



For Immediate Release

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Beverly Hills Celebrates National Pedestrian Safety Month *The City Brings Awareness to Road User Safety Throughout October*

Beverly Hills, CA – In an effort to promote pedestrian safety, the City of Beverly Hills has joined the U.S. Department of Transportation’s (DOT) National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA) to celebrate National Pedestrian Safety Month throughout October.

According to DOT, data shows that in 2019 alone, more than 6,000 pedestrians were killed in traffic crashes in the United States. The annual campaign encourages road users to be aware of their surroundings at all times and that vehicles take extra precaution when pedestrians are present.

The City of Beverly Hills has initiated numerous projects aimed at improving the pedestrian experience such as:

- Installing additional “Leading Pedestrian Interval” (LPI) timing throughout City traffic lights which allow for pedestrians to get a four-second head start to begin crossing before drivers receive a green light, increasing visibility and prioritizing pedestrians in the crosswalk;
- Designing pedestrian crossing enhancements with curb extensions and flashing beacons throughout the City (construction to begin in 2022);
- Implementing the “Complete Streets Plan” and Metro’s “First and Last Mile Plans” to improve pedestrian access and wayfinding to the future D (Purple) Line Stations;
- Continuing the City’s “Neighborhood Slow Streets Program” which identifies neighborhoods throughout the City in which the entire street width can be utilized for walking, cycling and other modes of non-motorized transportation;
- Adding additional bike parking corrals which free up sidewalk space for improved pedestrian travel (the City has already added five new on-street bike parking corrals on South Beverly Drive).

Additionally, the City recently partnered with the Beverly Hills Unified School District to promote 'National Walk to School Day' on October 6th which encouraged children and parents to utilize the City's crosswalks and sidewalks as a safe mode to get to class.

In 2022, the City will also participate in its very first CicLAvia in Beverly Hills which will open a segment of North Santa Monica Boulevard for walking, cycling and other modes of non-motorized transportation.

To learn more about Pedestrian Safety Month as well as to access tips about how to share the road safely, visit [nhtsa.gov](https://www.nhtsa.gov).

To view the City's Complete Streets Plan and initiatives, visit [beverlyhills.org/completestreets](https://www.beverlyhills.org/completestreets).

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