

Keep Kids Alive Drive 25® Pilot Project Outline

Focus: Develop a pilot project with a cluster of neighborhoods that over a 4-6 month period would promote education and action around driver, pedestrian, and cyclist safety. Keep Kids Alive Drive 25 can be the lead agency in this educational effort in working with residents, associations, schools, places of worship, businesses, and other interested organizations to mobilize the community to create safer streets, sidewalks, and parks for everyone who walks, bikes, or drives through these neighborhoods. The concept of Home Zones would be introduced as a means of engaging residents and other groups previously listed in taking ownership over preparation of and implementation of an overall plan to promote greater pedestrian and traffic safety in the cluster of neighborhoods participating in the pilot. A City Department or civic agency in your community could also take the lead with such a project.

Measures that would be taken include:

- Pre/Post study of average speeds on neighborhood streets and in school zones.
- Survey of resident perceptions of neighborhood safety regarding traffic (speed, paying attention to signals/signs, etc.) and pedestrians (walkability, sense of safety in walking through the neighborhood)

Other measures can be added.

The process would include:

- Convening, educating, and engaging neighborhood, school, business, faith community, and other leaders about KKAD25 and Home Zones
- Developing a plan of implementation inclusive of all these groups.
- Pre-studies (speed/resident perception, etc)
- Production of educational/public awareness resources to promote the process. These included PSAs for print in community newsletters (schools, neighborhood associations/watch groups, businesses, church bulletins, etc.), educational brochures tailored for the neighborhoods involved, yard signs, trash can decals, vehicle magnets, bumper stickers, and possibly avenue banners.
- Implementation of KKAD25/Home Zone public awareness campaign to educate and engage all citizens in working to create safer streets by virtue of practicing safe/courteous driving/pedestrian/cyclist behaviors.
- Post study(ies)

Potential partners:

Law enforcement, public works, city council/mayor's office, neighborhood services, neighborhood coalitions (including homeowners associations), health department, pedestrian safety groups, schools, faith communities, businesses, and others.

Open to other organizations participating as well. Questions? Contact Tom Everson at 402-334-1391 or kkad25@cox.net.

KEEP KIDS ALIVE DRIVE 25®- A Non-Profit Organization 501(c)(3)
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HOME ZONES

What Are Home Zones?

Home Zones is a concept developed in Europe – most notably in The Netherlands, England, and Germany - which recognizes neighborhoods as a special space wherein pedestrian and cyclist safety takes precedence over motor vehicle traffic. Motor vehicles are welcome as guests in the neighborhood, and therefore should conduct themselves with utmost regard for the safety and well-being of all who live and play in the Home Zone. Home Zones work to strike a balance between vehicular traffic and everyone else who uses the street, including pedestrians, cyclists, business people and residents. Some see Home Zones as a way of "reclaiming" local streets from a traditional domination by cars. Others see it as a way of working to restore the safety and peace in neighborhoods that are becoming overwhelmed with speeding traffic.

For more information, visit <http://www.homezones.org/index.html>.

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