



Social Media Organic Content

User Group: Motorists

Mentions

Facebook

Partners:

- Pitkinost
- CityofAspen
- RIDE.RFTA
- rideWEcycle
- CarbondaleCO

Instagram

Partners:

- Pitkinost
- Cityofaspen
- Ride_rfta
- Ridewecycle
- carbondale

Hashtags

#SlowAndSayHello #RoaringForkValley #AspenCO #CarbondaleCO #BasaltCO
#SnowmassVillageCO #GlenwoodSpringsCO #RFTA #PitkinCounty #Ebikes #EagleCounty
#TrailSafety #EBikeSafety #EbikeEtiquette #ShareTheTrail #RideRight

Emojis



Content

Motorists

Post 1: Slow Down

Slow down. Someone's adventure starts where your drive continues.

Crosswalks and shared-use paths are busy with people walking, biking, and recreating. A few extra seconds behind the wheel can make all the difference. Reduce your speed and give cyclists and pedestrians the space they deserve.

We're all part of this community, just trying to have a good time and get to where we're going. Slow down. Say, "Hello!"

Learn more at slowandsayhello.co

Slow & Say Hello! is part of a regional safety initiative to reduce multimodal conflicts and increase safe travel behaviors on our pathways. Thank you to our partners:

Post 2: Say Hello

A simple wave can make a big difference. When you approach a crosswalk, intersection, or trailhead, make eye contact with pedestrians and cyclists before proceeding. That moment of acknowledgment helps everyone feel seen, safe, and respected.

We're all neighbors out here. Say, "Hello!"

Learn more at slowandsayhello.co

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Post 3: Show Up

Show up for others by driving predictably.

Turn signals, brake lights, and headlights aren't just vehicle features - they're communication tools. Use them consistently and avoid sudden stops or lane changes that can catch others off guard.

When everyone knows what to expect, everyone gets where they're going more safely. Slow down. Say, "Hello!"

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Post 4: Tune In

Put the phone down and tune into the road.

Distracted driving remains one of the leading causes of crashes and fatalities in Colorado. Stay alert, check your blind spots, and understand the rules of bike boxes, sharrows, and ped-bikeways before you head out.

The road deserves your full attention.

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Post 5: Stay in Control

Stay in control. Stay aware.

Stop completely behind green bike boxes at intersections, maintain control of your vehicle at all times, and remember that ped-bikeways are not through routes. Small choices behind the wheel help create safer streets for everyone.

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Post 6: Leave No Trace

Leave no trace - before, during, and after your drive.

Park responsibly at trailheads, avoid idling, and never leave trash behind. Even something as small as a cigarette butt can harm wildlife, damage our shared spaces, or spark a wildfire.

Help keep Aspen's outdoors clean and accessible for everyone.

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