

# Genesee Finger Lakes Coordinated Plan Update

Nelson\Nygaard was selected to update the Genesee-Finger Lakes Region's Coordinated Public Transit/Human Service Transportation Plan for the nine-counties surrounding the Greater Rochester area. The Plan Update, initiated by the Genesee Transportation Council, included a demographic and major destinations analysis of each of the nine counties, as well as the compilation of an inventory of transportation providers in the region.

Identifying linkages between the eight rural counties and Rochester is a major challenge in the region, which is a mix of very rural communities and one major urban center. Seven of these eight rural counties operate small transit systems, some as many as thirty years old, and others only two years old. In addition to the demographic analysis, the team's process focused on stakeholder outreach and focus groups, as well as supporting the rural transit operators

and identifying opportunities for coordination on a local and regional scale.

In the Final Plan, recommended strategies for the region included developing local and regional mobility management programs and a linked technology network for the nine counties.

**Project Duration:** 2010-2011

**Total Budget:** \$73,000

**For more information:**

Genesee Transportation Council  
50 W Main Street, Ste 8112  
Rochester, NY 14614-1227

**Contact:**

Robert R. Torzynski, AICP  
Program Manager  
585-232-6240

