



FOR IMMEDIATE RELEASE

FOR INFORMATION CALL

May 6, 2005

Ald. Michael S. D'Amato
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Tragic Mother's Day Weekend Accident On Brady Street Brings Changes

One year ago, on May 10, 2004, 83-year-old Mary Glorioso died hours after being hit by a car as she crossed Brady Street on Mother's Day weekend. It was a walk she had taken for more than 50 years from her nearby home to the family's grocery store.

Immediate steps were taken in an effort to make the street safer, but merchants, neighbors and Milwaukee Ald. Michael S. D'Amato also saw an urgent need for some ongoing, long-term efforts to improve pedestrian safety along the bustling street. On Monday, May 9, 2005, several special events are being held, to remember the life of Mary Glorioso, and announce a new three-part pedestrian safety initiative involving enforcement, engineering and education.

"The tragic death of this noble woman affected us all and has solidified our resolve to move forward with improved, multifaceted pedestrian safety efforts," Ald. D'Amato said. "This effort moves beyond just vehicular signage and instead attempts to change the culture of the 'car first' attitude when driving through neighborhoods."

The innovative pedestrian safety campaign will get underway Monday, May 9, 2005 at 1:00 p.m. with a news conference in front of the Brady Street Pharmacy, 1696 N. Astor St. (corner of Astor & Brady). Mayor Tom Barrett, Ald. D'Amato, Police Chief Nannette Hegerty and other officials will be on hand to remember Mary Glorioso and to unveil the new initiative.

At 1:30 p.m., the officials will take part in a "step-out," crossing at Brady Street and watching to see if vehicles stop for pedestrians. Drivers who do not yield will be given a warning ticket. "Keeping Milwaukee residents safe is our top priority, whether they are in their homes, in their vehicles or whether they are walking on our city streets," said Milwaukee Police Chief Nannette Hegerty. "Yielding to pedestrians is the law and Milwaukee Police will be ready to ensure that people can enjoy our city safely."

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Brady St. Pedestrian Safety/ADD ONE

At 6:45 p.m. Monday a candlelight memorial service remembering Mary Glorioso will be held, with a march from St. Hedwig Church, 1702 N. Humboldt Ave. (corner of Humboldt & Brady) to the Brady Street Pharmacy, near the intersection where Mrs. Glorioso was struck.

In addition to enforcement efforts, Ald. D'Amato says 14 in-street signs with a pedestrian icon will be installed at several intersections along Brady Street that reads "STATE LAW YIELD TO PEDESTRIANS WITHIN CROSSWALK." Two "bump outs" have also been installed at the intersection of Brady Street and N. Arlington Place to draw even more attention to the pedestrians who cross at those crosswalks. "Yield signs, bump outs and other traffic control measures can help improve pedestrian safety but a long-term education effort is also necessary," said City Engineer Jeff Polenske. "The city is grateful to Milwaukee marketing firm Hanson and Dodge Creative for their ongoing assistance in developing concepts for an educational campaign at no charge to the city," Polenske said. Ideas for the educational campaign will include creative ways to draw attention to the rights of pedestrians.

"The safety of our citizens is important no matter where they live in our city," said Mayor Barrett. "This effort on Brady Street is important to our overall safety efforts and could become a model that can be used in other neighborhoods where pedestrian safety is a major concern."