



SEE.SAFE.SMART.
ROCHESTER

Sponsored by ActiveLivingRochester.org

Purpose

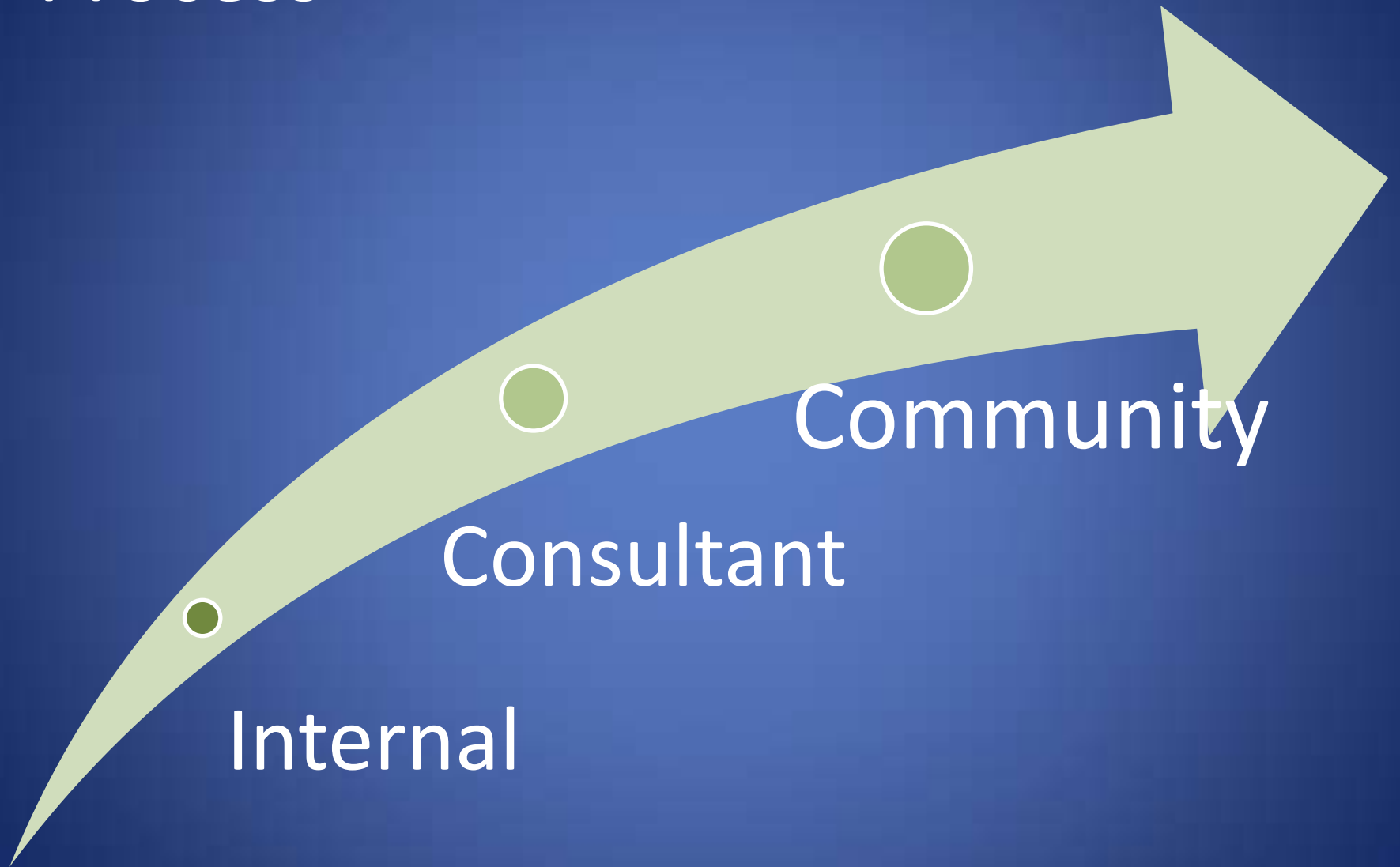


Collaborating to ID Messages

- Police
- Traffic Engineer/Engineers
- Public Health
- Planners
- ID Problems
- Key Message Needs

**PRIMARY FOCUS:
DOWNTOWN**

Process



Internal



Consultant



Community

Safe Routes & More

- Good for kids = Good for many
- 2010: campaign materials and support were provided to several local elementary schools ; banners, reflective slap bracelets and safety colored shirts, talking points for classroom teachers.
- 2012: All 4th Grade Students receive Calendars & safety message.





