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Riverside University Health System – Public Health Awarded Grant for Bicycle, Pedestrian Safety Education Program

Riverside, CA – The Riverside University Health System – Public Health received a $190,000 grant from the California Office of Traffic Safety (OTS) to fund a year-long program aimed at improving the safety for pedestrians and bicyclists.

The grant period is from Oct. 1, 2019 to Sept. 30, 2020 and funds a variety of educational programs for youth and adults to learn best safety practices while walking or riding a bike.

“We make it fun to learn about traffic safety,” said Marsie Rosenberg Gutierrez, program coordinator for the program. “Engaging children and their families through these interactive activities can save lives by preventing traffic injuries and fatalities in our County.”

Grant funding will be used to conduct trainings and educational workshops for youth and older adults about bicycle and pedestrian safety. Additionally, education will be provided to the public regarding the importance of using safety equipment such as bicycle helmets and reflective gear. The funding will also be utilized to participate in national education campaign events such as National Walk to School Day, Bicycle Safety Month, and Pedestrian Safety Month.

Bicycle and pedestrian-related collisions have been on the rise the past five years. In 2016, 867 pedestrians were killed on California roads, a nearly 33 percent increase from 2012. In 2016, 147 bicyclists were killed in crashes on California roads, a 14 percent increase from 2012. In 2017, Riverside County recorded 465 pedestrian injuries, 28 percent (132) of which were under 18 years old. A total of 360 people were injured in bicycle collisions during this year, 30 percent (108) of which were under 18 years old.
“No matter which way you get around, you play a part in roadway safety,” OTS Director Barbara Rooney said. “These grant programs are intended to educate residents on ways they can make themselves and those around them safe when they walk or bike.”

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.