



# COMPLETE STREETS *Makeover*

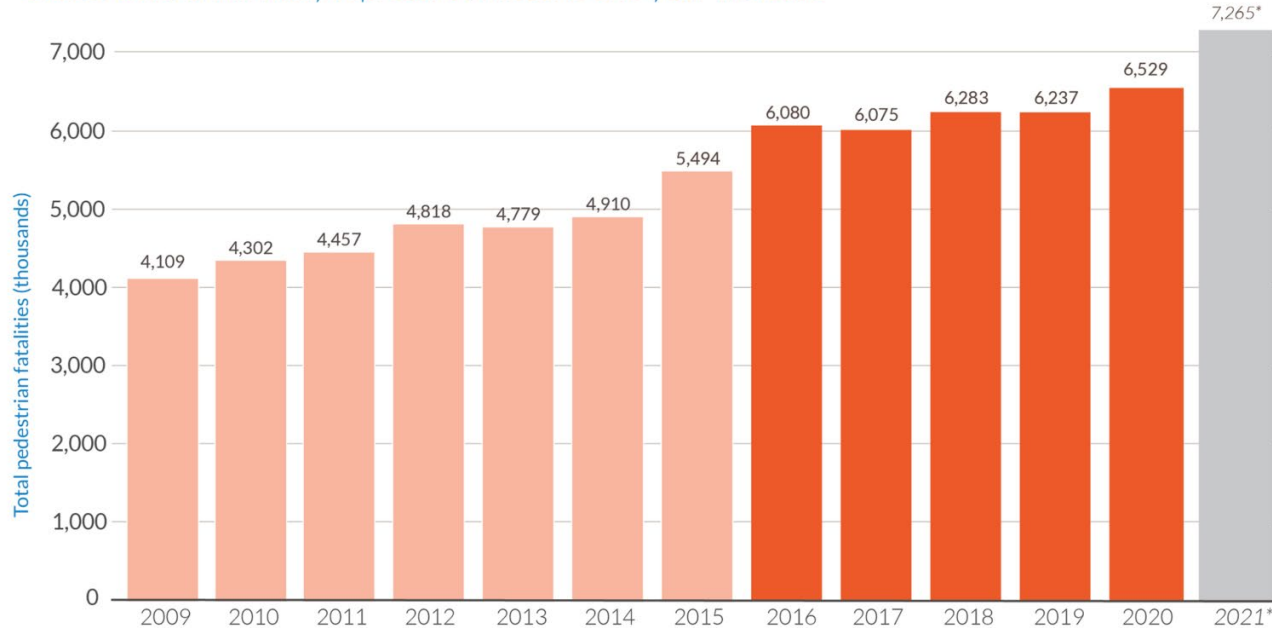


**GTC**



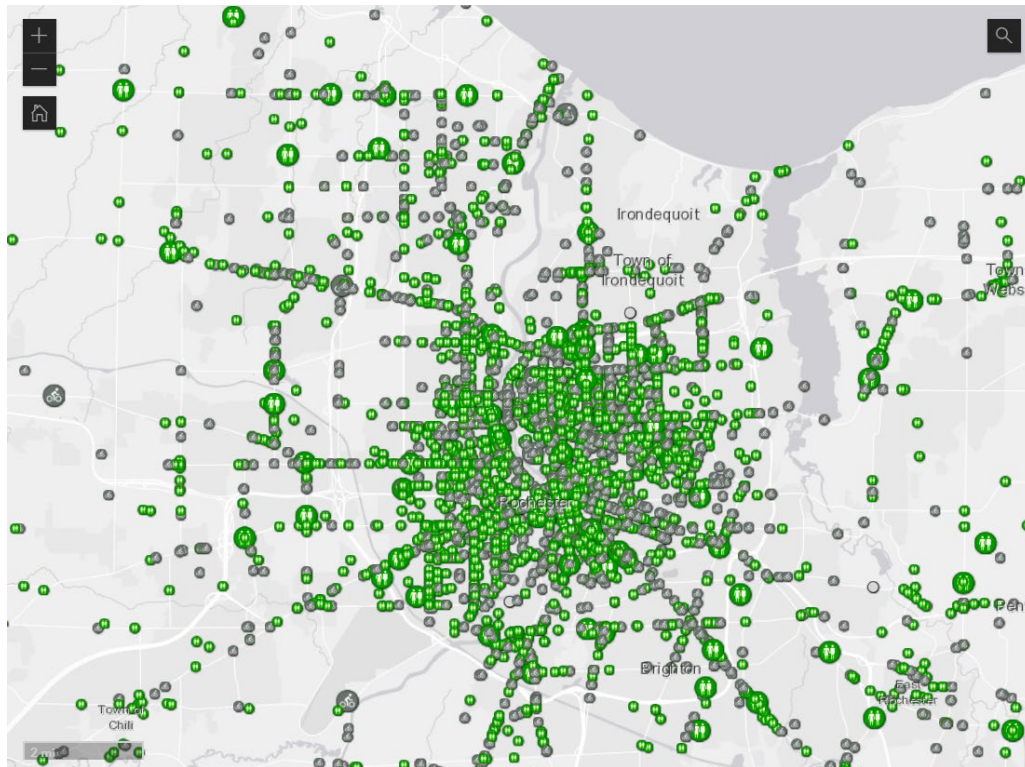
## Driving went down in 2020, but deaths of people walking increased 4.7%

