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Bicycle Coalition of Maine
Media Contact: Matt Sulem
P: 207.623.4511
E: press@bikemaine.org

Westbrook Installs Temporary Traffic-Calming Infrastructure on Main Street

(WESTBROOK, Maine) September 3, 2020 - On Thursday, five crosswalks on the City of Westbrook's Main Street received improvements meant to increase the visibility of pedestrians crossing.

The crosswalks in question are at Main Street's intersections with Pleasant Street, Stroudwater Street, Dunn Street, Giles Street, and the Riverbank Park access road. The project is a planning exercise of the City of Westbrook that is being facilitated by the Bicycle Coalition of Maine, Discover Downtown Westbrook, and AARP, with the additional review and approval of MaineDOT.

These traffic-calming features and pedestrian-crossing enhancements are part of the BCM's "Imagine People Here" demonstrations, and include delineators, yield signs, and temporary paint.

"This project is a direct response to the reports of speeding traffic and poor yield behavior we've heard from Westbrook residents," said BCM Assistant Director Jim Tassé. "These reports were further confirmed by speed and yield data collected by both the BCM and the Westbrook Police Department."

The BCM is planning numerous Imagine People Here demonstrations this summer as part of the non-profit's recently launched "Slow ME Down" anti-speeding campaign that aims to reduce vehicle speeds and the number of crashes with cyclists and pedestrians in Maine.

The Westbrook project is temporary and will be removed upon the arrival of winter weather. Speed and yield-rate studies will again be conducted with the installation in place, and if the city determines the changes to be successful and practical, it could opt to install permanent infrastructure in the future.

Both the materials and installation labor come at no charge to the city, as the project is being funded by a grant from AARP. In addition to being designated an age-friendly community by AARP, Westbrook has also been a priority location for the BCM's Heads-Up! Initiative, which aims to explore potential mitigation strategies for cities and towns with a high number of pedestrian crashes between 2011 and 2015.

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The Bicycle Coalition of Maine is the statewide voice of cyclists and pedestrians. Since 1992, the BCM has led the effort to make Maine better for bicycling and walking by protecting the rights and safety of cyclists and pedestrians through education, advocacy, legislation, and encouragement. We support biking and walking for health, transportation, and recreation. For more information, visit bikemaine.org.