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Lane County and partners to deploy speed feedback signs as school begins

Contact: Sergeant Carrie Carver, Lane County Sheriff's Office – 541-682-4179
Public Information Officer Devon Ashbridge – 541-682-4526



Nine new mobile speed feedback signs will remind Lane County drivers to slow down as area schools welcome students back to class.

The signs will be placed in school zones throughout Lane County in rotating locations for two-week periods in September and October, including Marcola, Mapleton, Creswell and Elmira.

"Federal Highway Administration studies have shown that speed feedback signs effectively reduce speeds in targeted areas," said

Becky Taylor, senior transportation planner. "They provide instant feedback to drivers, who then have the opportunity to slow down."

Eight of the feedback signs can be attached to existing speed signs (pictured) while one of the signs is on a trailer. The Lane County Sheriff's Office, Lane Council of Governments (LCOG) and Lane County Public Works acquired the speed feedback signs with state safety funds.

Drivers are asked to keep the following in mind as students return to school:

- Be aware of school zones and slow to 20 miles per hour. Be sure to come to a complete stop at intersections and stop signs.
- Always stop for school crossing guards.
- Watch for children near the roadway. Young children especially may not be aware of drivers – drivers *must* be aware of them.
- Never pass a bus if it is stopped to unload or load children. Watch for the stop signs along the sides of school buses.
- The area 10 feet around a school bus is the most dangerous for children; stop far enough back to allow them space to safely enter and exit the bus.

Drivers are also asked to eliminate distractions and obey the laws prohibiting cell phone use while driving. This summer, more than 217 people signed a pledge to never text and drive. All Lane County drivers are encouraged to make the same pledge – just in time for the school year!

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Lane County Government will work to create a prosperous community by providing collaborative leadership, fair and inclusive decision making and excellent sustainable local governmental services to our residents and guests.