



FOR IMMEDIATE RELEASE

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PHONE: (831) 646-3921

CONTACT: Marissa Garcia, Engineering Assistant

E-MAIL: garcia@monterey.org

GRANT-FUNDED BICYCLE AND PEDESTRIAN SAFETY EDUCATION PROGRAM PLANNED FOR CITY OF MONTEREY

Monterey, CA. – The City of Monterey has been awarded a \$40,000 grant from the California Office of Traffic Safety (OTS) for Pedestrian and Bicycle Safety Education.

The one-year grant is for the 2021 federal fiscal year, which runs from October 1, 2020 to September 30, 2021. The City of Monterey will use the funding as part of the City's ongoing commitment to keep our roadways safe and improve the quality of life through education, enforcement and engineering.

The City is committed to supporting and promoting alternative modes of transportation such as bicycling and walking. In 2013, the City developed and adopted a [Multi-Modal Mobility Plan](#). The result of this effort promotes biking and walking in lieu of driving. Because more people are choosing to commute by walking and biking, this OTS grant provides valuable safety education. Additionally, this grant supports the City's [Vision Zero Plan](#), adopted by Council in November 2017.

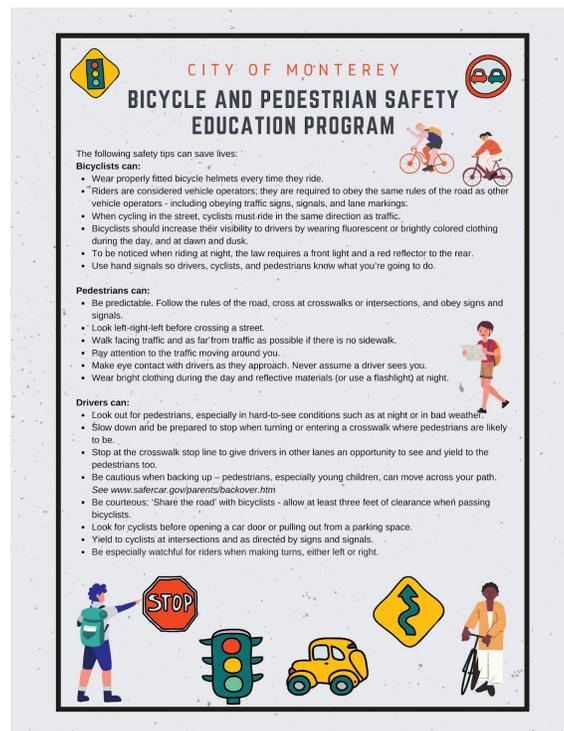
The program will focus on educational outreach efforts to promote safety practices among bicyclists and pedestrians, especially school age children. Bicycle and pedestrian safety materials will be made available to school age children, including educational presentations. The program will also encourage community participation in Pedestrian and Bicycle safety campaigns addressing safety practices for all road users.

Traffic safety programs hinge on a combination of enforcement, engineering and education to be successful. While the City of Monterey is diligent in providing traffic enforcement by the

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Police Department and traffic engineering solutions, this OTS Grant fulfills the education portion of traffic safety in the City of Monterey. This program will enhance the safety of all users in our City.

A national study reveals that pedestrians and drivers do not obey laws and signals consistently and many often use cell phones, text, and listen to music while walking or driving. Only 60 percent of pedestrians said they expected drivers to stop when they were in crosswalks, even though they have the right-of-way. Therefore, the Bicycle and Pedestrian Safety Program will set out to remind everyone – drivers, bicyclists and pedestrians – to be attentive, avoid distractions, and follow traffic laws, especially at intersections. The Traffic Engineering Staff will provide updates regarding future events, participation opportunities and the overall progress of the program. [See an example of safety tips on this flyer:](#)



Any Bicycle and Pedestrian safety program funded by this grant will follow the most-up-to-date County Guidelines for COVID-19 safety measures.

Contact Traffic Engineering, Public Works, for more information at traffic@monterey.org.

Funding for this program is from the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA).

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