



FOR IMMEDIATE RELEASE

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Community Rallies for Safe and Welcoming Streets Following Recent Traffic Fatalities

EUGENE, OR — In response to a devastating wave of recent traffic fatalities, local leaders, advocates, and community members will gather on Wednesday, May 20, for a series of three events designed to honor lives lost and call for swift action for safe and welcoming streets for all.

The day of solidarity coincides with the international [Ride of Silence](#), an annual global event commemorating cyclists killed or injured on public roads. Since August of last year, four people bicycling in Eugene have been killed by drivers. Despite the City of Eugene committing to a [Vision Zero](#) goal of zero traffic deaths a decade ago, the community continues to experience preventable losses of people walking, biking, and driving.

"Ten years ago, our city made a commitment that no one should die just trying to get around Eugene," said Rob Zako, Executive Director of Better Eugene-Springfield Transportation (BEST). "Yet, we continue to lose our neighbors to traffic violence. Tomorrow, our community is coming together not just to mourn, but to insist on the systemic changes required to make our streets safe for everyone, from all walks of life."

The community and media are invited to participate in the following events on May 20:

News Conference & Rally

9:00 – 9:30 a.m.

Rosetta Place Park (1201-1251 Evergreen Dr, Eugene)

- *Details:* City leaders and transportation advocates will commit to a safe and welcoming future for all road users.
- *Featured Speakers & Community Leaders:*
 - **Rob Zako**, [Better Eugene-Springfield Transportation](#) (BEST) Executive Director
 - **Kayna Robison**, [Greater Eugene Area Riders](#) (GEARs) President
 - **Daniel Gyekye**, [Associated Students of the University of Oregon](#) (ASUO) Executive Secretary of Diversity, Equity, and Inclusion
 - **Lindsey Belleau**, Community member and frequent bus rider
 - **Larry Craig**, [Retired person and wheelchair user](#)

- Sarah Mazze, [Eugene 4J School District Safe Routes to School](#) Coordinator
- Logan Telles, [City of Eugene Associate Transportation Planner](#)
- Chris Skinner, [City of Eugene Police Chief](#)
- Kaarin Knudson, [City of Eugene Mayor](#)

Safety Signage Installation

2:00 – 3:00 p.m.

In front of Spencer View Apartments (22nd Ave & Patterson St, Eugene)

- *Details:* Student and campus labor organizations will install safety signs to send a clear message that the community is uniting to demand safer infrastructure.

Celebration of Life Group Ride

6:00 – 8:00 p.m.

Meet at Spencer View Apartments (22nd Ave & Patterson St, Eugene)

- *Details:* A memorial ride leading to Riverfront Park to honor community members killed by traffic violence.

Better Eugene-Springfield Transportation (BEST) is a local 501(c)(3) educational nonprofit organization. BEST works to build a successful community by bringing people together to promote transportation options, safe streets, and walkable neighborhoods. For more information, visit best-oregon.org.

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