

## **Description of Measures in Plan B: “Awareness and Education” Option**

### **“VCALM” ELECTRONIC SPEED LIMIT SIGNS**

Vcalm changeable message signs are 45” tall and 28” wide, and installed about 8 feet above ground on existing street light poles. The Vcalm sign operates 24 hours a day, displaying “SPEED LIMIT 25” until it detects a vehicle exceeding 25 mph and then the sign switches to display “YOUR SPEED XX”. The first area Vcalm sign installation was in fall of 1999 in a school zone in San Jose. The sign has a high intensity LED display that can be seen from 500 feet and up. The sign brings awareness to drivers going through the area what the speed limit is and the speed they are currently traveling. The initial study results from San Jose are encouraging, with a 5-7 mph reduction in speeds when the sign is operating as well as public comments from other cities about the effectiveness of the sign in making drivers aware of how fast they are going and then slowing down as they see how fast they were going. Vcalm signs have been installed in Palo Alto on Embarcadero Road, Charleston Road, Arastradero Road, Middlefield Avenue and Channing Avenue.

### **THE NEIGHBORHOOD PACE CAR PROGRAM**

The Neighborhood Pace Car Program is a citizen-based initiative that is intended to slow traffic and reduce car use. The Pace Car Program originated in Boise, Idaho and is being implemented in cities like Salt Lake City, Santa Cruz, Boulder, as well as Palo Alto. The Pace Car Program idea is to use cars to calm cars, merely by encouraging motorists to abide by existing laws. The two elements of the program are a bumper sticker and a pledge. Motorists are asked to sign a pledge and implement it in their driving habits and lifestyles. A bumper sticker is then sent to each participant, which identifies the participant as a pace car driver. As pace car drivers, residents become “mobile speed humps.” If they drive within the speed limit, the cars behind them will do the same. The central core of this program is that it puts the responsibility to drive responsibly on motorists.

### **TRAFFIC SAFETY AWARENESS BANNERS**

Traffic Safety Awareness Banners are 84’ x 28” photographs of bicyclists, pedestrians and motorists safely sharing the street right of way. The banners, developed from Palo Alto’s “Share our Streets” traffic safety education campaign, are hung from light poles.

### **NEIGHBORHOOD TRAFFIC WATCH SIGNS**

“Neighborhood Traffic Watch signs are 24” x 36” and placed in the public right of way adjacent to the street in a location visible to motorists entering a residential area in which speeding and other imprudent driver behavior is a concern.