2021 deaths will likely represent a historic one-year increase



\*This estimate for 2021 is produced by applying the 11.5 percent increase for 2021 projected by the Governors Highway Safety Administration (GHSA) to the federal FARS data for 2020 used in this report.

In the U.S., pedestrian fatalities are skyrocketing. According to the latest “Dangerous by Design” report, pedestrian deaths increased by 62% from 2009-2020. More recent data shows another 13% in 2021 alone.



In Monroe County, 5,498 crashes from 2012-2021 involved bicyclists and pedestrians, with 4,466 resulting in injury or death. On average, [10 people die on our local streets](#) every year as a result of these crashes (a majority of them pedestrians), and there is disproportionate harm in high poverty areas.



# COMPLETE STREETS *Makeover*



**GTC**



# THE PROCESS.

- Public call for submissions.
- Steering Committee of nonprofit partners and transportation professionals.
- Established judging criteria.
- Winning intersection selected to receive a "Complete Streets Makeover".

LOCATION	Category 1	Category 2	Category 3	Category 4	Category 5	Category 6	Category 7	Category 8
1	+	+	+	+	+	+	+	+
2	+	+	+	+	+	+	+	+
3	+	+	+	+	+	+	+	+
4	+	+	+	+	+	+	+	+
5	+	+	+	+	+	+	+	+
6	+	+	+	+	+	+	+	+
7	+	+	+	+	+	+	+	+
8	+	+	+	+	+	+	+	+
9	+	+	+	+	+	+	+	+
10	+	+	+	+	+	+	+	+
11	+	+	+	+	+	+	+	+
12	+	+	+	+	+	+	+	+
13	+	+	+	+	+	+	+	+
14	+	+	+	+	+	+	+	+
15	+	+	+	+	+	+	+	+
16	+	+	+	+	+	+	+	+
17	+	+	+	+	+	+	+	+
18	+	+	+	+	+	+	+	+
19	+	+	+	+	+	+	+	+
20	+	+	+	+	+	+	+	+
21	+	+	+	+	+	+	+	+
22	+	+	+	+	+	+	+	+
23	+	+	+	+	+	+	+	+
24	+	+	+	+	+	+	+	+
25	+	+	+	+	+	+	+	+
26	+	+	+	+	+	+	+	+
27	+	+	+	+	+	+	+	+
28	+	+	+	+	+	+	+	+
29	+	+	+	+	+	+	+	+
30	+	+	+	+	+	+	+	+
31	+	+	+	+	+	+	+	+
32	+	+	+	+	+	+	+	+
33	+	+	+	+	+	+	+	+
34	+	+	+	+	+	+	+	+
35	+	+	+	+	+	+	+	+
36	+	+	+	+	+	+	+	+
37	+	+	+	+	+	+	+	+
38	+	+	+	+	+	+	+	+
39	+	+	+	+	+	+	+	+
40	+	+	+	+	+	+	+	+
41	+	+	+	+	+	+	+	+
42	+	+	+	+	+	+	+	+
43	+	+	+	+	+	+	+	+
44	+	+	+	+	+	+	+	+
45	+	+	+	+	+	+	+	+
46	+	+	+	+	+	+	+	+
47	+	+	+	+	+	+	+	+
48	+	+	+	+	+	+	+	+
49	+	+	+	+	+	+	+	+
50	+	+	+	+	+	+	+	+
51	+	+	+	+	+	+	+	+
52	+	+	+	+	+	+	+	+
53	+	+	+	+	+	+	+	+
54	+	+	+	+	+	+	+	+
55	+	+	+	+	+	+	+	+
56	+	+	+	+	+	+	+	+
57	+	+	+	+	+	+	+	+
58	+	+	+	+	+	+	+	+
59	+	+	+	+	+	+	+	+
60	+	+	+	+	+	+	+	+
61	+	+	+	+	+	+	+	+
62	+	+	+	+	+	+	+	+
63	+	+	+	+	+	+	+	+
64	+	+	+	+	+	+	+	+
65	+	+	+	+	+	+	+	+
66	+	+	+	+	+	+	+	+
67	+	+	+	+	+	+	+	+
68	+	+	+	+	+	+	+	+
69	+	+	+	+	+	+	+	+
70	+	+	+	+	+	+	+	+
71	+	+	+	+	+	+	+	+
72	+	+	+	+	+	+	+	+
73	+	+	+	+	+	+	+	+
74	+	+	+	+	+	+	+	+
75	+	+	+	+	+	+	+	+
76	+	+	+	+	+	+	+	+
77	+	+	+	+	+	+	+	+
78	+	+	+	+	+	+	+	+
79	+	+	+	+	+	+	+	+
80	+	+	+	+	+	+	+	+
81	+	+	+	+	+	+	+	+
82	+	+	+	+	+	+	+	+
83	+	+	+	+	+	+	+	+
84	+	+	+	+	+	+	+	+
85	+	+	+	+	+	+	+	+
86	+	+	+	+	+	+	+	+
87	+	+	+	+	+	+	+	+
88	+	+	+	+	+	+	+	+
89	+	+	+	+	+	+	+	+
90	+	+	+	+	+	+	+	+
91	+	+	+	+	+	+	+	+
92	+	+	+	+	+	+	+	+
93	+	+	+	+	+	+	+	+
94	+	+	+	+	+	+	+	+
95	+	+	+	+	+	+	+	+
96	+	+	+	+	+	+	+	+
97	+	+	+	+	+	+	+	+
98	+	+	+	+	+	+	+	+
99	+	+	+	+	+	+	+	+
100	+	+	+	+	+	+	+	+

