

In 2022 - 2023, Devou Good Foundation partnered with College Hill Forum Community Council and the City of Cincinnati Department of Transportation & Engineering (DOT&E) to design and install transportation safety countermeasures according to the Complete Streets and NACTO design guidelines along Hamilton Avenue from North Bend Road to Hollywood Avenue and North Bend Road between Simpson Avenue and Hempwood Avenue.

**The project had the following objectives:**

1. Reduce driver speed which would lead to reduced injuries to people
2. Reduce property damage to homes and parked vehicles
3. Provide safe and sustainable alternate options for transportation for the community
4. Be able to achieve without funding from the City.

Roadway data were collected throughout the project - both prior to installation and post-installation - to evaluate the results of the project. We observed the following positive benefits in College Hill as a result of the project.



**The Complete Streets design has dramatically reduced speeding on Hamilton Avenue and North Bend Road**

Reckless speeding, drivers going 50 MPH+, has been reduced by 90%. Average driver speed has reduced from 34 MPH to 30 MPH.

*Source: All Traffic Solutions*



**The design has reduced the number of crashes and the severity of crashes on Hamilton Avenue and North Bend Road**

From August 11th to November 9th, 2023, crashes have been reduced by 30% compared to the previous year. Most notably, injuries have been reduced by 93%, and serious injuries and deaths have been reduced by 100%.

*Source: Cincy Insights Traffic Crash Reports*



**The economic impact of crashes has been greatly reduced**

The crash costs in the first 90 days vs the prior year were reduced from \$4.4M to \$385K. The project investment of \$500K was economically justified in the first 10 days.

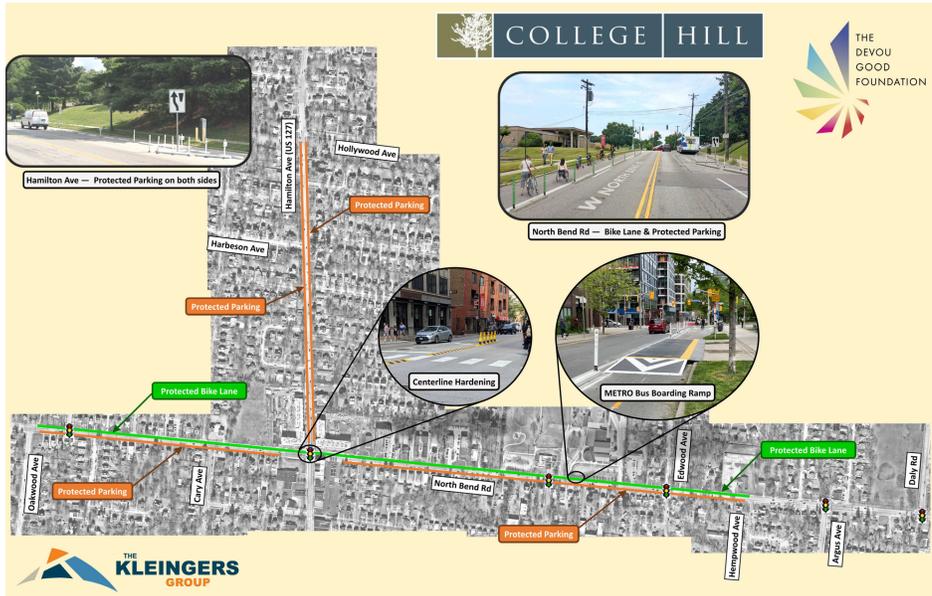
*Source: FHWA Crash Costs for Highway Safety Analysis*



**80% of survey respondents in College Hill say the new street design has reduced speeding**

Of the 147 responses, College Hill residents and business owners rated their support of the traffic safety improvements a 6.9 out of 10. (median 9)

*Source: DGF Traffic Safety Improvements Construction Community Feedback Survey*



This is what community looks like - it's when people come together, activate, show up and advocate for what they want to see in their community.

MEEKA OWENS, CITY OF CINCINNATI COUNCIL MEMBER

