

Educational needs

first draft, Linda Diane Feldt 4-11-19

This is a first pass at listing the who what and when of an educational focus. The next step is likely to select the top priorities and flesh out a possible plan or recommendation to whoever would be responsible for carrying it out. Components can also be included with the other E recommendations, and future agenda items.

Targets – pedestrians, cyclists, car drivers, elementary kids, middle school kids, high schoolers, college students, elderly, disabled, commuters (non resident visitors and workers, patients and business people),

What to teach – vision zero, traffic calming benefits, value/danger of every point of driver/bicyclist/pedestrian and other intersection, crosswalk law, personal responsibility and awareness, value of reflective clothing and using lights for visibility, what the research suggests, reasons evidence for staff and council decisions.

When to teach – emphasis on prevention, education with enforcement, safety curriculum in schools, drivers ed, when bikes are purchased, defensive driving and walking/biking, large events pre-info go over safety concerns, city entrance corridors, on buses for passengers, on buses externally, other transportation hubs, UM orientation for new students, social media,

Special challenges –

80,000 out of town visitors/workers per day

prevailing car culture

lack of money local, state and federal

unclear/mixed messages - everyone thinks they are an expert already – dissemination of studies, evidence, reports, evaluations urgently needed

population is somewhat transitory

perception that Ann Arbor laws are different from other cities or countries

distracted driving growing national emergency

driving/biking/walking while impaired

aging population can mean greater disability population

