



MEMORANDUM

TO: Mayor and Council
FROM: Howard S. Lazarus, City Administrator
DATE: April 17, 2017
SUBJECT: Citywide "BE SA²FE" Campaign

I am pleased to announce to Council the concepts for the Citywide "BE SA²FE" Campaign. This effort will raise safety awareness throughout our community through consistent messaging and imagery. Starting with internal and internal rollout, we plan to track relevant safety metrics throughout the City's operations and facilities. We have also begun to collaborate with our significant partners and stakeholders throughout Ann Arbor. Externally, we look to combine the messaging with appropriate engineering, enforcement, and education efforts, particularly in coordination with the many efforts that are underway to promote safe routes to and from school. The City will make the elements of the campaign available to all interested stakeholders who may adapt them for their uses.

I'd like to express my appreciation for the efforts of both our Safety Office and Communications Office in creating a unique campaign that will engage our entire community. If you live, work, or play in Ann Arbor, our direct message to you is "BE SA²FE."

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L Wondrash
S Schantz