



**COUNTY OF ALAMEDA
PUBLIC WORKS AGENCY**

399 Elmhurst Street • Hayward, CA 94544-1395
(510) 670-5480

PRESS RELEASE

FOR FURTHER INFORMATION:

FOR IMMEDIATE RELEASE:

Contact:

Obaid Khan
Associate Engineer
(510) 670-5480

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DRIVER FEEDBACK SIGNS INSTALLED AT VASCO ROAD

If you have recently driven on Vasco Road, you probably have noticed the new flashing Driver Feedback Signs installed to raise the awareness level of speeding motorists to posted speed limits. Alameda County Supervisor Scott Haggerty, District One, championed the installation of these signs, donated by the 3M Company, as a safety enhancement for Vasco Road, a heavily-traveled, commuter roadway. Vasco Road has a history of serious accidents resulting from excessive speeding. In the past, Driver Feedback Signs have proven to be highly effective in residential areas and on roadways surrounding schools.

Driver Feedback Signs, such as the signs installed at Vasco, have also been installed along this roadway in Contra Costa County. The signs are solar charged and are programmed to work during peak commute hours. In the next few months, the Alameda County Public Works Agency will conduct a traffic assessment study to evaluate the impact of the Driver Feedback Signs on motorists' speed along Vasco Road.

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