



SOUTH RIVER POLICE DEPARTMENT

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Slow Down in Our Town

June 11, 2009

Dear Borough Resident,

The Borough of South River is pleased to become one of the latest Middlesex County communities to participate in the "Slow Down in Our Town" pedestrian safety program reminding motorists to drive slowly and with caution in residential neighborhoods.

The Middlesex County "Slow Down in our Town" campaign is a county-wide program aimed at making residential streets and school zones safer for pedestrians and children. This program is utilized in those areas in a community where speeding is a problem. The goal of this campaign is to establish a partnership between our residents and local law enforcement, who will be working together to coordinate the placement of lawn signs in the targeted enforcement areas that remind drivers to "Slow Down on Our Town".

The South River Police Department will be asking the community to place these signs on their front lawns advising motorists to "Slow Down in Our Town". This community based campaign will include the use of radar equipment and targeted enforcement to complement this local effort that seeks to have motorists slow down and obey the speed limit when they drive through our residential neighborhoods. We have received positive feedback from the community in reference to our initial campaign and hope to obtain additional support from our residents in order to expand this program throughout the Borough.

There will be no cost to the residents for the signs. A picture of the actual sign that will be used as part of this program is shown on the upper right corner of this letter. If you are interested in having a "Slow Down in Our Town" sign placed on your lawn or if you have any questions please contact Ptl. William Schmidt @ 732-254-1150 ext. 107.

Sincerely,

John P. Bouthillette
John P. Bouthillette
Acting Chief of Police