure that "gateway" roads and bridges leading into/out of the region as well as those along tourist corridors are well maintained and attractive.	
Actions	H.1.	Continue current fiscal practices that place priority on improving the safety, efficiency, and reliability of the existing highway and bridge network.
	H.2.	Maintain safety features on all highways and bridges including, but not limited to, signage, lighting, striping, guardrails, and pavement markings.
	H.3.	Continue pavement condition monitoring and traffic count collection activities to identify current and future highway preservation investment needs.
	H.4.	Advance preservation, maintenance, and connectivity recommendations identified in corridor, major investment, access management, and other planning studies conducted by GTC and member agencies, as determined through the TIP development process.
	H.5.	Identify tourist corridors (in cooperation with NYSDOT) for further study and potential investment consideration based on their importance to the regional economy.
	H.6.	Identify "gateway" roads and bridges and develop maintenance plans that ensure these areas reflect positively on the region.
	H.7.	Maintain all Federal-aid roads at a "fair" or better pavement condition.
	H.8.	Establish a preventative maintenance "set-aside" in the TIP to increase cost-effectiveness by delaying the need for full reconstruction.
	H.9.	Identify the resources necessary to reduce premature deterioration of highways and bridges through increased enforcement of truck weight regulations.



HIGHWAY & BRIDGE (CONTINUED)

Operations

Policies	Utilize the GTC Congestion Management System to identify areas where intersection improvements can improve safety and efficiency.	
	Support operational improvements that are responsive to air quality, energy efficiency, and quality of life concerns.	
	Increase the use of Intelligent Transportation Systems (ITS), Transportation System Management (TSM), and Transportation Demand Management (TDM) applications to increase safety and efficiency of the existing highway and bridge network.	
	Ensure that regional attractions are easy to find by residents and visitors alike using the regional highway and bridge system.	
Actions	H.10.	Advance intersection improvement recommendations (including, but not limited to, reconfigurations) identified in corridor, major investment, access management, and other planning studies conducted by GTC and member agencies, as determined through the TIP development process.
	H.11.	More fully incorporate ITS applications into future planning studies conducted by or on behalf of GTC (examples include advanced communication networks for travelers, transportation agencies, and emergency medical service responders; expressway incident management; traffic signal coordination; adaptive response systems; etc.).
	H.12.	Encourage member agencies to increase integration of ITS infrastructure into preliminary engineering and design phases of major reconstruction projects.
	H.13.	Implement planned ITS improvements including, but not limited to, CCTV cameras, dynamic messaging systems, highway advisory radio systems, etc.
	H.14.	Continue financial support for the Highway Emergency Local Patrol (HELP), Areawide Rideshare, Rochester/Monroe County Traffic Control Center, and ITS Operations programs and activities.
	H.15.	Expand the use of ITS technologies approaching NYS Thruway interchanges to improve efficiency for commuters and freight.
	H.16.	Expand the use of ITS technologies in work zones to improve the safety of workers and travelers.
	H.17.	Identify a preferred structure for a Greater Rochester area regional ITS operating structure.
	H.18.	More fully incorporate TDM strategies into future planning studies conducted by or on behalf of GTC (examples include carpooling, car sharing, parking strategies, alternative work schedules, telecommuting, etc.).
	H.19.	Improve promotional and way-finding signage along major tourist corridors (as identified in coordination with local agencies and NYSDOT).



HIGHWAY & BRIDGE (CONTINUED)

Expansion

Policies	Increase capacity through new traffic lanes/facilities only when a need has been identified in the GTC Congestion Management System (CMS) and other alternatives have been exhausted.	
Actions	H.20.	Complete the update to and implement the GTC CMS.
	H.21.	Advance recommendations for new traffic lanes/facilities identified in corridor studies and major investment studies, as determined through the TIP development process.



PUBLIC TRANSPORTATION

Preservation

Use of public transportation is increasing in the region. Currently, there are transit services in eight of the nine counties in the region, the most recent addition being Seneca Transit Service in September 2004.

Average fleet age for the region's largest transit provider, RTS, is under 6 years and ridership has increased each of the past five years. Numerous routes and fare payment options have been introduced and many more enhancements are planned. First and foremost is the continuation of clean, comfortable, safe, and reliable public transportation services in the region. If transit service does not meet or surpass users' expectations, ridership will not continue to grow.

