



FOR IMMEDIATE RELEASE

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“Hailey awarded grant to study Main Street traffic”

Hailey receives technical assistance from New Mobility West

*Hailey, ID.....*The City of Hailey, in partnership with Mountain Rides, has been awarded a technical assistance grant from New Mobility West, an initiative of Community Builders and the Sonoran Institute.

The grant will provide technical assistance to study Highway 75/Main Street from Elm Street on the south end to McKercher Drive on the north. The grant goals are to: 1) help the community and decision-makers understand the traffic volume on Main Street; 2) create a definitive public process that solicits input from the public and the business community on local transportation and economic development issues; and 3) develop a clear list of available alternatives and design solutions for the Main Street corridor.

Business owners on Main Street have been especially vocal in asking the City to tackle these issues. “We can’t keep our front door open due to dust and noise” states Jane Drussel owner of Jane’s Artifacts at 106 S. Main Street. “I would like to see traffic slowed down and pedestrian safety improved. We want to try and maintain the ambiance of our Main Street by making a better environment for outdoor seating and other activities in front of Main Street businesses.”

This grant is under the City’s umbrella program, “Livable Main Street”. The “Livable Main Street” program addresses the following Main Street issues:

- There is poor pedestrian separation from cars, and no room for bicycles.
- Main Street is congested with cars and trucks; traffic is loud and creates dust.
- Main Street is not comfortable for pedestrians.
- There have been several pedestrian/vehicle accidents in the last year.
- Outdoor dining is impacted by the proximity of vehicle traffic and related noise.
- Despite a growing bicycle population, there is nowhere to bike on Main Street except the sidewalk which is both unsafe and impractical.
- Business owners on Main Street have complained that the noise and dust impacts their operations.
- Making sure that Main Street does not create a division between east Hailey and west Hailey neighborhoods



Project partners include the Idaho Transportation Department, Blaine County School District, and the Blaine County Recreation District. 14 downtown business owners signed letters in support of the grant.

Background data will be gathered over the next 8 weeks in preparation for community-wide meetings in late September or early October. The grant will fund a technical team of planners and transportation specialists to gather data conduct public workshops and make recommendations.

“Main Street is the heart of our town, and we want to make it the best Main Street possible” states Mayor Fritz Haemmerle. “We want to hear from everyone in Hailey as to what their downtown should look like.”

“We recognize that transportation systems have a profound impact on the character and vitality of small western towns and the goal of New Mobility West is to help communities align their transportation needs with their economic and community development goals.” Says Hailey resident and Sonoran Institute project manager, Cameron Ellis. “We are thrilled that Hailey won this highly competitive grant.”

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