



FOR IMMEDIATE RELEASE

November 2, 2020

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Buellton Awarded Grant for Bicycle, Pedestrian Safety and Education Program

Buellton, CA: The City of Buellton Public Works Department has received a \$40,000 grant from the California Office of Traffic Safety (OTS) to help fund a year-long program aimed at educating pedestrians and bicyclists in the community.

"Cyclist and pedestrian safety, especially for our youth, is a priority for the City of Buellton," Buellton Mayor Holly Sierra said. "During Covid 19, we want all our residents to enjoy the beautiful Santa Ynez Valley by walking and biking safely in order to stay physically and mentally healthy."

Grant funding will be used to host walking and bicycling presentations for children in the schools (when possible) and to educate adults interested in becoming walking and bicycling leaders for the community. The Santa Barbara Bicycle Coalition (SBBIKE), a countywide non-profit organization with the mission to promote bicycling for safe transportation and recreation will lead a variety of activities with collaborative partnerships in the Santa Ynez Valley including:

- * Education workshops geared toward youth and adults.
- * Bicycle helmet inspections.
- * Distribution of bicycle helmets to those in need following education presentations.
- * Distribution of safety equipment to improve visibility such as reflective armbands and sets of rechargeable bike lights.
- * Family rides to encourage community members to explore their neighborhood.

The grant program runs from October 1, 2020 to September 30, 2021.

Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

