

## Question 2 Response: Signs

**115 respondents mentioned this solution.**

**94.78% were for installing signs, 4.35% were against this solution, and 0.87% had neutral comments.**

For	Against	Neutral
Ongoing Social Media campaign. Occasional unique and fun signage around the Lake. Maybe held by volunteers. (think sign spinners)	Anything that can reduce cognitive load of the driver, though I don't have any good answers for what that is. More signs and flashing lights is not a solution, just adds more distraction. The number of cars parked on the lake definitely make it feel crowded when driving on it, so maybe reducing the parking spots available, or making them more defined might help. Taking out some of the edge of the lake and making the road a bit wider might help as well.	There are no signs on Lake Morton saying anything about being aware/watching out for birds.
Install signs at each intersection that say: Look Both Ways. Children and Swans Crossing.		
Signage, flashing signage,		
Public Safety Campaign.....signs, painted notices on road		
Periodically bring in flashing signs showing miles above speed limit		
This is a tough one. Obviously more signage, but the problem is that some people are selfish and just don't care. Hit people where it hurts. Double the penalty for speeding and enforce it heavily. Word will spread quickly.	I would not put up signs because eventually the signs, for those that travel the area frequently, will just blend into the rest of the scenery. You have to target the motorists not the pedestrians (or the birds, ha!). PSA on the t.v., reminders on anything the City distributes on paper?	
Posted signs for swan/pedestrian crossing. Posted signs entering the lake to pay attention		
More signage.		
I like the Swan Zone signs.	Drivers won't care to look at speed signs unless you force them to.	
Ask them to by placing signage at all Lake Morton Drive intersections "CAUTION - ENTERING BIRD SANCTUARY"	That is the million-dollar question!! Maybe signage will help, but folks who text while driving aren't going to see the sign if they can't see a swan. Perhaps the markings on the pavement might work. Sadly, I just don't have an answer.	
PSAs, tickets, signage. If drivers aren't cited, they won't care. It's just like seat belts. Maybe setup a check point with uniformed officers reminding people to keep their devices off and their eyes on the road. A conversation with a friendly uniformed LEO can go a long way to helping people be aware. Signs reminding drivers to check sidewalks for pedestrians and cyclists in both directions as well as looking for cars. For PSAs, tell a story. Put them on social media. An animated clip of a swan being hit and dying. Have the pedestrian victim share her story and her continued recovery. The signs from First Methodist are nice, too. People may think they're cheesy, but they get the message across.		
	In my opinion its counter-intuitive to put out signs because people will be looking at the signage instead of the road so I suggest social media campaigns and press releases.	

For	Against	Neutral
Clearly marked and attention drawing signs at each roadway entry.		
stop signs at each intersection. It is not a traffic circle!		
signs with swans, flashing lights		
More signage. Lower speed limit to allow for more reaction time for the distracted driver.		
More signage and more police presence		
Swan/Duck crossing signs - Make Way for the Swans! Run a campaign in schools - children educate their parents. Encourage schools to take children on trips to the lake to see/feed the swans and ducks. Have an annual Swan Day parade and get the community involved. Research what other cities do to protect swans/ducks.		
More signs surrounding swans and other wildlife specifically		
Provide clear signage at the road fronts accessing LMD notifying drivers that they are entering a protected Bird Sanctuary (I believe very few actually know that it IS indeed a bird sanctuary) & to reduce speeds to 20 mph with flashing lights as utilized in school zones.		
I would suggest signs that show fine amounts for distracted driving. Also signs that raise conscientiousness about the dangers/consequences of distracted driving. We all have loved ones!		
Lower speed limit, more signs saying to stop for swans and birds in the road. Signs when entering from side streets		
Paint proper lines on the road and more wildlife crossing signs		
Signs. General education. Facebook, city webpage, info on the LE bill, maybe collaborate with tax collector for a local Lakeland branch flyer about safe driving in our community. Ad awareness campaign about water fowl and PEOPLE being hit, injured or killed? Again- thanks for asking!		
Signage and flashing beacons at major crosswalks		

