



## CITY OF ANN ARBOR, MICHIGAN

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[www.a2gov.org](http://www.a2gov.org)

# PRESS RELEASE

## For Immediate Release

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### CITY OF ANN ARBOR LAUNCHES CAMPAIGN TO PROMOTE PEDESTRIAN SAFETY ORDINANCE

ANN ARBOR, Mich., August 3, 2011 — As part of its ongoing effort to promote public safety and publicize the City's pedestrian safety ordinance passed in 2010, the City of Ann Arbor is distributing yard signs and other materials throughout the city. The yard signs state, "A2 Stops: It's the Law," with an image of a group of pedestrians passing in a crosswalk. The signs convey the message that motorists must stop for pedestrians approaching or within crosswalks, and that pedestrians must use crosswalks if they expect drivers to stop for them.

Signs are being loaned to city staff on a pilot basis. Following evaluation of the pilot program, the signs will be made available for the public to borrow and display. Set to last from August into the Fall, the program aims to rotate signs throughout the city, so that as many motorists as possible see them. To ensure that residents place signs according to city regulations, a sheet of rules and guidelines will be distributed with the signs.

The yard signs program is part of a broad campaign that the city's Transportation Planning program has undertaken to publicize the ordinance. City Council directed staff to conduct education and outreach activities to assure everyone is aware of the need to be considerate of other users of our streets. Expressing his support for the ordinance, Mayor John Hieftje has commented, "We are proud to have been recognized as a "Walk Friendly Community" and recognize there is more we can all do to make Ann Arbor a better place to walk. Motorists should be aware of the rights of pedestrians they encounter and properly allow them to safely walk across the street." Carsten Hohnke, City Council's Fifth Ward representative who sponsored the legislation with Mayor Hieftje, said, "Ann Arbor City Council enacted the crosswalk ordinance to provide a safer environment for pedestrians when crossing the street. It is important that all users of our streets understand and follow the rules of the road, including stopping for pedestrians in or approaching crosswalks." Informational materials have been distributed throughout the community and more details are posted online at [www.a2gov.org/WalkBikeDrive](http://www.a2gov.org/WalkBikeDrive). The city is also installing signs at all pedestrian crossing islands throughout the City informing drivers the city's law requires them to stop for pedestrians. We are also placing electronic message signs at Ann Arbor's entry corridors during the summer and fall informing visitors of our ordinance.

The pedestrian safety ordinance reflects the city's "complete streets" policy, through which the city integrates all users—including pedestrians, bicyclists, and drivers—into planning and projects. In 2007, City Council adopted the City of Ann Arbor Non-Motorized Transportation Plan, which guides the City's decisions on pedestrian and bicycle transportation policy and infrastructure. The city then reaffirmed its commitment to complete streets in the 2009 Transportation Master Plan Update.

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*Ann Arbor has 114,000 residents, spans 27.7 square miles, and is frequently recognized as a foremost place to live, learn, work, thrive and visit ([www.a2gov.org/news](http://www.a2gov.org/news)). To keep up with City of Ann Arbor information, subscribe for e-mail updates ([www.a2gov.org/subscribe](http://www.a2gov.org/subscribe)), follow us on Twitter (<http://twitter.com/a2gov>) or become a city fan on Facebook ([www.facebook.com/thecityofannarbor](http://www.facebook.com/thecityofannarbor)). The city's mission statement reads: The city of Ann Arbor is committed to providing excellent municipal services that enhance the quality of life for all through the intelligent use of resources while valuing an open environment that fosters, fair, sensitive and respectful treatment of all employees and the community we serve.*