For Immediate Release – November 14, 2008

Rexburg Mayor initiates 10-point pedestrian & bike safety campaign

After a community meeting in October, Mayor Shawn Larsen and the Rexburg City Council members, along with city staff have developed a 10-point safety plan devised to educate the public on pedestrian and bicycle safety in the community. The plan was initiated after the recent death of a second woman at the crosswalk at Third South and Second West in Rexburg.

The campaign is designed to be far-reaching and on-going with the focus on three “E’s” – Education, Engineering and Enforcement. The program highlights the Mayor’s and city council’s commitment to have pedestrian and bicycle safety become a top priority for the city. In a recent council meeting $150,000 was proposed for use from street funds to improve safety along the Second West corridor. The city will also have an independent safety engineer review staff plans prior to work being implemented at key intersections throughout the city.

Many portions of the plan have already started with enhanced police patrols around the city with numerous citations issued, two-speed trailers monitoring speed limits, lowered speed limits on certain roadways, media support focusing on pedestrian safety and driver awareness, and advanced warning stripes at key crosswalks. Additionally, a fog line stripe will be painted next week – weather permitting – on Second West (from Main Street to the Roundabout.) This will narrow the roadway and should help reduce speeds on that stretch of road within the city.

“While the city is doing everything we can to improve safety, education is a major component to the program,” said Mayor Shawn Larsen. “The safer that pedestrians feel because of enhancements, the more responsibility it places on drivers to be aware of their surroundings and to stay focused on their driving. This safety campaign requires participation from all parties – pedestrians and drivers.”

By working with community partners the city intends to emphasize its on-going theme of SHARE THE ROAD – THINK OF THE IMPACT YOU COULD MAKE slogan and education campaign. Protecting pedestrians and bicyclists as they travel throughout the city is paramount to the plan.

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The 10-point safety plan includes:

1) Community education campaign using PSA’s, website, billboards and other media forms.

2) Installing new pedestrian safety signs.

3) Improving walking routes to and around schools.

4) Increasing education efforts at schools.

5) Increasing enforcement of pedestrian and bicycle safety laws.

6) Inspection and evaluation of all crosswalks within the city by independent source; with particular emphasis on arterial routes.

7) Rotating speed limit trailers that tell drivers their speed to get motorists to slow down.

8) Long-term infrastructure improvements throughout the city.

9) Increasing availability of safety classes to resolve pedestrian, bicycle and associated citations.

10) Increasing bike lanes throughout the city.

For more information on the City of Rexburg’s *SHARE THE ROAD – THINK OF THE IMPACT YOU COULD MAKE* campaign, visit www.rexburg.org

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