

Wednesday 29 August 2018

SLAP ON A STICKER SO MOTORISTS SLOW DOWN IN OUR STREETS

The City of Ryde has created a new eye-catching sticker to remind motorists to slow down and help keep residential streets safe.

Residents can order a free 'Slow down in our street' sticker, which are to be placed on their residential Council wheelie bins and made visible to oncoming traffic.

The stickers are A4 size and made from UV and weather-resistant reflective vinyl which is also easily visible at night.

Speed is one of the key factors in motor vehicle accidents within the City of Ryde. Data from Roads and Maritime Services shows that speed was a factor in about seven per cent of motor vehicle accidents in 2016.

The likelihood of being in a crash, resulting in a serious casualty, rises significantly with even minor changes in travelling speed. Australian research shows that the risk of a serious casualty crash doubles with just a 5 km/h speed increase on 60 km/h urban roads.

City of Ryde Mayor, Cllr Jerome Laxale, said the stickers would serve as a timely reminder to motorists to reduce their speed when driving through residential areas.

"It is imperative that as a Council we do all that we can to try and encourage motorists to slow down and observe the speed limit," Cllr Laxale said.

"The stickers we have made are very eye-catching and will provide a real-time reminder to motorists to reduce their speed, complementing the many other traffic calming measures Council has recently taken.

"I encourage all residents to order a sticker and slap it on their wheelie bins as a message to motorists to slow down in our streets."

Residents can order the new sticker by visiting www.ryde.nsw.gov.au/slowdown.

The new bin stickers are available for free to all City of Ryde residents. There is a limit of one sticker per household.

Media Contact: Michael East, City of Ryde Communications
p • 9952 8083 m • 0466 091 059 e • meast@ryde.nsw.gov.au