

Suggestions for Effective Yard Sign Placement Safe Communities



SO – WHAT WORKS BEST? What really works best is to have a couple of people within your neighborhood take charge of the signs, rather than distributing them to individuals who request them. By doing so, it enables the neighborhood to keep them as a resource, and to move them around to trouble spots.

Pick a couple of streets in your neighborhood where speeding is a nagging problem. Distribute a flyer (see sample at www.safercommunity.net/trafficsafety/community_safety/slow_down_yardsign.html) to residents of the street asking them to contact you if they **DON'T** want a sign on their yard.

SIGN PLACEMENT: Signs cannot be placed in the street and highway right-of-way. This means they cannot be placed in the terrace of urban streets or public right-of-way of other highways and roadways. It is likely that the police and streets departments will confiscate the signs if they are improperly placed.

TAKE 'EM DOWN, MOVE 'EM AROUND: One of the reasons we think these yard sign campaigns are effective is because they make a strong visual impact on motorists. The signs lose their impact if they stay in one place too long. One to three days makes a statement - then they start to blend in with the scenery. Signs last longer and make more of an impact if they are up for short periods of time, moved around to different locations, and/or taken down for a while.

ENFORCEMENT: Many law enforcement agencies will agree to step up traffic enforcement in neighborhoods participating in a Slow Down Campaign. A neighborhood and law enforcement partnership will greatly enhance the effectiveness of your efforts.

