



Edina gives a safety boost to transportation for healthy living

September, 2015 – Safety on Edina roads and walkways had become a growing concern among the City's leaders and residents. Added sidewalks and bike facilities that offer more opportunities for healthy living exposed a lack of attention to or knowledge of the rules that keep people safe when walkers, bikers and motorists intermix. The situation called forth *Edina Street Smarts*, an all-out community education campaign to foster a culture of safety and mutual respect between all road users.



Edina Street Smarts campaign ad.

teamed up to plan *Edina Street Smarts*, a street safety/education campaign. They received funding support for the effort from the Statewide Health Improvement Program (SHIP), Minnesota Department of Health. SHIP supports efforts for health benefits from community-wide, safe, active transportation.

The planning team based *Edina Street Smarts* on Edina's needs and their research of similar successful campaigns around the country. The Edina Transportation Commission provided feedback on the campaign.

Edina Street Smarts runs from spring through fall of 2015 and may repeat in some form in years ahead. It consists of eight monthly educational messages spread throughout Edina on the City's website and through Facebook and Twitter, press releases, newspaper ads, You Tube videos and posters at City facilities and local businesses.

The campaign aims to improve safety, although Nolan said that would be difficult to measure. "The other thing we are aiming for is mutual respect between all road users. We hear from residents that they are seeing the messages and are happy about the campaign. The fact that people are responding tells us they are taking notice, and that's a step in the right direction toward safety for all road users."

To learn more about Edina Street Smarts, go to www.edinamn.gov/street_smarts.

City speaks up for better safety

Edina had effectively added pathways for bicyclists and pedestrians. "A result was that safety issues became more visible to residents," said Edina Transportation Planner, Mark Nolan. "We were hearing about residents' safety concerns through emails, Letters to the Editor and City Council Members. Police," he said, "got calls about cyclists not following rules of the road."

Campaign gives community-wide safety education

Responding to concerns, staff from Engineering, Police, Communications and Administration