

TOWNSHIP OF MARPLE



RESIDENTIAL TRAFFIC CALMING PROGRAM

A. INTRODUCTION

The Township of Marple's Residential Traffic Calming Program (RTCP) incorporates education, enforcement and engineered street design into protecting the quality of life in Township neighborhoods. The Township has developed the RTCP to provide residents with the opportunity to raise neighborhood traffic concerns and to participate in the selection of strategies that promote safe and pleasant conditions for residents, pedestrians, bicyclists and motorists in Township neighborhoods.

B. WHAT IS TRAFFIC CALMING?

Traffic calming is defined by the Institute for Transportation Engineers as "the combination of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for non-motorized street users." With this Guide as a framework, staff will work with neighborhoods to develop a plan to calm traffic in order to meet the goals listed below:

- Improving the quality of life in the community
- Creating safer and more attractive streets
- Improve safety for pedestrians and bicyclists who utilize the township streets.
- Foster a collaborative working relationship between Township staff and residents to develop appropriate traffic calming measures.

C. WHY IS TRAFFIC CALMING NEEDED?

Roads in the community are designated for an intended function. Local roads are designed to provide property access, collector roads distribute traffic into and out of the neighborhood, and arterial roads carry larger volumes of traffic through an area.

Sometimes motorists can develop a pattern of using a road in a manner, which it was not intended, such as using a local road as a through route or traveling at inappropriate speeds. The purpose of traffic calming is to restore roads to their intended function and correct motorist behaviors to acceptable community norms. For new land developments, the Township may require calming measures as a requirement for development. The overall objectives of traffic calming include:

- Achieving slower speeds for motor vehicles.
- Reducing crash frequency and severity
- Increasing safety for non-motorized users of the road
- Reducing the need for police enforcement
- Reducing through motor vehicle traffic

D. CRITERIA

Local residential streets and certain collector streets are eligible for inclusion in the RTCP. The posted speed limit should not exceed 25 mph. Local residential streets provide access to abutting land uses and serve only to provide mobility within the neighborhood. Traffic on these streets is expected to be entering or exiting from the residences. Certain roads, although classified as collector roads, function as local residential streets. At a minimum, the following conditions must be met in order to be included in the RTCP:

1. posted speed limit of 25 mph or less

2. traffic volumes of more than 1,000 vehicles per day
3. a two-lane roadway
4. a minimum of 12 dwellings fronting on the street per 1000 ft of roadway including both sides.

The Public Safety Committee shall confirm the appropriate residential area for consideration.

In addition, for a neighborhood to qualify for RTCP assistance, one or more of the following criteria must be met:

1. Speeding: The 85th percentile should be at least 10 MPH over the posted speed limit.
2. Safety: Significant pedestrian and bicycle activity, such as proximity to schools, playgrounds, shopping areas.
3. History of motor vehicle accidents in area.
4. Cut through should be 40% or more of the total one-hour single direction or 100 cut through trips in one hour in one direction.

These criteria are consistent with successful traffic calming programs in other localities. The Township Engineer will conduct traffic surveys to determine whether the criteria are met.

E. AMERICANS WITH DISABILITIES ACT

Traffic calming measures must be designed to accommodate all people in the community. To accomplish this goal, features that are implemented to improve pedestrian safety, or have an effect on pedestrian travel, must be designed to meet the requirements of the Federal Americans with Disabilities Act.

F. IDENTIFYING NEIGHBORHOOD TRAFFIC CONCERNS

The Township will assist a neighborhood in defining traffic problems. A neighborhood consensus on that definition should be reached. Typically, the broad problems are speeding, traffic volume (through traffic) and shortcutting, but there may be additional issues that need addressing as well.

Defining the problem occurs on two levels. The first level is clearly understanding what the residents' concerns are; determining if there is, in fact, a basis for those concerns and then expressing those concerns. The second level of the problem definition is the accumulation of data to support the identified problem(s).

G. PROCESS STEPS

1. Traffic Calming Request

Citizens wanting to participate in this program must make a request to the Township Manager. They should express their most serious traffic concerns. There is no deadline for making the request.

This request should include:

- Street segment where the problem(s) exists (e.g., X Street between Y Place and Z Avenue);
- Time of day when the problem(s) occurs;
- Possible causes of the problem; and
- Perceived dangers to pedestrians, bicyclists, residents and property as a result of the problem.

