



City of Cambridge

R-30.

IN CITY COUNCIL
June 25, 2001

COUNCILLOR DAVIS
COUNCILLOR BORN
COUNCILLOR BRAUDE
MAYOR GALLUCCIO
VICE MAYOR MAHER
COUNCILLOR SULLIVAN
COUNCILLOR TOOMEY

WHEREAS: The City of Cambridge is committed to improving air quality and reducing traffic congestion by encouraging the use of transportation options such as walking, cycling, and public transportation; and

WHEREAS: The City of Cambridge was awarded a grant by the Massachusetts Highway Department to develop a marketing and education program to promote the positive characteristics of these transportation options; and

WHEREAS: The concept for this marketing campaign involved highlighting well-known Cambridge residents walking, cycling, and riding the MBTA as part of their daily activities; and

WHEREAS: Florence Ladd, an award-winning author and former director of the Bunting Institute at Radcliffe, who is known to walk to get around in Cambridge, donated her time and image to this important campaign; now therefore be it

RESOLVED: That the Cambridge City Council extends its most heartfelt thanks to Florence Ladd for her help in making the Express Yourself marketing campaign a success; and be it further

RESOLVED: That the City Clerk be and hereby is requested to forward a suitably engrossed copy of this resolution to Florence Ladd on behalf of the entire City Council.

In City Council June 25, 2001.

Adopted by the affirmative vote of seven members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "D. Margaret Drury".

D. Margaret Drury
City Clerk

WD

P 30

Proclamation For Express Yourself Campaign - Florence Ladd

WHEREAS	The City of Cambridge is committed to improving air quality and reducing traffic congestion by encouraging the use of transportation options such as walking, cycling, and public transportation; and
WHEREAS	The City of Cambridge was awarded a grant by the Massachusetts Highway Department to develop a marketing and education program to promote the positive characteristics of these transportation options; and
WHEREAS	The concept for this marketing campaign involved highlighting well-known Cambridge residents walking, cycling, and riding the MBTA as part of their daily activities; and
WHEREAS	Florence Ladd, an award-winning author and former director of the Bunting Institute at Radcliffe, who is known to walk to get around in Cambridge, donated her time and image to this important campaign; now therefore be it
RESOLVED	That the Cambridge City Council extends its most heartfelt thanks to Florence Ladd for her help in making the Express Yourself marketing campaign a success, and
RESOLVED	That a suitably engrossed copy of this resolution be given to Florence Ladd.



City of Cambridge

R-30.

IN CITY COUNCIL

June 25, 2001

COUNCILLOR DAVIS
COUNCILLOR BORN
COUNCILLOR BRAUDE
MAYOR GALLUCCIO
VICE MAYOR MAHER
COUNCILLOR SULLIVAN
COUNCILLOR TOOMEY

- WHEREAS: The City of Cambridge is committed to improving air quality and reducing traffic congestion by encouraging the use of transportation options such as walking, cycling, and public transportation; and
- WHEREAS: The City of Cambridge was awarded a grant by the Massachusetts Highway Department to develop a marketing and education program to promote the positive characteristics of these transportation options; and
- WHEREAS: The concept for this marketing campaign involved highlighting well-known Cambridge residents walking, cycling, and riding the MBTA as part of their daily activities; and
- WHEREAS: Florence Ladd, an award-winning author and former director of the Bunting Institute at Radcliffe, who is known to walk to get around in Cambridge, donated her time and image to this important campaign; now therefore be it
- RESOLVED: That the Cambridge City Council extends its most heartfelt thanks to Florence Ladd for her help in making the Express Yourself marketing campaign a success; and be it further
- RESOLVED: That the City Clerk be and hereby is requested to forward a suitably engrossed copy of this resolution to Florence Ladd on behalf of the entire City Council.

In City Council June 25, 2001.

Adopted by the affirmative vote of seven members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "D. Margaret Drury".

D. Margaret Drury
City Clerk

973R

Resolution #30

Thanks to Florence Ladd for her
help in making the Express
Yourself marketing campaign a
success.

**Councillors Davis, Born, Braude,
Mayor Galluccio, Vice Mayor
Maher, Councillors Sullivan and
Toomey**

In City Council June 25, 2001

ORDER ADOPTED