VISION ZERO

THE ROAD TO A SAFER MONROE COUNTY

MONROE COUNTY

VISION ZERO INITIATIVE KICK-OFF MEETING

VISION ZERO

Agenda

1. Welcome
2. Introduction
3. Monroe County and Transportation Safety
4. Vision Zero
5. Action Plan and Taskforce Role

Task Force

ORGANIZATION

Municipal & State

- Supervisor, Town of Perinton
- Mayor, Village of Hilton
- Senator Cooney's Office

ORGANIZATION

Transportation Agencies

- City of Rochester Vision Zero Liaison
- NYS Dept. of Transportation

ORGANIZATION

Community Organizations

- Reconnect Rochester
- Regional Transit Service
- Injury Free Coalition for Kids
- Center for Disability Rights
- Common Ground Health
- Community Advisory Member
- University of Rochester Medical Center (URMC)
- Public Citizen

COUNTY LEADERSHIP

Elected Leader Reps.

- Executive's Office
- Legislature Majority
- Legislature Minority

COUNTY STAFF

Departments & Offices

- Dept. of Public Safety & CTST
- Traffic Safety Board (County) Liaison
- Dept. of Transportation
- Dept. of Planning & Development
- Dept. of Environmental Services
- Office of the Aging
- Youth Bureau
- Sheriff's Office or Law Enforcement Council Rep.
- Parks Department
- County Fire Bureau
- County Emergency Medical Services (EMS)
- County Law Department Representative

Roads in Monroe County (Approx.)

Ownership / Jurisdiction	Centerline Miles (Approx.)	Lane Miles (Approx.)
County Roads (Monroe County DOT)	**~664 mi**	**~1,480 mi**
State Highways & Interstates (NYSDOT)	**~400 – 450 mi**	**~1,800 – 2,000 mi**
Local Roads (Town, Village, & City of Rochester)	**~2,300 – 2,400 mi**	**~4,500 – 4,800 mi**
Total Monroe County Road Network	**~3,400 mi**	**~7,700 – 8,300 mi**

Data Summary

Monroe County Crash Statistics

STATEWIDE BENCHMARK

Monroe County Ranked **9th** in New York State Population Size (2026)

4th in Total Crashes
12,856 total incidents (5.51%)

PEDESTRIAN SAFETY
Pedestrian / Vehicle Crashes
142 (2.37% of NY Total)
▼ BETTER
RANK 10th

CYCLIST SAFETY
Bicycle / Vehicle Crashes
105 (3.74% of NY Total)
— PAR
RANK 9th

LARGE TRUCK SAFETY
Large Truck Crashes
449 (3.76% of NY Total)
▼ BETTER
RANK 10th

MOTORCYCLE SAFETY
Motorcycle Crashes
131 (4.56% of NY Total)
▲ WORSE
RANK 6th

ALCOHOL SAFETY
Alcohol-Related Crashes
339 (6.23% of NY Total)
▲ WORSE
RANK 4th

DRUG SAFETY
Drug-Related Crashes
54 (7.24% of NY Total)
▲ WORSE
RANK 2nd

SUBSTANCE SAFETY
Substance-Related Crashes
382 (6.31% of NY Total)
▲ WORSE
RANK 3rd

SPEED SAFETY
Speed-Related Crashes
1,328 (5.50% of NY Total)
▲ WORSE
RANK 4th

YOUTH SAFETY
Young Driver (16-20) Crashes
1,776 (6.24% of NY Total)
▲ WORSE
RANK 4th

ELDERLY SAFETY
Older Driver (65 and older)
2,778 (6.04% of NY Total)
▲ WORSE
RANK 4th

2025 Preliminary Data Collected From *Institute for Traffic Safety Management & Research* (ITSMR).

Monroe County Crash Statistics – LRSP

Monroe County, GTC SS4A Local Road Safety Plan – NYSDOT Data 2020-2024

Injury Severity	Pedestrian	Bicyclist	Motorcyclist	Motorist	Total
Fatal (K)	57	11	40	104	212
Serious Injury (A)	281	103	229	1,366	1,979
Minor Injury (B)	665	409	292	6,238	7,604
Possible Injury (C)	246	139	108	4,722	5,215
Total	**1,249**	**662**	**669**	**12,430**	**15,010**

Preliminary Emphasis Areas:

- **Speeding** (Top 2 leading factors of crashes)
- **Time of Day Crashes** (Particularly at nighttime, there is a 9% increase in impairment related to crashes in rural areas at night and speeding more prevalent at night)
- **Lighting in Rural Areas** (More rural fatal/serious injury crashed occur during dark/unlit conditions)
- **Impairment is more concentrated amongst younger/middle ages drivers**
- Fatal/serious injury speeding crashes are high in **locations with no traffic control** and in rural locations (97%)