2. Data Collection and Analysis

a. Collection

Township staff will collect and analyze necessary traffic data to determine whether 1) the data supports the problem(s) identified by the residents and 2) the street segment meets the criteria for traffic calming. Data collection will be generally conducted on weekdays, September through May, when school is in session.

b. Analysis

- Data Does Not Support Implementation of RTCP

If the data collected indicates that the situation does not meet the criteria, staff will report back to the residents that the problem did not warrant any specific action. The situation may be eligible in the future.

- Data Supports Implementation of RTCP

If the objective data confirms the existence of a problem, staff will recommend the area for the RTCP to the Township Public Safety Committee for further consideration. Final approval will rest with the Board of Commissioners.

3. Project Initiation

Once initial approval has been received, staff will work with members of the community where a problem was confirmed to begin drafting a traffic calming plan. The focus will be on the scope and nature of the traffic problems, the traffic calming measures that can most realistically address the traffic concerns, and working with Township staff to develop preliminary design options and cost estimates for review by the neighborhood at a public meeting.

The designs will be approached in two phases. Phase I designs will consist of non-physical measures, and will be implemented first. If Phase I measures are not effective enough, Phase II designs may be implemented. Phase II includes physical measures (see Section G.3 Traffic Calming Toolbox).

Input from the Marple Township Emergency Services will be requested to determine any specific emergency requirements.

Once the preliminary designs have been developed, community support must be gained by a petitioning.

Since a neighborhood traffic calming plan could have significant impacts on circulation flow, the following considerations must be taken into account:

- adequate vehicular access to all properties must be provided;
- Local access to neighborhood facilities, such as schools, parks, and community centers must be provided;
- Diverted traffic must be accommodated so that adjacent areas are not unduly affected.

4. Assess Community Support for Traffic Calming

The next step in the implementation process is to obtain the required level of support from the stakeholders to be eligible for final design and funding. To assess support, members of the community will be responsible for collecting signatures from the affected homes on the street segment(s) with a petition (see Appendices A and B). Only one resident (homeowner or renter) of each affected home may vote. The petition will indicate that by signing they accept the possibility that traffic calming may be built in front of their home. To assist the community, staff will prepare a map and/or brochure explaining what the proposed measures will look like and where each traffic calming measure will be located.

For condominiums or apartments with 25 or more units, approval from all residents will not be required. Instead, written support of the traffic calming plan will be obtained from the condominium association or property management company. The building/complex may either approve or disapprove of the traffic calming plan.

a. Plan Receives Sufficient Support

Sufficient support for the traffic calming plan will involve receiving concurrence from 60% of affected households. Township staff will begin gathering resources, assessing funding sources and developing a schedule for the implementation of the plan.

b. Plan Does Not Receive Sufficient Support

If the traffic calming plan does not receive sufficient support, the plan will not be implemented. If the residents wish to pursue traffic calming there will be a two year waiting period before the township will entertain another petition from the affected neighborhood.

5. Project Implementation

The RTCP will be implemented using a two phase approach. During Phase I, only non-physical measures will be implemented. If the Phase I measures are not successful, physical measures will be implemented as Phase II. Physical and non-physical measures are discussed in the next section.

In the event that more than one neighborhood requests traffic calming implementation in their neighborhood, implementation will be based on the ranking system described elsewhere in this document. Priority will be given to those ranked highest in the ranking system.

As part of implementation of either phase, staff performs the following actions:

- Determines funding requirements;
- Secures funding if available;
The Township of Marple uses specifically budgeted traffic calming funds, when and if available. OR

The Township of Marple, when and if funds are available, and the neighborhood jointly fund the plan. OR

If Township funds are not available the neighborhood may elect to fund the entire plan.

- Develops construction drawings based on the preliminary design;
- Acquires right-of-way and/or easements, if required;
- Schedules construction either by Township workers or private contractor;
- Notifies affected residents of construction schedule;
- Coordinates and oversees construction or notice to private contractor to proceed; and
- Monitors all work for compliance to design specifications.

6. Additional Considerations

Sidewalks – In areas without sidewalks, the Township may recommend that residents pursue the installation of sidewalks; or if the Township determines that sidewalks are necessary for pedestrian safety, the Township will install sidewalks and the costs thereof shall be assessed against the abutting properties. If approved, construction of both traffic calming and sidewalk installation projects may be coordinated together to provide for the efficient use of resources. However, funding for sidewalks is not provided through the RTCP and must therefore be pursued by a separate grant or through the normal Township budgetary process.

