



# CITY OF PHILADELPHIA

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## **STREETS DEPARTMENT WINS INNOVATION AWARD** *“Drive CarePhilly - Heed the Speed” Safety Project A Winner*

**PHILADELPHIA, PA** – The Philadelphia Streets Department is proud to announce it has been awarded the 2007 Road & Bridge Safety Improvement Annual Design Contest for its “Drive CarePhilly - Heed the Speed” Safety Project, a traffic calming initiative designed to reduce excessive speeding and aggressive driving behavior in residential neighborhoods, announced Streets Commissioner Clarena Tolson. As part of the project, speed humps and 3D markings (first ever in Philadelphia) were installed on the 9200 block of Blue Grass Road in June.

This is an annual state-wide contest with all counties in Pennsylvania competing. The judges were the Pennsylvania Department of Transportation, County Commissioners of Pennsylvania (CCAP), and Pennsylvania Highway Information Association (PHIA). Counties are recognized for their extensive contribution to creating safer roads and bridges.

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 program targets engineering, education and enforcement at the same time. Along with the Streets Department, the key partners in the project are the Philadelphia Police Department, Philadelphia Health Management Corporation, National Highway & Transportation Safety Administration and PennDOT.

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There will be an award ceremony held at CCAP's annual convention on August 6 at the Valley Forge Convention Center, where Streets Commissioner Tolson will accept the award on behalf of the Philadelphia Streets Department.

"Drive CarePhilly - Heed the Speed" is 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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