



Yard Sign Project



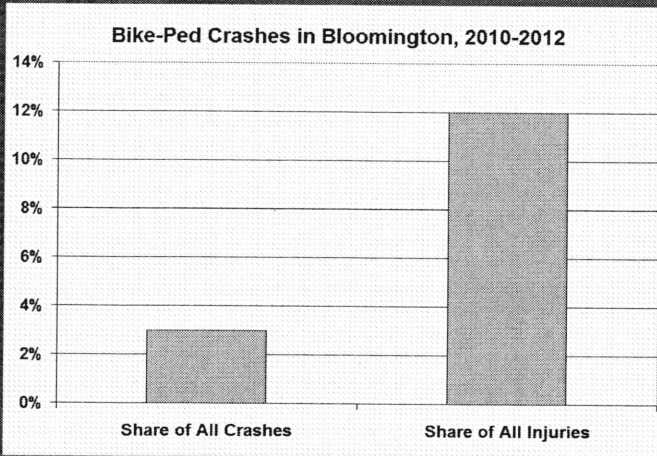
Created in 1989, the BPS^C is a citizen's commission of the City of Bloomington, with the mission to:

- (A) To serve as a citizens forum for discussion and recommendation of improvement to existing facilities and planning of new projects concerning safe access for cyclists, pedestrians and runners;
- (B) To prepare reports and recommendations to the Mayor, Common Council, Plan Commission and Public Works Department as needed, concerning the needs of cyclists, pedestrians and runners within the City;
- (C) To foster and develop safety programs for cyclists, pedestrians and runners;
- (D) To encourage the hosting of cycling, walking and running events conducted in a safe manner which will attract visitors from outside of the City.





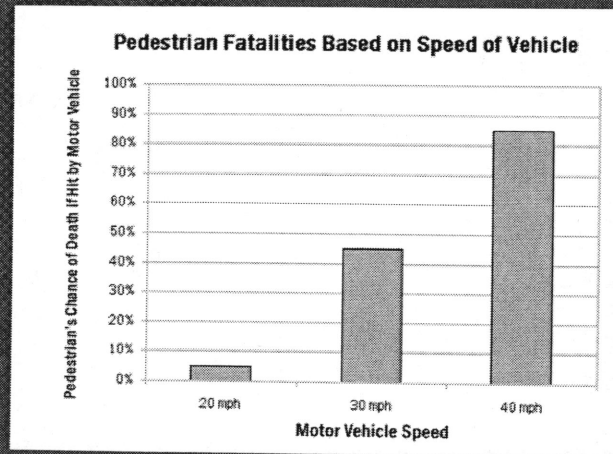
Safety Background



Bicyclists and pedestrians make up a disproportionate share of roadway injuries



The Effect of Motor Vehicle Speed on Pedestrian Safety

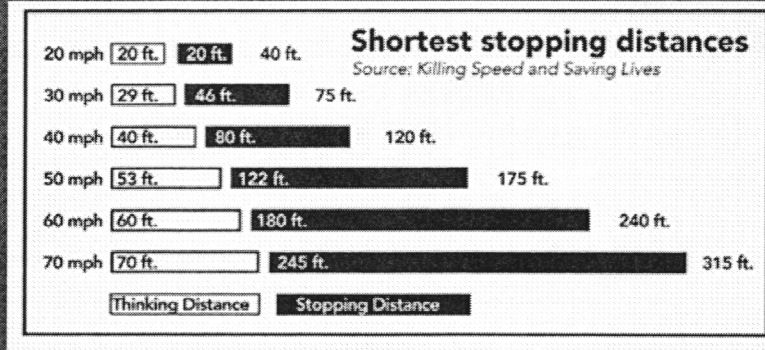


Killing Speed and Saving Lives, U.K. Department of Transportation, London, 1987.





The Effect of Motor Vehicle Speed on Pedestrian Safety



Killing Speed and Saving Lives, U.K. Department of Transportation, London, 1987.



Yard Sign Concept A



"Kill Speed"



Yard Sign Concept B

DRIVE SLOW



**20 MPH
40 FT TO STOP** 

**30 MPH
75 FT TO STOP** 

WHERE PEOPLE LIVE

"Stopping Distance"



Yard Sign Concept C

DRIVE SLOW



TWENTY
IS
PLENTY
20

WHERE PEOPLE LIVE

"Twenty is Plenty"





Distribution Ideas

- Distribute at Farmer's Market and other tabling events
 - *optional donations to support bicycle and pedestrian safety programs*
- Offer 15-20 sign packages to Neighborhood Associations for temporary use



Questions?



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