

May 10, 2010

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**New Safer Pedestrian Crosswalks on Highway 19A**

The City has completed the installation of a number of new pedestrian crossing locations along Highway 19A between Rockland and 1<sup>st</sup> Ave. These new crosswalks include the installation of solar powered, pedestrian activated signals. The locations for the new crosswalks are:

- Pinecrest Road right-of-way – by existing trail
- Merecroft Road right-of-way – north of 50<sup>th</sup> parallel marker
- 600 South Island Highway – north of existing crosswalk
- 700 South Island Highway – at entrance to Rotary Park
- 844 South Island Highway – at City right-of-way
- 1020 South Island Highway – by boat ramp
- 1216 South Island Highway

*“Pedestrian-activated crosswalks have been installed at seven locations to help pedestrians be more visible to drivers,”* says Mayor Charlie Cornfield. *“These crosswalks are part of the conceptual plan for Highway 19A that identified several key locations for pedestrian crossings to provide improved access to the City’s waterfront.”*

The conceptual plan for Highway 19A was adopted by a previous Council. Two similar crosswalks were installed in 2008 on Highway 19A at Rockland Road and at Simms Road. Funding for these lights was from the Federal Gas Tax Rebate Program for Community Works.

*“We want to encourage walking, improve safety and promote healthy lifestyles,”* adds Mayor Cornfield, *“Another bonus is these yellow lights run on green energy; they’re solar-powered rather than drawing electricity from the City grid.”*

Tips for both drivers and pedestrians when approaching one of these crosswalks:

- The double-sided crosswalk lights on both sides of the road are activated to flash yellow when a button on either side of the intersection is pushed by pedestrians.
- Pedestrians should watch vehicular traffic and remain at the side of the road until traffic from all directions has stopped. Pedestrians may then proceed with caution across the road.
- Drivers approaching these crosswalks should be on the lookout for pedestrians crossing.
- Yellow flashing lights indicate a pedestrian has activated the crosswalk, and drivers should slow their vehicle, note the location of pedestrians and stop if pedestrians are in the crosswalk or waiting to cross the road. Drivers should be aware of any other nearby pedestrians who may wish to cross the road.
- Both driver and pedestrian are responsible for a safe road crossing. When in doubt, both parties are advised to look, slow down and proceed with extra caution.
- The pedestrian should ensure that the approaching drivers see the pedestrian and are prepared to stop to determine if it is safe to cross the road. Just because the light is flashing amber does not guarantee a safe crossing.

Please direct comments on these crosswalks to the City’s transportation specialist, Melissa Heidema at 250-850-2300. For more information on these, or other City initiatives, check out the City’s website at [www.campbellriver.ca](http://www.campbellriver.ca).

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Contact:                      Melissa Heidema, Transportation Specialist                      250-850-2300

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