

## City of Lewiston Press Statement May 11, 2022



The City of Lewiston, along with the City of Auburn, is continuing its work to improve pedestrian safety. This is a continuation of an effort from October 2021 to educate Mainers about walking and driving safely in order to reduce the number of pedestrians hit, with a particular focus on high-crash locations.

Mayor Carl L. Sheline notes, ***“I’m proud that Lewiston is a walkable city, and I fully support efforts to increase pedestrian safety.”***

As part of a **“High Visibility Education”** effort, Lewiston is working with a team of stakeholders, including the National Highway Traffic Safety Administration, Maine Department of Transportation, Maine Bureau of Highway Safety, the Bicycle Coalition of Maine, and other state and local organizations to increase awareness of pedestrian safety issues through social media campaigns, banners, signs, sidewalk stencils, demonstration projects, and more. Reflective high visibility accessories and informational materials will also be distributed.

To improve pedestrian safety, Lewiston’s demonstration projects include temporary signage and two temporary traffic calming installations at Central/Vale and Pine/Brackett Street. On May 6<sup>th</sup>, Lewiston Middle School students assisted with the Central/Vale Street “Gateway Treatment” installation.

Public Works Director Mary Ann Brenchick adds, ***“Our goal is to educate the students on pedestrian safety and then they educate their peers and parents. The 127 middle school students we worked with are also future drivers, so we felt 8th grade was the perfect age group!”***

The Bicycle Coalition of Maine & city staff installed the other location on the same day. The temporary installations will be uninstalled by November 5<sup>th</sup> in preparation for winter operations. Pre and post data collection will assist in the decision-making process for repeat temporary installations or permanent repairs.

Social media outreach has also begun with Lewiston’s multi-platform posting of the attached graphic earlier this week.

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