

3RD QUARTER 2024

Monroe County Traffic Safety

INTRODUCING
THE
COMMUNITY
TRAFFIC
SAFETY TEAMS
(CTST)

EVALUATING
WALKABILITY
IN OUR
COMMUNITY

CRASH
REENACTMENT
AT EASTRIDGE
HIGH SCHOOL

CHILD
PASSENGER
SAFETY
AND MORE!

SAFER ROADS STARTS WITH YOU.



ADAM J. BELLO
COUNTY EXECUTIVE

INTRODUCING NEW YORK STATE'S FIRST COMMUNITY TRAFFIC SAFETY TEAM!



Monroe County is set to launch a groundbreaking traffic safety initiative in October 2024, marking a first for the State of New York. The county has announced the establishment of the state's inaugural Community Traffic Safety Team of Monroe County (CTST), which will focus on enhancing the safety of drivers, pedestrians, and cyclists alike.

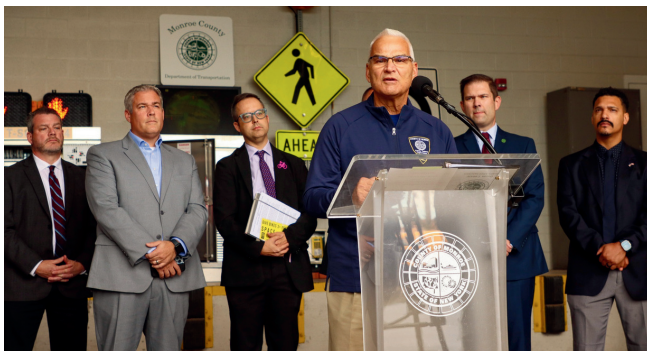
County Executive Adam Bello emphasized that this team would offer residents convenient access to traffic safety advocates and professionals who will assess and address traffic-related concerns. Members will include local, state, and federal government partners, as well as non-governmental organizations such as faith-based organizations, community-based organizations, non-profit organizations, public-benefit corporations (i.e., public transportation), hospitals, and other interested stakeholders.

INTRODUCING NEW YORK STATE'S FIRST COMMUNITY TRAFFIC SAFETY TEAM!



Beginning in January, the team will conduct quarterly meetings to analyze crash data, gather public feedback, and evaluate the design of roads, sidewalks, crosswalks, trails, and other relevant infrastructure. Additionally, the team will identify current hazards and proactively propose recommendations to avert future incidents. According to the County Executive, 47 lives are lost every year on roadways, and 5,000 people are injured in traffic related crashes.

Residents may submit their concerns by visiting monroecounty.gov/ts#CTST and navigating to the Traffic Safety Team online portal or by leaving a message at (585) 753-3200.



Child Passenger Safety



The Monroe County Office of Traffic Safety is dedicated to expanding child passenger safety knowledge and practice within our community. Child Passenger Safety Week is celebrated each September, and we use this time to highlight the importance of not only choosing the right seat but making sure it is installed and used correctly. Monroe County Traffic Safety Specialists, Jean Triest, is a certified child passenger safety technician (CPST) and instructor. She, along with other community partners, administers at least one CPST certification course each year. This September, eighteen of the twenty enrollees in the course passed and were certified. We were fortunate to have Probation Officer Majors and Mendez go through the training. They can now assist probation clients who have questions pertaining to the use and installation of car seats.

Engaging parents and caregivers is an excellent way to spread the word about child passenger safety. Our team works with community partners such as daycares, fire and police agencies, and automotive care providers to educate the public on the importance of making sure their children have the correct seat for their age and size, as well as the importance of holding off on the rush to move to the next seat.

Parents and caregivers can sometimes see switching seats as a milestone that they would like to reach sooner. It is recommended, however, that children remain in their current car or booster seat until they reach the manufacturer's listed weight or height limits. So, though a forty-pound child can sit in a belt-positioning booster, they should remain in their five-point harness car seat for as long as safe, according to the car seat's instruction manual.



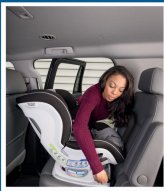
Once a child has the appropriate car seat installed according to the manufacturer's instructions, the next step is having the installation checked at one of the many local car seat installation fitting stations or at a car seat installation check event. It is estimated that as many as half of all car seats are not installed correctly. A current list of the agencies offering car seat fitting stations can be found at <https://www.monroecounty.gov/ts-childsafety>.

At the car seat installation check, a trained CPST assists the caregiver with the proper use of the car or booster seat. The CPST will check the installation of the car seat in the vehicle, be sure the harnesses fit snug and correctly for the child's height, weight & age and moving the chest clip even with the child's armpit. For booster seats and seat belts, it is required to use a lap & shoulder belt. The lap belt should lie low on the child's hips close to the thigh. While the shoulder belt is placed in front of the child and across the middle of the shoulder, not on the neck or arm.

