

NEWS RELEASE

February 20, 2020

For immediate release

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Gordon working to keep streets safer for walking, biking, and active living

Community members may have seen a digital radar sign around the streets of Gordon. The radar sign provides drivers real-time feedback to slow down by alerting them of their speed.

Many pedestrian deaths from car crashes could be eliminated by lowering the speed. For example, if a pedestrian is hit by a vehicle traveling at 20 miles per hour (MPH), nine out of 10 pedestrians survive.

Whereas, if a vehicle is traveling 30 MPH, five out of 10 pedestrians survive. Worse yet, at 40 MPH, only one out of 10 pedestrians survive.

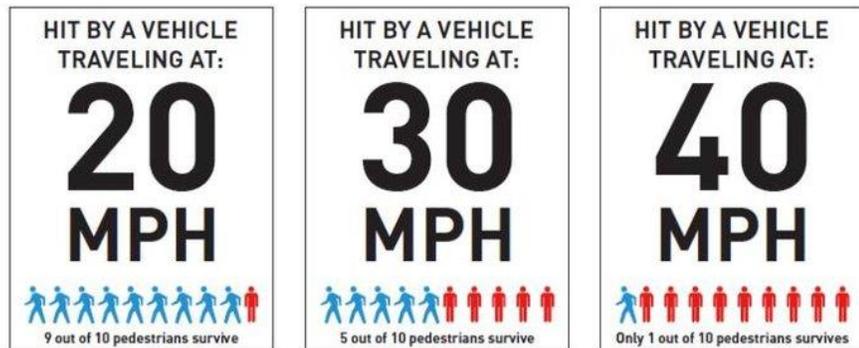


Image: Seattle Department of Transportation

The Nebraska Department of Transportation noted

2018 had the highest number of pedestrians killed in car crashes in the last ten years. Nationally, pedestrian deaths are at a 30-year high.

Slowing traffic down around schools, downtown areas, and throughout the community is key to if parents are willing to encourage their children to walk or bike to school or if an elderly person feels safe enough to walk to the grocery store.

The radar sign is helping to provide data to the Activate Gordon committee. This community group, comprised of school, community residents, hospital, city, law enforcement, local business, and public health, has been meeting monthly with the goal of making Gordon a safer place to walk and bike.

This work was identified through the Gordon Memorial Health Services' Community Health Improvement Plan. Public health's role is to assist in organizing the effort by finding funding opportunities that align with the plan and coordinate the monthly meetings. If you are interested in attending one of the monthly meetings, the next one is scheduled for **March 17** from **noon-1pm** at the **Gordon-Rushville High School Board Meeting room**. For questions, contact Janelle Visser at 308-487-3600 Ext. 105.

Panhandle Public Health District is working together to improve the health, safety and quality of life for all who live, learn, work and play in the Panhandle. Our vision is that we are a healthier and safer Panhandle Community.