

# F. PUBLIC HEALTH + SAFETY [PHS]

## ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<p><b>PHS-1</b></p> <p><b>Continue building connections and partnerships with the community to enhance public safety efforts and impacts.</b></p>	<p>PHS-1a Continue to enact and enhance RPD's model of Community Policing to better engage with the community on safety issues, and ensure that enforcement is a partnership with all members of the community, including people with disabilities or other challenges.</p>	<p><b>RPD</b></p>
	<p>PHS-1b Promote and encourage volunteer opportunities through the RPD and RFD to build the capabilities of the organizations, and increase civic capacity in public safety efforts. Market volunteer opportunities through libraries, rec centers, and City events.</p>	<p><b>RPD, RFD, City</b></p>
	<p>PHS-1c Develop a Language Access Plan for the RPD and RFD to improve communication and build trust with non-English speaking communities.</p>	<p><b>RPD, RFD</b></p>
	<p>PHS-1d Promote and market RPD resources that address at-risk youths through rec centers, libraries, and schools.</p>	<p><b>RPD, RPL, RCSD</b></p>
	<p>PHS-1e Promote and expand resources for the RFD's Smoke and Carbon Monoxide Detector initiative.</p>	<p><b>RFD</b></p>
	<p>PHS-1f Continue to grow partnerships with local schools, community organizations, faith leaders, and other partners to recruit a diverse, high-quality workforce to the RPD and RFD.</p>	<p><b>RPD, RFD, RCSD, Education Institutions, Faith Community, Community Groups/Funders</b></p>
	<p>PHS-1g Continue and expand on the Positive Tickets program administered by the RPD to recognize the efforts of people working to improve their community.</p>	<p><b>RPD</b></p>

**Notes:**

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
<b>PHS-2</b> <b>Incorporate preventative public safety and active design principles into the built environment through development projects and infrastructure.</b>	PHS-2a Train key personnel in police, fire, architecture and engineering, planning, and neighborhood and business development in the principles of Crime Prevention through Environmental Design (CPTED), to encourage a culture of crime preventative design and development.	<b>City</b> , RPD, RFD
	PHS-2b Develop a street design guide that prioritizes safety and incorporates current Fire Prevention Code standards into an urban setting, while prioritizing safe, accessible and complete streets.	<b>City</b> , RFD
	PHS-2c Work with New York State Department of Transportation to develop a multi-modal traffic safety initiative modeled on “vision zero” that includes specific laws that are adopted and enforced to protect vulnerable road users (e.g., bicyclists, pedestrians, people in wheelchairs, scooter users, etc.). This safety initiative would have the overarching aim to eliminate traffic injuries and deaths in Rochester.	<b>City</b> , Monroe County, Reconnect Rochester, Healthi Kids, Rochester Cycling Alliance, RTS, RCSD, Neighborhood Groups, Community Groups/Funders
<b>PHS-3</b> <b>Increase the capabilities of the RPD and RFD through collaboration, data analysis, technology, and new or improved resources.</b>	PHS-3a Build on the existing capabilities of the RPD and RFD to use GIS and data analysis to investigate public safety threats and efforts, communicate information to the public, and share with colleagues and partners to inform joint planning.	<b>RPD, RFD</b>
	PHS-3b Include representatives from the RPD and RFD in early stages of the planning process for development projects.	<b>City</b> , RPD, RFD
	PHS-3c Investigate the results of the RPD’s Street-to-Treatment pilot program, and consider further expanding and promoting the program to address the opioid crisis.	<b>RPD</b> , Medical Institutions, Community Groups/Funders

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<p><b>PHS-3</b></p> <p><b>Increase the capabilities of the RPD and RFD through collaboration, data analysis, technology, and new or improved resources.</b></p>	<p>PHS-3d Evaluate the additional police and fire resources needed to accommodate the increased activity along the Genesee River as part of the ROC the Riverway Initiative, including a Water Rescue Boat for the Erie Harbor.</p>	<p><b>RPD, RFD, City, NYS</b></p>
	<p>PHS-3e Develop a system-wide master plan for the RFD to examine locations and station upgrades that will be necessary to address department and community needs in an efficient, holistic manner. This assessment should explore opportunities for co-locating other City services or community needs in new or expanded fire stations.</p>	<p><b>RFD, City</b></p>
	<p>PHS-3f With stakeholder collaboration, continue to replace aging Police and Fire Facilities with modern facilities that better serve the community.</p>	<p><b>RPD, RFD, Community Groups/Funders</b></p>
	<p>PHS-3g Establish a city-wide training facility for all RFD employees, providing a more centralized and up-to-date center than is currently available on Scottsville Road. This would also enable the RFD to reduce training operations at vacant buildings throughout the city that congest streets with emergency vehicles.</p>	<p><b>City, RFD</b></p>
	<p>PHS-3h Seek out opportunities to create more specialty teams through the Police and Fire Departments, including an Urban Search and Rescue Team.</p>	<p><b>RPD, RFD, Monroe County Sheriff's Office</b></p>
	<p>PHS-3i Perform a Community Risk Assessment to evaluate the hazards faced by residents, and create a Community Risk Reduction program designed around the information gathered.</p>	<p><b>RFD</b></p>