The Child Passenger Safety program, managed by the Monroe County Office of Traffic Safety, promotes the proper use and installation of child passenger car seats. Its mission is to educate parents and caregivers on best practices to ensure the safety of our loved ones while traveling in vehicles.



CAR SEAT INSTALLATION Check



- ✓ INSPECTION BY CERTIFIED CAR SEAT TECHNICIAN
- ✓ PRIZE WHEEL
- ✓ GIVEAWAYS
- ✓ FREE CAR WASH WITH CAR SEAT CHECK




SATURDAY SEPTEMBER 21, 2024 | 10AM-2PM
 1841 EMPIRE BLVD | WEBSTER, NY
www.monroecounty.gov/ts



EASTRIDGE HIGH SCHOOL *CRASH REENACTMENT*



The students of EastRidge High School recently organized a crash re-enactment to illustrate the serious consequences of impaired driving. This event was made possible through the cooperation of several agencies, including Irondequoit Police Department, Irondequoit Fire Department, Irondequoit Ambulance, and Paul W. Harris Funeral Home, aiming to shed light on the dangers associated with impaired driving. The Monroe County STOP-DWI Clerk was also in attendance, representing the office of traffic safety, further emphasizing the community's commitment to this critical issue.

The event was intense. Cars were deliberately damaged, and students acted as accident victims. A casket, provided by a nearby funeral home, added a sobering element to the depiction of the outcomes linked to reckless behaviour on the road. Several guest speakers shared their stories, discussing the impact of impaired driving on their lives. Law enforcement representatives also presented information, helping attendees understand the seriousness of the problem.



EASTRIDGE HIGH SCHOOL *CRASH REENACTMENT*

Throughout the event, it was clear that the students were focused and attentive. The reality of the situation struck home when they saw a body being removed from the wreckage and placed into a body bag, later loaded into a hearse. The image of the hearse leaving was a significant moment, moving many students to tears.

The strong reaction from the students highlights the importance of such events in raising awareness about the risks of impaired driving. This re-enactment serves as a reminder that everyone has a responsibility to ensure safety on the roads.



TRAFFIC SAFETY IS PUBLIC SAFETY IN EVERY COMMUNITY



In 2022, Rochester Hope was started at the site of the St. Michaels Church on N. Clinton Ave in the City of Rochester. This well-established faith community has been a staple for many families for over a hundred years. This location is also within one of the poorest zip codes within the State of New York.

During its initial opening phase, the Board of Directors for Rochester Hope requested various agencies and governmental services to assist with this project on a regular basis. One of the regular service providers at the Rochester Hope site is the Monroe County Department of Public Safety, which includes the Traffic Safety Unit, Probation Department, Emergency Management Services, Bike Helmet Resources, and Child Car Seat program. In addition to the high rate of poverty in this neighborhood, it has a high rate of crashes involving pedestrians, bicyclists, motorcycles, and other vehicles.

TRAFFIC SAFETY IS PUBLIC SAFETY IN EVERY COMMUNITY

As we engaged with the public, we found that the need for Traffic Safety Education and Awareness was a priority. On a regular basis, the Dept. of Public Safety Unit attends this event and will engage people of all ages on the topic of traffic safety and work to provide meaningful services and resources to assist them.

Additionally, we host an annual Bike Skills Rodeo event so youngsters can practice these skills, learn how to properly ride a bike, and receive a properly fitted helmet. We have found that these youngsters have a strong desire to learn bike safety and demonstrate the skills that they have learned. During our time as a Rochester Hope partner, we recognized that English was not the primary language of those being served. As a result, leadership from the Rochester Hope Board has language interpreters on site which now includes a food pantry and other essential items.

These monthly visits reinforce the traffic safety message in our community and will assist in reducing crashes in this neighborhood. This project has become a meaningful part of our traffic safety strategy and one that we hope to expand in the future. Remember that Traffic Safety is Public Safety and we all need to be mindful of that on a daily basis.



WELCOME TO THE OFFICE OF TRAFFIC SAFETY!



Amy Henderson comes from the Town of Irondequoit, where she served as a Librarian at the Public Library. Driven by her desire to engage more actively with the community and educate the public on traffic safety, Amy sought out her current role as a Traffic Safety Specialist. Impressed by the department's impactful initiatives, she eagerly embraced the opportunity to contribute. Amy seeks challenges and takes great pride in being a valued member of the team.