+ = Strong  
- = Weak  
O = Neutral  
(somewhere in between)



# SELECTING A WINNER.

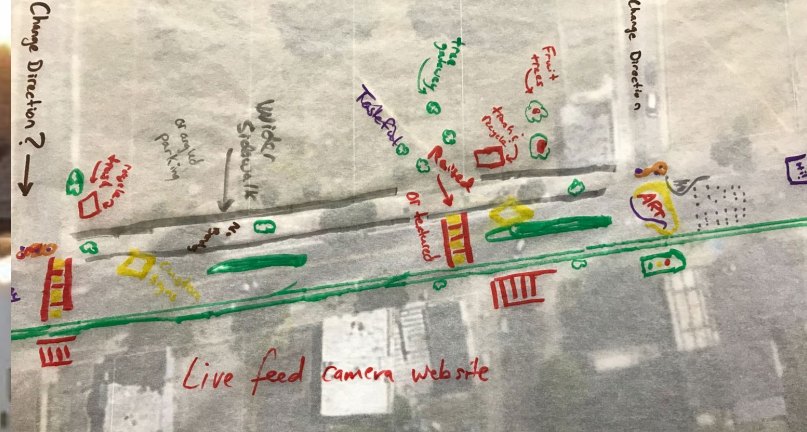
A photograph of a street intersection. In the foreground, there is a grey trash can on the sidewalk. The street is paved with asphalt and has a crosswalk. In the background, there is a brick building with large windows and a white house with a grey roof. There are trees and a clear blue sky.

Strong neighborhood organization to work with.

2 year old child killed near the intersection fueled passion for change.

85% speed of 39 miles per hour (30 mph zone) and excessive speeding a regular occurrence.

# GATHERING COMMUNITY INPUT.



Community workshop to get input from residents and stakeholders.  
Facilitated by our local community design center.  
Stantec design team on hand to listen and take in ideas.



# TEMPORARY INSTALLATION DESIGN.



Stantec team designs temporary solution with community input in mind. Equipment (curbing, bollards) borrowed or purchased from "traffic calming library".



# ON STREET COMMUNITY EVENT.



Implementation of temporary design improvements.  
Neighborhood comes out to participate in street painting and placemaking.  
Community building, food, music, and joy.



# COLLECTING SPEED DATA.

Before and after speed data collected to show impact.

Evidence used by neighborhood to advocate for change.

City follow-through on commitment to make permanent changes.

## Parsells Avenue Traffic & Speed Data



Data Range	85 <sup>th</sup> Percentile Speed *	Max. Speed	Avg. Speed	% Change 85 <sup>th</sup> P
Existing Conditions (Sept/Oct 2018)	39 mph	69 mph	n/a	n/a
Pre-Implementation (Apr/May 2019)	34 mph	69 mph	27 mph	5 mph (10%)
Post-Implementation (May 2019)	18 mph	44 mph	15 mph	21 mph (54%)

\*average 85th percentile speed (both directions)

# CAPTURING & SHARING THE MAGIC.



The power of film to inspire.

Sparking community conversation.

Learn more at [www.ReconnectRochester.org/complete-streets-makeover](http://www.ReconnectRochester.org/complete-streets-makeover).