

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 project 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.

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.

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.



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