



# NEWS RELEASE

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For Immediate Release

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## **County rotating speed feedback signs to reduce speed through new pilot program to reduce speeding.**

The County of Marin has developed a pilot program to address speeding concerns using portable speed feedback signs. In the past, the County has installed permanent speed feedback signs to alert drivers of their speed in connection with the posted speed limit. A speed feedback sign is a two-digit electronic sign that displays the approaching vehicle speed to the driver.

This pilot program will allow signs to be rotated every three months to provide a visual impact for motorist that does not wane. One of the drawbacks with the permanent radar speed feedback signs is that motorists become accustomed to them and ignore them over time. The signs, however, have been affective for short periods.

The County has purchased five portable radar speed feedback signs, to evaluate the long-term effectiveness of rotating the signs for periods of up to three months on County maintained roads that have received speeding complaints and have been confirmed with law enforcement that the signs would be beneficial. The goal is to reduce speed on County maintained roads that we have received numerous complaints.

The purpose of the one year Pilot Program is to reduce vehicle speeds on roads where compliance with posted speeds have been poor. The five roads where the signs will be initially installed are Northbound Las Gallinas Avenue, Southbound Butterfield Road, Westbound Lomita Avenue, Northbound Nicasio Valley Road, and Southbound Indian Valley Road. After three months the locations will change to Southbound Las Gallinas Avenue, Northbound Eliseo Drive, Eastbound Lomita Avenue, Southbound Nicasio Valley Road, and Westbound Bel Marin Keys. After six months the locations will change to Northbound Miller Creek Road, Southbound Eliseo Drive, Northbound Ricard Road,

Westbound Sir Francis Drake Boulevard near Shafter Bridge, and Eastbound Bel Marin Keys. For the final three months of the year the locations will be Southbound Miller Creek Road, Northbound Butterfield Road, Southbound Ricardo Road, Eastbound Sir Francis Drake Boulevard near Shafter Bridge, and Northbound Indian Valley Road.