

# F. PUBLIC HEALTH + SAFETY

## INTRODUCTION

A safe and healthy city is a fundamental expectation of any city resident, property owner, business owner, employee, and visitor. The City of Rochester places a high priority on improving the health and safety of people who live, work, and play here. Whether it is through the work of our police officers and fire fighters, code administrators and inspectors, parks and recreation staff, City planners, or political leaders, health and safety is the City's number one concern. And, side by side with the City are hundreds of community organizations and agencies also focusing on health and safety in their daily work.

The City takes a lead role in public safety, primarily through the Rochester Police Department (RPD) and Rochester Fire Department (RFD), which are both highlighted in this Section, but does not have its own health department. Still, the City is engaged in numerous initiatives that impact public health, from efforts to make our city more walkable and bikeable, to collaborating with the Monroe County Health Department and community partners on lead poisoning prevention, and activating our parks and public spaces. Many efforts related to community health are woven into the narrative and Action Plans in other Sections of *Rochester 2034*, as well. These are wide-ranging and multifaceted issues that must be integrated across multiple efforts and goals.

## KEY TAKEAWAYS

- Everyone has the right to live in a safe, healthy, and peaceful community.
- Community policing is a partnership between the Police Department and the residents it serves.
- The Rochester Police Department is dedicated to using the community policing model and to being transparent and accountable to the public.
- The Rochester Fire Department has received the highest insurance rating achievable and is fully accredited, making it one of the most capable departments in the country.
- Public Health is a complex topic that is integrated into multiple sections of *Rochester 2034*.
- Access to health services and healthy food are two issues that are essential to community health and wellness, and that the City would like to better address, moving forward.



## ROCHESTER POLICE DEPARTMENT (RPD)

The RPD's goal is to make the City of Rochester the safest mid-size city in America in which to work and raise a family. Rochester can trace its origins of policing back 200 years to 1819. According to the extensive crime statistics reported on the RPD's Open Data Portal, Rochester crime rates have decreased since 2010 in all seven reported areas, including violent crimes, burglaries, larcenies, robberies, homicides, property crimes, and aggravated assault.

The work of the men and women of the RPD goes beyond the risks and challenges of trying to keep Rochester safe, it also consists of advancing stronger community relations, transparent accountability, and the internal challenge of ensuring a diverse workforce. The RPD is constantly reacting to these challenges through policy and program development as described in this section.

### COMMUNITY POLICING

In 2015, RPD underwent a [restructuring](#) of its operations, returning officers to neighborhood patrol beats to engage in community policing efforts. RPD also established the Community Affairs Bureau, which coordinates all communications, public information, and community engagement initiatives. The following is a list of some of RPD's programs to help engage and develop strong relationships in the community:

- [Clergy on Patrol](#). Clergy on Patrol is a partnership between the RPD and the local clergy. Officers walk the neighborhoods with members of the clergy to identify neighborhood-specific issues, and build relationships with neighbors.
- [Community Volunteer Response Team](#). CVRT volunteers check in on residents after a homicide occurs in a neighborhood to help rebuild peace of mind, and refer individuals experiencing negative physical or emotional symptoms to appropriate support services.
- [Police and Citizens Together against Crime](#). PAC-TAC volunteers work with on-duty patrol officers in their neighborhood and interact with other residents and local merchants to help prevent crime. All volunteer residents receive extensive training.
- [Police Citizens Interaction Committee \(PCIC\)](#). Each section convenes monthly meetings attended by section staff and representatives of neighborhoods groups within the section to discuss crime patterns, quality of life issues, environmental concerns, problem locations and crime statistics. Meetings are intended to be interactive, where everyone is encouraged to participate in an open dialogue.
- [Police Training Advisory Committee](#). This committee is made up of Department representatives and community members to review current and proposed police training and advise RPD on training policies.
- [ROC Against Gun Violence Coalition](#). This coalition of residents, organizations, and city officials seeks to decrease gun violence in Rochester by bringing attention to the causes and effects of gun violence and promoting quality of life in Rochester's neighborhoods.
- [Neighborhood Association Meetings](#). Police officers regularly attend neighborhood association meetings in their beat. This allows for a dialogue between police and members of the community to address specific problems in a neighborhood.

