



FOR IMMEDIATE RELEASE

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~ MEDIA ADVISORY AND OPPORTUNITY ~

Springfield Pedestrian Crossing How-To Videos

City will launch education campaign on Oct. 9

The City of Springfield is launching a pedestrian crossing education campaign to better inform drivers, bicyclists and pedestrians on how to use the latest types of pedestrian crossings located around the city. Mayor Lundberg will be available on Thursday, October 9 to talk about the campaign and discuss two new instructional videos that provide step by step instructions on how to use Pedestrian Hybrid Beacon and Rapid Flashing Beacon crossings.

In addition to the videos, an instructional card and pedestrian reflectors are available. Springfield residents can pick up one of each at City Hall starting next week. The Safe Routes to School program, part of the Springfield Public Schools, and SmartTrips Springfield, a collaborative program between Lane Transit District and the City of Springfield, will be assisting with outreach through various locations and events.

What: Launch of Springfield's Pedestrian Crossing education campaign and instructional videos

Who: Mayor Lundberg will be available for interviews at the beacon crossing at 520 Harlow Road

When: Thursday, October 9 at 10:00 AM

Where: 520 Harlow Road, Springfield, Oregon ([map of location](#))

For more information and to view videos after Thursday's event: <http://www.springfield-or.gov/dpw/Traffic.htm>.