



Safe Speeds Toolkit - Messaging for Changeable Message Boards

Use a Safe Speeds Toolkit to support the implementation of the 40 km/h speed limit and address ongoing concerns about speeding in your neighbourhood. One tool in the toolkit is community signage - signage can be a helpful tool for raising awareness and reminding people to drive safely.

Changeable Message Boards

Look around your community. Does your local school, grocery store, or community league have a customizable message board? If so, they may be willing to place a message on their sign temporarily to support safe and livable streets in the community.

Sample Messaging

Here are some sample messages you can use!

Messaging to address ongoing concerns about speeding in your neighbourhood:

Welcome to *[Insert your Community Name]*! Thank you for driving safely. edmonton.ca/VisionZero

Let's make streets safe. Slow down. edmonton.ca/VisionZero

You can help create safer streets. Slow down. edmonton.ca/VisionZero

Slow down and enjoy the beauty of *[Insert your Community Name]* edmonton.ca/VisionZero

Kids and pets at play. Slow down. edmonton.ca/VisionZero

Welcome to *[Insert your Community Name]*. Slow down to say hello! edmonton.ca/VisionZero

Messaging to support the implementation of the 40 km/h speed limit:

40 km/h speed limit, coming this August! edmonton.ca/SafeSpeeds

40 km/h speed limit. Slow down. Save lives. edmonton.ca/SafeSpeeds

40 km/h speed limit coming this August.

40 km/h speed limit coming this August. We love safe speeds.

Spread the Word

Take a picture of your sign and tag the [@CityofEdmonton](https://twitter.com/CityofEdmonton) on [Twitter](https://www.facebook.com/CityofEdmonton), [Facebook](https://www.facebook.com/CityofEdmonton), and/or [Instagram](https://www.instagram.com/CityofEdmonton) along with a message of why safe speeds and safe streets are important to you! #SafeSpeedsYEG

Learn more at edmonton.ca/VisionZero