



# City of Spokane—Media Release

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## FOR IMMEDIATE RELEASE

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Contact: Ann Deasy  
Public Information Coordinator  
(509) 625-6318

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### CITY SAYS: “DON’T COMPETE. SHARE THE STREET.”

*Stickman Knows encourages residents to follow the rules of road  
and bike, walk, and drive safely*

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The City of Spokane today is expanding on a popular bicycle, pedestrian, and motorist safety campaign, Stickman Knows. The Stickman Knows graphic is simple, as well as its latest message, “*Don’t compete. Share the street.*” As you go around town, watch and listen—this latest segment of the campaign includes radio and print messages, and new billboards.

Spokane Regional Health District first launched Stickman Knows last year to increase pedestrian, cyclist, and motorist safety. The City of Spokane now is joining the effort and hopes you will, too.

The City needs the help of citizens to have a safe and fun-filled summer. We’re seeing more pedestrians and cyclists on streets than in the past. So, as you move through Spokane this summer, the City, with the help of Stickman Knows, would like to encourage all street users to follow the rules of the road, especially at crosswalks—marked or unmarked—where most collisions occur.



The campaign includes the following rules of the road and safety tips:

- Pedestrians, always cross at corners or in crosswalks.
- Pedestrians, before crossing a street, look left, right, then left again.
- Pedestrians, make sure you're visible to drivers, wear bright and/or reflective clothing.

- Bicyclists, always stop at traffic lights and stop signs.
- Bicyclists, ride with traffic, not against it.
- Bicyclists, you're safer when a driver knows what to expect. Obey traffic laws and ride like the vehicle you are. Be predictable.
- Motorists, bicyclists have all the same rights on the road as drivers.
- Motorists, watch for bicyclists and pedestrians, especially at intersections and particularly when turning.

“Working together, we can reduce the number of collisions and improve safety for all users of the road,” says Grant Wencel, the City’s Bicycle and Pedestrian Coordinator.

Additionally, June 4 through 10, is Traffic Awareness and Pedestrian Safety Week hosted by the Community Assembly’s Pedestrian, Transportation, and Traffic Committee (PeTT). During the week, drivers are reminded to slow down, obey speed limits, and become more aware of pedestrians, making Spokane neighborhoods safer and more livable—a perfect tie-in to *Stickman Knows*.

As part of the campaign, law enforcement officers will be keeping an eye out for people not following the rules of the road with emphasis on six different busy arterial streets including: Division, Browne, Nevada, Monroe, and Crestline streets, and State Route 291. Officers may issue a citation for an infraction anywhere within Spokane.

Remember, *Don’t compete. Share the street.* For more safety tips, go to [www.StickmanKnows.org](http://www.StickmanKnows.org). And, watch for information throughout the year.