



CITY OF PHILADELPHIA

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STREETS DEPARTMENT INTRODUCES COMPREHENSIVE “DRIVE CAREPHILLY: HEED THE SPEED” SAFETY PROGRAM Traffic Calming Initiative to Slow Down Speeding

PHILADELPHIA, PA – As part of its comprehensive “Slow Down Philly” initiative to improve traffic and pedestrian safety in Philadelphia, Streets Commissioner Clarena I. W. Tolson introduced today the “Drive CarePhilly - Heed the Speed” Safety Project. Through this program, the City of Philadelphia will utilize various traffic calming tools, enforcement and education approaches to reduce excessive speeding and aggressive driving behavior in residential neighborhoods.

Partially funded by the National Highway Traffic Safety Administration (NHTSA), the goal of this aggressive and innovative program is to alter negative driving behavior and improve safety through design and redesign of the roadway, education and enforcement. Philadelphia was selected because of its traffic calming planning efforts and its diverse neighborhoods with various quality of life issues including excessive speeding, cutting through traffic and pedestrian related crashes.

“The Streets Department’s Traffic Engineering Division along with NHTSA has identified a strategic approach to determine what tools are available and appropriate in our environment,” said Streets Commissioner Tolson. “While not every tool is suitable on every street, our approach will allow us to implement various traffic calming techniques in Philadelphia to create safer roadways.”

It is a well known fact that higher speeds cause more severe pedestrian injuries. Implementation of an aggressive program to discourage motorists’ speeding will allow for fewer traffic accidents and a higher level of convenience and quality of life for pedestrians and other non-motorists road users.

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“Nearly 5,000 pedestrians are killed each year in the United States. While this is certainly a national problem, solutions can only be developed and applied locally,” stated Deputy Regional Administrator (NHTSA-Region 2), Richard F. Simon. We thank the City of Philadelphia for their efforts, and look forward to learning from their experience and success.”

The program targets the 3 Es of traffic calming:

- Engineering – Newly installed (first ever in Philadelphia) speed humps have been installed on the 9100 block of Blue Grass Road, between Welsh Road and Grant Avenue, along with new progressive street markings and signage to encourage motorists to slow down.
- Education - Community outreach will be distributed through printed materials, billboards, and local media outlets
- Enforcement – The Philadelphia Police Department has committed to ticketing speeders citywide using Speed Tracker® timing devices. Officers in six Police Districts (4th, 14th, 18th, 19th, 23rd and 35th) will provide dedicated police officers for enforcement during normal working hours. Squad cars have been equipped with ‘trackers’ and officers have been trained and certified in using this speed measuring equipment that is as effective as radar in identifying and prosecuting speeders.

The program involves full cooperation across governmental levels. Along with NHTSA and the Philadelphia Police Department the Streets Department has partnered with Philadelphia Health Management Corporation (PHMC) and the Pennsylvania Department of Transportation (PennDOT).

Additional traffic calming tools expected to be utilized during this project include:

- Flashing all red traffic lights (during late night hours) will be installed at selected signalized intersections with minimal traffic volume.
- Innovative 3-D Markings that both slow down traffic by creating an illusion of an obstacle in the roadway and serve as a reminder to the speeder that enforcement is underway.
- “Drive CarePhilly – 25mph – Heed the Speed” signs to be installed in areas with significant children presence and residential neighborhoods.
- Additional speed humps.

“Slow Down Philly” and “Drive CarePhilly - Heed the Speed” are part of the Streets Department’s on-going mission to provide **CLEAN AND SAFE STREETS** in Philadelphia, and directly aims to improve the quality of life for our citizens.

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