Drainage – The installation of traffic calming features may change the drainage patterns of the roadways. The Township public works staff will review the drainage characteristics of roadways when determining which features are most appropriate.

Snow Removal – Traffic calming features may have an effect on the removal of snow and ice. Features shall be clearly identified and equipment operators shall be made aware of the types of features that are installed. This will improve the snow removal operation and help prevent damage to snow removal equipment and the traffic calming features.

7. Evaluation

After Phase I measures have been implemented for 6 months, staff will evaluate whether they are effective. Evaluation methods may include one or more of the following: placing radar trailer, additional police surveillance, and other means of traffic monitoring, resident response.

If Phase I is determined to be unsuccessful, a preliminary design will be prepared and implemented for Phase II. Phase II measure will be evaluated on the same schedule and by the same means as Phase I measures.

If other problems arise from the implementation of a traffic calming measures (e.g., difficulties for emergency vehicles, drainage or maintenance issues, etc.) staff will examine the causes and potential fixes. Additionally, citizens who feel that the RTCP process needs refinement may bring their issues to staff for discussion and consideration.

H. TRAFFIC CALMING MEASURES

1. Selections of Traffic Calming Measures

When selecting the appropriate traffic calming measure(s), several principles need to be taken into consideration. In general, the traffic calming measure(s) selected should have all or most of the following attributes:

- Is consistent with Pennsylvania law and meets the standards set out in the Manual on Uniform Traffic Control Devices and the American Association of State Highway and Transportation Officials guidelines, including all signage and pavement markings,
- Addresses the problem in the most efficient and cost effective way possible,
- Accommodates the geometrics of the street (e.g., a traffic circle can only be built in an intersection that is large enough for it),
- Is compatible with the needs of the Township Emergency Services, and
- Addresses the needs of nearby schools.

2. Types of Traffic Calming Measures

Two types of traffic calming measures are considered in the RTCP: (1) Non-physical Measures and (2) Physical Measures. The list below contains many examples of the non-physical and physical measures to be considered. This list is not meant to be all inclusive. There may be other measures available.

Only non-physical measures will be considered during Phase I of implementation. Non-physical devices are defined as low cost measures that do not physically restrict driver maneuvers. Examples of non-physical traffic calming measures include public education, additional police enforcement, signing, and pavement markings to narrow travel lanes.

Physical measures will be considered only if non-physical measures have been implemented, evaluated and found to be unsuccessful. Physical measures are treatments that reduce speed by creating a vertical, or horizontal shift in the roadway or travel lanes or that create a safer vehicle-pedestrian design.

3. Landscaping

If landscaping has been included as part of the RTCP, then all elements should be designed in conjunction with the Township Engineer, the Tree Commission, and EAB Committee. All plantings etc. should conform with properties adjacent to the traffic calming features.

4. Maintenance

The property owner(s) adjacent to the traffic calming features shall be responsible for the maintenance and irrigation of the landscaping. The Township will contact the adjacent property owner in an attempt to obtain an agreement for the installation of the traffic calming features. If a property owner does not agree to have a traffic calming feature installed adjacent to their property, the Township shall attempt to find an alternative location which will conform to the engineering design and intent. Failing

this, the original location will be utilized and the adjacent property owner will be responsible as described above.

A neighborhood, property owner(s), or developer who funds the installation of traffic calming features shall be responsible for any maintenance, irrigation and watering required for landscaping associated with those features. A maintenance agreement may be required to be executed in writing by the Township. Should the association or property owner fail to maintain the landscaping or irrigation or pay any required charges, the Township may remove the landscaping or other features. A neighborhood or property owner that opts to plant landscaping in the roadway right-of-way other than the landscaping installed with each traffic calming feature shall do so subject to Township approval.

Marple Township shall maintain the roadway, signs, curbs, pavement, decorative brick pavers, and pavement markings within the public right-of-way in accordance with existing standard maintenance operations.

5. Traffic Calming Toolbox

Non-physical

- Bike lanes
- Signing
- Speed Awareness Machine (SAM)
- Street markings
- Crosswalks
- Education (Neighborhood Traffic Safety Campaigns)
- Keep Kids Alive Drive 25 campaign
- Enforcement

Physical

Speed Hump:

ADVANTAGES:

- Reduces vehicle speed. More effective if used in a series at 300' to 500' spacing or in conjunction with other traffic calming devices.
- Can reduce vehicular volumes.
- No restrictions to on-street parking.
- Requires minimum maintenance.