For	Against	Neutral
<p>I like the drive like your swans live here signs, as well as the idea of marking a swan zone. If done well it would look cool, too!</p>		
<p>I am really concerned about the swans. As a pedestrian, I feel Lake Morton is one of the easiest places to walk and cross the street safely; I have never had a problem. The animals are so low to the ground and slow moving at times that if someone were speeding and/or texting they could easily hit them. Maybe there is a need for more of those animal crossing signs. Maybe people need education on the legal consequences of hitting a swan (please tell me they exist!). Our swans are our treasure and people need to know that if they drive carelessly they will end up on Grady Judd's list.</p>		
<p>Signage indicating high crossing areas</p>		
<p>Words/pictures on the pavement reminding about swans &amp; wildlife. Street signs with waterfowl crossings (like deer or pedestrian crossing signs).</p>		
<p>Maybe signage along the lakeside, every 50-100 yards, stating the area is a protected wildlife habitat open to the public and that penalties may be imposed for accidental damage or injury to either... and 'Please Drive with Caution' (with a small flasher light).</p>		
<p>Notification at each entry point to Lake Morton that the area is a bird sanctuary and pedestrian zone. Highly visible signs with flashing lights, at main traffic arteries to notify drivers. Additional signs along the road to remind drivers to slow down.</p>		
<p>TV news, facebook, signs around Lake Morton posting speed limit and cost of speeding fine.</p>		
<p>Flashing beacons at crosswalks and possibly a few speed detection displays would help keep drivers focused on their surroundings.</p>		
<p>"Must stop for swans" signs posted all around the lake.</p>		
<p>Need signs about bird safety and slowing down when birds are crossing</p>		

For	Against	Neutral
<p>Not sure, but roadside signs are ugly. Unless maybe we do something unconventional and aesthetically pleasing, like small concrete or wooden signs that can be made really beautiful (but probably expensive). A public awareness type campaign would probably be somewhat effective.</p>		
<p>Have a better police presence, signs, etc. also trim back trees or brush that blocks view when people are turning on or off Lake Morton.</p>		
<p>Lower speed limit, Mark a center line on the road. Perhaps put in some stop signs.</p>		
<p>Large flashing Swan signs on both sides of the road. Build a small wall in that area instead of what is present..</p>		
<p>A few well-placed signs could be helpful, but too many signs and signals would distract drivers from the street itself.</p>		
<p>More signage. Police presence</p>		
<p>Signs about slowing down for birds that may suddenly walk on the street.</p>		
<p>Visible signage</p>		
<p>Tickets are the best education. Until texting and speeding are enforced, it will continue. More BIG signs might help. Breaks my heart that swans are being hit and killed.</p>		
<p>This issue goes way beyond Lake Morton Dr, but since that is the focus of this discussion, what about flashing caution lights every eighth of a mile; increased police presence; the portable, unmanned speed display ( I know speed isn't the issue, but the visual is attention grabbing).</p>		
<p>Signs.</p>		
<p>More signs. Flashing lights.</p>		
<p>Post the machines u have that show your speed that may help also. I do know as I play the game occasionally that the pokemon go game draws alot of people to lake morton as they could drive around it and play which should never be done but that doesn't mean that people wont do it. If they do they will not see the ducks or swans and possibly people.</p>		

For	Against	Neutral
Public safety campaign, more signage around Lake Morton, more of an LPD crackdown on distracted driving tickets over an extended period of time.		
Signs saying Caution: birds crossing (or similar). Stop signs - at least 3 around the lake to slow traffic. Cameras to identify drivers who drive too fast, or who deliberately hit the birds.		
Bird crossing signs, raised sidewalks.		
Signs and warnings for swans and ducks.		
The signs about the swans telling people to slow down was a good idea crosswalks with signals like on lake Hollingsworth		
Increased signage on speed limit - protecting pedestrians as well as swans.		
Flashing lights and signage. Particularly during high volume times of the day. More media attention maybe? People also need to realize that quite a few kids play around this lake and go there to see the swans. I know we are looking out for swans, but we definitely don't want to see another person get hit, or a child, because someone isn't paying attention and is driving too fast to stop.		
Million dollar question! I really like the swan signs going up but clear message to SLOW down and be aware/alert is also good		
Provide driving stats and education plaques around the lake.		
Banners on light posts. Local citizens as Morton guides handing on pamphlets about Swans and thanking people for taking notice.		
Work with First UMC to get their take, especially because of all the children they have there. Signage, "please be aware..."		
1) Have police do road stops & pass out info on dangers of text/drive around lake. 2) Put out flashing sign "Don't text/drive."		
Signage		
Use warning signs...and educate your officers how to actually do their jobs		

