



# GROWING YOUR COMMUNITY-WIDE CAMPAIGN

## What is **KEEP KIDS ALIVE DRIVE 25®**?

**KEEP KIDS ALIVE DRIVE 25®** is a safety campaign targeting observance of the residential speed limit. In most towns and cities across the U.S., the residential limit is 25 mph, the inspiration behind the slogan, **KEEP KIDS ALIVE DRIVE 25®.**

The campaign can be expanded to all speed zones through the **NO NEED TO SPEED®/CHECK YOUR SPEED®** initiatives; as well as include stoplight/stop sign observance through **STOP! TAKE 3 TO SEE®** and **STOP MEANS STOP®**. Campaign materials also come in Spanish.

## Benefits of the community awareness campaign:

- **Empowering residents to proactively take responsibility for their driving behavior and those of their neighbors at a grassroots level.** Involvement in **KEEP KIDS ALIVE DRIVE 25®** encourages neighbors to talk with and get to know each other while committing to look out for all neighborhood children. **NO NEED TO SPEED®/CHECK YOUR SPEED®** extends this care and concern throughout the whole community.

- **Actual reduction of speed.** An Oceanside, California study showed a 16% decrease in average speed of vehicles in the first neighborhood to undertake the campaign.

Another study conducted over a 20-month period indicated that over 75% of drivers braked when passing a **Keep Kids Alive Drive 25®** yard sign.

Using **Keep Kids Alive Drive 25®** Trash Can Decals to convey the message, the Oro Valley, AZ Police Department reported that 85 percent of motorists on test roadways reduced their speed from 29 mph to less than 25 mph in a pre/post test.

- **Community relations are improved when residents and community leaders work together to develop and grow the campaign.** Law enforcement, traffic engineering personnel, elected officials and others, can work with their constituents, schools and local businesses to fight the problem of residential speeding. This is a great opportunity to develop a true partnership while encouraging traffic safety.
- **KEEP KIDS ALIVE DRIVE 25®** and **NO NEED TO SPEED®/CHECK YOUR SPEED®** can save both lives and money. Encouraging responsible behavior behind the wheel can decrease or eliminate the use of expensive traffic calming devices, and perhaps avert the need for an increased police presence in problem areas.

## Mobilizing your community:

- **Taking the lead...** who will take the lead in your community? It could be the Crime Prevention or Traffic Enforcement Unit of your local law enforcement, the Traffic Engineering division of your Public Works Department, your Communications Office, the Office of Neighborhood Services, or a combination of all four.
- City Council, the Mayor's Office, County Commissioners and other elected officials can serve as catalysts in initiating a community dialogue to explore ways to seed **KEEP KIDS ALIVE DRIVE 25®** and **NO NEED TO SPEED®/CHECK YOUR SPEED®** in neighborhoods.
- Local residents can mobilize through neighborhood watch groups, neighborhood associations, citizen patrols, PTA/PTO councils, Safe Kids Coalitions, etc.
- Once a community-wide plan is in place, you are ready to initiate a coordinated local response to address speeding/aggressive driving. These responses may include:
  1. Law enforcement, traffic engineering and elected officials can partner with neighborhood, business and school leaders to introduce the campaign to the community through presentations to HOAs, neighborhood watch groups, schools, clubs and organizations, etc.
  2. Encouraging residents to canvass their neighborhood to talk with other residents about the campaign and invite their personal commitment to it.
  3. Posting **KEEP KIDS ALIVE DRIVE 25®/ NO NEED TO SPEED®/CHECK YOUR SPEED®** yard signs throughout neighborhoods to attract the attention of drivers as a means of reinforcing the message to observe the posted speed limit. The signs serve as a friendly reminder to check your speed and slow down as needed. Some communities opt for **KEEP KIDS ALIVE DRIVE 25®** decals to affix to trashcans in residential neighborhoods.
  4. Posting **KEEP KIDS ALIVE DRIVE 25®/NO NEED TO SPEED®/CHECK YOUR SPEED®** standard-sized metal street signs is an additional option.
  5. Many communities opt to seed **KEEP KIDS ALIVE DRIVE 25®** and related messages throughout the community by distributing items such as bumper stickers, window decals, dashboard stickers, key chains, pens, pencils, t-shirts, reflective clothing stickers, refrigerator magnets, etc.

