

# Go Slower

On your mark, get set, SLOW DOWN. The speed limit on most city streets is typically 25 MPH, 30 MPH or 35 MPH. How many drivers obey the limit? Ask almost any neighbor and they will say “Too few!” We want to lower the speed of traffic through our neighborhood to a safer level.

We don’t want to change the law and we don’t necessarily want the police to hand out tickets. We just want everyone to voluntarily “GO SLOWER”. We are launching a neighborhood-wide, yard-sign campaign which urges everyone to ease off the gas.



Several years ago, another neighborhood launched a similar yard-sign campaign and the results were dramatic. Over 90% of the neighborhood participated and agreed to place a sign in their front yard asking drivers to slow down. The campaign lasted one week and lowered the speed of traffic from an average of 26 MPH before the campaign to 20 MPH during the campaign. To see more information, go to [www.GoSlower.org](http://www.GoSlower.org).

## Campaign Results

	<u>Before Campaign</u>	<u>During Campaign</u>	<u>After Campaign</u>
<b>Average MPH</b>	26 MPH	20 MPH	23 MPH
<b>% Over 25 MPH</b>	53%	6%	19%

The [INSERT NAME] Home Owner’s Association will conduct a “GO SLOWER” campaign starting on Saturday, \_\_\_\_\_ and ending one week later on Sunday, \_\_\_\_\_. We want to remind ourselves, our family, our guests and everyone else who drives on our streets to SLOW DOWN.

## WE WANT YOU TO JOIN US.

If you decide to participate, the [INSERT NAME] Home Owners Association will install a “GO SLOWER” yard sign in your front yard. A sign will not be installed if you decline to participate. At the end of the campaign, one week later, the yard signs will be removed.

**All you have to do to participate is sign and return the attached form; everything else will be handled for you. The campaign signs and all materials are provided by \_\_\_\_\_ at no charge to you.**

# **GO SLOWER Response Form**

**Please return by Thursday, \_\_\_\_\_.**

**Yes, our family will participate. Please put a “GO SLOWER” yard sign in our front yard for one week during the campaign.**

**No, our family will not participate.**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Please deliver this form to:**

**XXXX  
[INSERT NAME] HOA  
XXXXXX  
City, State Zip**

**OR**

**Send an email to [xxxxx@xxx.com](mailto:xxxxx@xxx.com) letting us know that your family will participate.**