For	Against	Neutral
<p>Educating them at all is a start. Attractive signage, one way, anticlockwise, and enforcement. GIVE TICKETS. This is largely a problem with student drivers from FSC. That is a fact. And we all know you say there is no brick. There is brick. Go back to brick. Worked very well on Nevada, off Hollingsworth.</p>		
<p>Perhaps unobtrusive signage "CAUTION: Swans &amp; People On Foot Here" or "CAUTION: People &amp; Swan Pedestrians. Where possible, use pavement markings rather than signs as the pavement markings are less obtrusive. The tricky part is that there are so many entrance points to the lake that putting signage everywhere would be an ugly fiasco. Special attention should be given to what I consider to be the "high risk" areas - where there is more traffic, more people on foot. The most difficult area is from the foot of Massachusetts Avenue, clockwise past the Library. Many people on foot there and it passes the main area for the birds on land. Marked parking and lane markings on the street would help.</p>		
<p>Again, some specialty "Swan Crossing" signs of some sort at regular intervals around the lake. Flashing lights on those might be good, but that might not be as nice aesthetically for the view of the lake at night to see signs flashing around it...</p>		
<p>Pictures of swans with cell phones calling you to be aware.</p>		
<p>Put up signs that say ducks sleep in the road, ducks play in fresh water in the road because they sure love playing in the run off in the road from the sprinklers.</p>		
<p>Tactful signage. Limited number of flashing lights.</p>		
<p>Swan Signs....painted on road.....metal signs such as yield for swans, etc</p>		
<p>Signs on side streets coming to Lake Morton saying you are entering a bird sanctuary with a high pedestrian traffic. Pedestrians and birds have the right of way. Speed doesn't seem to be an issue, just lack of attention to surroundings.</p>		
<p>Signs like "drive like your swans live here."</p>		

For	Against	Neutral
<p>Post swan crossing signs around town. (I've never seen one if there even are any) People will see these and realize they probably should pay attention or they will hit these creatures. Do something on social media like create a profile photo frame for protecting the swans and our citizens. Get people thinking even before they get behind the wheel. Other than that all you can do is create obstacles like roundabouts and speed bumps to get people to slow down.</p>		
<p>Signs. Instead of zebra crosswalks, which will make a swan even harder to see, paint huge artistic colorful swans on the road.</p>		
<p>Putting up signs letting drivers know that 'this' is a high wildlife and pedestrian crossing zone and to drive with extra caution would help. It may take away from the aesthetic beauty of the lakes, but it will be worth it. I recommend that the signs be as attractive as possible. A pictorial sign of a walking swan and pedestrian figure placed at intersections around the lakes would be a cost effective public notice.</p>		
<p>Flashing signs that come on when drivers are approaching the lake from the access roads (similar to the one at the Orange St. exit for the Iowa St. Parking Garage). The signs could alert motorists to look pedestrians as well as indicate their speed.</p>		
<p>The roads leading down to the lake should have warning signs, maybe even with a yellow flashing light. Active bird lake ahead...drive with caution. Make announcements in the paper, on the radio, billboards close to lake access roads or maybe in the yard of the library and other public access buildings. Flyers at events. Advertisement blocks in Lakeland publications. More social media notations. Do facebook ads for Lakeland demographics. You need a grass roots, word of mouth, and public campaign.</p>		
<p>Signs. Cameras.</p>		
<p>Warning signs "speeders and distracted drivers" will be fined.</p>		

For	Against	Neutral
Ticket them!!!! Cannot teach people to think.....or be courteous to others. For out -of-town people, a "designated swan area" sign might be a good idea.		
Post signs at the roadways entering Lake Morton Drive.		
Along Lake Morton, we really need more and bigger signs to help protect our Swans, other water fowl and turtles who cross the road back and forth in numerous spots on the lake and home/business side of the street. Heartbreaking to know we've lost so many recently.		
Lowering the speed limit should bring better attention and instead of making limit 20, place signage 18 MPH and have sm image of swans on sign. Many tourist areas post the odd limits to attract driver attention. We expect 20, 25, 55, 70; but not 18, 22, 68 etc.		
More Duck/Swan crossing signs, I can only think of one duck crossing sign on the west side of Morton		
Signs (swan crossing, pedestrian crossing, child at play by the church)		
Lots and lots of signs. Plus additional police presence which may result in people refraining from cell phone use or whatever is causing their distraction.		
Signs and traffic enforcement would be the only ways. I spend most sunday mornings with my family at the lake, motorists are always speeding, not stopping for pedestrians in the crosswalk, or parking in bad areas.		
Signs seem to be effective. Place Swan Crossing signs along the lake.		
Signs and commercials, perhaps increase police presents around lake. Might help to see someone pulled over from time to time. I never see police around this leak.		
Perhaps add flashing SWAN/DUCK CROSSING signs. Have police do weekly speed traps.		
Swan and wildlife crossing signs more frequently spaced		
duck, stork, heron, and swan xing signs		



