



Resolution of the City Council
City of San Diego
Lose the Roaditude
Public Information Campaign

Presented by Councilmember Todd Gloria

WHEREAS, it is a goal of the City of San Diego to raise awareness of good safety practices among bicyclists, motorists and pedestrians; and

WHEREAS, the City, in partnership with the San Diego Association of Governments (SANDAG), is committed to finding creative ways to encourage bicyclists, motorists and pedestrians to follow common rules of the road that will keep the City streets safe for everyone; and

WHEREAS, the City of San Diego takes great pride in the establishment of its *Lose the Roaditude* public information campaign; and

WHEREAS, the campaign defines roaditude as ignoring safety rules of the road; and

WHEREAS, the campaign promotes safety awareness and safe practices such as: crossing at crosswalks, looking both ways before crossing, yielding to pedestrians crossing at intersections, bicycling with the flow of traffic, stopping at red lights and stop signs, obeying speed limits, wearing bright colors at night and respecting others on the road; and

WHEREAS, the support and cooperation of an informed constituency is integral to promulgating public safety awareness for everyone; **NOW, THEREFORE**

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the citizens of San Diego, does hereby proclaim the official launch of the *Lose the Roaditude Public Information Campaign* and does hereby commend the efforts of the Transportation Engineering staff, the Police Department, and the San Diego Association of Governments to make our City streets and roads safer.



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 COUNCIL PRESIDENT

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 COUNCIL MEMBER

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APPROVED: *[Signature]*
 MAYOR

Resolution Number _____, Approved by Council on the _____ Day of _____.