

FOR IMMEDIATE RELEASE

“It’s Up to All of Us” Pedestrian Safety Campaign

According to Fresno Police Department data, 2016 has already seen over 100 pedestrian and 60 bicyclist injuries due to collisions with Motor Vehicles this year. Five of the ten traffic fatalities that occurred in the city of Fresno this year have involved pedestrians. To address these deadly statistics, today, the **City of Fresno’s Bicycle Pedestrian Advisory Committee (BPAC) and the Fresno Police Department** are launching a new **“It’s Up to All of Us”** public education campaign to increase awareness of safe behaviors among bicyclists and pedestrians, and heighten awareness and personal responsibility among motorists, and others about safely sharing the road with bicyclists and pedestrians.

This safety message will launch by using public advertising with Fresno Area Express (FAX) city bus wraps and billboard signage, radio, TV, online media, and community outreach to promote targeted messages that focus on reducing pedestrian fatalities and injuries. In the ads, drivers receive the message: “Your speed could impact a Life” calling on the entire community to slow down, not be distracted and keep everyone safe. In addition 5,000 Pedestrian Safety informational postcards produced by the Fresno Police Department and 1,500 light reflectors donated by Community Regional Medical Center will be distributed.

Campaign focuses on speed, distracted walking and crosswalk safety

One of the most critical changes urged by the campaign is for drivers to slow down. As speeds increase, so does the percent of fatalities. Only about five percent of pedestrians are likely to be killed when struck at 20 mph, whereas nearly 80 percent of pedestrians are likely to be killed when struck at 40 mph. “This campaign can have a significant impact on people’s lives. “If even one life is saved or one tragedy is averted due to our efforts, we will have been successful,” said BPAC chair Dr. Anthony Molina.

ABOUT BPAC: The Bicycle Pedestrian Advisory Committee (BPAC) was established in 2002, by Fresno City Council and is comprised of concerned community members with interest and expertise in bicycle and pedestrian issues. BPAC meets monthly at City Hall, on the fourth Wednesday of the month. Members of BPAC work closely with staff members of the Public Work Department along with other departments as needed toward making Fresno a more cyclist and pedestrian friendly community. For more information visit www.fresno.gov/bpac.

The “It’s Up to All of Us” Campaign (www.walksmartca.org) is made possible by the California Department of Public Health, through a grant from the California Office of Traffic Safety and the National Highway Transportation Safety Administration.