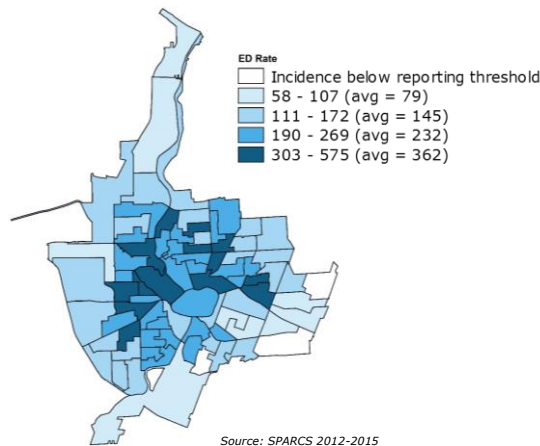


## PLACE MATTERS FOR BICYCLISTS AND PEDESTRIANS

- Data from New York State Department of Health and New York State Department of Transportation show pedestrians and bicyclists in some of Rochester’s neighborhoods are involved in motor vehicle crashes at high rates.
- To make safe for all users, Complete Streets promotes the “5 E’s” of traffic safety: Engineering, Education, Encouragement, Enforcement, and Evaluation.<sup>i</sup>
- No one measure will make our streets safe. Instead, traffic safety can best be improved by combining elements from all the “E’s”.<sup>ii</sup>
- Lowering posted speed limits on residential streets is one element that Rochester can employ to make streets safer and build towards a lasting change in Rochester’s “traffic culture”.<sup>iii</sup>

## RESIDENTS FROM SOME NEIGHBORHOODS ARE MORE LIKELY TO BE STRUCK BY A CAR WHILE WALKING OR BIKING

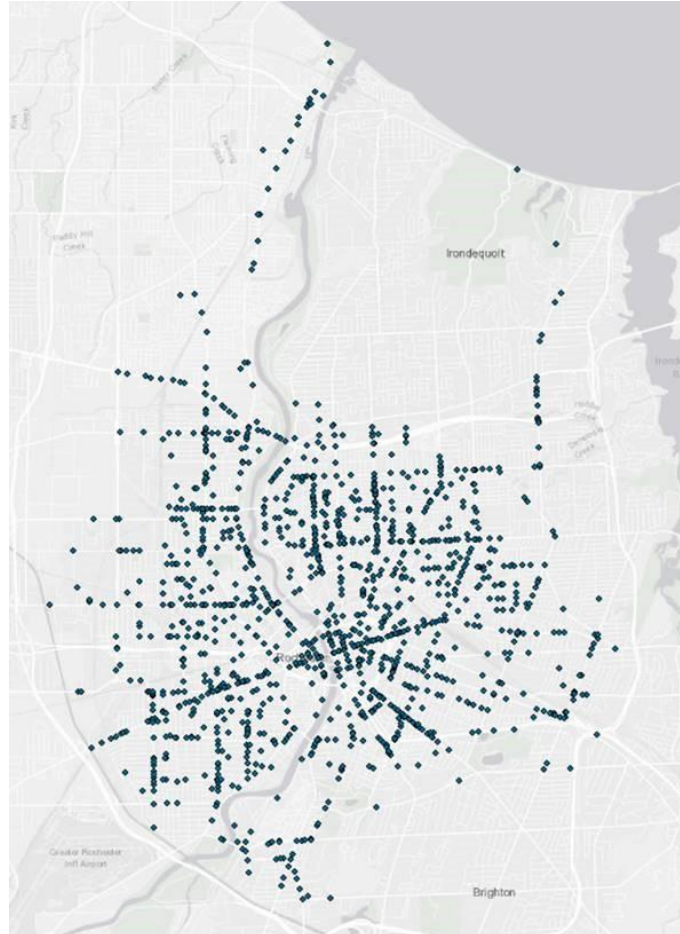
ED Visit Rate (per 100K Population):  
Pedestrian / Bicyclist Motor Vehicle Accidents



- The map above, created by Common Ground Health, shows the shows rates of emergency department (ED) visit rates for pedestrians and bicyclists who were involved in a crash.
- The blue sections are census tracts in City of Rochester. The darker the blue, the higher the ED visit rate.
- This data reflects the **bicyclist or pedestrian’s home address**.
- The map shows that people who live in some neighborhoods are more likely to go to a hospital emergency department (ED) after being involved in a crash.
- Some of the neighborhoods with the highest rates are Beechwood, Marketview Heights, 14621, Edgerton, Brown Square, JOSANA, Bulls Head, and parts of the 19<sup>th</sup> Ward and neighborhoods in the Southwest.

CRASH LOCATIONS ARE CLUSTERED IN AREAS WITH HIGHER ED VISIT RATES

## Bicycle/Pedestrian Crashes in the City of Rochester (2010-2015)



- This second map shows the **locations of crashes** where pedestrians and bicyclists have been struck during the years of 2010-2015.
- This data is compiled from the Accident Location Information System (ALIS) managed by NYSDOT, accessed by the Genesee Transportation Council.
- This map shows that crashes are occurring in many of the same areas that experience higher rates of ED visits.
- Many bicyclists and pedestrians are struck along major arterials, like Main St., North Clinton Ave., Lake Ave., and Monroe Ave.
- Residential roads and collector streets in the Southwest, Northwest, and Northeast, are also the sites of many crashes involving bicyclists and pedestrians.

For more information about how lowering the residential speed limit visit can improve traffic safety in Rochester:

[www.healthikids.org](http://www.healthikids.org)

*By advocating for a handful of public-policy and practice changes, the **Healthi Kids Coalition** is blazing a path for healthier, more active children in Rochester and Monroe County, N.Y.*

---

<sup>i</sup> "Safe Routes to School: Goals and Strategies," New York State Department of Transportation, accessed March 14, 2018, <https://www.dot.ny.gov/divisions/operating/opdm/local-programs-bureau/srts/goals-strategies>.

<sup>ii</sup> Tamara Hoekstra and Fred Wegman, "Improving the effectiveness of road safety campaigns: Current and new practices," *IATTS Research* 34, (2011) 80-86.

<sup>iii</sup> Healthi Kids, "Safer Streets Through Slower Speeds," *Healthi Kids Research Brief*, (2017), accessed at [http://www.healthikids.org/LinkClick.aspx?fileticket=9w4bhgz6t\\_Jc%3d&portalid=0f](http://www.healthikids.org/LinkClick.aspx?fileticket=9w4bhgz6t_Jc%3d&portalid=0f).