DISADVANTAGES:

- May divert traffic to parallel streets that do not have traffic calming measures.
- Increases emergency response times.
- Not aesthetically pleasing.
- Potential for injury.

Speed Cushions:

ADVANTAGES:

- Reduces vehicle speed. More effective if used in a series at 300' to 500' spacing or in conjunction with other traffic calming devices.
- Can reduce vehicular volumes.
- No restrictions to on-street parking.

- Does not restrict access to residents.
- Requires minimum maintenance.
- Minimal impact to emergency response times.

DISADVANTAGES:

- May divert traffic to parallel streets that do not have traffic calming measures.
- May increase emergency response times.
- Not aesthetically pleasing.

Traffic Circles:

ADVANTAGES:

- Reduces vehicle speed.
- Reduces vehicle conflicts at intersection.
- Provides equal access to intersection for all drivers.
- Does not restrict access to residents.
- When landscaped, traffic circles improve the appearance of a street.

DISADVANTAGES:

- A minimum of 40 feet of curbside parking must be prohibited at each corner of the intersection.
- May increase emergency response time.! The construction of a mountable curb minimizes the impact to emergency vehicles.
- Can restrict access for large trucks and longer buses, and may require that these vehicles turn left in a clockwise direction (in front of the circle, rather than around the circle).
- Maintenance responsibility, if landscaped.
- Requires additional traffic control signs (8-16 signs) and pavement markings.
- May increase conflicts with cyclist and pedestrians.
- May divert traffic to parallel streets.

Chicane:

ADVANTAGES:

- Reduces speed.
- Does not restrict access to residents.
- Minimal impact to emergency vehicles.
- Reduces crossing distance for pedestrians.
- Can be aesthetically pleasing, if landscaped.

DISADVANTAGES:

- Curbside parking must be prohibited.
- Maintenance responsibility, if landscaped.
- May divert traffic to parallel streets.
- May increase conflicts with cyclists and pedestrians.

Semi-diverter:

ADVANTAGES:

- Restricts movements into a street while maintaining access and movement within the street block for residents.
- Reduces cut-through traffic.
- More self-enforcing and aesthetically pleasing than turn restriction signing.

- Reduces crossing distances for pedestrians.
- Aesthetically pleasing.
- In emergency situations, emergency vehicles can travel in the restricted direction.

DISADVANTAGES:

- May divert traffic to parallel streets without traffic calming measures.
- May increase trip length for some residents.
- Curbside parking must be prohibited adjacent to the device.
- May increase emergency response time as they maneuver around the semi-diverter
- Maintenance responsibility.

OTHER CONSIDERATIONS:

- Bicycles are typically permitted to travel through a semi-diverter in both directions, including the restricted direction.

Curb Extensions:

ADVANTAGES:

- Reduces crossing distance for pedestrians.
- May reduce cut-through traffic.
- Does not restrict access to residents.
- Minimal impact to emergency vehicles.
- Can be aesthetically pleasing, if landscaped.

DISADVANTAGES:

- Curbside parking must be prohibited to adjacent residents.
- Low impact to mid-block speeding.
- Maintenance responsibility, if landscaped.

I. REMOVAL PROCEDURES

The removal or alteration of any or all of the traffic calming device(s) within a program area will require the approval of 2/3 of the residents in the traffic program area and approval of the Board of Commissioners.

Any and all removal will be done by the Township, solely at the expense of the neighborhood.

J. POTENTIAL FUNDING SOURCES

Liquid fuels funds – see <http://www.dot.state.pa.us/>

Transportation and Community Development Initiative (TCDI) – see <http://www.dvrpc.org/planning/tcdi.htm>

Home Town Streets (Safe Routes to School) – see <http://www.safety.fhwa.dot.gov/saferoutes/>

Federal Surface Transportation Program – see <http://www.fhwa.dot.gov/environment/te/index.htm>

K. RESOURCES

Additional information and supporting documents can be found at the following locations:

- PA Neighborhood Traffic Calming Resource
<http://www.students.bucknell.edu/trafficcalming>
- US Department of Transportation
Federal Highway Administration
<http://safety.fhwa.dot.gov>
- Traffic Calming.org
www.trafficcalmin.org
- Pennsylvania Traffic Calming Handbook
- Institute of Transportation Engineers
<http://www.ite.org>
- City of Weatherford, Texas
Neighborhood Traffic Calming Program
- Town of Ashland, Virginia
Residential Traffic Calming Program Guide

