

Yard-Sign Campaign Proves Effective in Reducing Speed On Residential Streets

Already Implemented in 80 Communities in 24 States

Yard-sign campaigns at the grass roots level are proving to be an effective tool in reducing speeds on neighborhood streets. The campaign typically has neighborhood residents place signs on their properties that read "Keep Kids Alive, Drive 25."

In Oceanside, CA the campaign resulted in a 16% percent reduction in the average speed of motorists on the neighborhood streets where the signs were placed. Considering the low cost of such a campaign and its ability to involve residents and build community spirit against speeding on local streets, the yard-sign campaign compares favorably with other measures used by traffic engineers to reduce speeds (see adjoining table). Other measures are often ineffective (for example, stop signs), controversial and costly (speed humps), or impractical (closure of street, one-way streets).

The Keep Kids Alive, Drive 25 (KKAD) campaign was started by one Thomas Everson of Omaha, NE. Mr Everson informed *The Urban Transportation Monitor* about how KKAD works to address the problem of speeding in residential neighborhoods:

Since most speeding in residential neighborhoods is a direct result of the driving behavior of residents of that neighborhood, Keep Kids Alive, Drive 25 works to address the problem at the grass roots level by inviting residents to take responsibility for their own driving behavior.

The reality is that the problem of residential speeding can best be addressed (and should be addressed) by the people most directly affected by its impact: local residents.

Keep Kids Alive, Drive 25 invites residents, along with city officials (law enforcement, traffic engineers, city council representatives, county commissioners, and mayors) to work together to address speeding in residential neighborhoods.

For more information on how to implement KKAD, as well as possible funding sources, contact Thomas Everson, tel. (402) 334-1391, email: ever-son@gateway.net.



A "Keep Kids Alive, Drive 25" sign in Oceanside, CA.

Effectiveness of Traffic Calming Measures To Reduce Speed: Results of a Survey Conducted Among Traffic Engineers in 55 Different Cities in the U.S.

Technique	The average cost of one installation as reported by respondents, averaged for all respondents.	Rating and actual percentage reduction in speed achieved by each technique, as reported by respondents, averaged for all respondents. The ratings are based on a scale of 0 to 10 (with 10 being very good/high and 0 being terrible/no effect/negative effect) for the ability to reduce speed.	
		Ability to reduce speed	
		Average ratings as reported by respondents.	Average % reductions as reported by respondents.
Speed humps	\$1,443 (\$615)	6.8 (3.1)	22.5 (25.9)
Police enforcement	\$32.5/hr (\$10.60)	6.5 (2.6)	28.0 (23.6)
Closure of street - midblock	\$2,625 (\$3,326)	5.9 (3.1)	65.0 (49.5)*
Closure of street - at intersection	\$6,500 (\$5,783)	6.6 (3.1)	67.4 (35.7)
Stop signs	\$180 (\$140)	3.4 (2.5)	18.9 (19.0)
Chokers	\$6,040 (\$5,637)	5.1 (2.4)	22.0 (17.9)
Diagonal diverters	\$500 (N/A)*	5.0 (N/A)*	50.0 (N/A)*
One-way streets	\$693 (\$325)	3.4 (3.3)	49.5 (70.0)*
Partial closure / semi-diverter	\$2,616 (\$2,035)	4.8 (2.3)	35.0 (37.0)
Turn prohibitions	\$157 (\$87)	3.1 (3.4)	18.3 (32.5)
Medians, median barriers	\$4,183 (\$4,013)	3.5 (2.4)	3.0 (4.8)
Speed limit signs	\$126 (\$124)	2.7 (2.0)	6.7 (9.7)
Traffic circles	\$6,100 (\$6,123)	5.1 (2.8)	33.6 (26.4)
Rumble strips	\$300 (\$0)*	3.0 (2.8)	0 (N/A)*
"No through traffic" signs	\$124 (\$78)	1.5 (2.1)	4.6 (10.5)
Pavement markings to narrow traveled way	\$200 (\$152)	4.6 (2.6)	7.2 (6.3)
Raised intersections/crosswalks	\$4,333 (\$1,155)*	6.5 (2.7)	19.3 (26.7)*
Downgrade street classification	N/A	0.6 (0.9)	0 (N/A)*
Restricted use during peak hours	\$100 (N/A)*	N/A*	N/A*

*Notes: The values in parentheses are the standard deviations of respondents answers; N/A = Not Available or Not Applicable; * = three or less responses received. Source: The Urban Transportation Monitor, May 24, 1996.*