

WEST WINDSOR PACE CAR PROGRAM

The "**West Windsor Pace Car Program**" is a resident-based program designed to fight speeding on residential streets through education and awareness.

West Windsor Township residents can download the form below to take the pledge to drive the speed limit in their neighborhoods and to obey all stop signs and red lights. Forms can also be obtained by stopping by the Township Municipal Offices, the West Windsor Library, or the Farmers' Market.

Those taking the pledge will receive a small magnetic sign that identifies them as a motorist who has taken the pledge to become a West Windsor Pace Car driver. Motorists can proudly display this sign on their vehicles.

"This community-led program is about empowering people to take charge of their neighborhoods and to impress on our friends and neighbors the importance of observing the speed limits and obeying the traffic laws on our streets," said West Windsor Mayor Hemant Marathe.

"Nationally, speeding takes a heavy toll. In 2017, it was a contributing factor in 26% of the nation's fatal accidents, wrecks that killed 9,717 people, according to the National Highway Traffic Safety Administration. Studies have shown that more than 20% of those accidents occurred where posted speed limits were 35 mph or less. "

"Even modestly higher speeds can spell the difference between life and death for a cyclist or pedestrian struck by a vehicle," Michael Ruderman of the West Windsor Bicycle and Pedestrian Alliance said. "The force of impact on a human body is one-third greater at 35 mph than at 30 mph."

Please note that you must be a resident within the Township of West Windsor to participate.

For more information see the West Windsor Pace Car Program Frequently Asked Questions below.

HOW DO I SIGN UP?

As a participant in the West Windsor Pace Car program you pledge to:

"Drive the speed limit, stop for pedestrians in marked crosswalks, yield to pedestrians in unmarked crosswalks at intersections, share the road with pedestrians and bicyclists of all ages and abilities, eliminate texting and phone use while driving, display the West Windsor Pace Car magnet on your car, and encourage others to take the pledge."

TO TAKE THE PLEDGE:

Email: PaceCar@westwindsortwp.com or call 609 799-2400 to request the forms to make the West Windsor Pace Car Pledge. Once completed, return the form to one of the three locations listed below to pick up your magnet(s). Alternatively, the forms can also be downloaded at www.westwindsonj.org or they can be picked up at the Township Municipal Offices, the West Windsor Library Branch, or at the West Windsor Farmers' Market.

West Windsor Township Offices
271 Clarksville Road
West Windsor, NJ 08550

West Windsor Library
333 North Post Road
West Windsor, NJ 08550

West Windsor Farmers' Market
2 Vaughn Drive
West Windsor, NJ 08540

PACE CAR F.A.Q.

WHAT IS A NEIGHBORHOOD PACE CAR?

A West Windsor Neighborhood Pace Car is a car whose driver has signed a pledge to obey all West Windsor Township traffic laws and posted speed limits. By pledging to be courteous to other road users, including drivers, pedestrians, and cyclists, a Pace Car driver takes into consideration the impact of his or her choices on others when driving.

HOW CAN I BECOME A PACE CAR DRIVER?

You must be a West Windsor resident to participate. Just fill out the registration form and pledge – there is no program fee. You will then receive a magnetic decal to display on your vehicle to let others know that you obey all local traffic laws and posted speed limits.

WE HAVE MULTIPLE CARS. CAN I GET MULTIPLE DECALS?

If there is another driver in the house, we can give you an extra pledge form so they can sign it. Each signed pledge will receive a magnetic decal and there is a limit of one pledge per person. Multiple persons within a household can take the pledge and receive the magnets for their vehicles as well. We want to make sure there's a West Windsor Pace Car magnet on as many vehicles as possible!

CAN I HAVE EXTRA PLEDGE FORMS FOR MY NEIGHBORS?

Absolutely! Contact us at PaceCar@westwindsortwp.com and we'll be happy to send pledge forms to your neighborhood or community group.

DO PACE CAR MAGNETS PROVOKE "ROAD RAGE"?

Road rage certainly contributes to the atmosphere of fear on our streets. The idea is that the Pace Car sticker will "legitimize" driving within the speed limit - that it's a matter of safety and consideration for others, not timidity or cluelessness. It's about education and awareness. Many people who sign up to the Pace Car Program already act as unofficial Pace Cars in that they are people who generally follow the appropriate traffic laws.

It's been reported in other Pace Car communities that incidents of road rage decrease when they designate their car as a Pace Car. Instead of the driver behind thinking they are stuck behind someone who "doesn't know how to drive," the Pace Car magnet lets them know that there is a purpose for why the car is being driven within the speed limit. Remember, changing behavior takes time! If for any reason you do find yourself the victim of road rage (whether as a Pace Car participant or not), do not engage in or respond to any aggressive behavior. If the situation escalates, please contact **West Windsor Police (609-799-1222)**.

IS THIS PROGRAM COSTING A LOT OF MY TAX MONEY?

Since the Pace Car program relies on personal responsibility, self-discipline, and volunteerism, it is not very costly to implement. The cost of printing magnetic decals and other materials is a small fraction of the cost of one speed hump or other traffic calming installation. The Greater Mercer TMA (Transportation Management Association) is graciously covering all costs of the program's kick-off in West Windsor.

HOW DID THE PACE CAR PROGRAM START?

Created by David Engwicht, an international traffic-calming advocate and author of several books on the topic of reducing the negative effects of motor vehicle traffic, Pace Car Programs have been adopted by towns across the United States and Canada.

WHAT OTHER CITIES HAVE PACE CAR PROGRAMS?

The Pace Car Program is currently successfully implemented across the USA and Canada with towns including:

Baltimore, Maryland

Calgary, Alberta

Columbus, Ohio

Cranford, New Jersey

Durham, North Carolina

Edmonton, Alberta

El Cerrito, California

Gettysburg, Pennsylvania

Greensboro, North Carolina

Greenwich, Connecticut

Hightstown, New Jersey

Hinsdale, Illinois

Mesa and Tempe, AZ

Minneapolis – St. Paul, Minnesota

New Haven, Connecticut

Northampton, Massachusetts

San Leandro, California

Salt Lake City, Utah

Rochester, New York

Washington, D.C.

West Allis, Wisconsin