



PRESS RELEASE



For More Information Contact:

Steve Grenier
City of Green Bay
Director of Public Works
(920) 448-3100

For More Information Contact:

Lori Blakeslee
Green Bay Area Public School District
Director of Communications
(920) 448-2025

The City of Green Bay Announces 1st Phase of Crosswalk Improvements *48 installations made across the community*

GREEN BAY, WI – February 17, 2025 – The City of Green Bay and Green Bay Area Public Schools (GBAPS) are pleased to announce that Rectangular Rapid Flashing Beacons (RRFB) with high visibility crosswalks have been installed at 48 locations across the City. This project was completed with the City of Green Bay’s American Rescue Plan Act (ARPA) funding and November 2022 Referendum dollars from the Green Bay Area Public School District. RRFBs have been proven to enhance pedestrian safety by reducing crashes by up to 47% and increasing motorist yielding rates by up to 98%.

“The people of Green Bay want and deserve safe streets,” said Mayor Eric Genrich. “These enhanced crosswalks improve pedestrian safety and driver awareness, and I’m grateful to City staff, our Common Council, and GBAPS leadership for making this plan a reality.”

The RRFB project follows the work of the Safe Walk & Bike Plan, which was a joint effort between the Green Bay Area Public School District and the City of Green Bay. The purpose of the initiative is to empower adults and children of all ability levels throughout Green Bay to make walking and

biking part of their daily routines and enable them to get to school and other local destinations in a safe and equitable way. RRFB locations were selected based on proximity to schools, crash data, roadway information, and community feedback.

"The Green Bay Area Public School District is proud to have partnered with the City of Green Bay to make our community safer for all pedestrians, but especially for our students who walk to and from school each day," stated Green Bay Area Public School District Superintendent Vicki Bayer. "Investing in pedestrian safety has the added benefit of encouraging children and adults to engage in healthy activities such as walking."

Phase two of implementation will involve the completion of several more enhanced crosswalks, as well as the installation of speed feedback signs in and around school zones within the community.

For more information about the Safe Walk & Bike Plan and to view a map of all locations, visit:

<https://www.greenbaywi.gov/SWBP>

###