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GOAL	STRATEGIES	PARTNERS
<b>PHS-3</b> Increase the capabilities of the RPD and RFD through collaboration, data analysis, technology, and new or improved resources.	PHS-3j Identify locations with high vehicular, bicycle, and pedestrian traffic to place security cameras and assist RPD with improving public safety.	<b>RPD</b>
<b>PHS-4</b> Maintain and seek out accreditations and standards for the RFD that allow it to best do its job, and benefit the whole community.	PHS-4a Maintain Commission on Fire Accreditation International (CFAI) Accreditation.	<b>RFD</b>
	PHS-4b Maintain RFD’s Class 1 Rating from the Insurance Service Office and use to support economic development and business attraction efforts.	<b>RFD</b>

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<p><b>PHS-5</b>  <b>Improve understanding of community health conditions, needs, service provision and access in the city, and use to improve access and overall community health.</b></p>	<p>PHS-5a Work with health care and health planning partners to inventory health facilities in the city, and document major health conditions, trends, utilization, needs, gaps, and opportunities to better inform City efforts to integrate health into its policies, programs, and neighborhood development efforts.</p>	<p>City, Common Ground Health, FLPPS, Monroe County, Health Community, Community Groups/Funders</p>
	<p>PHS-5b Work with ongoing health care and health planning efforts to share City data and knowledge that could benefit those processes, identify new opportunities for joint work, and collaboratively fundraise to implement ideas.</p>	<p>City, Common Ground Health, FLPPS, Monroe County, Healthcare Community, Community Groups/Funders</p>
	<p>PHS-5c Work with partners to identify available sites for development of health and human service facilities that will benefit neighborhoods, particularly in underserved areas. Ensure that facilities are easily accessible, make the best use of existing facilities, and are compatible with adjoining uses.</p>	<p><b>City</b>, Health Community, Social Service Providers, Monroe County, Community Groups/Funders</p>
	<p>PHS-5d Educate the community on "Quality of Life" laws and regulation, such as the City Noise Ordinance (Chapter 75 of the City Code) and the Littering and Smoking Ordinance (Chapter 69 of the City Code).</p>	<p><b>City</b></p>

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GOAL	STRATEGIES	PARTNERS
<b>PHS-6</b> <b>Increase access to healthy foods and decrease the proliferation of establishments that only offer unhealthy, highly-processed, low-nutrient food.</b>	PHS-6a Work with partners to help fundraise and expand initiatives that provide access to fresh and nutritious food in neighborhoods and to underserved youth, families, seniors, and people with disabilities. Examples include the Public Market Token Program; Foodlink’s many innovative initiatives; meals at schools, rec centers, senior centers, child care, and adult day programs; the summer meal program; and efforts to support existing and new community gardens.	<b>City</b> , Foodlink, RCSD, Social Service Providers, Day Care Providers, Common Ground Health, Community Groups/Funders
	PHS-6b Work with community partners to develop an inventory of food access opportunities and gaps in the City of Rochester and use it to inform food access related policies and initiatives.	City, Monroe County, Foodlink, RCSD, Education/ Medical Institutions, GFLRTC, GTC, Urban Agriculture Community, Community Groups/Funders
	PHS-6c Explore the opportunity to convene a local or regional Food Policy Council or Task Force. The most appropriate entity to lead this effort would need to be identified.	City, Monroe County, Foodlink, RCSD, Education/ Medical Institutions, GFLRPC, GTC, Urban Agriculture Community, Community Groups/Funders
	PHS-6d Find solutions to reducing the negative impacts of an overabundance of convenience stores in neighborhoods, including increasing access to other sources of food, and supporting convenience stores in increasing their supply of healthy, affordable foods.	<b>City</b> , Foodlink, Community Groups/Funders