

# Safe and Attractive Transportation Communications Strategy

Communications Plan for making Ann Arbor a safer and more comfortable place to walk, bike, ride, and drive

# Safety concerns



- Our children, co-workers, and the elderly walk or ride near roads every day.
- Survival rates for persons struck by cars are linked to speed.
- We can create a safer commuting environment for all through awareness

# Key Safety issues for Vehicles and Pedestrians



## VEHICLES

- Driver's sense of "priority"
- Motorists occupy crosswalks
- "Near misses"
- Distractions, speeding

## PEDISTRIANS & BICYCLISTS

- Vehicles impacting cyclists
- Cyclists speeding on sidewalks
- Cyclists following rules
- Pedestrians crossing against signals



# Caring Community



- A caring community is:
- Concerned about safety, the environment and our neighbors
- A city that can increase its attractiveness for motorists, transit riders, pedestrians and bicyclists
- An award-winning livable community (recognized by LAB, AARP, Prevention,...etc)

# Goals of Campaign



- Increase safety of transportation system for everyone
- Increase attractiveness of transportation
- Increase awareness of safe travel behavior
- Be a leader of pedestrian and cycle friendly living...

# Key Messages

- You have a role in safe travel
- Builds on “Share the Road” campaigns and slogan
- Ann Arbor-specific focus
  - “we are all pedestrians”
  - “I am/know a cyclist” , “my child rides a bike”
  - “Watch where you point that thing”
  - “Don’t tread on me”

# Getting the message out

- Press releases with case studies, positive examples
- Brochures
- Interviews on CTN, WEMU, 107.one, etc.
- Create video clips
- Promote in city communication venues
- Bus advertisements, vehicle clings
- Parking garage outreach
- Taxi & bus driver outreach
- T-shirts with slogans
- I folded WW, WaterMatters, water bill, etc



# Potential Partners

- getDowntown
- Chamber(s) of Commerce
- AAPS
- County Health Department
- WBWC
- MDOT/WATS/SEMCOG





Thank You!

Questions?