Please stop for the kids.

Thank you to Diane Tusker who has helped Rochester kids cross at the intersection of Center Street East and 31st Avenue East for over 31 years.

SEE.SAFE.SMART.
ROCHESTER

Sponsored by ActiveLivingRochester.org



Share the road & get to work together.

Thank you to April Setor, commuter who works toward safer cycling and walking in Downtown Rochester.

Vehicles must provide 3 feet of clearance when passing a bicycle.
Downtown, bikes on sidewalks must be walked.

SEE.SAFE.SMART.
ROCHESTER

Sponsored by ActiveLivingRochester.org



Please do your part.
Slow down in town.

Thank you to Lt. KC Reed, serving and protecting Rochester for over 25 years.

SEE. SAFE. SMART.
ROCHESTER

Sponsored by ActiveLivingRochester.org



Please keep an eye out
for everyone.

Thank you to Curt Andler and his wife Julia, active community volunteers for low-profile pedestrian in Rochester.

SEE. SAFE. SMART.
ROCHESTER

Sponsored by ActiveLivingRochester.org



Ride & drive with class.

Please watch out for each other, whether you ride, walk or drive. Get there safely.
In business districts, bikes on sidewalks must be walked.

Thank you to Mr. Johnrud and his class for watching out for each other on the roads.

SEE.SAFE.SMART.
ROCHESTER

Sponsored by ActiveLivingRochester.org



Safe head. Strong heart.

Always wear your helmet and ride safely, sharing the trails and roads.
What a great cardio work out and a great way to spend time with family and friends!

Thank you to the Thomas Family who ride the trails together in Rochester.

SEE.SAFE.SMART.
ROCHESTER

Sponsored by ActiveLivingRochester.org



Don't make a right turn wrong.

Our great community makes it a wonderful place to ride, walk and drive. Please make sure you take appropriate care when turning right.
Get there safely. Thank you to Sandra Mezzo who cares about her community.

SEE.SAFE.SMART.
ROCHESTER

Sponsored by ActiveLiving@rochester.org



On sidewalks downtown, walk your ride.

On downtown sidewalks always walk your bike, or get them by riding on the street and obeying traffic laws. Be safe and enjoy the ride... or the walk. Thank you Wilroy, Michelle and Rene, who always walk their bikes on the sidewalks of downtown Rochester.

SEE.SAFE.SMART.
ROCHESTER

Sponsored by ActiveLivingRochester.org



Divide and Concur

It's everyone's chance to make it a better place every day by sharing the road access and following the traffic laws.
Thanks to Phil Wheeler and Matt Baker who bike and drive the road to a safer and happier Rochester.

SEE.SAFE.SMART.
ROCHESTER

Sponsored by ActiveLivingRochester.org

Hey, we've gotta share the road, man.

Share the road and obey traffic laws to support a safer, healthier Rochester.
Thanks to Phil Wheeler who bikes regularly and contributes to a greater community.

SEE.SAFE.SMART.
ROCHESTER

Sponsored by ActiveLivingRochester.org

Message Exposure

- Indoor (Skyway, Subway)
 - Billboards (Outdoor)
 - Sports Arena's
 - Public Events
 - Other
- Reflective Slap Bracelets
 - Posters
 - Banners
 - Calendars
 - Safety Shirts
 - Pledge Cards

License Agreement

- PLEASE NOTE:
- We have a licensed agreement with our consultants to use the images & messages without limitation in Olmsted County, and on the Web. Use beyond the borders of Olmsted County is limited, primarily to education. Use of images and art outside of this campaign would require authorization and licensing from the photographer, Dennis M. Jenereaux (DMJ Photography) and creative Andrea Vollmer (Feed the Dog Creative).

More Information

- SEE.SAFE.SMART.Rochester is part of the Active Living Rochester initiative, which is supported by Blue Cross and Blue Shield of Minnesota through the Active Living Minnesota program.
- **Staff Contact:**
 - Mitzi A. Baker, AICP, Senior Planner
Active Living Rochester Coordinator & Project Manager
Rochester-Olmsted Planning Department
baker.mitzi@co.olmsted.mn.us
507-328-7122
- **Photographer & Consultant:**
 - Dennis M.Jeneaux, DMJ Photography in collaboration with Feed the Dog Creative
2014 Washington Ave. N
Minneapolis, MN 55411
www.dmjphotography.com