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MEDIA RELEASE

Office of Traffic Safety Awards $200,000 Grant to Fresno Unified for Bicycle and Pedestrian Safety Program

Fresno, Calif. – Fresno Unified announced today that it has received a grant from the California Office of Traffic Safety (OTS) to support its Bicycle and Pedestrian Safety Program. The program will promote safe practices for pedestrians and bicyclists and emphasize the drivers' responsibility to look out for other people using roads and paths. The grant program runs through September 2025.

"We are excited to receive this grant, which will allow us to significantly expand our bicycle and pedestrian safety program," said Interim Superintendent Misty Her. "By focusing on education, awareness, and promoting safe practices, we aim to reduce crashes and prevent injuries. Ultimately, we're working toward building more walkable and bike-friendly neighborhoods where everyone can travel safely and confidently."

Grant funds will support various activities focused on bicycle and pedestrian safety:

- Community bicycle and walk "audits" of streets with a high rate of pedestrian and/or bicyclist fatalities and serious injury crashes.
- Bicycle training courses that educate youth on safe riding behaviors.
- Community and school education presentations.
- Community bike rides that encourage and teach riders safe riding skills.

- Walking field trips with older residents and walking safety education for people who are experiencing homelessness.
- Pop-up events that promote the importance of visibility on roads with safety equipment such as reflective armbands/leg bands and bicycle headlights/taillights.

“The safety of people walking and biking on our roads is a top priority for our office,” OTS Director Barbara Rooney said. “Everyone moves, and not always by car. It’s important that we invest in efforts to protect people walking, biking and rolling that helps establish a strong traffic safety culture where everyone on California roads can travel to and from places safely.”

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

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