

Additional Materials related to R-17-361

Resolution Directing the City Administrator to Review the Ann Arbor Crosswalk Ordinance

Transportation Commission member request: Request for information about enforcement and education, not just infrastructure.

- Any education the public has received about the Crosswalk Ordinance and what they (the public) is supposed to do?
- What education efforts related to the Crosswalk Ordinance are ongoing?
- What has our education strategy been for the Crosswalk Ordinance and what will our education strategy be going forward?

Staff response:

Safety is the shared responsibility of everyone who might interact at a crosswalk or any other transportation intersection. Pedestrians have the responsibility to properly cross a street when it is safe to do so, looking both ways before crossing, and continuing to do so while crossing. Drivers have a responsibility to pay attention, stop/yield and allow pedestrians to cross, and to drive at a safe speed. Bicyclists have a responsibility to obey the same rules of the road as other vehicles, properly signal and be predictable. Safety cannot exist if that shared responsibility is ignored.

Our communications efforts recognize this fact. Since 2013, communications have centered on the idea of “shared responsibility.” More recently, staff have begun a rigorous safety campaign under the name A2 Be Safe.

As part of this effort, we have:

- Distributed information describing the crosswalk ordinance on posters, bus rails (inside) & tails (outside), bumper stickers, bookmarks and a2gov.org.
- Staff has utilized free media (MLive, WEMU) as well as our own Community Television Network to bring attention to the ordinance.
- Performed outreach on our social media channels, including a 30 days 30 safety tips campaign on Facebook and Twitter which included messaging on the crosswalk ordinance (drivers) and safely crossing the street (pedestrians).
- Targeted outreach in coordination with the Ann Arbor Police Department communicating with drivers at targeted crosswalks with an informational pamphlet.
- Recently undertaken a “Changing Driver Behavior” study in cooperation with Western Michigan University. The study incorporates education, enforcement and visibility to increase awareness of the need for drivers to pay attention and stop/yield for pedestrians. Results so far have been very good (doubling of stop/yield rates at targeted locations, 12% increase at observation sites).
- Built and promoted the Walk. Bike. Drive website that provides information on safety and how to travel around Ann Arbor. Recently added section to site that discusses safety project updates.

- Met with various bodies within the University of Michigan including coordinated student government, public affairs and occupational safety business units to discuss opportunities to engage students about safety.
- Handed out key chains, slap bracelets and printed materials to people of all ages at events and schools throughout the city. A2 Be Safe campaign materials have also been provided to AAPS's summer 2017 Safety Town program.

Tools utilized to communicate about crosswalk ordinance as well as crossing and driver safety:

- A2gov.org
- Facebook (City and AAPD)
- Twitter (City and AAPD)
- MLive
- CTN
- WEMU
- Posters
- Bumper stickers
- Keychains, slap bracelets
- Informational handouts
- Resident Newsletter
- Bus ads (on buses and at bus stops)
- Print ads
- Radio ads

Staff continues to expand the A2 Be Safe campaign alongside our partners AAPS, UM, Safety Town, DDA, Washtenaw County Road Commission, WATS, MIOSHA and Washtenaw County Public Health.

It is important to note that new ordinances rarely, if ever, are passed with accompanying funding for public outreach. Without resources, staff are limited to tools that are free or are limited in cost. A significant barrier to crosswalk ordinance outreach is the lack of resources to educate the 77,000+ drivers who commute into Ann Arbor each weekday. To effectively communicate with this large and transient population, significant resources are required because the only way to reach this audience is through sustained paid mass media.