The nation, and indeed the region, is in the midst of the largest demographic shift in recent history. The population is aging at an increasing rate as the "Baby Boomers" begin to reach their sixties. Persons with disabilities need access to basic needs and want to actively participate in the community. The region must ensure that public transportation services meet the needs of the increasing senior population and of disabled residents.

An important consideration that has emerged in the region that public transportation can impact is air quality.

Reducing the emissions from the existing bus fleet through replacing or retrofitting existing buses with cleaner-running buses and filtering apparatus will have an impact on emissions levels.

Operations

Transit service providers in the region should take advantage of emerging technologies to improve safety, efficiency, and customer service. In the RTS service area, kiosks and on-line fare purchasing and trip planning are planned. "Next-bus" traveler information displays at major stops are also

planned. GTC supports the implementation of these technologies and additional advancements in the coming years.

Any improvements made should be accompanied by increased marketing to make potential customers aware of the services available to them, especially in suburban and rural areas. Most importantly, facilities must be made accessible to all users at all times. Inclement weather should not preclude a user from having access to public transportation. Transit providers, municipalities, and private landowners should work cooperatively to ensure that transit stops are safe and accessible.

Expansion

The development of new or expanded public transportation services should be undertaken so as to maximize their contribution to the region's economic growth and vitality.

New facilities which enhance the marketability and attractiveness of public transportation, especially in the suburbs, should be established. Access to employment opportunities and health care providers must be a key consideration when adding new, or extending existing, transit routes. Expanded service to and from the region's colleges and universities should also be a priority.

Construction of the transit component of Renaissance Square will provide improved conditions for transferring riders as well as significant economic development benefits to downtown Rochester. The establishment of suburban transit centers should improve the attractiveness of public transportation to suburban commuters as well as provide new community focal points.

A strategic plan for public transportation in Yates County should be conducted and the recommendations from it and other recently-completed rural county public transportation plans should be implemented. The region should also begin advancing the recommendations of the Strategic Plan for Access to Non-Emergency Medical Services.



PUBLIC TRANSPORTATION

Preservation

Policies	Ensure that existing public transportation services are provided in a convenient and safe fashion, offering an attractive alternative to the single-occupancy automobile.	
	Ensure that public transportation services meet the needs of the disabled and the increasing senior population.	
	Support investments in the existing public transportation system that are responsive to air quality and energy efficiency concerns.	
Actions	PT.1.	Maintain the average fleet age of all public transportation operators in the region at or below FTA standards.
	PT.2.	Periodically assess existing public transportation services relevant to current and projected needs, demand, and market potential and determine the necessary route structure and fleet requirements.
	PT.3.	Consider the locations of senior living communities and other areas where a high percentage of seniors reside when assessing route structures and schedules.
	PT.4.	Investigate the use of alternative fuel, hybrid, retrofitted, and/or smaller vehicles to reduce emissions and increase energy efficiency.
	PT.5.	Create stable funding mechanisms (including, but not limited to, an increase above the traditional FTA formula funds allocated to the TMA) for improvements to existing public transportation services.

Operations

Policies	Continue to utilize current technologies and integrate new ones to increase safety and efficiency and improve customer service for all public transportation users.	
	Increase awareness of existing and new public transportation services among specific customer groups within the region to better serve their mobility needs and increase business development.	
	Ensure that public transportation facilities are accessible to all users at all times, with special attention paid during the winter months and other periods of inclement weather.	
	Ensure that regional attractions are easy to find by residents and visitors alike using the regional public transportation system.	



PUBLIC TRANSPORTATION (CONTINUED)

Operations (Continued)

Actions	PT.6.	Introduce trip planning and fare purchase capabilities through kiosks at high activity locations served by public transportation.
	PT.7.	Increase the use of electronic security and surveillance applications on public transportation vehicles.
	PT.8.	Implement "next bus" traveler information displays at major stops and facilities in the RTS system.
	PT.9.	Conduct and implement the Integration Plan for Future Fare Collection and Hardware and Software study.
	PT.10.	Conduct targeted marketing of existing and new public transportation services to seniors, rural residents/businesses, and college students.
	PT.11.	Encourage transit providers, counties, and municipalities to work cooperatively to maintain accessibility to public transportation facilities during service hours.
	PT.12.	Install audible and/or visual bus stop/bus route messaging systems on all buses and at high-volume bus stops, as appropriate, to improve service for all public transportation users.
	PT.13.	Improve promotional and way-finding signage at high-volume bus stops in the region.