## F. PUBLIC HEALTH + SAFETY (CONTINUED)

### ROCHESTER POLICE DEPARTMENT (RPD) CONTINUED

#### YOUTH AND STUDENT OUTREACH

Building a positive relationship with police at an early age improves the relationship between police and the community long term. Positive youth interaction with police officers builds trust, which discourages deviant behavior and allows for officers to do their jobs safely and efficiently. By creating a youth-police partnership, officers can also teach skills and encourage interest in young people joining the ranks of the Department. The following are some of the ways the Rochester Police Department engages with young people:

#### PUBLIC COMMENT

“Public safety is a key factor in growing the city.”

#### PUBLIC COMMENT

“The perception of public safety is very important.”

- [Books and Bears.](#) Rochester police officers keep children’s books and teddy bears in the trunks of their patrol cars. The books and bears are given to children who find themselves in traumatic situations.
- [Do the Right Thing Program.](#) The program recognizes youth for helping law enforcement and other first responders, acts of heroism, courage and quick thinking, leadership and role model behavior, and volunteering in their community. The award distinguishes school-age children who strive to make good choices, do well in school, give back to their communities, or demonstrate a “turn-around” or improved behavior.
- [Police Explorer Post 655.](#) The Police Explorer Post is an organization established with support of 'Scouts BSA' which closely follows the basic methods and policies of scouts. The purpose of the Explorer Post is to offer young men and women between 14 and 20 years-of-age insight into the field of law enforcement.

#### POSITIVE TICKETS

Creating positive relationships between community members and the police is the main goal the positive ticket movement. Positive Tickets are tickets that RPD officers distribute to community members who have done something positive for themselves, another individual, or the community. The tickets come with gift certificates from various sponsors, or champions, around the city of Rochester. This relationship is a proactive strategy to help youth in the future to be honorable members of their community. Youths need positive mentoring and guidance from adults and that is what positive tickets are doing.



## ROCHESTER POLICE DEPARTMENT (RPD) CONTINUED

- **Urban Fellows Program.** The Department offers fellowship opportunities to both graduate and undergraduate students in areas of criminal justice, sociology, and political science.
- **Pathways to Peace.** This is a collaboration between RPD, the City's Department of Recreation and Youth Services, and multiple community partners that addresses the growing number of youths who are "at risk" of becoming involved in gangs, drugs, or other crimes because important needs in their lives are not being met.
- **Police Recruit Education Program.** The mission of PREP is to prepare students for a successful law enforcement career with the Rochester Police Department. PREP is a two-year program and is open to first-year Criminal Justice students enrolled at Monroe Community College. PREP gives "Cadets" a first-hand practical training experience with the Department, including participation in a mentorship program, part-time employment, and job shadowing. PREP participants are also exposed to a number of law enforcement activities, such as role-play training exercises, riding along with police officers, and engaging in community outreach events. A number of Cadets have become sworn police officers with the Department.
- **Wegmans Mentorship Program.** This program is a partnership with Wegmans to provide young adults an opportunity to explore the various aspects of a career in law enforcement with a focus on becoming a Rochester Police Officer.

### CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

Crime Prevention Through Environmental Design, or CPTED, is a technique to prevent criminal activity through the design of a built environment. A few CPTED principles include, but are not limited to:

#### Natural Surveillance:

- Windows facing streets and sidewalk,
- Minimal visual barriers such as fencing and walls

#### Natural Access Control:

- Single, visible point of entry
- Locking gate between front and back yards

#### Natural Territorial Reinforcement:

- Maintained premises and landscaping
- No chain-link or razor-wire fence topping



## F. PUBLIC HEALTH + SAFETY (CONTINUED)

### ROCHESTER POLICE DEPARTMENT (RPD) CONTINUED

#### ACCOUNTABILITY

The City recognizes the importance of being transparent and accountable to the residents it serves. The following are initiatives that RPD has taken to work towards this objective.



