

Frequently Asked Questions (F.A.Q.)*

Will my car really make a difference? Yes. We only need a small percentage of vehicles acting as Smart Drivers to slow traffic city-wide. This starts a positive cycle. People feel more comfortable walking or cycling, which reduces traffic levels, making streets even safer, meaning even more people can walk or cycle.

Does the Smart Driver provoke road rage? No. Many people who sign up for the Smart Driver pledge were already acting as unofficial traffic calming vehicles. They report that incidents of road rage decrease when they badge their car as a Smart Driver. Instead of the driver behind thinking they are stuck behind some 'idiot' who doesn't know how to drive, the Smart Driver magnet lets them know that there is a purpose for why the car is being driven within the speed limit.

What happens if I accidentally speed? Take a breath and slow down. The Smart Driver pledge is a declaration of intent, not a legally binding contract or repressive cult where you will be stoned if you break the 'rules'! Kicking the speed habit can be hard work. Allow yourself more time to get places so you won't be so tempted to speed.

Do I only act as a Smart Driver in my neighborhood or on all streets? On all city streets. The Smart Driver pledge is a kind of treaty between neighborhoods: you respect the quality of life in our neighborhood and we will do the same for you. The Smart Driver promotes a new civility and mutual respect on our streets.