

Slow Traffic Down in Your Neighborhood!

Speeding in residential areas is the most common citizen complaint issued to police departments and city council representatives throughout the U.S. Speeding in residential areas creates a danger to pedestrians, to bicyclists and especially to children.

The fatality rate in residential zones due to car accidents is nearly 3 times the rate on highways. Studies have proven that slowing traffic down will greatly reduce the chances of a fatal accident involving pedestrians and automobiles. A small change in speeds has a dramatic effect on whether those involved live or die.

The speed limit in most neighborhoods is 25 mph.

- At only 20 mph, **15%** of pedestrians struck by an automobile will die of their injuries.
- At 30 mph **55%** will die.
- At 40 mph, **85%** will die.



Most speeders in your neighborhood live in the neighborhood. Very often drivers are speeding without even realizing it. We have all done it. We are driving along thinking about what we have to do, where we are supposed to be, who we need to call, often never realizing that we are exceeding the speed limit.

It's hard to imagine how many feet you travel in a vehicle at different speeds. Consider that in many subdivisions a lot size is generally around 100 feet long on the street. Now look how quickly you move down a neighborhood street even at slow speeds:

MPH	=	Feet/Second	Time to Travel 150 Feet
20		29.3	5.12 seconds
25		36.7	4.09 seconds
30		44.0	3.41 seconds
35		51.3	2.92 seconds
40		58.7	2.55 seconds
45		66.0	2.27 seconds
50		73.4	2.04 seconds



A vehicle traveling 40 MPH will still be going 36 MPH when it hits a person who suddenly appears in the street 100 feet ahead of it. The average driver going 25 MPH would be able to come to a full stop within 100 feet!

**A.J. McLean, "Vehicle Speeds and the Incidence of Fatal Pedestrian Collisions", Federal Office of Road Safety, Australia*

What can be done about reducing driving speeds in your neighborhood?

Radarsign's **radar speed signs** offer a great solution because they give drivers notice that they are speeding. Tests repeatedly show that speeders WILL slow down up to 80% of the time when alerted by a **radar speed sign**. Typical average speed reductions are 8-15%, and overall compliance with the posted speed limit will go up by 30-60%.

An additional benefit is that Radarsign's **radar speed signs** can collect speed data on over 500,000 vehicles. This data can then be analyzed using StreetSmart, our traffic statistics software, allowing you to:

- Pinpoint specific speeding times during the day, providing law enforcement the best information about when to patrol your neighborhood or community
- Provide a baseline of the actual speeding problem when data is collected with the LED display off and compared with data captured with the LED display on
- Monitor the driver feedback sign's effectiveness on an ongoing basis
- Demonstrate with location specific statistics the effectiveness of the sign

What type of driver feedback sign should you purchase?

- The **TC-500A** if you have easy access to AC power on the pole you want to put the sign
- The **TC-500S** if you prefer a solar powered sign
- The **TC-500B** if you prefer a sign that can be moved from pole to pole in the neighborhood. (Remember that driver feedback signs only work where they are located. Once the sign is removed from a street location, drivers will go back to speeding more often.)



What are your payment options?

- Check
- Visa or MasterCard
- 3 Year Lease/Purchase Option-For HOAs on a fixed budget, a lease option is available starting at \$115/month. The payments include an extended warranty on the sign for the life of the lease.

Why purchase a Radarsign radar speed sign?

The answer is simple. Radarsign's speed signs are:

- The most vandal resistant signs on the market today. Designed for extreme durability, our **radar speed signs** can even withstand gunshots and sustain only minor damage.
- Energy Efficient. They require the lowest power consumption for operation than comparable products on the market today.
- Versatile. By offering more flexibility and portability in mounting options our signs can be used in multiple environments.
- The best value on the market today for accomplishing traffic calming when compared to other radar speed signs, speed humps, speed bumps, traffic circles etc.

Call us today at 1-866-865-2278 ext 2. Join us in making your roads and your neighborhood safer. www.radarspeedsigns.com