



City of Greenwood Village
6060 South Quebec Street
Greenwood Village, Colorado 80111
www.greenwoodvillage.com

For Immediate Release

June 1, 2006

Contact: Melissa Gallegos, Assistant to the City Manager/Public Information Officer,
303-486-5749; mgallegos@greenwoodvillage.com

***20 Is Plenty!*® Program Aimed at Improving Safety in Residential Neighborhoods**

On Saturday, June 3 through June 11, 2006, the Village will launch the *20 Is Plenty!*® Program in the Brookside neighborhood. The *20 Is Plenty!*® Program is a traffic management method to educate motorists traveling in residential neighborhoods of the speed limit in order to enhance the overall safety for pedestrians and bicyclists. The program will include the placement of signs throughout the neighborhood educating motorists to please slow down and not exceed the speed limit of 20 MPH in residential neighborhoods.

“Speeding motorists do create safety issues for neighborhoods,” said Jim Sanderson, Interim City Manager. “Our goal is to help educate residents about ways they can help resolve this safety issue.”

The *20 Is Plenty!*® Program was founded by Village residents of the Brookside neighborhood back in 2002. The grassroots efforts, known as the “Slow Down” campaign, were instituted by residents of the neighborhood after several neighborhood meetings to reduce the speed of traffic in the neighborhood. With over a 90 percent participation rate, residents of the neighborhood agreed to place a yard sign in their front yard for a week asking residents to voluntarily slow down. Prior to the “Slow Down” campaign, the average speed in the neighborhood was 26 MPH with 58 percent of motorists going over the speed limit. During the campaign, the average speed limit was 20 MPH with only six percent of motorists going over the speed limit.

“Our focus was on education, not engineering and not enforcement,” said Jerry Presley, resident of the Brookside neighborhood and co-founder of the program. “The signs successfully served as visual reminders of residents’ commitment to reduce the speed of traffic in our neighborhood.”

In the spring 2006, the founders of the *20 Is Plenty!*® Program approached the City Council for support in making the program available to Village neighborhoods. The City Council approved to adopt the program as part of the Village's Traffic Management Program to give Village neighborhoods a new option in managing the speeds of motorists. While some neighborhoods have "outside" traffic, studies often show that the majority of speeding traffic within a neighborhood is generated by the people who live there.

"The City Council was very impressed with the results of the grassroots efforts," said Mayor Nancy Sharpe. "We are excited to partner in helping provide the resources necessary for neighborhoods throughout the Village to participate in the program in order to reduce the speeds of traffic and make our neighborhoods safer."

Participation in the program is voluntary and frequency is based on the needs of the neighborhood. Typically the campaign will run for one week, from a Saturday through the following Sunday. The signs will be provided by Greenwood Village and will be reused in other neighborhoods during subsequent campaigns.

"We look forward to seeing Village neighborhoods participate in the *20 Is Plenty!*® Program," added Mayor Sharpe. "This is a real grassroots way our community can work together to make the Village a safer place to live."

Information on the *20 Is Plenty!*® Program can be found at www.goslower.org or contact Tom Reiff or Steve Hebert, Community Development Department, at 303-486-5783..

- END -