

So what can you do to stop speeding on your local roads?

Institute a neighborhood traffic calming program that emphasizes community involvement and combines education and enforcement with engineering techniques.

Educate your residents with a **community awareness** campaign

Studies and enforcement data history indicate that the majority of speeding on local roads is done by drivers who live in those neighborhoods, so a community education campaign that includes articles in the municipal newsletter or posters at community gathering places (such as schools, libraries, and recreation centers) can be very effective at increasing awareness and reducing speeds. Articles in the local newspaper or community magazine can also be helpful if the problem is significant enough to warrant it, and yard signs reminding people to slow down reinforce the point.

Back it up with **enhanced enforcement**

When educating the public about a speeding problem in your neighborhood, it's important to tell them why you want to reduce speeds (including information on any crashes that may have occurred or the compromised safety of pedestrians). It's also important to connect your education effort with enhanced enforcement by police and let people know that tickets will be issued. Education by itself will not deter speeders for long; the threat of fines is necessary to reduce speeding over the long haul.

Control speed with **engineering devices**, as needed

While education and enforcement can help reduce excessive speed in most situations, sometimes drivers need an extra nudge or reminder to slow down. A traffic engineer can help you install measures that will encourage or even force drivers to slow down such as speed humps, rumble strips, traffic islands, road narrowing, and pavement markings. (In another article in this series, we describe each of these measures, their cost, and their effectiveness.)

A comprehensive traffic calming program like this that combines education, enforcement, and engineering design can be very successful at eliminating speeding on local roads, but governing requires the consent of the governed. Therefore, the effectiveness of a traffic calming program depends most of all on how invested the community is in making it work. This makes community involvement from the earliest stages very important.

Community Involvement

Many communities find it helpful to create **a committee of residents** to address traffic concerns in the neighborhood. The committee can provide information on speeding and other traffic issues and work with the municipal officials, their retained engineer, and police to devise a strategy to address them. All final decisions are made by municipal officials, but the committee plays a significant role in advising them and helping to determine a solution.

Working as a team, municipal officials, law enforcement, and residents can make roadways safer for the entire community.