

Media Contact: Jonathan French
BuildTheEra@gmail.com

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Build The Era Celebrates First Year As USDOT Ally

Build The Era (BTE) proudly celebrates its first-year successes as an “Allies in Action” partner of the US Department of Transportation, helping to promote and implement the National Roadway Safety Strategy with its unique Rules of Road Safety initiative.

As an Ally, we committed to: “...*initiating a Conversation Series in 2023... based on each Rule of Road Safety. Conversations will engage leaders who are actively practicing the Rules of Road Safety and highlight promising practices. Build The Era will also provide early childhood education around the benefits of roundabout design through its children’s book, Ronda Loves Roundabouts.*”

At the first anniversary of the Call to Action by Secretary Pete Buttigieg and the USDOT, highlights of our accomplishments to fulfill this commitment include:

- Hosting a Conversation about Accessibility in transportation with Emily Voorde, former Associate Director of the Office of Public Engagement of the White House.
- Celebrating National Roundabouts Week with a “Roundabout Roundtable” with four roundabout experts about the past, present, and future of roundabouts in the United States and how we can implement more to save lives.
- Exhibiting at the Maine Transportation Conference in December, highlighting our commitment to Allies in Action with our Rules of Road Safety and promoting *Ronda Loves Roundabouts*



Rules Of Road Safety

Connection
Equity
Accessibility
Trust
Education
Focus
Awareness
Roundabouts
Empathy
Joy

- Distributing hundreds of copies of *Ronda Loves Roundabouts* via Amazon and also through bulk purchases. Several unique ways our book has been used to date include:
 - The non-profit Friends of Veterans Memorial Circle of Rockford, IL purchased dozens of copies to spread awareness about safe roundabout usage throughout the city. We also provided graphics from the book for a public information display during Rockford's annual bicycle festival.
 - The Butler County Engineering Office in Ohio donated 23 copies of our book to County elementary schools, with the majority of the donations occurring during National Roundabouts Week in September. Traffic engineer, Matt Loeffler, P.E. read the book to several classes at the schools.
 - In late 2023, Design Division Manager of the Engineering Bureau of the City of Akron, Ohio, Christine Jonke, P.E. held a GoFundMe to purchase 150 books for every Akron school and library.
- Hosting an online Conversation with Pete DeCarolis, Safe Routes Philly Coordinator, highlighting our Rule of Education. The City of Philadelphia has been a leader in road user education implementation in the United States, with a focus on elementary schools and bicycle and pedestrian usage as well as motor vehicles.

In 2024 we plan to continue to promote and distribute *Ronda Loves Roundabouts* as a tool to further increase roundabout knowledge and acceptance across the country. We'll continue to emphasize our Rules of Road Safety through *Conversation* webinars virtually and by attending various transportation conferences to have conversations with people in the field in-person.

Build The Era is honored to be part of the Allies in Action with USDOT and we will continue to do our part to save lives by helping to implement the National Roadway Safety Strategy through our actions.

About Build The Era: Build The Era is a volunteer-powered education and advocacy organization focused on transportation as it relates to the United States Department of Transportation. It is a USDOT [Allies in Action](#) partner. Learn more at www.BuildTheEra.com

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