

From: [Brennan Goodman](#)
To: [City Council and Mayor](#)
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[External Email]

Good afternoon Mayor Haila,

After watching a video on US pedestrian safety, I think Ames could better follow better designs for pedestrian safety, as shown in this [video](#). I wanted to write this after I saw the video mentioned a "hawk light", one of which was recently implemented on 16th street. These traffic control devices only have a 40% compliance with motorists according to the Delaware DOT and the costs to implement them are huge (\$100k+). The only improvement I feel like I've seen that Ames has implemented has been the leading pedestrian indicator, giving those walking headstarts on 'Walk' signs.

If the plan is to truly implement CyTown, it seems the bare minimum on the improved University and 4th intersection was done on behalf of pedestrian safety, which is bizarre considering how much pedestrian traffic moves through that area on gameday.

I wanted to send this video after watching it and noticing more signs that display car speed like that outside of the MU last week, which I doubt are truly influencing driver behavior (I'd imagine in a college town, there's the occasional driver urge to accelerate through them). The issue is **speed**, and we aren't doing enough to **modify driver behaviors** to slow down through better street design and pedestrian safety modifications. More can be done in the Ames community to make it more walkable.