Expansion

Policies	Continue the development of new and expanded public transportation facilities to increase the marketability and attractiveness of services as an alternative to single-occupancy vehicle commuting, particularly in suburban areas.	
	Increase accessibility to employment opportunities and medical services for persons without access to a private automobile.	
	Improve the mobility of students at colleges and universities in the region to increase the likelihood of retention upon graduation.	
Actions	PT.14.	Provide support as needed to RGRTA and CATS for the development of new and expanded facilities, most notably the transit component of Renaissance Square, as well as the CATS Hopewell and LATS Hamptons Corners facilities.
	PT.15.	Establish suburban transit centers that include private retail and service establishments in the RTS service area.



PUBLIC TRANSPORTATION (CONTINUED)

Expansion (Continued)

PT.16.	Advance the recommendations of the rural county strategic plans for public transportation, as appropriate.
PT.17.	Conduct a strategic plan for public transportation in Yates County.
PT.18.	Advance the recommendations of the Strategic Plan for Access to Non-Emergency Medical Services Study, as determined through the TIP development process.
PT.19.	Explore partnerships with the not-for-profit sector to provide services that complement and expand on existing ADA-prescribed paratransit services for persons with disabilities.
PT.20.	Explore the establishment of circulator services linking proximate tourist and entertainment destinations within the region.
PT.21.	Conduct a strategic plan for public transportation service(s) to colleges and universities in the region.
PT.22.	Assess the potential of high-capacity transit corridors in the region to determine the threshold for implementing cost-effective fixed guideway public transportation services.



BICYCLE AND PEDESTRIAN

Preservation

Bicycle and pedestrian facilities are a growing asset of the region's transportation system. They offer quality of life improvements and provide an alternative to the automobile for some trips. Too often, however, these facilities are not given proper attention in regards to maintenance and preservation. All bicycle and pedestrian facilities should be preserved and maintained in a manner that promotes safety and efficiency, and minimizes lifetime costs.

For transportation purposes, a multi-use trail is only as good as the places it can provide access to. Therefore, another aspect of preserving the existing bicycle and pedestrian network is to alleviate connectivity deficiencies. The same holds true for sidewalks, crosswalks, bicycle lanes, and other facilities.

Operations

In order to maximize the use of the region's growing bicycle and pedestrian network, it must be safe, efficient, and accessible to all users.

Traffic calming measures should be adopted, where appropriate, to improve the bicycle and pedestrian environment. Installation of ADA-accessible pedestrian treatments is required when reconstructing facilities. A regional bicycle parking program should be organized to ensure adequate storage for bicycles at activity and employment centers across the region. All new transit buses in the region should be equipped to handle bicycles.

Expansion

The bicycle and pedestrian network in the region should continue to be expanded in a manner that maximizes its contribution to the economic growth and vitality of the region. Safety, connectivity, and accessibility are key considerations.

New, improved, or extended multi-use trails should be advanced based on the recommendations of the Regional Trails Initiative and further planning studies (i.e., Priority Trails Advancement plans). Consideration of sidewalks and bicycle facilities should be included in all highway and bridge projects as part of a "Complete Streets" approach. Development of a regional "Safe Routes to School" program will encourage bicycle and pedestrian travel to primary and secondary schools.



BICYCLE & PEDESTRIAN

Preservation

Policies	Preserve and maintain existing bicycle and pedestrian facilities, particularly trails, sidewalks, and crosswalks, in a manner that promotes safety, increases efficiency, and minimizes lifetime costs.	
	Identify and address key bicycle and pedestrian safety, efficiency, and connectivity deficiencies.	
Actions	BP.1.	Continue current fiscal practices that place priority on improving the safety, efficiency, and reliability of the existing bicycle & pedestrian network.
	BP.2.	Maintain safety features on all bicycle and pedestrian facilities including, but not limited to, surfaces, signage, lighting, striping, and markings.
	BP.3.	Conduct seasonal traffic count collection and surface condition monitoring on the region's multi-use trails to identify current and future trail preservation investment needs.
	BP.4.	Advance preservation, maintenance, and connectivity recommendations identified in the Regional Trails Initiative, Priority Trails Advancement, and other bicycle and pedestrian planning studies conducted by GTC and member agencies, as determined through the TIP development process.
	BP.5.	Develop a comprehensive GIS database of sidewalks in the Rochester TMA, noting the location and condition of existing sidewalks.