GLOSSARY

- 85TH Percentile See Speeding.
- Access Access refers to modes of transportation, which are permitted to enter or exit an area or pass a specific location (such as with a barrier incorporating gaps to permit bicycle access), or specific movements, which are permitted at an intersection (such as with an obstruction which permits right turn access only). The term is also used when describing the location of driveways and walkways, which provide access to a property. See ingress and egress.
- Arterial Street A major street for which the primary function is to provide for high volumes vehicle movement between major activity areas. See collector street and local street.
- Chicane A series of curb extensions on alternating sides of a roadway, which narrow the roadway and require drivers to steer from one side of the roadway to the other to travel through the chicane. Typically, a series of at least three curb extensions is used.
- Collector Street A street that collects and distributes traffic from local streets to arterial or major streets. A street for which vehicle movement and access are of equal importance. See arterial street and local street.
- Community A group of individuals with common interests. A community is often defined by neighborhood boundaries, but may also include individuals who live outside the neighborhood, but who work or operate businesses in the neighborhood, or whose children attend school in the neighborhood. See neighborhood and stakeholder.
- Curb Extension A horizontal intrusion of the curb into the roadway resulting in a narrower section of roadway.
- Device A physical feature of the roadway, constructed for the purpose of affecting the movement of motor vehicles, bicycles and/or pedestrians. See measure and regulation.
- Divert To redirect traffic, typically through the use of physical obstructions in the roadway and/or regulatory signs.
- Education For the purpose of this document, education shall mean the act of making motorists aware of the traffic issues and trying to solicit their cooperation in obeying the traffic laws. (i.e. KKAD25)
- Enforcement The use of police officers to enforce the traffic laws as part of the plan to calm traffic through a neighborhood.
- Full Closure A barrier extending across the entire width of a roadway, which obstructs all motor vehicle traffic movements from continuing along the roadway.
- Geometry When referring to roadway design, geometry refers to the physical characteristics and dimensions of parts of the roadway.

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| Guideline | A recommended practice, method or value for a specific design feature, but not a requirement. See standard. |
| Intersection Channelization | Raised islands located in an intersection, used to obstruct specific traffic movements and physically direct traffic through an intersection. See Semi-Diverter |
| Jurisdiction | A legal or other authority with responsibility and control for specific actions within a defined area. |
| Local street | A street for which the primary function is access to adjacent properties. See arterial street, collector street, and residential street. |
| Local traffic | Traffic, which originates from or is destined to a location within a neighborhood. See through traffic. |
| Measure | A physical device, regulation or action, which affects the movement of motor vehicles, bicycles and/or pedestrians. See device and regulation. |
| MUTCD | The Manual of Uniform Traffic Control Devices, which provides a consistent basis for the design and application of signs, signals and pavement markings. |
| Neighborhood | A cohesive urban area defined by geographic features, the street network or socioeconomic characteristics. With respect to traffic calming, neighborhood boundaries are often defined by the arterial street network, which typically presents a significant barrier to travel and interaction. See community. |
| On-Street Parking | The reduction of the roadway width available for vehicle movement by allowing motor vehicles to park adjacent and parallel to the curb. |
| Plan | A formulated and sufficiently detailed description of how an objective or number of objectives are to be accomplished. A traffic calming plan typically describes measures to be used, where they are to be located, in what order and at what times they will be implemented, and how the costs of the measures will be funded. |
| Regulation | A prescribed rule, supported by legislation. See device and measure. |
| Residential Street | See local street. |
| Roundabout | Similar to a traffic circle. Roundabouts are typically used on arterial and collector streets, and are distinguished by Yield signs and raised median islands on all approaches, and in some cases, flare of the entry approach to two or more lanes. See traffic circle. |
| Rumble Strips | Raised buttons, bars or grooves closely spaced at regular intervals on the roadway that create both noise and vibration in a moving vehicle. |

