



Exeter Township KKAD25®

The Facts:

- The number one complaint the Exeter Township Police Department gets is drivers speeding through residential neighborhoods.
- A pedestrian hit by a vehicle traveling **30 mph is 3 times more likely to die** than one hit by vehicle traveling **25 mph**.
- The first complete study citing effectiveness of KKAD25 yard signs in Oceanside, California demonstrated a **16% decrease in average speed**. After applying **KKAD25** decals to all trash cans, an Oro Valley, Arizona neighborhood of 1,000 homes reduced average speed from **29 mph to less than 25 mph**, a 13.4% decrease.
- Many drivers speeding on your street are residents on your street.

What You Can Do:

- Encourage neighbors to slow down drive responsibly and observe the **25 mph** speed limit in all neighborhoods.
- Promote awareness and rally support for the **KKAD25** campaign by displaying **KKAD25** decals and yard signs before one of our kids become a statistic.
- Coordinate or find a coordinator to distribute collateral and be liaison with the police department and your street.