Operations

Policies	Increase the efficiency and safety of the region's bicycle and pedestrian network.	
	Ensure the accessibility of the bicycle and pedestrian network to all residents of the region.	
	Ensure that regional attractions are easy to find by residents and visitors alike using the regional bicycle and pedestrian system.	



BICYCLE & PEDESTRIAN (CONTINUED)

Operations (Continued)

Actions	BP.6.	Implement traffic calming measures, where appropriate, to improve the bicycling and walking environment.
	BP.7.	Institute a regional program to prioritize the retrofit and/or new installation of ADA accessibility treatments in the pedestrian transportation network.
	BP.8.	Establish a centralized bicycle parking program to support the purchase and proper installation of quality bicycle parking at public and private locations throughout the region.
	BP.9.	Identify and support pedestrian safety improvements at accident-prone rail crossing locations in the region.
	BP.10.	Install count-down pedestrian signals at key intersections (i.e., those experiencing significant vehicular and pedestrian traffic volumes) throughout the region, and consider installation at other select locations.
	BP.11.	Ensure that all public buses (non-paratransit) in the region can accommodate bicycles.
	BP.12.	Install promotional and way-finding signage on multi-use trails and at trailheads to improve connectivity between trails and regional activity centers.
	BP.13.	Increase marketing of bicycle and pedestrian activity as a healthy and viable means of transportation.

Expansion

Policies	Increase the size and scope of the region's bicycle and pedestrian network through the development of new or expanded facilities.	
Actions	BP.14.	Advance trail expansion recommendations as identified in the Regional Trails Initiative, Priority Trails Advancement, and other planning studies conducted by GTC and member agencies, as determined through the TIP development process.
	BP.15.	Develop "Complete Streets" that incorporate bicycle and pedestrian facilities as part of all highway and bridge reconstruction and expansion projects, as appropriate.
	BP.16.	Establish a regional "Safe Routes to School" program to support the development of bicycle and pedestrian alternatives for commuting to/from schools.
	BP.17.	Improve the connectivity of the region's bicycle and pedestrian network through the development of new trails, sidewalks, bicycle lanes, wide curb lanes, curb offsets, and/or paved shoulders that meet or exceed the minimum requirements of the agency responsible for the roadway.
	BP.18.	Establish a regional and local "Signed Shared Roadway" system of bicycle routes that link key destinations/generators of bicycle trips.



GOODS MOVEMENT

Preservation

The movement of goods into, out of, and through the region is a major function of the transportation system. Truck traffic is growing and is expected to continue to do so for the foreseeable future. As a result, it is important that goods movement considerations are fully incorporated into all future transportation planning studies and road and bridge reconstruction projects.

For now, existing roadway, bridge, and rail infrastructure needs to be maintained in a fashion that ensures the efficient movement of goods and the safety of other users of the transportation system.

Operations

Enhancing the safety and efficiency of the region's goods movement system benefits all users of the transportation network. Overhead clearance issues that impede trucks should be mitigated appropriately to ensure a decrease in incident-based delay. Where the mixing of trucks with local traffic is causing significant problems, alternatives should be sought out and implemented. For instance, reassigning Route 54 in the Village of Penn Yan could alleviate truck traffic conflicts on busy village streets. The findings of the Route 63 Corridor Study should be advanced in a timely manner to mitigate the issues associated with truck traffic in that area.

The safety of at-grade railroad crossings has become an important regional issue. All hazardous and/or high-traffic, at-grade rail crossings in the region should be analyzed and mitigated appropriately.

Overhead clearance is also an issue for railroads. Removal of these obstructions could allow for double-stacked rail cars, which would shorten trainsets running through the region.

The traffic being carried on Class I railroads and the speeds at which they operate can pose safety and noise issues for the communities they are

located in. The fencing and/or buffering of Class 1 rail lines in developed areas should be investigated.

Transportation plays a major role in the attractiveness of industrial parks and facilities. Access to these sites is crucial to business attraction and retention. Brownfield sites face numerous difficulties and transportation should not hinder their redevelopment.

Safe and efficient access to agricultural areas and related establishments by trucks and large equipment is also vital to the regional economy.

Recommendations resulting from the Transportation & Industrial Access project should be advanced to alleviate transportation issues that may negatively impact industrial parks and sites.

