

SW Century Drive: New Signs/Rules Apply to Motorists and Pedestrians

In February, 2011 signs will be posted on Century Drive in the Vicinity of Cascade Middle School (CMS) and the Athletic Club of Bend (ACB):

No Stopping. These signs prohibit drivers from stopping along Century Drive to pick up or drop off students. The violation is defined by ORS 811.550 (14) and is a Class D violation with a maximum fine of \$90.

No Pedestrian Crossing, Use Crosswalk at Roundabout. These signs prohibit pedestrians from crossing Century Drive in the vicinity of CMS and the ACB. Pedestrians are required to cross at the marked crosswalk at the roundabout. The violation is defined by ORS 814.020 (a) and is a Class D violation with a maximum fine of \$90.

Funding for these signs is provided in partnership with the City of Bend-Athletic Club of Bend.

SIGNS WILL BE ENFORCED. The City of Bend Police Department has committed its support to observe, educate and enforce the new traffic rules.

BACKGROUND. A grass roots effort aimed at student and roadway safety has been encouraging parents and students to make safe choices during school drop off and pick up times. Cascade Middle School, the CMS Parent Teacher Student Organization and the Century West Neighborhood Association have all appealed to parents and students via newsletters, emails and face to face contacts over the last two years to stop u-turns and mid-block pedestrian crossings on Century Drive. The appeals have not resulted in a reduction of the unsafe practices. Instead the situation continues to get steadily worse. Hence the new measures which will remain in place until the infrastructure improvement plan, which awaits funding, can be put in place.

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