



Strong Towns

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“This isn’t the end, it’s just the beginning.” — 1 year later, Rochesterians honor Edgar Santa Cruz by hosting a workshop to address street safety concerns.

[ROCHESTER, NEW YORK] — When a car crash occurs, most people point their finger at the driver. But with fatal collisions rising nationally, more communities are taking solutions into their own hands.

Rochester residents believe they can do more to make their streets and communities safer.

On Friday, December 15th at 12:15pm, Rochester will host a Crash Analysis Studio, a free online workshop series created by the national non-profit, Strong Towns.

Participants will hear from a panel of local and national experts, including James Dietz from [Reconnect Rochester](#). Together, they’ll evaluate the design quality of the intersection at **South Goodman Street and Park Avenue**, where Edgar Santa Cruz and his dog Rosie were tragically struck and killed by a motorist on December 22, 2022.

Local Rochesterian and community advocate, [Evan Lowenstein](#), nominated the crash to Strong Towns:

“It’s often said that such tragedies are ‘senseless.’ Edgar’s legacy of tireless, selfless commitment to his community inspired me to nominate this crash to the Crash Analysis Studio — it’s what Edgar would have done, making sense from the senseless.”

A Crash Analysis Studio brings a comprehensive, analytical lens to road design and other transportation conditions that contribute to car crashes. While police investigations and insurance evaluations focus on personal fault, a Crash Analysis Studio asks, “Are we **building** unsafe conditions?”

Strong Towns caps these sessions with a final report that reviews the facts and analysis of factors from the Crash Analysis Studio, along with specific recommendations communities can implement right away. This will be their 12th Crash Analysis Studio session.

Residents of Rochester are encouraged to attend and participate in the Studio.

They can register for the free, online event at strongtowns.org/crash-studio

For questions, contact:

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