



Pace Car Community Kit:

How to Stop Speeding and Calm Your Neighbourhood Streets Now!





Active & Safe Routes to School (ASRTS) envisions a Nova Scotia where walking, cycling or using other forms of active transportation is a popular and safe choice made by children, youth and their families for the trip to school and other community destinations. ASRTS is coordinated in Nova Scotia by the Ecology Action Centre in partnership with the Nova Scotia Department of Health Promotion and Protection as part of the Active Kids Healthy Kids Initiative. Learn more at www.saferoutesns.ca.



The Neighbourhood Pace Car program is a partnership of Active & Safe Routes to School of the Ecology Action Centre and Canada's home, car and business insurers. Learn more at www.pacecar.ca.



be smart
be safe

From Canada's home, car
and business insurers.



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The Pace Car program was invented by David Engwicht of Creative Communities International, Queensland, Australia. Read more about the Pace Car program and other "Traffic Tamers" initiatives at www.lesstraffic.com.

The Pace Car Community Kit

2009 Edition, developed for the ASRTS program in Nova Scotia

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What is the Pace Car Program?

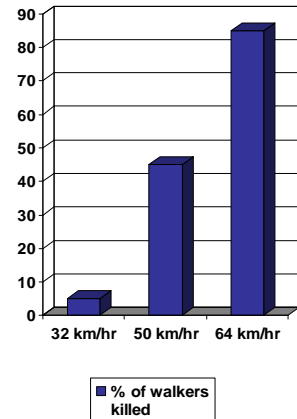
The Pace Car program is an anti-speeding community initiative which helps residents take back their streets by becoming “Mobile Speed Bumps”, slowing traffic and making streets safer for active transportation, like walking and cycling.

Fatalities Based on Vehicle Speed

Why it's important... Crashes Are Not Accidents

Just like making the decision to drive under the influence, deciding to speed puts other travelers in their cars and on the road, in danger.

Children are particularly vulnerable because they face traffic threats that exceed their understanding and abilities.



Source: Killing Speed and Saving Lives

Taking action through the Pace Car Program

The Individual's Role

- Residents sign the Pace Car Supporters Pledge and proudly display the official Pace Car emblems on their cars.

Pace Car Supporter's Pledge



- Obey the posted speed
 - Stop to let pedestrians cross & be courteous to bicyclists and other road users.
 - Minimize car use by using active transportation, carpooling & transit whenever possible.
 - Avoid distractions by paying close attention to the road.
 - Display the Pace Car clings on my vehicle and encourage others to take the Pace Car pledge.
- Drivers become “Mobile Speed bumps” by driving the limit and slowing traffic behind them. The clings on the Pace Car driver's vehicle help other drivers understand the motive for driving more cautiously.

The Communities Role

Each Pace Car community takes ownership of the program. This means community members work together to promote and instigate the Pace Car program within their own community through sign up tables and promotion at community events. Residents ask their neighbours to join the Pace Car program and sign the pledge. The more residents that sign up and display the clings, the better the program works.

Pace Car communities make a difference by

- Reducing “Road Rage” by displaying the clings and slowing following traffic to the speed limit
- Helping the environment by using healthier modes of transportation and carpooling
- Creating people friendly streets by letting others know speeding is not welcome



Steps for Organizing a Pace Car Program In Your Community


Step 1: Assemble a team

Identify the Pace Car Champions in your community: parents, teachers, business owners, elected officials, Police officers, etc. This team will be the driving force behind the Pace Car program in your community.


Step 2: Gather and Distribute Information

Let the community know that a Pace Car program is starting in your community with materials and information. In addition to this kit, other resources provided by Active & Safe Routes to School (ASRTS) include:



Lawn signs




Pamphlets



Clings

Posters



Step 3: Implement and Celebrate

Get creative and celebrate! Use the Community Planning checklist provided by ASRTS to organize and plan your Pace Car community launch. Make your launch a big event! Ideally, tag the launch onto another local event like a school carnival where many community members will be attending. Aim to get as many people as possible to sign up. Invite local media and heartily promote the program.

Speed Data collection

ASRTS will assist you in liaising with local police on collecting speed data on streets of concern before and after the launch.

