

## Ideas for Organizing a Slow Down Yard Sign Campaign Safe Communities



### Neighborhood/community leaders:

- Organize distribution of slow down yard signs in your neighborhood or community. Some neighborhoods use a block captain system to put signs out and bring them in; others have a few volunteers move the signs around to different problem locations in the neighborhood. For more information, please see "*Suggestions for Running an Effective Yard Sign Campaign*" on the Safe Communities website at [www.safercommunity.net/trafficsafety/slowdown.html](http://www.safercommunity.net/trafficsafety/slowdown.html).
- Organize neighbors to monitor speeds using available speed boards.
- Borrow a traffic radar unit and conduct a speed survey.
- Organize a "pace car" effort on streets with high traffic volume. Recruit volunteers to drive the speed limit on selected streets during the campaign. Some neighborhoods have posted signs in pace car windows that read "This is a Residential Neighborhood: Drive 25" or "Be a Good Neighbor: Drive the Speed Limit."

### Law enforcement agencies:

- Identify problem areas and recruit residents to post yard signs.
- Place speed awareness trailers in the vicinity of yard signs to reinforce the "slow down" message.
- Highlight the issue of speeding by writing an article for your local weekly newspaper or neighborhood newsletter (a sample is available on the Safe Communities website at [www.safercommunity.net/trafficsafety/slowdown.html](http://www.safercommunity.net/trafficsafety/slowdown.html)). To reinforce the message, it would be helpful if you could submit this article so it would appear just before or during the campaign.
- Step up speed enforcement.

### Law enforcement and traffic engineering:

- Help evaluate the effectiveness of these campaigns by placing "speed counters" on selected streets before, during, and after the campaign.

### School/youth advocates:

- Help recruit and organize youth to participate in activities listed above.