**Body Cameras.** Mayor Lovely Warren has worked with RPD to put body cameras on uniforms of officers who regularly interact with the public in enforcement capacities. A description and compliance audit of the program can be found [here](#).



**Open Data Portal.** The RPD's Open Data Portal reflects the City's commitment to "engagement through transparency." The portal is a public platform for exploring and downloading the same data that RPD looks at to inform decisions and analyze trends, and anyone in the public to explore these data, as well as combine and analyze datasets, and visualize them with maps and other web applications. The "similar cities" tool on the portal also allows users to compare Rochester to every other city over 50,000 people in the U.S. on a range of indicators, including crime and safety data, but also census information.



**Civilian Review Board.** The purpose of the Board is to review and make recommendations on completed internal affairs investigations of alleged misconduct by employees of the Department.

Click here to download the [90 days of Community Engagement](#) report, which was the work of the RPD to engage the community from October to December, 2016, and hear views on the department, and how it could do better.



## ROCHESTER POLICE DEPARTMENT (RPD) CONTINUED

### DIVERSITY

One of the City's priorities as it works to implement community policing and strengthen relationships between residents and RPD is increasing workforce diversity so that the police force better reflects the community that it serves. RPD works with the Mayor's Office of Constituent Services and other City departments to conduct outreach and provide information about career pathways in public safety at local high schools, colleges, faith-based partners, and other community venues. As a result, a larger portion of the police recruits that have graduated from the RPD Academy since 2014 have been women or people of color.

#### PUBLIC COMMENT

"I attend neighborhood association meetings and love the fact that the police and fire persons attend to give us current updates. Just learning their names and recognizing their faces is a true pleasure."



## F. PUBLIC HEALTH + SAFETY (CONTINUED)

### ROCHESTER FIRE DEPARTMENT (RFD)

The Rochester Fire Department (RFD) serves the entire City of Rochester, as well as the West Brighton Fire District. The City has fifteen neighborhood fire stations and one Community Risk Reduction Unit. The RFD responds to about 33,000 emergency calls per year, half of which are for emergency medical services. The RFD also focuses on preventative safety measures to decrease incidents in the future. This includes event safety coordination, fire safety inspections, and emergency preparedness.

The RFD boasts more than 500 uniformed and non-uniformed members, most of whom are EMT certified. There are thirteen specialty teams that are trained in issues including hazardous materials, structural collapse, rescue, and incident support. The RFD also houses the Emergency Management Division (EMD), led by the Deputy Fire Chief. The EMD works to ensure the City of Rochester is ready for any kind of emergency. EMD works with organizations throughout the City to prepare for possible emergencies in the City, lessen their impact, and recover as quickly as possible.

Keeping up with the demands of the RFD workload and achieving a diverse workforce are ongoing challenges confronting the RFD and are the subject of programming and recruitment initiatives.

An additional challenge for the department is updating and maintaining their structures and equipment. The majority of RFD stations are in need of improvements. Most are between 50 and 150 years old and do not always meet current building codes. Many stations lack modern amenities, technologies, and appropriate accommodations for firefighters. They are also often too small for the trucks and other equipment used by the department. Ultimately, a system-wide master plan to examine locations and station upgrades will be

necessary to address these 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.

The RFD and Rochester community are also in need of better water-based rescue infrastructure. There has long been a need to improve access and response time to the Erie Canal, Lake Ontario, and varied segments of the Genesee River. With the ROC the Riverway initiative, and its objective of increasing boating and riverside activity in the South River Corridor, there is an even greater need to provide multiple sheltered, secure boathouses as well as motorized craft to serve these areas. Specific locations are addressed in Initiative Area 6, The Placemaking Plan.



## ROCHESTER FIRE DEPARTMENT (RFD) CONTINUED

### FIRE DEPARTMENT INITIATIVES

#### → Community Emergency Response Team.

Founded in 2002 as the first program of its kind in New York State, the CERT program trains residents in basic disaster survival and rescue skills to improve the ability of community members to survive a disaster until first responders or help arrives. Participants are trained in a multitude of topics including disaster preparedness, disaster fire suppression, disaster medical operations, light search and rescue operations, CPR and AED handling, disaster psychology, team organization, and “points of distribution” locations.

