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October 15, 2008

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ROSEND AHL, COMMUNITY TO DEDICATE PEDESTRIAN SAFETY SYSTEM AT BUSY
CROSSWALK ON ABBOT KINNEY BOULEVARD

Who: Los Angeles City Councilmember Bill Rosendahl
Representatives from the Department of Transportation
Mike Newhouse, president, Venice Neighborhood Council
Betsy Goldman, community activist

When: 11:30 a.m.
Thursday, October 16, 2008

Where: Intersection of Abbot Kinney Boulevard and Rialto Avenue
Venice, CA 90291

What: As part of the continuing effort to increase safety
between motorists and pedestrians, Councilmember Bill Rosendahl will
join officials from the Department of Transportation (DOT) and community
leaders to dedicate a pedestrian safety system on the bustling
thoroughfare of Abbot Kinney Boulevard in Venice.

A pedestrian can activate the safety system by pushing a button which
causes a series of light emitting diodes (LED) to flash, warning
approaching motorists that a pedestrian is entering the crosswalk. The
LEDs are embedded on pedestrian crossing signs to
maximize driver recognition.

Abbot Kinney Boulevard transformed into a thriving business district
over the past decade, and it is now a popular shopping and dining
destination for visitors from around the world. Residents along with community
activist, Betsy Goldman, noticed the unsafe conditions for pedestrians
crossing the section of Abbot Kinney Boulevard and brought the issue to
Rosendahl's attention. Rosendahl ensured the activation of the safety
system several weeks ago so pedestrian safety would not be compromised.

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