


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/lbyardsign](http://bit.ly/lbyardsign).

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  
DOUGLAS P. HAUBERT, CITY PROSECUTOR  
LAURA L. DOUD, CITY AUDITOR  
LINDA F. TATUM, ASSISTANT CITY MANAGER  
KEVIN JACKSON, DEPUTY CITY MANAGER  
TERESA CHANDLER, DEPUTY CITY MANAGER  
REBECCA G. GARNER, ADMINISTRATIVE DEPUTY CITY MANAGER  
MONIQUE DE LA GARZA, CITY CLERK