#### → Career Pathways to Public Safety Program.

This program targets 11th and 12th graders in the Rochester City School District to increase the awareness of career opportunities within the public safety field, and increase minority representation and local residency in its uniformed divisions.

→ Protectives. The Rochester Protectives is a volunteer firefighter organization that has worked with the Fire Department for over 150 years. The Protectives provide assistance to the Department by covering or removing property after a fire, recovering family valuables, providing ventilation through the use of smoke-ejecting fans, and setting up emergency scene lighting.

#### → Smoke and Carbon Monoxide Detector Safety.

The RFD will install pre-purchased fire detectors upon request, and check to see if existing detectors are installed correctly. The Department receives federal funding to purchase and install a limited number of smoke and carbon monoxide detectors for low-income homeowners and for emergency situations. The RFD also has SilentCall Smoke Detectors available for the hearing-impaired community.



### ISO CLASS 1 RATING

The Insurance Service Office (ISO) is an organization that provides statistical information on risk by analyzing a range of municipal data nationwide. The program provides an objective, national standard that helps the city administrations and fire departments in planning and budgeting for facilities, equipment, and training. Communities with excellent ISO ratings are capable of securing lower fire insurance premiums for residents and business owners.

In 2016, the ISO intensively analyzed the performance and infrastructure of the RFD and the City's water distribution system, and assigned a rating to classify our community's ability to suppress fires. Upon the conclusion of the review, the Rochester Fire Department received a Class 1 Rating. Nationwide, less than 1% of fire districts have an ISO Class 1.



## F. PUBLIC HEALTH + SAFETY (CONTINUED)

### PUBLIC HEALTH

Health is fundamental to the length and quality of a person's life. It has been defined as the "absence of disease" and also as a "state of complete physical, mental, and social well-being." Either way, a person's health results from a complex interplay between their genetics and a variety of other factors, such as:



**Clinical Care** – not just the quality of physical and mental healthcare, but also healthcare access (insurance coverage, affordability of visits and prescriptions, location and transportation accessibility of health care services)



**Physical Environment** – air and water quality, proximity or exposure to toxic materials, housing quality, transportation accessibility, the design of buildings and infrastructure, real and perceived safety and accessibility of public space, etc.



**Health Behaviors** – sleep, diet, physical activity, stress management, sexual activity, tobacco, alcohol and other drug/substance use, medication adherence, healthcare seeking behavior, etc.



**Socio-Economics** – race, class, language, income, employment, education, and access to family, social and community resources and supports

Because health is such a crosscutting issue, a number of sections in *Rochester 2034* include narrative and action plan strategies related to health. These include protecting the city's natural resources, continuing healthy housing initiatives, improving multi-modal transportation networks, and bolstering parks and recreation facilities and programming. This section provides a brief narrative on some health-related issues, including access to health services and healthy food, not adequately covered in other sections.

## PUBLIC HEALTH CONTINUED

### ACCESS TO HEALTH SERVICES

The City of Rochester does not have a health department and does not provide direct health services, but numerous healthcare and social service providers, community organizations, and State and County agencies work to provide direct medical and social services across the city and region.

As discussed in *Appendix C, Rochester Today*, many city residents live in poverty and poverty has a direct correlation with negative health outcomes. According to the American Academy of Pediatrics, “The effects of poverty on children’s health and well-being are well-documented. Poor children have increased infant mortality; more frequent and severe chronic diseases such as asthma; poorer nutrition and growth; less access to quality health care; lower immunization rates; and increased obesity and its complications.”

Rochester residents are vulnerable to the health impacts associated with poverty concentration, yet access to health services, especially primary care, within low-income neighborhoods is limited and often inadequate. Emergency rooms at local hospitals, by default, are where many residents seek treatment. This is costly and does not provide the kind of holistic family-oriented care that a doctor’s office provides. Emergency rooms treat acute illnesses and cannot provide preventive care like well-child visits or annual physicals and routine screenings. In stakeholder meetings with health service providers, there was consensus that more needs to be done to address the shortage of accessible services to our most vulnerable populations.

