



For Immediate Release:

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Monroe County To Host Safe Streets Together Family Event To Promote Traffic Safety During National Pedestrian Safety Month

Rochester, NY- Monroe County and the Office of Traffic Safety are recognizing October as National Pedestrian Safety Month by hosting a **Safe Streets Together** event from **3:30 to 6:30 p.m. on Thursday, October 1, outside the Genesee Valley Field House Lodge in Genesee Valley Park.**

The Monroe County Office of Traffic Safety is inviting residents to join community partners, pedestrians, bicyclists, drivers, and other community members at the event where they will have the opportunity to connect with traffic safety experts, learn more about safe travel, and participate in a walk-and-roll activity through the surrounding neighborhood. The walk-and-roll will provide an opportunity for participants to share their experiences and discuss traffic safety concerns and successes in the community.

“Through our adoption of an Active Transportation Plan and our commitment to the Vision Zero Initiative, Monroe County is prioritizing the safety of all users on our roadways,” said **Monroe County Executive Adam Bello**. “Whether traveling by foot, bicycle, or car, it’s our collective responsibility to ensure everyone reaches their destination safe and sound.”

According to national data, a pedestrian is killed approximately every 74 minutes and injured every eight minutes in traffic crashes across the United States. Locally, 11 pedestrians were killed and 305 were injured in Monroe County in 2024. National Pedestrian Safety Month recognizes that transportation options like walking and biking should be safe, accessible, and convenient for everyone in the community. This month recognizes that creating safer streets is a shared responsibility, and small actions can make a meaningful difference.

For drivers, that means slowing down, putting away distractions, yielding to pedestrians in crosswalks, and looking carefully for pedestrians and bicyclists before turning. For pedestrians and bicyclists, it means using designated crossings and paths, wearing bright or reflective clothing when appropriate, and watching for turning vehicles before entering the roadway. Making eye contact between drivers and pedestrians or bicyclists can also help ensure everyone sees and understands one another before proceeding.



Recognizing a Month of Traffic Safety Awareness

Following Safe Streets Together, the Office of Traffic Safety will continue bringing pedestrian and traffic safety education directly into the community by joining more than 15 scheduled events. Team members will participate in fire department open houses, Halloween events, college activities, elementary school open houses, and other community gatherings throughout October. These events will reinforce the importance of making safe choices whether behind the wheel, on foot, or on a bicycle. A full list of events can be found below:

- Bernabi Elementary School Open House – Thursday, October 1, 2026
- Resource Fair at MCC 2026 Diversity Conference – Friday, October 2, 2026
- Gates FD Open House – Saturday, October 3, 2026
- Pittsford FD Open House – Saturday, October 3, 2026
- Henrietta FD Open House – Saturday, October 3, 2026
- Bushnell's Basin FD Open House – Saturday, October 3, 2026
- ROC With Your Hands – Tuesday, October 6, 2026
- Greece Early Learning Center Open House – Wednesday, October 7, 2026
- Autumn Lane Open House – Thursday, October 8, 2026
- Brookside Elementary Open House – Thursday, October 8, 2026
- Longridge Open House - K-2 – Thursday, October 8, 2026
- Penfield Community Health or Wellness Fair – Friday, October 9, 2026
- Iron FD Culver Station 2026 Open House – Saturday, October 10, 2026
- City of Rochester Community Safety Summit – Saturday, October 10, 2026
- Hilton FD Open House – Saturday, October 17, 2026
- Halloween at the Public Market – Sunday, October 25, 2026
- MCC How to Save a Life Event – Tuesday, October 27, 2026

Building a Local Safe Routes Education Program

Throughout the month, the Office of Traffic Safety will also continue work on the newly launched **Safe Routes Child Walk and Bike Safety Education Program**. Through this initiative, the County will work with pilot schools and community members to develop a new, locally focused educational curriculum addressing pedestrian and bicycle safety.

Residents can learn more about the program and share their experiences by visiting www.monroecounty.gov/walkroll and completing the short caregiver survey.

The Monroe County Office of Traffic Safety reminds residents: **Safe Drivers Lead to Safe Roads and Safe People**. For more information about traffic safety in Monroe County, visit www.monroecounty.gov/ts.