

2. Our Vision

Genesee: Our County, Our Future is a plan for Genesee County residents, government, elected officials and business owners that provides information and analysis on the current and future state of the County. The plan will give a better understanding of the current situation in Genesee County and will help to guide decisions to make a better future

Why Develop a Plan?



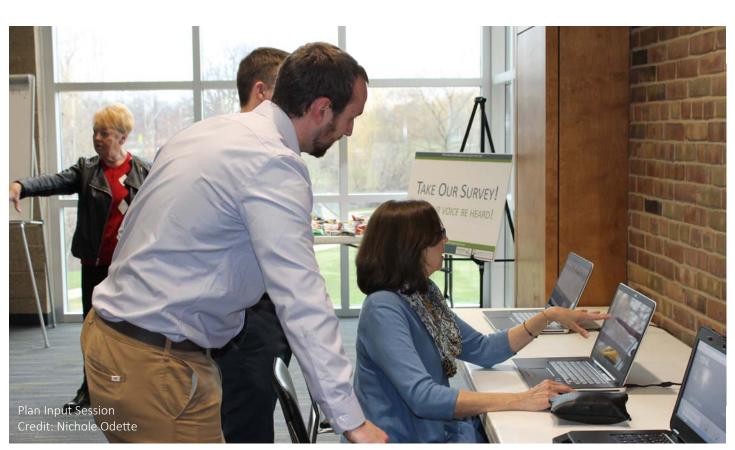
GCMPC is organized into three divisions: transportation, community development, and environmental. Each division has a core plan that is updated every five years and acts as the foundation and guide for each program. The Long Range Transportation Plan (LRTP), the Community Development Consolidated Plan, and the Solid Waste Management Plan, respectively. The *Genesee: Our County, Our Future* plan meets all federal and state requirements and, at the same time, provides a guiding document that will be helpful to our communities in their decision-making processes.

Acquiring Interest

Establishing a plan that lays the foundation for future growth could not be possible without the public's ideas. The people who live, work, and play in Genesee County know what is being done well and where challenges exist. Considering this, an extensive public engagement process has been essential to plan development. Staff made a deliberate effort to be creative in building interest in the plan. Through awarding beautification grants to communities who completed the most surveys and designing a standalone website (www.ourfuturegenesee.org) with an interactive mapping application, voices from all over Genesee County were heard. We provided numerous opportunities for the public to be engaged and help guide the development of Genesee: Our County, Our Future. (Figure 2-1)

Our Plan Advisors

To create a well-rounded plan that covers the different experiences people have in our County, a steering committee was formed to guide plan development. The steering committee for *Genesee: Our County, Our Future* is made up of 19 members who represent numerous agencies including local units of government, road and transit agencies, the chamber of commerce, waste and water departments, as well as housing organizations. Committee members played a key role in blending public input with data collected to steer staff forward in producing visions and actions that are realistic and usable, especially by local officials.



Public Engagement Process Stakeholder Interviews Advertisement Transit riders reached through Face-to-face interviews were held with representatives from information displayed on a variety of disciplines (e.g. MTA's fixed-line transit routes. medical, education, business). 86,000 100+ **Community Surveys Social Media** Surveys filled out by residents. Facebook and Twitter, @GCPlanning, were used to 1.000+ strategically spread important **Beautification grants awarded** messages and promote the to communities with highest plan to our followers. survey participation. 23,291 \$6,000 **Community Open Houses Community Remarks** Open houses held throughout Comments were collected using the community to get direct inan interactive mapping applicaput from attendees and provide tion integrated into the website. plan updates. 118 **Listening Sessions Project Selection Group sessions held with local Households and businesses** agencies and units of governlocated along all proposed ment to discuss challenges project corridors were mailed affecting their communities. project notifications. Plan Input Session, Credit: Debby Compto

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