



Neighborhood Forum Slow Down Campaign Guidelines

1. Slow Down Campaign was developed by Cranberry Township's Neighborhood Forum, monthly meeting attended by neighborhood Forum and Township representatives. The Forum reviews the Campaign's results every year and makes changes as necessary.
2. The Campaign concept was driven by the national program called "Keep Kids Alive Drive 25" a program designed to raise awareness of speeding on residential roads.
3. The Slow Down Campaign has several components.
 - a. Before and after speed and volume data.
 - b. Increase police presence / enforcement.
 - c. Use of radar speed signs.
 - d. Yard signs.
 - e. Each new member gets a free permanent post mounted "Keep Kids Alive" sign at the entrance to their neighborhood.
 - f. Media coverage, social media coverage and web page to raise awareness of the program.
4. The Campaign runs twice yearly, for two weeks. First, when school lets out for the summer and second, when school starts in the fall.
5. The Campaign is funded through local business sponsorships and Cranberry Township's Community Chest.
6. All neighborhoods are permitted. We ask that a minimum of five neighbors agree to the guidelines.
7. The participant's responsibility is to register with the Township upon receiving the initial invitation, picking up yard signs at the Township building, moving the signs in yards during the campaign and then returning or storing the yard signs at the end of the Campaign.
8. The Township utilizes the radar signs during the campaign, moving the radar signs periodically to different neighborhoods. The radar signs are a resource with limited supply.
9. The data is used to measure the success of the program. Speeds are typically reduced.

Updated: Spring 2021