

Ann Street One-way Conversion Communications Plan

Oct. 20, 2008

Goal

To communicate the changes to traffic flow and parking after the implementation of the Ann Street One-way traffic flow conversion plan . The traffic conversion plan will impact the city customers, the visitors to City Hall, and the residents on Ann Street.

Audiences

- City Council
- Enforcement agencies
 - Ann Arbor Police Department
 - Washtenaw County Sheriff
- Businesses and neighbors in the immediate area
- AATA
- AAPS
- Media
- General public
- City employees

Key Messages

1. Beginning on or after November 2, 2008 (weather permitting), Ann Street between Fifth Ave. and Division St. will be converted to a one-way street (Eastbound) and the parking will be reconfigured.
2. The on street parking will remain public metered parking with parallel parking on the north curb-line as before and new back-in angle parking on the south curb-line
3. The net number of on-street parking spaces will increase in an anticipation of a greater need for on-street parking during and after the construction the Ann Arbor Municipal Center construction project.
4. Back- in angled parking has been shown to be safer for pedestrians, bicyclists and vehicular traffic in that the exiting maneuver is performed with good vision of on coming traffic.

Project Contacts

(Primary) Homayoon Pirooz, P.E., Project Management Unit Manager
Patrick Cawley, Sr. Project Manager

Communication Tactics

City Council Communications

- Memorandum from City Administrator, with attachments
 - Schematic maps of changes
 - Communications Plan
 - Press Release
 - Draft Traffic Control Order
 - Resident Letter

Employee Communications

- Targeted communication with associated units (i.e., Police, sign shop)

- A2 News Notes
- A2 Central
- Agenda Session
- Ann Arbor Municipal Center Newsletter Issue #2

Interested Parties' Communications

- Include in e-mail press release distribution via Gov Delivery

Media/General

- News release
- Map of area
- City's Web site: home, news, project management pages
- Paid advertisement

Communication Timeline – Key Dates			
Target Date	Vehicle	Audience	Responsible
Monday Oct 13	Presenting the plan followed by Q&A	City Council	Homayoon Pirooz/Pat Cawley
Monday Oct 20	Memo and Resolution from City Administrator	City Council	Homayoon Pirooz/Pat Cawley
Tuesday, Oct. 21 (tentative)	Letter to Ann Street Residents	Local residents	Pat Cawley
Tuesday, Oct. 21 (tentative)	Press Release	Media, interested parties	Lisa Wondrash/Cawley
Tuesday, Oct. 21 (tentative)	Web site posting	Web visitors	Wondrash
Tuesday, Oct. 14 (tentative)	A2 News Notes	City staff	Wondrash
Sunday, Oct. 26 (tentative)	Ann Arbor News advertisement	General	Wondrash