

RESOLUTION NUMBER R- 305293

DATE OF FINAL PASSAGE OCT 14 2009

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

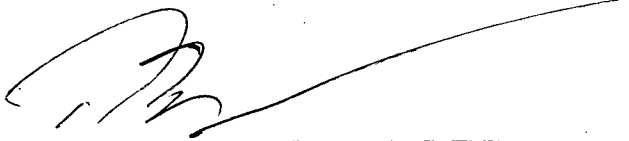
WHEREAS, the campaign promotes safety awareness and safe practices such as: crossing at crosswalks, looking both ways before crossing, yielding to pedestrians crossing at intersections, bicycling with the flow of traffic, stopping at red lights and stop signs, obeying speed limits, wearing bright colors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

APPROVED: JAN I. GOLDSMITH, City Attorney

By 
Paul F. Prather
Deputy City Attorney

PF:lkj
09/04/09
Or.Dept:Council-Gloria
R-2010-151

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of OCT 6 2009.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 10-14-09
(date)


JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor