



PS-11

**Citizens display safety signs**

If residents complain of speeding on their street and stop signs and speed bumps are not an option, Oceanside, California (161,000), now offers residents the opportunity to display signs saying, “Keeps kids alive—drive 25.” Neighbors display the signs in the front yards for up to three weeks. The city also places police officers or volunteers in patrol cars on the street with a speed radar trailer to enhance the effort. In addition to communicating an important message, the signs help prevent confrontations between residents and drivers. The signs cost approximately \$10 each, and the city distributes a flyer with each sign outlining how to display and protect the sign (such as by taking it inside at night). The city also distributes decals with the drive-25 message to residents to display on their trash cans, and it hands out refrigerator magnets in English and in Spanish to schoolchildren.

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