

CITY OF EL CENTRO

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FOR IMMEDIATE RELEASE

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The City of El Centro is asking for input to help improve the safety, comfort, and beauty of Imperial Avenue

El Centro, Ca. — January 18, 2024 — The City of El Centro is asking its residents to voice their opinions and suggestions regarding Imperial Avenue.

The City of El Centro invites the community to share its input about improving the safety and access along Imperial Avenue. Please help the City of El Centro improve mobility, travel, and safety by taking a short online survey available in English and Spanish before the January 31, 2024 deadline. Everyone who participates in the survey will be entered to win one of two free children’s bikes.

“This is our resident’s opportunity to directly tell us what improvements they want to see on Imperial Avenue,” said City of El Centro Mayor Sylvia Marroquin. “Our residents’ participation will take only a few minutes, but will help guide us on the safety improvements and beautification of one of the most important roadways in our city.”

The City is compiling information for the Imperial Avenue Complete Streets Plan to redesign Imperial Avenue from Adams Avenue to Treshill Road. The plan aims to preserve Imperial Avenue as an essential regional roadway while incorporating needed safety and beautification improvements for people walking, bicycling, and taking transit. The plan is scheduled to be completed by February 2025 and funded through a Caltrans Sustainable Planning Program grant.

The surveys are available in English and Spanish and can be found on the City’s website at www.cityofelcentro.org, under the City News section on the front page. They can also be found at <https://bit.ly/ImperialAveSurvey> for the English version and <https://bit.ly/ImperialAvenueEncuesta> for the Spanish version. For more information about the Imperial Avenue Complete Streets Plan, call 760-337-4545 or email ecplanning@citofelcentro.org

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