

OVERVIEW



Lose the Roaditude - - - - -

Lose the Roaditude is a safety awareness campaign targeting bicyclists, motorists and pedestrians. This campaign is made possible by the City of San Diego in partnership with the San Diego Association of Governments (SANDAG).

The Campaign - - - - -

The *Lose the Roaditude* campaign is aimed at increasing the awareness of common rules and curbing aggressive behavior on the road between bicyclists, motorists and pedestrians. We consider people's willingness to ignore the rules of the road, act aggressive or negligent as "Roaditude."

This campaign encourages people to "*Lose the Roaditude*" through a positive series of messages promoting safety and respect on the road, such as:

- Crossing at crosswalks
- Yielding to pedestrians crossing at intersections
- Stopping at stop signs and signals
- Bicycling with the flow of traffic
- Sharing the road when no bike lane is present

The Strategy - - - - -

Lose the Roaditude is primarily a public information campaign. Media advertising is a component of the campaign, encompassing billboards, bus panels, transit shelters, circulars, the City TV 24 message board and the website.

Success of this campaign will result in bicyclists, motorists and pedestrians thinking about how they act on the road and modifying their behaviors. Our true goal is to foster the adoption of new attitudes that will make our streets safer for everyone who uses them. The ultimate benefit could be a reduction in injuries, crashes and fatalities caused by non-compliance with traffic laws and rules.

Contact Us - - - - -

To learn more about the *Lose the Roaditude* campaign, visit www.LoseTheRoaditude.com, email us at engineering@san Diego.gov, or call the Public Information line at (619) 533-4207.

Paid for with grant funding from the San Diego Association of Governments (SANDAG) and sponsored by the City of San Diego



CAMPAIGN MESSAGES

WE'RE OUT ON THE STREETS TO KEEP YOU MOVING SAFELY SAN DIEGO

Lose the ROADITUDE.com
Go Positive. Arrive Safely.

Paid for with grant funding from the San Diego Association of Governments (SANDAG)

SHARE THE ROAD
These lanes are bike lanes too.

Lose the ROADITUDE.com
Go Positive. Arrive Safely.

Paid for with grant funding from the San Diego Association of Governments (SANDAG)

BIKES ALWAYS GO

Ride with traffic, not against it.

WITH THE FLOW

Lose the ROADITUDE.com
Go Positive. Arrive Safely.

Paid for with grant funding from the San Diego Association of Governments (SANDAG)

BEHIND THE LINE EVERY TIME

STOP

Always stop for pedestrians in the intersection.

Lose the ROADITUDE.com
Go Positive. Arrive Safely.

Paid for with grant funding from the San Diego Association of Governments (SANDAG)

DON'T WALK TO THE HAND
Follow signals when crossing.

Lose the ROADITUDE.com
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BE BRILLIANT Wear bright clothing when out at night.

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JAYWALKING IS FOR THE BIRDS
Stay safe by using the crosswalk.

Lose the ROADITUDE.com
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STOPPING IS PART OF RIDING
Traffic signals keep cyclists safe.

STOP

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THERE'S ALWAYS SAFETY IN NUMBERS

SCHOOL SPEED LIMIT 25 WHICH CHILDREN ARE PRESENT

ROAD WORK 15 M.P.H.

SPEED LIMIT 20

35

SPEED LIMIT 15

Watch your speed.

Lose the ROADITUDE.com
Go Positive. Arrive Safely.

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RESPECT ALWAYS HAS THE RIGHT OF WAY

Road rage gets you nowhere.

Lose the ROADITUDE.com
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RED LIGHT RUNNING HAS TO STOP

Lose the ROADITUDE.com
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LOOK LEFT, LOOK RIGHT LOOKING GOOD

Always look both ways before crossing.

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