Given the presence of two not-for-profit hospital systems, a medical school that does extensive research, a regional health planning agency, a regional health foundation, and multiple health-focused not-for-profits and community service providers based in Rochester, there is a lot of research conducted locally about health challenges, needs, and opportunities. With the many shifts in healthcare delivery that are currently underway, including as a result of the Affordable Care Act (ACA) in 2010 and the waiver secured by New York State’s Medicaid Redesign Team (MRT) in 2014, there have been numerous “community needs assessments” conducted to inform local efforts.

Yet none of these efforts has focused exclusively and comprehensively on the city of Rochester itself. They tend to look at the county, the region, or a particular target population, geography, or health condition. For the City and community partners to more effectively advocate for improved health services in underserved areas, and to better integrate health across the full range of local policies, programs, and development initiatives, we need to better understand the range and severity of health needs, gaps, and opportunities that are specific to Rochester.

#### PUBLIC COMMENT

“Wellness, community and public health are intricately tied to a community’s ability to thrive.”

## F. PUBLIC HEALTH + SAFETY (CONTINUED)

### PUBLIC HEALTH CONTINUED

#### ACCESS TO HEALTHY FOOD

The emergence of “food deserts” in American cities – areas where it is difficult to access affordable, good-quality fresh food – is well documented. As population, employment, and wealth shifted from cities to suburbs, many full-service urban grocery stores closed up shop, following the migration of population and wealth while also developing new grocery store models that demanded more square footage and parking spaces than most urban locations could provide.

There is no single, standard definition of what constitutes a “food desert,” but most definitions focus on measures of distance and access for low-income populations to the nearest grocery store. The U. S. Department of Agriculture (USDA) maintains a [food desert locator](#) data and mapping tool that shows two very different scenarios in Rochester, depending on which definition is used (based on 2015 data):

- When looking at low income census tracts where at least one-third of the population would have to travel at least one mile to get to the closest grocery store, 5 of the City’s census tracts are considered food deserts.
- When looking at low-income census tracts where at least 100 residents do not have a vehicle and would have to travel at least half a mile to get to the nearest grocery store, more than 30 census tracts in the city are considered food deserts.

Another concept that is used to describe a community’s food environment is “food swamp,” which describes a place that are oversaturated with providers of unhealthy, highly-processed, low-nutrient food, such as fast-food establishments and convenience stores. Diets that are high in fat, low in nutrition, and lacking in fresh produce can lead to negative health outcomes like obesity or other illnesses, especially in communities that also lack safe, welcoming, accessible opportunities for physical activity. Initiatives to better understand local food access, food environments, eating behaviors, and physical activity can play an important role in helping to support the development of healthier communities.







## F. PUBLIC HEALTH + SAFETY (CONTINUED)

### PUBLIC HEALTH CONTINUED

#### ACCESS TO HEALTHY FOOD

Though most definitions of food deserts focus on grocery store access, there are actually many other kinds of places where people purchase or access food. A few examples to highlight that are specific to Rochester are:



The **Rochester Public Market** is open year-round 165 market days per year and runs the largest and most effective Supplemental Nutrition Assistance Program (SNAP) benefit initiative (“Token Program”) in the country (thanks to a partnership with the not-for-profit Friends of the Rochester Public Market). Market customers who use their SNAP benefits to purchase produce receive a 40% bonus, allowing them to get more food for free. Eight thousand unique market visitors participated in the initiative in 2017, generating \$1.3 million in sales. This is 25-30% of the business that SNAP benefit initiatives generate at the more than 500 participating markets statewide, and more than the total business generated by SNAP benefit initiatives in all participating markets of 23 entire states combined.



**Foodlink**, a regional food bank headquartered in Rochester, is known as one of the most innovative food banks in the country and for its work to integrate as much fresh, local food and produce into its programs as possible. In addition to typical food bank programs and community nutrition education, Foodlink’s innovations include its pop-up food access programs in low-income neighborhoods (curbside markets and urban farm stands), its garden project and Lexington Urban Farm that works with refugees in NW Rochester, and its efforts to transition to serve as a regional food hub with value added processing initiatives and workforce development programs to help low-income individuals build career pathways in the regional food industry.

