

Imagine Colorful Crosswalks

Auburn, NY



Baltimore, MD



Jeffersonville, KY

CREATING OPPORTUNITIES FOR PLAY IN ROCHESTER

Colorful crosswalks are popping up across the country. Research shows repainting crosswalks is a low-cost and effective means to promote traffic calming in neighborhoods. In Auburn, New York 96 percent of all motorists stopped at the new crosswalk, versus traditional crosswalks where only 42 percent of motorists stopped.



#PlayROCs