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| Self-enforcing | A traffic calming measure which does not require police enforcement in order to be effective. A speed hump is self-enforcing, for example, whereas a posted maximum legal vehicle speed is not self-enforcing. |
| Semi-Diverter | A raised triangular island at an intersection approach, which obstructs left turns, and through movements to and from the intersecting street or driveway. |
| Shortcutting | Traffic, which is traveling through a neighborhood to bypass congestion on the arterial street network, or to make use of a more direct route. See through traffic. |
| Speed Hump | A raised area of a roadway, which deflects both the wheels and frame of a traversing vehicle. |
| Speed Cushion | Consist of either recycled rubber or asphalt, raised about 3 inches in height. The length of the cushion is about 10ft. The spaces between the cushions allow emergency vehicles to partially straddle the device. |
| Speeding | To determine whether speeding is a problem on a street during a particular time period, the 85th percentile speed of all vehicles passing during the time period is typically regarded as the representative speed. The 85th percentile speed is the speed exceeded by the fastest 15% of vehicles. When the 85th percentile speed exceeds the maximum legal vehicle speed, this is generally considered as indicating a speeding problem. |
| Stakeholder | An individual or organization with an interest in transportation issues in a neighborhood or specific location. Examples of stakeholders include residents associations, a chamber of commerce, a local transit agency, cycling advocates, an agency assisting disabled persons, and school boards. See community. |
| Standard | A value for a specific design feature, which practice or theory has shown to be appropriate where the prevailing circumstances are normal, and where no unusual constraints influence the design. |
| Through Traffic | Traffic which travels through a neighborhood, and does not originate from, nor is destined to, a location within the neighborhood. See local traffic and shortcutting. |
| Traffic Calming | The combination of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for non-motorized street users. |
| Traffic Circle | A raised island located in the center of an intersection, which requires vehicles to travel through the intersection in a counter-clockwise direction around the island. |
| Turn Prohibition | A regulation prohibiting a left turn or right turn at an intersection. |
| Volume | When referring to traffic, volume is a measure of the number of vehicles, which travel along a section of roadway or make a particular movement during a specific time period. Most often, traffic volumes are indicated as vehicles per hour during the peak hour, or vehicles per 24-hour period. |

APPENDIX B – Multi Family Building Petition Validation

- **Note: This form is to be used instead of the Petition, for condominiums and apartment with over 25 residents.**

Building or Complex Name: _____

Address: _____

Number of Residences: _____

Building or Complex Type (circle one): Condominium / Apartment

For Condominiums:

The president of the condominium board should sign below to show its Association’s support for the traffic calming plan.

Approval Signature: _____

Name of Condominium Association President: _____

Address of the Association President: _____

Phone Number: _____

For Apartment Buildings:

The property management company should sign below to show its support for the traffic calming plan.

Approval signature: _____

Name of Property Manager: _____

Name of Property Management Company: _____

Address of Property Management Company: _____

Phone Number of Property Management Company: _____

Note: If this petition has sufficient support, traffic calming measures will be considered. Traffic calming measures are to be implemented in two phases. Phase I, which includes non-physical measures, is to be implemented first. If Phase I does not prove to be effective, Phase II, which includes physical measures, is to be implemented.



KEEP KIDS ALIVE DRIVE 25® - IT'S ABOUT KIDS! IT'S ABOUT SAFETY! IT'S ABOUT CARING! IT'S ABOUT TIME!™

KEEP KIDS ALIVE DRIVE 25® is a safety campaign designed to encourage motorists to observe the residential speed limit. In most towns and cities across the U.S., the residential limit is 25 mph. Thus the slogan, “**KEEP KIDS ALIVE DRIVE 25®.**”

Why *KEEP KIDS ALIVE DRIVE 25®*?

- Speeding in neighborhoods is a primary concern of citizens throughout the U.S.
- Most speeders on your street live in your neighborhood.
- It is not unusual for speeders to be clocked in excess of 40 mph (and even 50 mph).
- Residential streets have a death rate (per miles driven) over twice that of highways.

What is the goal of *KEEP KIDS ALIVE DRIVE 25®*?

- To become a national campaign. The goal is to have the **KEEP KIDS ALIVE DRIVE 25®** logo become recognized in communities throughout the U.S. When drivers see the logo, they are simply reminded to check their speed, and slow down as needed. **KEEP KIDS ALIVE DRIVE 25®** is a friendly reminder to slow down in a fast-paced world.

How did *KEEP KIDS ALIVE DRIVE 25®* begin?