## PUBLIC HEALTH CONTINUED



A number of entities provide **free meals** throughout the year. For example, the Rochester City School District (RCSD) provides free breakfast and lunch for youth throughout the school year, city rec centers provide free dinners, and the summer meals program provides breakfasts and lunches at schools, rec centers, and summer camp programs during school break. Many senior centers, child care providers, adult day care providers, social service agencies, churches, and other organizations also provide meals through a variety of programs and funding sources.



**Community gardens** are gaining attention as an effective way to get fresh produce into people's diet and the number of gardens growing fresh produce has been increasing in recent years. Numerous churches, as well as schools, rec centers, not-for-profits, and individual garden enthusiasts install and maintain these gardens and share the bounty informally in their communities, as well as through formal partnerships (e.g., with Foodlink, who can then help to redistribute through its network).

## F. PUBLIC HEALTH + SAFETY (CONTINUED)

### PUBLIC HEALTH CONTINUED

#### ACCESS TO HEALTHY FOOD

These important efforts to increase access to healthy food must be supported and new ideas must be innovated. Strategies discussed in other sections of *Rochester 2034* include City policy development and regulatory changes around urban agriculture, and encouraging business development in hydro and aquaponics for food production (see [Initiative Area 4-Section D, Urban Agriculture and Community Gardens](#)).

In 2017, Common Ground Health convened organizations and conducted analysis to look at the regional [Food and Health Connection](#), which provided interesting analysis and data tools that help to visualize food resources within each county in the region, but there is not currently any comprehensive inventory of food access opportunities and gaps in the City of Rochester.

Disincentivizing the proliferation of convenience stores in neighborhoods through land use controls has been attempted by the City of Rochester in the past. This attempt was heralded by residents and health advocates alike. While past attempts were challenged and abandoned, the City should not give up on finding solutions to reducing the negative impacts of an overabundance of convenience stores in neighborhoods.

Across the country, a number of cities and regions have formed food policy councils or task forces to assess local food policy and access issues and work together to develop solutions. A local council/task force could focus on Rochester's food deserts, document existing resources, gaps, and opportunities, and work to develop food access policies and initiatives that improve community food access and nutrition.

### QUALITY OF LIFE

Everyone has the right to live in a safe and peaceful community, free from public nuisance. A public nuisance refers to a violation of a law or code that disrupts the human, built, or natural environment of a neighborhood, such as litter, public substance abuse, or excessive noise.

The City has recognized that since neighbors are most familiar with public nuisances happening in their neighborhoods, they should be involved in the nuisance abatement process. In 2018, Mayor Lovely Warren and City Council voted to restructure the existing nuisance abatement program to more efficiently deal with nuisance problems. The newly created [Nuisance Advisory Board](#) meets monthly, and allows any resident to speak on issues happening in their neighborhood, and helps to find solutions through collaboration with the City's four [Neighborhood Service Centers](#). The Centers act as mediators in neighborhood conflicts, and work closely with residents, businesses, City staff, and the police department to constructively address quality of life problems.

The City's Nuisance Point Program is a way to identify and correct chronic nuisance activity. The program is designed to provide residents and business owners an opportunity to partner with City staff to abate nuisance activity. If the responsible party fails to properly address and abate the nuisance activity, and the number of points exceed the thresholds established in [Section 10-12 of the City Charter](#), the City can initiate an action that could result in the closure of the property or business. Residents are able to see current, active nuisance points and enforcement actions on an [online map](#).





**PUBLIC COMMENT**

“Public spaces are critical for public health and the social-emotional development of children.”



# 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

# F. PUBLIC HEALTH + SAFETY [PHS]

## ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<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>

**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-3</b> <b>Increase the capabilities of the RPD and RFD through collaboration, data analysis, technology, and new or improved resources.</b>	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> <b>Maintain and seek out accreditations and standards for the RFD that allow it to best do its job, and benefit the whole community.</b>	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>



# F. PUBLIC HEALTH + SAFETY [PHS]

## ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<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>

**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-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