



FOR IMMEDIATE RELEASE

For more information, contact:
Rachel Meinke, ACOG Public Information Director
O: 405.234.2264 | <mailto:rmeinke@acogok.org>

Watch for Me OK Aims to Make Streets Safer for Pedestrians, Bicyclists and Drivers in Central Oklahoma

OKLAHOMA CITY, OK – The population in **Central Oklahoma is growing – and with more bicyclists, pedestrians and drivers on the roads, safety has become an increasing concern.**

The Association of Central Oklahoma Governments (ACOG) is partnering with the City of Oklahoma City (OKC) and the Oklahoma Highway Safety Office (OHSO) to increase the visibility of pedestrian and bicyclist safety issues and make Central Oklahoma a safer place to walk and bike with the launch of **Watch for Me OK**. This public awareness campaign is designed to reduce the number of people involved in pedestrian and bicycle crashes and fatalities on streets and roads.

According to the Oklahoma Highway Safety Office, bicyclist- and pedestrian-involved crashes and fatalities have steadily increased over the past ten years in Oklahoma. **Watch for Me OK** aims to reduce the number of crashes by sharing safety messages and educating motorists, bicyclists and pedestrians on the rules of the road.

"As a community, we must learn to move together safely," said Mark W. Sweeney, AICP, Executive Director of ACOG. "We have a responsibility to keep ourselves and each other safe, and together we can reduce accidents while continuing to enjoy all modes of transportation."

Several city leaders are also getting involved. Bicyclist and Oklahoma City Ward 6 Councilperson JoBeth Hamon champions the campaign's message and efforts and looks forward to a safer environment for herself and her constituents.

"I often run errands and get around on my bike or by foot, and I love the way that lets me experience Oklahoma City," Hamon said. "We all deserve streets that promote safety and health and the **Watch for Me OK** campaign reminds us to be mindful of all forms of transportation."



Incoming Edmond Mayor and longtime bike advocate Darrell Davis agrees. “Making Edmond a more walkable and bikeable community has been a priority for many years,” Davis said. “The **Watch for Me OK** campaign is an important addition to our efforts to inform drivers, pedestrians, and bicyclists on the rules of the road.”

To learn more about the Watch for Me OK campaign or to find messages, materials, and more safety information, visit www.watchformeok.org. You can also connect with the campaign on Facebook, Instagram and Twitter @watch4meok.

###

Watch for Me OK is a public awareness campaign from The Association of Central Oklahoma Governments, the City of Oklahoma City and The Oklahoma Highway Safety Office with the goal of reducing the number of pedestrian and bicycle crashes and fatalities in central Oklahoma. The campaign educates Oklahomans on the rules of the road and aims to keep residents safe while traveling. The program aims to reach people through public service messages, community engagement s, educational materials and partnerships with area leaders such as government staff, pedestrian and bicycle advocates, city planners, law enforcement agencies, engineers, public health professionals, the media, influencers, elected officials, parents and educators. Learn more at www.watchformeok.org.

The Association of Central Oklahoma Governments (ACOG) was established on June 29, 1966. ACOG is the leading voice for regional collaboration in Central Oklahoma. Comprised of local governments that include 47 cities and 4 counties, ACOG’s mission is to advocate for regional cooperation and address common issues; solve mutual problems and promote efficient government services; and to strive to improve the quality of life in Central Oklahoma.