



CITY OF KIRKLAND
Department of Public Works
123 Fifth Avenue, Kirkland, WA 98033 425.587.3800
www.ci.kirkland.wa.us

To: Dave Ramsay, City Manager

From: Daryl Grigsby, Public Works Director
David Godfrey, P.E., Transportation Engineering Manager

Date: October 4, 2007

Subject: PEDESTRIAN FLAG KICK OFF

RECOMMENDATION:

It is recommended that the Mayor present pedestrian flag merchant partners with certificates of participation and proclaim the week of October 15 through October 21, 2007 Take it to Make it pedestrian flag week in Kirkland.

BACKGROUND DISCUSSION:

In 2006 the City of Kirkland received a grant to increase usage of pedestrian flags in downtown Kirkland. A Social Marketing approach was taken in order to accomplish this goal. We began by talking to users and non-users of pedestrian flags. From these interviews we identified barriers to usage such as: no flags available, no need to use the flags, uncertain what the flags were for, etc. The program was then redesigned in order to remove these barriers. For example, a new holder was developed that holds more flags, is easier to use, and illustrates the importance of pedestrian flags. The flags themselves were redesigned to convey their purpose at a glance. The new program's slogan is *Take it to Make it*. Our goal is to increase usage from 8% in March 2007 to 14% in March 2008, 25% in 2009 and 40% in March 2010.

Another important part of the new program is the introduction of merchant partners. These partners have agreed to:

- Display a sign in their business reminding customers to use pedestrian flags.
- Offer a small discount on products or services to customers "caught" using a flag.
- Help maintain the supply of flags at the crosswalk near their business.

In exchange, partners' logos are displayed on the flag containers near their business and they will be recognized in publicity about the pedestrian flag program.

Partners continue to join the program and as of this writing, partners are: Ben and Jerry's Ice Cream, Coyote Creek Pizza, Epicurean Edge, Kirkland Arts Center, U.S. Bank, White Swan Car Wash and Chevron, and Windermere Realty

The attached proclamation recognizes the new program and the participation of the partner businesses. It is expected that several representatives of the partner businesses will be at the October 16 Council meeting to receive the plaques they will display in their businesses.



A PROCLAMATION OF THE CITY OF KIRKLAND

Designating October 15th – 21st as “Take it to Make it Week” in the City of Kirkland

WHEREAS, pedestrian flags were pioneered in Kirkland over 10 years ago and are now being used by communities across the country and;

WHEREAS, increasing the use of pedestrian flags has been shown to increase pedestrian safety which is in turn leads to a more walkable community and;

WHEREAS, a formal process for increasing pedestrian flag usage has generated a number of improvements to the program including redesigned flags and holders and;

WHEREAS, Kirkland businesses have recognized the value of pedestrian safety and agreed to partner with the City to promote flag usage and;

WHEREAS, *Take it to Make it* is the slogan for the new program;

NOW, THEREFORE, I, James L. Lauinger, Mayor of the City of Kirkland, do hereby proclaim October 15th to 21st, 2007, as *Take it to Make it Week* in Kirkland, and urge all the citizens of Kirkland to use pedestrian flags when walking in Kirkland.

Signed this 16th day of October, 2007

James L. Lauinger, Mayor