

# Safe Driver Pledge



Driver Pledges or Pace Car Programs can be ways that schools communities can help target speeding in specific areas. Enlisting high profile pledgers, such as a superintendent or principal can help promote the program.

## ✓ Sample Driver Pledge

- I will drive within the posted speed limit.
- I'll share the road safely with people walking and bicycling.
- I'll give myself enough travel time so that I'm not sacrificing courtesy or safety.
- I will not be pressured by others' impatience to drive above the posted speed limit.
- Option! Expand the initiative to include a PACE CAR element where drivers can advertise their support by displaying a Pace Car sticker on their vehicle.



## ✓ Benefits for Drivers & the Community

**Less road aggression and frustration** — When drivers allow themselves enough travel time so they're not in a hurry, they are much less aggressive and create much less tension on the roadway. With less speed and tension, we can share the streets much more safely.

**Slower traffic is safer** — for people walking and cycling, for children and the elderly, and even for other drivers. As a vehicle travels more slowly, the driver and all other road users are given more time for courtesy and safety.

**Better chance of survival** in the case of a crash! A little extra speed can mean the difference between life and death for a cyclist or pedestrian struck by a vehicle. A person hit by a vehicle traveling at 25mph has a 90% chance of surviving; at 40mph, a person has a 90% of dying.

**Slower average speeds** can lead to more people feeling comfortable walking or biking for health, fitness and transportation.

**Street safety is a key element** towards making a community truly “livable,” and the end result will be an area that is a safer, more pleasant to live in, work in and travel in!

**QUESTIONS?**  
**We are here to help.**

(855) 4SC-SRTS  
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## Frequently Asked Questions

### Will my car really make a difference?

**Yes.** Only a small percentage of vehicles acting as Pace Cars will slow traffic. 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.

### Does “speeding” get me there faster?

**No!** Average city speed is 13mph whether a driver speeds or drives within the speed limit! What a relief to know that we can drive at a safe speed and get “there” just as fast!

### Does the Pace Car provoke road rage?

**No.** Many people who sign up for the Pace Car Program already drive within the speed limit. They report that incidents of road rage decrease when they badge their cars as Pace Cars. The Pace Car sticker credentials your car, explaining to following motorists that there is a reason for your courtesy and safe driving speed.

### What happens if I accidentally speed?

**No worries!** Take a breath and slow down. The Pace Car pledge is a declaration of intent, not a legally binding contract. Kicking the speeding habit can be hard work.



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