County Departmental Collaboration

The Monroe County Vision Zero Initiative is a **continuation of long-standing collaboration** among the County departments of **Transportation, Public Safety, & Planning**, which support traffic safety through these county initiatives:

MCDOT

- Department internal Complete Streets policy
- Sidewalk Incentive Program
- High Accident Location Program
- Safety-focused roadway treatments (road diets, curb extensions, accessible curb ramps)
- Traffic Signal Safety Enhancement
- Countywide Active Transportation Implementation Plan

Public Safety

- Governor's Traffic Safety Board
- Community Traffic Safety Team
- Schools Bus Safety Program
- Stop DWI
- Child Passenger Safety
- K-5 Child Walk Bike Safety Program
- Safe Routes to School (2023/24 Grant)
- Drive2bBetter
- Pace Car Program

Planning

- Countywide Active Transportation Plan (2023)
- SS4A Grant (2024)
- Transportation and Complete Streets Trainings for Municipal Boards
- Comprehensive Plan (2026)
- Development Review (GML 239 Review)

BUILDING ON

What We're Building On

Vision Zero isn't starting from scratch: it combines efforts across the Departments that are already underway.

LRSP

Local Road Safety Plan

Regional Safety Program effort led by the Genesee Transportation Council with its consultant (Colliers): data, High Injury Network, strategies and projects.

CATP

Countywide Active Transportation Plan

Completed in 2023 and referenced across MCDOT, Public Safety and Planning initiatives.

CATIP

Active Transportation Implementation Plan

Identify additional safety projects and countermeasures designed to implement goals from the County-wide Active Transportation Plan

CTST

Community Traffic Safety Team

Partners with the Task Force and the MC Traffic Safety Board on outreach and engagement.

ONE UMBRELLA

Vision Zero pulls these ongoing efforts together under one umbrella, with one shared goal: zero roadway fatalities and serious injuries.

What is Vision Zero?

A framework grounded in the commitment to achieve **zero roadway fatalities or serious injuries** while increasing safety, health, and equitable mobility for all. More importantly it is a change in approach or philosophy.

PRIOR APPROACH	VISION ZERO APPROACH
Traffic deaths are **inevitable**	Traffic deaths are **preventable**
Expects **perfect human behavior**	Integrates **human failing** into the approach
Prevent **collisions**	Prevent **fatal and severe crashes**
Individual responsibility	**Systems** approach
Saving lives is **expensive**	Saving lives is a net **economic gain** to the community

Vision Zero Action Plan

Typical plan consists of eight components, from setting the vision to measuring results annually.

01
Mission/Vision & Goals

02
Roles and Responsibilities

03
Data Analysis & Safety Assessment

04
High Injury Network and Priority Area

05
Strategies & Interventions

06
Priority Projects & Action Items

07
Implementation Timeline

08
Performance Measures and Evaluation

FRAMEWORK

The Safe System Approach

Five layers of protection that work together: if one fails, the others still protect people.



Safe Road Users

Encourages responsible behavior among all who walk, bike, drive, or use transit.

EXAMPLES

- Education & outreach campaigns
- Impaired & distracted driving enforcement
- Safe Routes to School programs

Safe Vehicles

Promotes vehicle technologies that prevent crashes or reduce injury severity

EXAMPLES

- Automatic emergency braking
- Pedestrian detection & lane-departure alerts
- Safer transit & fleet vehicles

Safe Speeds

Recognizes that humans cannot tolerate high crash forces.

EXAMPLES

- Context-appropriate speed limits
- Traffic calming (road diets, curb extensions)
- Speed feedback signs & enforcement

Safe Roads

Designs and manages roads to minimize crash likelihood and severity.

EXAMPLES

- Roundabouts & raised medians
- Sidewalks, accessible curb ramps, crossings
- Separated bike lanes & lighting

Post-Crash Care

Ensures rapid emergency response, medical treatment, and incident management.

EXAMPLES

- 911 & EMS response
- Traffic incident management
- Trauma care & crash data follow-up

Source: Federal Highway Administration (FHWA), Safe System Approach

Local Road Safety Plan (LRSP)

Rather than duplicate work currently ongoing in the County, we will pull information and Tasks from the LRSP and supplement where needed. The LRSP is led by the **Genesee Transportation Council (GTC) and their consulting team.**



TASK 1

Outreach & Engagement

Supplemented by the Task Force, CTST, MCTSB, public surveys, and meetings.

TASK 2

Data Analysis & Safety Assessment

Comprehensive baseline tracking and crash pattern identification.

TASK 2

High Injury Network

Cross-referenced directly with the Countywide Active Transportation Implementation Plan (CATIP).