Maintain Continual Presence

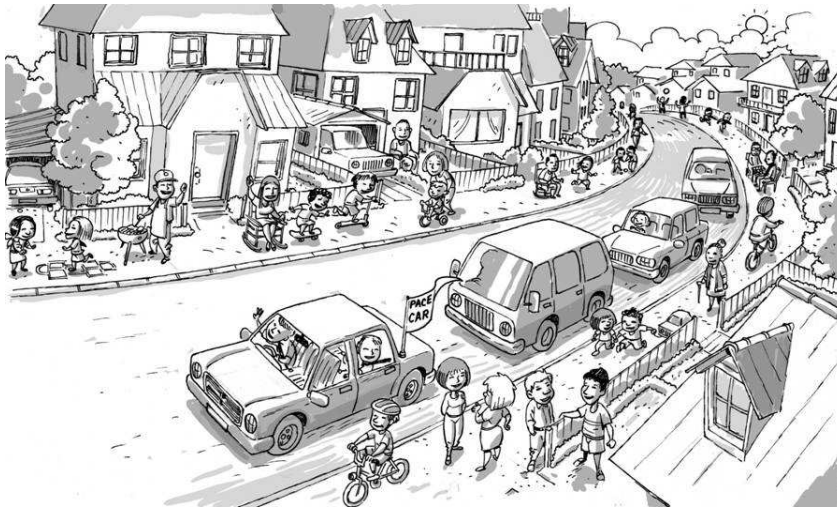
Continue to sign up new Pace Car drivers at community events, festivals and sports games. Provide pledge forms, clings and information at local businesses, schools and libraries.

Step 4: Evaluation and Record Keeping

To help ASRTS continue to improve the Pace Car program, we ask Pace Car drivers to participate in a short survey a few months after the program has started in their community. We also ask the Pace Car team to send the new pledges to ASRTS monthly, to be entered into our pledge database. These simple steps are crucial to the improvement and record-keeping of the Pace Car program.

What Active & Safe Routes to School Provides:

- Guidance in planning and launching the Pace Car program
- Presentation and background information on Pace Car
- Help in working with the police to collect speed radar information
- Posters, lawn signs, car clings, pamphlets and pledge sheets
- Assistance in promoting the launch to local media
- Evaluation surveys for Pace Car drivers
- Compilation of evaluation data (from the surveys) and data analysis
- Compilation and analysis of speed radar data from police



Frequently Asked Questions - Pace Car

Will my car really make a difference?

Yes. We only need a small percentage of vehicles acting as Pace Cars to slow traffic community-wide. This starts a positive cycle. People feel more comfortable walking or cycling, which reduces traffic levels, making streets even safer, meaning even more people can walk or cycle.

What happens if I accidentally speed?

Take a breath and slow down. The Pace Car pledge is a declaration of intent, not a legally binding contract. Kicking the speed habit can be hard work. Allow yourself more time to get places so you won't be tempted to speed.

Do I only act as a Pace Car in my neighbourhood or on all streets?

On all streets. The Pace Car is a kind of treaty between neighbourhoods: you respect the quality of life in our neighbourhood and we will do the same for you. The Pace Car promotes a new civility and mutual respect on our streets.

Adapted from: www.lesstraffic.com

Appendix: Newsletter template

Sick of Speeding?

Maybe your community needs
a change of pace.



Join over 1,200 Nova Scotians who have pledged to help stop speeding with the Pace Car program, an initiative of Active & Safe Routes to School of the Ecology Action Centre in partnership with Canada's home, car and business insurers. It's simple – drivers in your community sign the Pace Car pledge, and then proudly display the official Pace Car emblems on their car. By agreeing to drive the posted speed limit, cars become a “mobile speed bump”, slowing speeding traffic behind them. Drivers also agree to be more aware of and courteous to other road users, especially pedestrians and cyclists. {Insert details of your community launch or where to pick up pledges here}
{Provide your contact information here}

Many Pace Cars can effectively calm traffic throughout your neighbourhood. The more people who join, the better it works!

For more information on the Pace Car program, please contact: asrts@ecologyaction.ca