For	Against	Neutral
<p>The solar speed monitors that blink if you are going faster than you should are helpful from what I have noticed. If drivers are obviously speeding and other motorists or pedestrians can see on the sign how much they may slow down. It is also a quick form of education people who are visiting who do not know.</p>		
<p>Limited visibility and control is inherent to motor vehicles. Pedestrians MUST be careful and smart when crossing roadways. signs and barriers to help prevent pedestrians from entering the path of cars is the best way to make the area safer.</p>		
<p>A lot of people will just drive around the lake to sight-see, which is part of the problem. Maybe some signage encouraging people to park and get out? Enforcement could be difficult, though.</p>		
<p>Put up signs around Lake Morton that say “we like our swans more than we like you, slow down” or sign that says “ \$10,000 Fine for running over one of our swans “</p>		
<p>After they pay a fine or two they will take notice and obey or know they have to pay. This is only on one small section of the lake. I know many more have been killed near Crystal Lake . Speed bumps are annoying but if they save lives it is so worth it. Please post LPD officers more often to write tickets. Have officers at various times of the day and night, random times. Word will get out.</p>		
<p>Signage re: texting while driving is against the law. If they are stupid enough to text while driving they probably do not know the police can not stop them.</p>		
<p>Put up the electronic speed limit signs that alert drivers about their current speed (which may already be in place).</p>		
<p>Larger signs posted to announce protected area for swans, to slow down and be watchful and possibly mention of fines for harming these animals.</p>		
<p>Signage, posters downtown, electronic and snail mail “heads up” campaign.</p>		
<p>Signage. The lowered speed limit is a good start.</p>		

For	Against	Neutral
<p>Periodic media blasts/campaigns reminding drivers of laws protecting the Lakeland swans. Traffic signs (regarding swan protection/violators ... different short messages) placed at stop signs for the streets that run into road around Lake Morton. Other signs could be placed around the lake with short messages 'did you know' signs for facts or consequences for violators.</p>		
<p>Post signs --SiGH-- Make a fine sign, "separate" from the speed enforcement signs and post those sign(s) for animal endangerment that is high enough to discourage the road racers around LMD. Thank you again!!! We frequent LMD and visit the feathered friends quite often. Looking forward to these wonderful improvements.</p>		
<p>traffic signs facing each road that enters lake area with flashing lights .</p>		
<p>Social media and nice signs saying Swan zones etc</p>		
<p>Large signs to educate, flashing lights on all stop signs and speed limit signs, regular postings on the lakeland police armed city of lakeland social media regarding the swans and the dangers. Also postings naming the swans and giving some "personal" information about them to generate positive news about the swans and helping to engender them to the population. Feel good animal stories and posts are very popular and can increase exposure for the swans and the city itself.</p>		
<p>More bright and unique signage around the lakes warning drivers that they may experience waddling pedestrians as well as walking human pedestrians. The extra signage may only be necessary during the first few weeks of college arrivals and the first month or two of the beginning of snowbird season. Not every city has such an abundance of beloved wildlife inside the core of the city and people moving here for the first time may have never lived with such beautiful creatures as we do in Lakeland.</p>		

For	Against	Neutral	
better visible signs "warning swan x-ing" in an attractive design to be eye catching.			
Signs			
<p>The images in the survey didn't make clear what a bulb out is at all. I think they would be effective especially at the busier cut through connectors of Massachusetts, E Walnut on the west side, Palmetto and Success but they do seem somewhat expensive and time consuming to put in place. The swans and other birds aren't going to use cross walks, but raised crosswalks with flashing lights will slow the drivers, giving the jaywalking swans and pedestrians better odds between the crosswalks. I think they should go in at all of these spots: Massachusetts, E Walnut on the west side, Palmetto, Success, Mississippi, Vistabula and E Walnut on the east side. I think parking on the side of the street should not be allowed in the high traffic hours at the end of the work day, perhaps from 4pm-7pm. Marked parking seems more likely to encourage people to attempt parallel parking, which most Lakeland residents don't encounter often and would require reversing in traffic which by its very nature would be more dangerous to pedestrians and wildlife. I feel the landscaped medians seem to be the most expensive to create and to maintain of all the options and would also lead to the wildlife and small children potentially being in more danger due to the plantings blocking view. So, while I think bulb outs could help, I think the raised cross walks with lighting and more of them are the best of all the choices available. I would also suggest adding a flashing red light at the intersection of Lake Morton Dr and E Palmetto by the library. Driving around Lake Morton needs to be more difficult overall. By making driving the lake cumbersome, cut through distracted drivers would be discouraged, while preserving the safety of all and leaving it as a possible route for those willing to bear the obstacles.</p>			
<b>Sub Total</b>	<b>For = 109</b>	<b>Against = 5</b>	<b>Neutral = 1</b>
<b>Grand Total</b>	<b>115</b>		