- **KEEP KIDS ALIVE DRIVE 25®** began in Omaha in September, 1998 as a way to help bring neighborhoods together to address the problem of speeding.
- **KEEP KIDS ALIVE DRIVE 25®** has begun to spread across the U.S. To date over 500 **KEEP KIDS ALIVE DRIVE 25®** initiatives have been launched in communities representing 43 states. We are working with contacts in cities representing all 50 states as well as Canada, the United Kingdom, Australia, and India. These contacts include city officials, law enforcement agencies, safety and health councils, fire departments, neighborhood watch groups and associations, PTAs, foundations, hospitals, insurance companies, congregations, car dealerships, etc.

Continued on reverse side...

KEEP KIDS ALIVE DRIVE 25®
P.O. BOX 45563 Omaha, NE 68145-0563 (402) 334-1391
www.keepkidsalivedrive25.org

KEEP KIDS ALIVE DRIVE 25® continued...

How to Bring *KEEP KIDS ALIVE DRIVE 25®* to Your Neighborhood:

1. Make a difference. Slow down. Make sure you observe the 25-mile per hour speed limit in residential neighborhoods.
2. Talk with neighbors about your concern for the safety of all neighborhood children.
3. Request the Police/Sheriff's Department to do a traffic study to gauge the extent of the speeding problem in your neighborhood.
4. Contact your neighborhood association as well as local officials concerning posting **KEEP KIDS ALIVE DRIVE 25®** street signs in your neighborhood. You can also contact your city council representative, traffic engineer's office, mayor's office, and local businesses to encourage support for a community-wide **KEEP KIDS ALIVE DRIVE 25®** campaign.
5. Post a **KEEP KIDS ALIVE DRIVE 25®** sign in your yard. Post the yard sign during the early morning hours (before school starts), after school (between 2:30 p.m. and dusk), and on weekends when children are out playing. The sign reminds all drivers in your neighborhood to **slow down for our kids' sake!**
6. Encourage local schools to integrate **KEEP KIDS ALIVE DRIVE 25®** into drivers' education.
7. Your business can display the **KEEP KIDS ALIVE DRIVE 25®** logo (via decals or bumper stickers) on service vehicles out in neighborhoods.

How Do You (and Others) Benefit?

1. You contribute to a reduction in speeding. Initial studies indicate that **over 75% percent** of drivers who drive by a **KEEP KIDS ALIVE DRIVE 25®** yard sign apply their brakes.
2. The first completed pre/post study citing effectiveness of **KEEP KIDS ALIVE DRIVE 25®** yard signs in Oceanside, CA demonstrated a **16% decrease** in average speed.
3. Get to know and work together with neighbors in addressing this "hot button" issue.
4. Express your feelings **without raising your voice or your hands** by placing a **KEEP KIDS ALIVE DRIVE 25®** sign in your yard or a permanent sign on your street.

How can I get more information about *KEEP KIDS ALIVE DRIVE 25®*?

- Visit our web site at www.keepkidsalivedrive25.org to find out more about **KEEP KIDS ALIVE DRIVE 25®**, as well as our **NO NEED TO SPEED™**, **STOP: TAKE 3 TO SEE!™**, and **SEAT BELTS-FASTENATING™** initiatives.
- Contact Tom Everson, creator of **KEEP KIDS ALIVE DRIVE 25®**, at (402) 334-1391 or at Tom@kkad25.org.

Keep Kids Alive Drive 25® is a registered trademark of Thomas J. Everson and **Keep Kids Alive Drive 25**, P.O. Box 45563 Omaha, Nebraska, 68145 used with permission. No other entities may use this mark without prior permission.

APPENDIX D

Ranking System

PROJECT RANKING SYSTEM

| Criteria | Points | Basis for Point Assignment |
|------------------------------|------------|---|
| Speed | 0 to 30 | Extent by which 85 percentile speeds exceed posted speed limit; 2 points assigned for every 1 mph. |
| Volume | 0 to 25 | Average daily traffic volumes (1 point assigned for every 120 vehicles). |
| Crashes | 0 to 10 | 1 point for every crash reported within past 3 years. |
| Elementary or Middle Schools | 0 to 10 | 5 points assigned for every school crossing on the project street. |
| Pedestrian Generators | 0 to 15 | 5 points assigned for each public facility (such as parks, community centers, and high schools) or commercial use that generates a significant number of pedestrians. |
| Pedestrian Facility | 0 to 10 | 5 points assigned if there is no continuous sidewalk on one side of the street; 10 points if missing on both sides. |
| TOTAL POINTS POSSIBLE | 100 | |

