Date: April 15, 2021

To: Thomas B. Modica, City Manager

From: Eric Lopez, Director of Public Works

For: Mayor and Members of the City Council

Subject: “Safe Drivers Make Better Neighbors” Safe Streets Long Beach Campaign

To bring awareness to the City’s Safe Streets Long Beach Action Plan and the importance of vehicle’s speed reduction, the Department of Public Works has launched the “Safe Drivers Make Better Neighbors” campaign. This campaign will provide residents with a complimentary 18” x 24” yard sign with messaging to encourage safe driving behaviors in their neighborhoods (see attached).

Residents interested in participating in the campaign may sign-up and receive a speed reduction yard sign. Signs may be picked up at the following library branch locations:

- Billie Jean King Main Library – 200 W. Broadway
- Mark Twain Neighborhood Library – 1401 E. Anaheim St.
- Michelle Obama Neighborhood Library – 5870 Atlantic Ave.
- Harte Neighborhood Library – 1595 W. Willow St.
- Bay Shore Neighborhood Library – 195 Bay Shore Ave.
- Los Altos Neighborhood Library – 5614 Britton Dr.
- El Dorado Neighborhood Library – 2900 Studebaker Rd.

Residents will also be able to arrange to have a contact-free delivery by City staff.

For more information on this campaign and to receive a sign, please visit bit.ly/byardsign.

If you have any questions regarding this campaign, please contact Mobility Programs Officer Fern Nueno at (562) 570-6618.

ATTACHMENTS

CC: CHARLES PARKIN, CITY ATTORNEY
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REBECCA G. GARNER, ADMINISTRATIVE DEPUTY CITY MANAGER
MONIQUE DE LA GARZA, CITY CLERK
SLOWER IS SAFER
Safe Drivers Make Better Neighbors

Take a moment to learn more at:
bit.ly/safestreetsLB
@GoActiveLB

SLOW SPEEDS SAFE KIDS
Safe Drivers Make Better Neighbors

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