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For Immediate Release

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Slow Zones Create Safety For All

Friends of Pathways, Jackson Hole Community Pathways, and JH Public Art are partnering to install 'Slow Zones' in key locations along the Community Pathways system.

Pathway usage is increasing, and so too is the number of ways people travel along these corridors. At any given time, you may see people riding e-bikes, wheelchairs, mountain bikes, or road bikes, as well as dog-walkers, runners, kids learning to bike or skateboard, babies in strollers, or teens walking with float tubes, all along one short section of pathway. This combination of many people pursuing a range of activities with different expectations and behaviors can create areas of congestion and potential conflict.

To help transform "conflict zones" into more "friendly zones" Friends of Pathways, Jackson Hole Community Pathways, and JH Public Art have hired local artist Walt Gerald to design a system of stencils and signs that utilize artistic and humorous images to designate Slow Zones on the pathways. Friends of Pathways will also increase paid and volunteer Pathways Ambassador presence throughout the network to further educate users and encourage an atmosphere of cooperation and kindness.

JH Public Art has successfully collaborated with Friends of Pathways and Jackson Hole Community Pathways in the past to use humor and art to install messaging for the Town Bike Network that reminds residents and visitors to "Be Nice" to fellow pathway users; to "Slow Down" when they pass someone and use their bike bell or voice alert other pathway users when passing from behind; and to "Say Hello" and practice smiling when they meet others on the pathway. This playful approach to communicate safety concerns was well received by the public, so the project partners agreed to employ the same techniques to mark Slow Zones on the pathways system.

Friends of Pathways will coordinate volunteer participation and on-site logistics for the Slow Zone installation. JH Public Art will facilitate the technical aspects of translating the artist's concepts into a feasible and durable project. Future funding for this project will be wrapped into JH Community Pathways' and Friends of Pathways' annual budget allocations towards pathways maintenance and outreach.

ABOUT FRIENDS OF PATHWAYS

Friends of Pathways supports a vibrant community by promoting sustainable transportation and healthy recreation in Jackson Hole. Since its founding, the organization has advocated for the completion of a safe and accessible pathways and trails system realizing over 68 miles of completed pathways throughout Teton County. Friends of Pathways partners with local government agencies

and other non-profits ensuring continued commitment to finding efficient and innovative ways to move the Jackson Hole community from a transportation and recreation perspective.

Contact: Amy Golightly, Communications Director, Friends of Pathways
307-733-4534
<https://friendsofpathways.org>

ABOUT JACKSON HOLE COMMUNITY PATHWAYS

JH Community Pathways is a jointly funded community pathways and trails program of Jackson and Teton County. The mission of JHCP is: To plan and construct the Jackson Hole Community Pathways system; Improve bicycling and walking conditions on all streets and roads; Enhance community access to quality backcountry trail systems; and Institutionalize government and private awareness of the needs of bicyclists, pedestrians, equestrians, and Nordic skiers.

Contact: Brian Schilling, Town of Jackson/Teton County Pathways Coordinator
307.732.8573
<http://www.tetoncountwy.gov/493/Pathways>

ABOUT WILD IRIS PRESS

Walt Gerard's work revolves around exploring the mysteries of nature and of our universe using a combination of Old-World techniques and cutting-edge technology.

Walt Gerald, Artist
<http://www.wildirispress.com/>

ABOUT JACKSON HOLE PUBLIC ART

Jackson Hole Public Art (JHPA) forges partnerships for the integration of art into any environment to inspire lasting cultural, educational and economic benefits. JHPA is a non-profit organization and our community's leading presenter of artist-driven projects in public space. We place artworks outside traditional venues of museums and galleries to provide access to art for all people.

JH Public Art produces PARK(ing) Day, hosts a Moonshot 5x5, Stickum Up (temporary mural walk), GLOW Nights, and has a Mobile Design studio used to bring art, food, and books to local youth in their neighborhoods during the summer. JH Public Art provides public art consulting services and collaborates with the Town and County and many local organizations on public art projects.

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