

2008 Slow Down Yard Sign Campaign

Safe Communities

April 16-25, 2008

Ideas for Organizing a Slow Down Campaign

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. Please see *Suggestions for Running an Effective Yard Sign Campaign* for more information.
- Organize neighbors to monitor speeds using available speed boards.
- 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 Madison, Wisconsin neighborhoods (Tenney-Lapham, Elvehjem, Dudgeon-Monroe) 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 in concert with your speed enforcement efforts. In some communities, police departments take charge of the signs and move them around to locations where they are conducting speed enforcement.
- Place speed awareness trailers in the vicinity of yard signs to reinforce the "slow down" message.

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.

Law enforcement agencies and neighborhoods:

- Highlight the issue of speeding by writing an article for your local weekly newspaper or neighborhood newsletter (a sample is below). To reinforce the message, it would be helpful if you could submit this article so it would appear just before or during the campaign. Safe Communities staff will contact Madison daily newspapers, television, and radio stations about the campaign.

School/youth advocates:

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