



NEWS ADVISORY

Dec. 6, 2013

For immediate release

City Supports Paxson School's Bid for Beacon

Paxson School students and their parents are competing in a national contest to win a traffic control device for the crosswalk at Hill Street and Beckwith Avenue near the school. Anyone can help them win by logging onto Facebook.

The device in the contest is a Rectangular Rapid Flashing Beacon. It is a pedestrian-activated beacon that flashes amber LED lights in an irregular pattern. The device has a high rate of success in attracting drivers' attention. The devices can enhance safety by reducing motor vehicle-pedestrian conflicts and crashes at unsignalized intersections.

Traffic Services and Engineering staff members at the City of Missoula support the effort and believe the intersection is a good spot for the application of the beacon.

"I've seen presentations for the pedestrian crossing devices and believe that they could be a useful tool for motorists and pedestrians alike by enhancing and increasing safety of a crossing," said City Engineer Kevin Slovarp.

The contest is sponsored by the signal manufacturer, Carmanah Traffic. To help Paxson win, participants can log on to Carmanah's Facebook page at the Missoula entry here:

<http://on.fb.me/19flZ8l>

Questions? Contact Ben Weiss, City of Missoula Bike/Ped Program Manager, at 552-6352.

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