Expansion

Existing goods movement facilities should be expanded and new facilities constructed to meet the needs of the changing economy. Projects should be advanced in a manner that maximizes their contribution to the economic growth and vitality of the region.

An emerging goods movement need in the region is the development of a tri-modal freight facility near the Greater Rochester International Airport. As an inland port, this facility could serve existing business and spur the development of new businesses, creating jobs and improving the region's goods movement capabilities.

A waterborne freight facility at the Port of Rochester is another facility worthy of study. Currently, the Port handles one freighter carrying cement shipments. The establishment of a full-scale port facility could lead to additional economic growth and goods movement capabilities.

Another potential goods movement investment worthy of study is the conversion of certain abandoned rail corridors for truck-exclusive use. These corridors could provide access to existing industrial areas, removing truck traffic from local roads and improving freight travel times.



GOODS MOVEMENT

Preservation

Policies	Preserve and maintain existing roadway, bridge, and rail infrastructure in a manner that supports the movement of goods and ensures the safety of other motorized and non-motorized users of the transportation system.	
Actions	GM.1.	More fully incorporate goods movement considerations into future planning studies conducted by or on behalf of GTC.
	GM.2.	Encourage member agencies to increase integration of goods movement considerations into preliminary engineering and design phases of major reconstruction projects.

Operations

Policies	Increase the efficiency and safety of the region's goods movement system.	
	Address significant transportation issues that may negatively impact industrial parks and sites (including brownfields) and agricultural/agribusiness establishments.	
Actions	GM.3.	Address safety issues related to the presence of trucks and slow-moving vehicles, most notably farm vehicles on rural roadways.
	GM.4.	Identify locations of low overhead bridge clearance for trucks and develop appropriate mitigation strategies.
	GM.5.	Reduce the number of hazardous and/or high traffic at-grade rail crossings on Class 1 railroads.
	GM.6.	Identify and improve locations of low overhead bridge clearance to allow for double-stacked rail cars, shortening train-sets on Class 1 railroads in the region.
	GM.7.	Work with the Class I railroads to identify ways to improve safety on and along railroads in the region.
	GM.8.	Implement goods movement operational improvements which ensure that negative impacts of truck traffic on local communities are minimized, as appropriate.
	GM.9.	Complete and advance the recommendations of the Transportation and Industrial Access study, as appropriate.



GOODS MOVEMENT (CONTINUED)

Expansion

Policies	Develop new facilities and expand existing ones to meet the changing needs of the regional economy.	
Actions	GM.10.	Support the development of a tri-modal freight terminal near the Greater Rochester International Airport (GRIA), combining truck, air, and rail capabilities to serve as an inland port distribution center.
	GM.11.	Explore the development of a Port of Rochester freight facility on Lake Ontario.
	GM.12.	Expand rest areas to meet NYSDOT's policies, providing additional space for trucks and upgraded comfort facilities.
	GM.13.	Advance goods movement capital recommendations identified in corridor, major investment, access management, and other planning studies conducted by GTC and member agencies, as determined through the TIP development process.
	GM.14.	Investigate the potential for truck-only roadways using existing and abandoned rights-of-way.



INTERREGIONAL TRAVEL

Preservation

The ability to quickly and easily travel into and out of the region is important to the regional economy. Recent efforts have resulted in lower air fares and improved security at the Greater Rochester International Airport (GRIA). Development of the transportation component of Renaissance Square will improve Greyhound and Trailways intercity bus facilities.

Advancing recommendations of the Rochester Amtrak Station Revitalization Study that lead to the reconstruction of the station on the existing site will facilitate improved operations for intercity rail in the region and may provide an economic spark for the north end of downtown Rochester.

Operations

Improving the efficiency of transportation into and out of the region will have both economic and transportation benefits. If the experience of traveling into and out of the region is enjoyable, a traveler is more likely to use the system again. For example, the largest recent interregional transportation investment in the region is the Spirit of Ontario ferry service.

As a regional destination, it is important that traffic at the Port of Rochester be monitored and improvements made based on the monitoring regardless of the resumption of ferry service.

The provision of adequate way-finding signage to the region's interregional transportation facilities as well as to key traveler destinations (e.g., museums, parks, shopping, etc.) is a relatively simple yet effective way to improve operations.

Adequate parking space for both cars and bicycles must be included. Interregional travel facilities should also be serviced by public transportation on a regular basis.