EVALUATING WALKABILITY IN OUR COMMUNITY

By Amy Henderson

Walking promises a multitude of health benefits (including reducing the risk of heart disease and diabetes, increasing energy levels, and improving memory) [1] but unfortunately can become hazardous. Many streets were not designed to prioritize pedestrian safety and can be unsafe to travel by foot. Preliminary 2023 data from the Governors Highway Safety Association shows that drivers struck and killed 7,318 pedestrians in 2023. This statistic is a 5.4% decrease from 2022 but a 14.1% increase from 2019. [2]



[1] "Why Is Walking the Most Popular Form of Exercise?", American Heart Association, Jan. 19, 2024, <https://www.heart.org/en/healthy-living/fitness/walking/why-is-walking-the-most-popular-form-of-exercise>.

[2] Kara Macek, "Pedestrian Traffic Fatalities by State, 2023 Preliminary Data," Governors Highway Safety Association, June 2024, <https://www.ghsa.org/sites/default/files/2024-06/2023%20Pedestrian%20Traffic%20Fatalities%20by%20State.pdf>.

EVALUATING WALKABILITY IN OUR COMMUNITY



One way that individuals can help their communities become safer and more walkable is by hosting a walk audit. A walk audit is “an activity in which participants observe and evaluate the walkability of a location to identify and document if and how

pedestrians can safely travel along a street, navigate an intersection, and get from Point A to B to C and so on.”[3] A template is available from AARP [4] and allows individuals to “identify the roads and intersections that should be walkable and crossable but are instead dangerous (by design) for pedestrians.” [5]

The first step is identifying an area to walk. It can be a small or large; AARP suggests one mile as a good starting length. Choosing an area with several popular destinations, such as a grocery store, school, library, or community center, can demonstrate if the area is designed with pedestrians in mind.

Next is deciding whom will participate: one person or several people? The more diverse in ages and abilities the better, because different aspects of the walk will stand out to each person. Once decided, planning a convenient time is the next step, while being aware that the volume of pedestrians and cars will change due to time of day, weather, and other variables.

[3] Melissa Stanton, AARP Walk Audit Tool Kit (Washington, D.C, 2002), <https://www.aarp.org/livable-communities/getting-around/aarp-walk-audit-tool-kit.html>.

[4] Melissa Stanton, AARP Walk Audit Tool Kit (Washington, D.C, 2002), <https://www.aarp.org/livable-communities/getting-around/aarp-walk-audit-tool-kit.html>.

[5] Melissa Stanton, AARP Walk Audit Tool Kit (Washington, D.C, 2002), <https://www.aarp.org/livable-communities/getting-around/aarp-walk-audit-tool-kit.html>.

EVALUATING WALKABILITY IN OUR COMMUNITY



AARP suggests making a labeled map of the area and using it during the audit to note details. It is also helpful to take photographs to include in the final write-up. Individuals can observe any of the following:

- the number of drivers and driving speeds, especially noting if they make pedestrians feel uncomfortable
- the number of pedestrians and the locations they are headed
- Safety features, including street safety, lighting, and signage
- the layout of curbs, sidewalks, and crosswalks
- the traffic lights and the amount of time given to cross a street or crosswalk
- access to public transit
- If individuals choose to visit the same area multiple times, the final write-up can compare the different observations.

Once all the data is collected, it is compiled a report that summarizes the problem(s) found, proposed solutions, any photographs and drawings, and can be shared with local officials and organizations who can help make change. Making streets safer for all users, not just drivers, is a critical goal for communities.

3RD QUARTER EVENTS



Events we've attended

Saturday Hope Festival

July 13 | 11am-1pm

869 N. Clinton Ave, Rochester, NY 14605

Penfield Bicycle Skills Rodeo

July 23 | 4pm-7pm

3100 Atlantic Ave, Penfield, NY 14526

Red Wings Camp Day

July 25 | 10am-2pm

Innovative Field, 1 Morrie Silver Way, Rochester, NY 14608

Parma Summer Smash Event

July 26 | 5pm-8:30pm

1300 Hilton Parma Rd, Spencerport, NY 14559

STOP-DWI Red Wings Night (Ticket Event)

August 2 | 6:45pm-8pm

Innovative Field, 1 Morrie Silver Way, Rochester, NY 14608

3RD QUARTER EVENTS



Events we've attended

Mendon Library Bike Rodeo

August 17 | 10am-12pm

22 North Main St, Honeoye Falls, NY 14472

Penfield Bicycle Skills Rodeo

August 20 | 10am-1pm

3100 Atlantic Ave, Penfield, NY 14526

Irondequoit Senior Health Expo

August 21 | 9am-12pm

450 Skyview Centre PKWY, # 200 Rochester, NY 14622

Delta Sonic Car Seat Installation Check Event

August 24 | 10am-12pm

990 W. Ridge Rd, Rochester, NY 14615



TRAFFIC SAFETY

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TRAFFIC SAFETY

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3RD QUARTER 2024

Monroe County Traffic Safety Report



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COUNTY EXECUTIVE

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www.Monroecounty.gov/safety