TASKS 2 & 3

Strategies & Interventions

Supplemented by CATIP project recommendations and safety counter measures.

TASKS 3 & 4

Priority Projects & Action Items

Actionable capital improvements aligned with regional funding.

What the Task Force Will Develop

Four of the eight Action Plan components will come from the LRSP. The Task Force focuses on the other four.

THE LRSP PROVIDES

Supplemented as needed

- **Data Analysis & Safety Assessment**
- **High Injury Network & Priority Area**
- **Strategies & Interventions**
- **Priority Projects & Action Items**

+

THE TASK FORCE DEVELOPS

With County Planning and Departments

1. **Mission/Vision & Goals**
2. **Roles & Responsibilities**
3. **Implementation Timeline**
4. **Performance Measures & Evaluation**

ROLES

Vision Zero Task Force Role

Through the proposed Task Force, the County will organize meetings, work with Departments to pull in relevant materials from the LRSP, and prepare supplemental materials and outreach efforts in conjunction with Departments.

1. **Establish Mission / Vision Goals**
2. **Identify Roles & Responsibilities**
3. **Identify Implementation Timeline**
4. **Identify Performance Measures & Evaluation**
   Ongoing effort, reviewed annually

APPROACH FOR EVERY STEP

Work with the Task Force, using precedents from the **CATP, CATIP, and LRSP, and other efforts that align with Vision Zero.**

Task Force Roles & Responsibilities

Today's Goal: bring a variety of perspectives together, understand different lenses on road safety, and understand the group's role.

Coordinate Initiatives

Supplemented by the Task Force, CTST, MCTSB, public surveys, and meetings.

Share Best Practices

Share information, data, and best practices among participating agencies.

Identify Challenges

Identify and discuss significant traffic safety challenges across Monroe County.

Align Strategies

Help align safety planning, education, engineering, enforcement, and other strategies.

Leverage Resources

Identify opportunities to leverage existing programs and resources.

Support Safe Systems

Support implementation of Vision Zero and Safe System strategies.

Gaps & Opportunities

Help identify gaps and opportunities for transportation safety initiatives.

Ongoing Communication

Provide a forum for ongoing communication among agencies and community members working to improve roadway safety.

Task Force Meetings

The first two meetings set up the Task Force's work.

Today's Meeting

Define roles and perspectives

- Identify roles and responsibilities of Task Force members
- Bring a lens on road safety from outside perspectives and department perspectives: a diversity of viewpoints

NEXT MEETING · DEC/JAN

See where the safety issues are

- Review data from the LRSP, High Injury Network and Safety Assessment so members understand where road safety issues are concentrated
- Review goals, strategies and mission from other plans

Looking ahead: Meeting 2 (Dec/Jan) starts the Task Force's "working" meetings.

NEXT STEPS

Planning Process

As the meetings progress, the Task Force and County Planning move from drafting to adoption to accountability.

STEP 3

Draft the Action Plan

Planning, with the Task Force, pulls the work together into a Vision Zero Action Plan.

- Establish Mission/Vision Goals and Strategies
- Circulate draft internally and with the Task Force
- Incorporate feedback
- Focus on Implementation Timeline and Performance Measures & Evaluation

RESULT
Finalized plan to “adopt” or use as the Action Plan.

STEP 4

Formalize & Implement

Goal: adopt or endorse the final Action Plan and move from planning to action.

- County and Departmental policies and programs (Complete Streets Checklist/Policy), funding
- Planning builds Vision Zero consistency into the CIP process
- Departments review CIP projects (DOT, PS)
- Departments identify and apply for non-County funding (NYS, Federal, not-for-profit)

RESULT
Plan is adopted and the County is actively implementing it.

STEP 5

Annual Evaluation / Report

Goal: publish a report every year.

- Highlight achievements (KPIs – TBD)
- Where we fell short
- What is ahead

RESULT
County publishes an annual report and holds itself accountable for the Plan and its implementation.

NEXT STEPS

Timeline & Framework

TODAY

1

Kick-Off Meeting

- Identify roles and responsibilities
- Gather diverse perspectives on road safety

MEETING in DEC/JAN

2

Working Meeting

- Review LRSP data, High Injury Network and Safety Assessment
- Pull strategies and priority actions
- Quarterly meetings begin

EARLY-MID 2027

3

Draft the Action Plan

- Circulate internally, then with the Task Force
- Incorporate feedback at each round

LATE 2027

4

Formalize & Implement

- Adopt or endorse the final plan
- Policies, CIP review and funding

2027 & BEYOND

5

Annual Evaluation/Report

- Publish achievements, shortfalls and what is ahead
- Hold the County accountable

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Questions?