



# ROC VISION ZERO

SAFE, EQUITABLE MOBILITY FOR ALL



[cityofrochester.gov/visionzero](https://cityofrochester.gov/visionzero)



Malik D. Evans, Mayor  
City of Rochester, NY • Rochester City Council

A safe city is one in which we can walk, bicycle, drive a car or motorcycle, take the bus, or use a scooter or wheelchair on our streets without undue risk or concern. But time and time again, avoidable crashes on our streets have taken lives and changed others forever.

Challenging problems like this require bold action. It is with this in mind that I am joining with City Council Members to announce that Rochester will become a Vision Zero city.



By joining other cities in embracing Vision Zero, we aim to work toward the elimination of all traffic-related deaths and severe injuries by ensuring safe, healthy, and equitable mobility for all.

Zero traffic-related fatalities and severe injuries is an ambitious goal. But it is one that we are determined to pursue through a targeted approach focused on design, promotion, accountability and evaluation.

However, the most important element is you. As always, we must work together to achieve our goal to create a safer, more sustainable Rochester. No matter how you get around, you are a critical part of the success of Vision Zero.

The following pages outline 10 preliminary initiatives. I thank you in advance for your help in these efforts and for fostering a safer and more prosperous Rochester for all.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Malik D. Evans', with a long horizontal flourish extending to the right.

Mayor Malik D. Evans  
City of Rochester



Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s and adopted in New York City in 2014, Vision Zero has proved successful across numerous European and American cities.

For too long, traffic deaths and severe injuries have been considered inevitable side effects of modern life. While often referred to as “accidents,” these tragedies are actually preventable if we take a proactive approach that prioritizes traffic safety as a public health issue.

Vision Zero is different than other approaches in two important ways:

1

Vision Zero recognizes that people will sometimes make mistakes, so the road system and related policies should be designed to mitigate the likelihood that those inevitable mistakes do not result in severe injuries or fatalities. This means that system designers and policymakers are expected to improve the roadway environment, policies (such as speed management), and other related systems to lessen the severity of crashes.

2

Vision Zero is a multidisciplinary approach, bringing together many stakeholders to address this complex problem. Many factors contribute to safe mobility, including roadway design, speeds, behaviors, technology, and policies. Vision Zero sets clear goals to achieve the shared goal of zero fatalities and severe injuries.

## Priority Action

1

### ROC Vision Zero Task Force

- Establish a diverse committee to provide input on street design projects, traffic safety policies, and funding priorities
- Get input from a representative mix of residents, advocates, and other relevant stakeholders in the community

## Priority Action

2

### Traffic Safety Champions

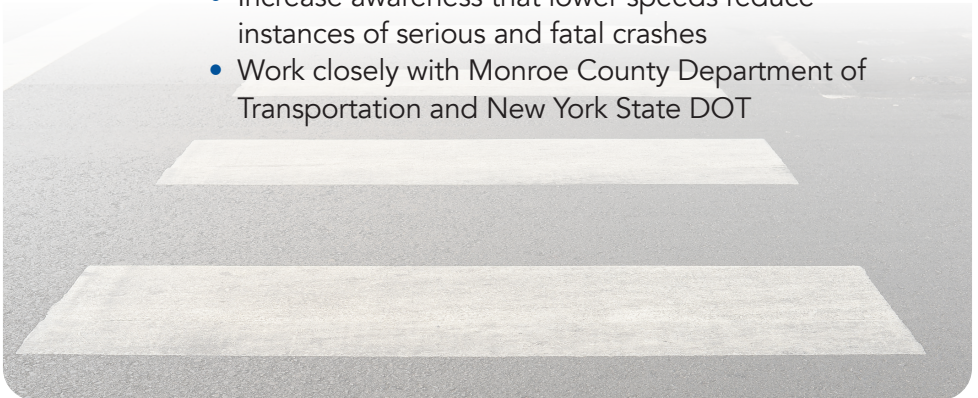
- Develop and conduct an engagement strategy that is consistent and accessible to all
- Customize existing messaging, materials, etc. from state and national organizations
- Convey that traffic fatalities and serious injuries are preventable, unacceptable, and that a collective approach is needed
- Engage with existing and new partners to lead education and encouragement programs

## Priority Action

3

### Safe Speed Initiative: Implementing 25 MPH

- Establish a new speed limit on city streets: 25 MPH
- Increase awareness that lower speeds reduce instances of serious and fatal crashes
- Work closely with Monroe County Department of Transportation and New York State DOT



## Priority Action

### 4

#### **Pedestrian Priority Zones: Targeted Enhancement Initiative**

- Conduct a comprehensive evaluation of sidewalks & intersections to identify needed pedestrian connections and accessibility improvements
- 25 Key locations that will improve mobility for Youth, Older Adult, and Transit Users have been identified

## Priority Action

### 5

#### **Safe Crossings City Initiative: Enhancing Marked Crosswalks**

- Develop location spacing standards for all legs of signalized intersections, non-signalized intersections, bus shelters/stops, and side streets with raised crossings preferred

## Priority Action

### 6

#### **Bicycle Spine Network**

- Create a 63-mile, connected and comfortable bicycle network
- 19 miles currently in place – mainly Genesee Riverway Trail
- Supporting Corridors (mainly, on-street) and priority intersections have also been identified



## Priority Action

7

### Winter Safe Streets: Enhanced Snow & Ice Removal Initiative

- Increase frequency of existing sidewalk and bus shelter snow & ice removal
- Further promotion of and accountability to existing regulations
- Increase contractor & volunteer efforts for City-owned properties
- Evaluate opportunities for snow & ice removal on bicycle lanes and trails

## Priority Action

8

### Automated Traffic Enforcement

- Increase available data around challenging areas and intersections to identify approaches to reducing crashes
- All revenues from violations will be invested in the work of Vision Zero
- Reduces law enforcement interactions while maintaining accountability for those driving dangerously
- Work with New York State legislators to implement speed and red light camera deployment



## Priority Action

9

### Lake Avenue Enhanced: Advancing Multi-Modal Safety

- Create a Bus Rapid Transit (BRT) corridor along Lake Avenue
- Opportunity to reduce fatalities and serious injuries along a dangerous stretch of road while enhancing public transportation
- Transit-supportive design, which is safer for pedestrians, bicyclists and transit riders
- Would include dedicated, protected pedestrian and bicycle facilities
- Could serve as a proof-of-concept initiative for similar corridors
- Multiple collaborations would be required, including RTS, New York State DOT and others

## Priority Action

10

### ROC Vision Zero Report

- A citizen-centric report that is as meaningful and easy-to-understand for Rochester residents as it is to technical audiences
- Will include key metrics (outcome-based) and actions undertaken by City (activity-based)



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