TAKE THE FRIENDLY ROAD
is an invitation to take practical steps to care
for the safety of everyone, especially when
we’re out on the road. Together as a city, we
all have a role to play in helping reach zero
road-related fatalities and severe injuries.

HERE ARE THREE WAYS WE ARE WORKING TOGETHER:

INFRASTRUCTURE
We are constantly evaluating the best ways to
improve our roads so that all road users feel safe and
confident. The impact on people’s lives from these
projects is significant; for example, severe injury
collisions have fallen by 71% on Ocean Park Boulevard
since bike lanes and left turn pockets were installed
between Lincoln and Cloverfield boulevards.

Recently, the City began work to install 19
miles of green bike lanes, upgraded 20 traffic
signals to detect bikes and implemented 50
Leading Pedestrian Intervals, which give
pedestrians a head start and have been shown to reduce collisions
by up to 60%. Major projects are also coming to 17th Street
and Michigan Avenue that will improve traffic flow and
safety for everyone.

Infrastructure projects are for you! Community
input is essential to understanding how people use
our streets and where improvements can be made.
To share ideas or issues in your neighborhood
through our map-based survey — or to find out
what projects are happening across the city — go to
santamonica.gov/friendlyroad.

ENFORCEMENT
The Santa Monica Police Department plays a critical
role in putting a stop to behaviors like speeding,
distracted driving, and not yielding to others.
SMPD also takes on the responsibility of helping
the community be safe in practical ways, including
through the support of crossing guards and regular
enforcement operations like DUI checkpoints. Next
time you see an officer, thank him or her for helping
us all take the friendly road!

EDUCATION
No matter what age you are or how you get
around Santa Monica, we all need to know how
to move about safely. Through our Safe Routes
to School program, we are teaching students how
to walk and bike safely. Through community events
and outreach, there are opportunities to understand
new projects and laws that are designed to keep
us all safe.

If you have an event coming up, we’d love to be there!
Friendly Road team members are available to come
raise awareness and pass out swag. Send us an
email at FriendlyRoad@smgov.net to get in touch
with our team.

BE A FRIENDLY ROAD ADVOCATE
In the coming months, we want to involve you in bringing the Friendly Road
to your family, community, and neighborhood. Please join us by signing up at
santamonica.gov/friendlyroad. You’ll receive occasional campaign updates
and invitations to take action, along with the City of Santa Monica’s bi-weekly
newsletter.

Together, let’s create a safe and friendly Santa Monica for everyone.