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Agencies Launch Bike Safety Campaign in Wood River Valley
Promotes Safe Trail Use During National Bike Month



Blaine County, ID – Local officials and recreation partners are urging residents and visitors to slow down, communicate clearly and share multi-use trails as part of a regional safety campaign launched in response to increased user conflicts during peak biking season. The “Bike WRV” campaign begins in May and will continue through the summer.

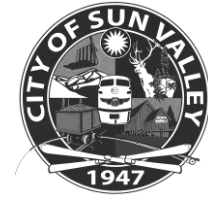
Partners said the effort is aimed at improving safety and reducing conflicts across the Wood River Valley’s interconnected trail system in Blaine County, Idaho.

Participating agencies include the cities of Hailey, Ketchum, and Sun Valley, along with the Blaine County Recreation District (BCRD). At the center of the campaign is a consistent message: slow down, yield appropriately and be predictable on shared trails.

Officials emphasize shared trail behavior

Organizers are asking cyclists and pedestrians to follow consistent etiquette across the region’s multi-use trail network. Key guidance includes:

- Respect all users regardless of mode, speed or ability
- Cyclists yield to pedestrians, runners and equestrians
- Slow down and communicate when passing
- Announce presence and pass only when safe and clearly visible



- Travel at controlled, reasonable and prudent speeds at all times

Officials said the goal is to improve predictability and reduce conflict among users sharing the regional trail system.

Local safety guidance

Officials encouraged users to become familiar with local rules and conditions along their routes, which may vary by jurisdiction.

“The Wood River Trail is one of our community’s most treasured resources,” says Mat Hall, BCRD Board President. “We are glad to be working with the cities to promote safe riding and encourage healthy activity, like bike riding, on the Wood River Trail and throughout our community.”

In Hailey, officials said the Wood River Trail and local pathways have a 20-mph speed limit unless otherwise posted. The city also requires helmet use for riders under 18 using e-bikes or other electric mobility devices.

“The City of Hailey has been working to clarify rules for e-bikes and other electric mobility devices, and we appreciate input from residents and partner agencies,” City Administrator Lisa Horowitz said. “All users must share roads and pathways responsibly and operate in a reasonable and prudent manner. The speed limit on the Wood River Trail and on streets and pathways is 20 mph unless otherwise posted. Riders under 18 using e-bikes or other electric mobility devices are required to wear a helmet in the city.”

Ketchum Mayor Pete Prekeges said the campaign reflects the importance of shared responsibility on the region’s trails.

“We’re fortunate to have an incredible trail system that brings people outside and connects our community,” Prekeges said. “The best way to protect that experience is simple—slow down, look out for one another, and share the trail with respect and care.”

Sun Valley Mayor Peter Hendricks said users should remain attentive and courteous on shared pathways.



“The City of Sun Valley is committed to keeping our multi-use path safe for everyone including pedestrians, cyclists and our furry friends,” said Peter Hendricks, City of Sun Valley Mayor. “We encourage all cyclists to ride responsibly and signal when passing.”

Officials noted that trail rules vary by jurisdiction, including local ordinances in valley communities in Blaine County, Idaho, and additional regulations on federal public lands managed by the U.S. Forest Service and Bureau of Land Management. Residents and visitors are encouraged to follow posted guidance, respect other users and practice predictable trail behavior to reduce conflict and improve safety.

More information is available at BikeWRV.com.

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Media may use [these photos](#).

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About Blaine County Recreation District

About the City of Hailey

The city of Hailey lies in the heart of the Wood River Valley and Blaine County, located about 15 miles south of Ketchum/Sun Valley and just a few miles north of the town of Bellevue. With just under 10,000 residents, Hailey is the largest city in Blaine County and is home to the majority of schools, families with children, and commercial activity for day-to-day goods and services. The Blaine County Recreation District’s headquarters are also in Hailey, helping to support a growing network of south valley trails and pathway developments. Small-town character, a friendly and connected community, and access to diverse outdoor recreation opportunities are just some of the things that make life in Hailey so special. Learn more at haileycityhall.org.



About the City of Ketchum

The city of Ketchum is located in the Wood River Valley in south-central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, mountain biking, fishing, hiking, restaurants, art galleries, and shopping. The City of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the city of Ketchum, visit ketchumidaho.org.

About the City of Sun Valley

The City of Sun Valley is located in the Wood River Valley in south central Idaho and is home to the world's first chairlift. Founded in 1947, Sun Valley is a world-class community with many amenities, including skiing, mountain biking, fishing, hiking, art galleries, and music festivals. Sun Valley is home to 1,800 full- and part-time residents. For more information about the City of Sun Valley, please visit www.sunvalleyidaho.gov.

About Blaine County Recreation District (BCRD)

BCRD has been a vital part of the Wood River Valley community since 1976, providing year-round recreation opportunities that enhance health, wellness, and community connection for all. BCRD manages over 200 kilometers of trails, offers diverse youth and adult programs, and maintains essential community recreation spaces, including Galena Lodge and the Wood River Trail. Committed to accessibility and affordability, BCRD ensures that all residents can lead active, healthy lives. For more information, visit www.bcrd.org.