Expansion

New or expanded facilities that will increase travel options for residents and visitors alike should be pursued. Transfers between the region's interregional transportation facilities (e.g., GRIA, Renaissance Square, Amtrak Station, and the Port of Rochester Ferry Terminal) should be facilitated, possibly through the introduction of a shuttle service.

Construction of a new Amtrak station in Lyons will provide improved access to interregional travel for residents in the eastern portion of the region.

Efforts to add high-speed rail service on the Empire Corridor between Buffalo and New York City should be supported. Additional improvements and expansions at GRIA identified in their upcoming Master Plan update should also be supported.



INTERREGIONAL TRAVEL

Preservation

Policies	Ensure a variety of quality interregional transportation options are available to residents of and visitors to the region.	
Actions	IR.1.	Reconstruct the Rochester Amtrak Station at its current Central Avenue site as recommended in the Rochester Amtrak Station Revitalization Study. (Not eligible for Federal Formula funds)

Operations

Policies	Increase the efficiency of travel into and out of the region.	
	Ensure that regional attractions are easy to find by residents and visitors alike using interregional travel facilities.	
Actions	IR.2.	Provide adequate way-finding signage to interregional travel facilities in the region.
	IR.3.	Monitor traffic at the Port of Rochester and make operational improvements as needed to support ferry service from Rochester to Toronto.
	IR.4.	Provide sufficient parking at interregional travel facilities in the region.
	IR.5.	Establish connections between interregional travel facilities and rural public transportation services.

Expansion

Policies	Develop new facilities and expand capacity at existing ones to increase interregional travel options.	
Actions	IR.6.	Enable connections between Renaissance Square, the Port of Rochester, and other interregional travel facilities throughout the region.
	IR.7.	Construct a new Amtrak Station in Lyons. (Not eligible for Federal Formula funds)
	IR.8.	Support efforts to establish double-tracked, high-speed rail service on the Empire Corridor. (not eligible for Federal Formula funds)
	IR.9.	Provide assistance as needed to the Greater Rochester International Airport in the development of their Master Plan update.
	IR.10.	Improve access to the Erie Canal and other major waterways in the region.



LAND USE

There is a strong connection between land use and transportation. Transportation facilities determine what land uses can be supported and land uses determine what transportation facilities are needed. Planning for either should not be done in isolation, but rather in a cooperative and complementary manner. Regional transportation needs and local land use and development objectives must be balanced with respect to transportation planning and investment decision making.

Local communities should be encouraged to pursue infill development, with attention paid to the redevelopment of brownfields, whenever possible. With established infrastructure already in place, infill development and redevelopment is an efficient use of this region's physical resources.

Preservation of existing active and abandoned rights-of-way for future transportation use is strongly recommended. These rights-of-way often pass through desirable locations and would be highly difficult and expensive to restore once they are fragmented.

All transportation projects advanced in the region should be done in a manner that enhances and protects community character. Accordingly, context sensitive design principles should be incorporated into the design of transportation projects, as appropriate. In addition, Main Street planning activities should be continued to help ensure that the region's cities, villages, and hamlets are suitably planned for.



LAND USE

Policies	LU.1.	Encourage infill development and redevelopment of areas (including brownfields) with existing transportation infrastructure.
	LU.2.	Encourage land use practices that incorporate consideration of the transportation system early in the development process.
	LU.3.	Ensure that transportation planning and investment decision-making balances local land use and development objectives with regional transportation needs.
	LU.4.	Continue to provide technical planning assistance to member agencies and municipalities.
	LU.5.	Preserve existing rights-of-way for possible future transportation uses.
	LU.6.	Expand the distribution of GTC instructional materials including, but not limited to, the How-To Guidebook for Rural Transportation Plans, Access Management Video and Guide, and various bicycle and pedestrian safety fact sheets.
	LU.7.	Continue funding for land use related planning activities (e.g., Monroe County Land Use Monitoring, Regional Land Use Monitoring, Optimizing Transportation Infrastructure through Effective Land Use, Cluster Development Enhancement Feasibility Project, etc.) in the biennial Unified Planning Work Program.
	LU.8.	Encourage the inclusion of transportation components in local comprehensive plans.
	LU.9.	Further incorporate context sensitive design principles into highway reconstruction projects.
	LU.10.	Work with member agencies to expand Main Street planning activities.
	LU.11.	Develop model transit-supportive zoning language for use by municipalities served by fixed-route transit service.