



## Be a Role Model – Share the Road

With the temperatures falling and that crisp feeling of fall in the air, residents of Clarkdale and the Verde Valley, along with visitors, are walking and riding their bikes to the store, work, and many other destinations. However, there are still many cars on the road and as pedestrians, cyclists, and motorists travel those corridors, it is important for each group to be aware of the other and act safely on their way to their destinations.

Last year the Town of Clarkdale and other Verde Valley organizations were selected by ADOT to participate in a pilot program funded through the Arizona Governor's Office of Highway Safety, a program for pedestrian and bicycle safety awareness. As members of that pilot area, Town Staff worked with other Verde Valley cities and the Verde Valley Cyclist Coalition to develop a new set of materials with the message of the safety campaign is to "Be a Role Model – Share the Road".

In addition, we have been selected to continue that awareness campaign this year. So, over the coming weeks you will be hearing radio ads and seeing print ads about how to be more safe as you walk, bike and drive. The safety campaign will include informational flyers, media advertising, utilities billing inserts, and even bumper stickers that help share the message to "Be a Role Model". If your business or organization would like to participate in the marketing for this program, please contact Steve Burroughs with the Town of Clarkdale at 639-2550 or [steve.burroughs@clarkdale.az.gov](mailto:steve.burroughs@clarkdale.az.gov).

### How Can You Be a Role Model?

**Be Aware:** Always stay focused on the motorists, cyclists, and pedestrians around you. As a pedestrian, you must always be aware of traffic. If you're walking at night, try to wear light colored clothing so that you stand out in motorists' headlights. Most importantly, whenever possible, you should cross at a signalized intersection (with a stop sign or traffic light) or at a crosswalk.

**Share the Road and Give Five Feet:** Many of you have probably seen the signs to "share the road" and wished that cyclists would get out of your way. In fact, as a motorist in Arizona you are required by state law to give cyclists three feet of

room between your car and their bicycle. The safety campaign encourages you to give five feet of room to each other as you share the road. Cyclists, in turn, are required to move out of traffic when reasonable, if they are creating a backup behind them.

**Ride on the Right:** Cyclists often think that if they ride facing oncoming traffic they are safer. The rules of the road state you should ride in the direction of traffic – ride on the right – because motorists are checking for other cars and you to be riding with them. Always ride on the right for safety.

Remember to “Be a Role Model - ride on the right and give bicycles at least three feet. It’s the Law!”