Genesee County is seeking proposals to update its County Comprehensive Planning Process and create a County Recreation Plan.

Background

Genesee County Comprehensive Plan
Genesee County Comprehensive Planning Process is a fluid, ongoing activity involving over 125 individuals from various levels/units of government, nonprofit agencies, business and industry, and interested citizens working together with the County Manager’s Office and Legislature. The original plan was written in 1997 with the understanding that the completion and adoption of the Comprehensive Plan document was just the beginning of the planning process. The cornerstones of the plan include:

- Increased coordination and communication
- Shared services and facilities
- Computerization (digitization and automation)
- Technical assistance to local governments and schools
- Training of public officials
- Managing and improving infrastructure
- Protecting the agricultural land base
- Marketing/promotion of Genesee County
- Promoting Livable Communities

The plan established nine focus groups with a tenth added later to carry out and monitor the recommendations of the plan. The current focus groups are:

- Agriculture & Food Production
- Community Wellness
- Criminal Justice and Emergency Management
- Economic & Workforce Development
- Government Administration & Education
- Housing Opportunities
- Land Use, Environment & Place-Making
- Parks, Arts, Recreation and Culture
- Technology & Utilities
Transportation and Mobility

The work of the focus groups is overseen by a steering committee made up of 19 members including each of the Focus Group Chairs, County Legislators, and others. The Committee meets six times a year to provide overall leadership and direction to the Comprehensive Planning Process. During five of these meetings, two Focus Groups present their annual update to their Monitoring Report. At the sixth meeting, the highlights of the year’s work (successes and priorities) by the Focus Groups and Steering Committee are presented to the County Legislature and the general public.

The Planning Department serves as staff to the Focus Groups and Steering Committee and maintains a website. [https://www.co.genesee.ny.us/departments/planning/countycomp plan.php](https://www.co.genesee.ny.us/departments/planning/countycomp plan.php)

Recreation Plan

Genesee County developed a Comprehensive Parks & Recreation Masterplan for Genesee County Parks in 2005 (resolution#210) in which county parks were evaluated and a 5 and 10 year plan were developed in order to meet future recreational needs. This has not been updated nor did it include any other parks, trails or recreational areas located within other municipalities within Genesee County.

Genesee County has many attractive recreational attributes; however, one of the recreational opportunities that could provide the greatest potential for future growth in tourism and economic development is the multitude of overland trails and waterways, i.e., green infrastructure. The activity created by trail, water and nature enthusiasts serves local businesses, creates jobs, and contributes to the quality of life for all users. User groups include hikers, bird watchers, mountain bikers, touring cyclists, Campers, cross-country skiers, snowmobilers, fishermen, kayakers, canoeists, hunters, snow shoers, ATVers, picnickers, horseback riders and others.

If we view the trails and waterways as an economic development tool, it is our duty to provide the infrastructure necessary to beneficially exploit them in a sustainable manner. Besides economic development, there are quality of life aspects, such as health benefits, for current residents and potential residents who would locate here because of such assets, which contributes to the rural charm of the area. Tourism is a vital and growing component of the New York State (NYS) economy and is second largest industry in the state.

Scope of Work

Genesee County Comprehensive Plan

Given that the recommendations of the current plan are updated through an annual process, after 20 years, Genesee County is
looking for new ideas to improve and modernize the stakeholder and community engagement process for the plan’s periodic maintenance and presentation. An opportunity exists to rebrand the process, recruit new voices and leaders, and train participants in facilitation/engagement techniques. While the proposed update will include the standard contents of a Comprehensive Plan – County profile, vision, goals, strategies and recommendations – the update will primarily focus on reimagining the process to maximize engagement, and produce an annual product that is concise and useful to decision makers for policy and budgetary prioritization purposes. Technology-based solutions are favored.

Recreation Plan
The recreation plan is intended to accomplish the following objectives:
1. Align County goals with the Finger Lakes REDC’s Strategic and URI Plans’ vision of community revitalization, recreation and tourism;
2. Identify short & long-term priorities, identify partners/stakeholders, recommend additional amenities and the repair of existing amenities, recommend signage & construction guidelines, outline policies to support the implementation of the plan and estimate the cost of implementing the plan over the next 20 years;
3. Identify individual projects that can be implemented on an annual basis over time;
4. Identify potential funding sources;
5. Create a comprehensive trails map in GIS-compatible format;
6. Identify recreation and transportation greenways, i.e., land-based trails, water trails, bicycle trails, snowmobile trails, equestrian trails, mountain bike trails, trail towns, etc.;
7. Designate use areas for specified users, i.e., equestrian, ATVers, mountain bikers;
8. Assess needs of user-types and designate use areas, and assess the community's valuation of the system. This could potentially be accomplished through stakeholder interviews and/or a random survey of the community;
9. Inventory recreational opportunities, i.e., state parks and facilities, community and neighborhood parks, private parks and recreational facilities, campgrounds, bikeways
and pedestrian paths, waterfront access area, fishing opportunities, waterway trails and canoeing opportunities, etc.;

10. Compile a comprehensive inventory of publicly and privately-owned facilities, including parks, undeveloped park land, open space, trails (including waterways) and other recreational facilities;

11. Inventory cultural resources, i.e., scenic highways and trails, national natural landmarks, cultural destinations;

12. Identify natural systems greenways, natural systems greenways corridor descriptions, potential trail towns and destination points, recreation and transportation greenways; and

13. Develop a comprehensive inventory of existing recreation programs and services provided by the county, city, villages, towns, schools, adjacent agencies, non-profit groups and private organizations which serve the community;

14. Inventory of gray Infrastructure, i.e., inactive rail lines, share use paths, park and ride lots, etc.;

15. Identify tools, resources and partners for implementation of the plan, i.e., acquisition tools, regulatory tools, land trust organizations;

16. Designate properties for potential acquisition to expand the greenway system;

17. Evaluate regional connections; and

18. Assess missing links, new trails and loops.

**Deliverables**

Products will include, but are not limited to:

- 5 copies of the final Plans, including maps;
- All associated GIS data (ESRI Geodatabases) and maps (Esri MXD)
- All documents in electronic format (PDF), MS Word and newly created spatial data in ESRI Geodatabase format;
- High resolution digital copies of any photos used in the plans in JPEG format;
- Completed Environmental Assessment Forms (EAFs) and associated documentation;
- Draft adoption resolutions for the County Legislature.
Budget and Timeframe
Genesee County has $85,000 for this project. $40,000 of which was awarded by Empire State Development through the 2019 CFA process. The target for project completion is December 2021.