## Roles for Local Government:

Ongoing support of city/county officials is crucial in implementing a community-wide campaign:

- Provide a central coordinating point for implementation of **KEEP KIDS ALIVE DRIVE 25®** and related initiatives. This allows the campaign to be implemented in a consistent manner throughout the community.
- Keep awareness of the campaign going by including traffic safety messages in communication efforts and budgeting for the campaign each year. City/county logos can be imprinted on many **KKAD25** items for distribution at special events, festivals, town meetings, etc. Communities may also wish to customize **KKAD25®** brochures.
- Law Enforcement and Traffic Engineering can work together to provide pre/post data from speed studies conducted prior to and after implementation of the campaign. This data helps to keep the campaign on track towards the goal of reducing speeding in residential neighborhoods. Local Universities/Colleges engaged in traffic safety research can also be engaged as partners.

## Involve businesses, schools & community groups:

- Local retailers can be encouraged to purchase and distribute **KEEP KIDS ALIVE DRIVE 25®** awareness items, and may wish to have their business logo imprinted on them. Retailers may also be willing to partner with schools by earmarking a portion of the profits from sale of **KEEP KIDS ALIVE DRIVE®** products for school initiatives.
- Local businesses can affix to their service vehicles **KEEP KIDS ALIVE DRIVE 25®** and related messages on bumper stickers, decals, or license frames. City vehicles can also display a sticker, decal, or license frame. Dashboard stickers can also be used to remind drivers to observe the speed limit, stop signs, and other traffic laws.
- Schools (PTAs/PTOs), faith communities, scouting groups, neighborhood associations, citizen patrols, day care groups, and other community organizations can get involved by promoting the campaign. They may wish to use **KKAD25®** items for fundraising, which can be especially effective if businesses are willing to underwrite the cost of the items in exchange for having their logo imprinted on them.
- Car dealerships can distribute **KEEP KIDS ALIVE DRIVE 25®** yard signs, key chains, decals, dashboard or bumper stickers with every test-drive or as a community outreach. These items can promote **NO NEED TO SPEED®**, **STOP! TAKE 3 TO SEE®**, and **STOP MEANS STOP®** initiatives as well.
- Foundations can support community initiatives by making grants to underwrite the cost of implementing and researching effectiveness of local, regional, and statewide campaigns.
- Radio and TV stations can be encouraged to run public service announcements in support of your campaign. They, too, can have their logo imprinted on **KKAD25®** items and assist in their distribution.

## Ways to finance a local campaign:

Financing is always a part of the equation when beginning any new initiative. Possible ways to finance your local campaign include:

- Including funding for **KEEP KIDS ALIVE DRIVE 25®** and related campaigns in the city/county budget.
- Neighborhood Association Funding.
- Grants provided through local foundations and businesses. Businesses can also underwrite the cost of **KEEP KIDS ALIVE DRIVE 25®** signs, trash can decals, stickers, key chains, etc so that these can be passed out free of charge or at a nominal cost. Products can also be sold through retail outlets.
- Funding is available through the 2005 TRANSPORTATION EQUITY ACT (TEA). Public awareness education campaigns, such as **Keep Kids Alive Drive 25®**, can be funded through "Safe Routes to School" initiatives implemented on the local level. In part, TEA states:  
*"Amounts apportioned to a State under this section (#1404 - Safe Routes to School Program) may be used for non-infrastructure-related activities to encourage walking and bicycling to school, including public awareness campaigns and outreach to press and community leaders, traffic education and enforcement in the vicinity of schools (defined as "the area within walking and bicycling distance of the school - approximately 2 miles)..."* (Section 1404 (A))  
Contact Your State Highway Safety Director for more information on funding.
- Neighborhood Safety Block Grants provided through local Law Enforcement or Safe Routes to School grants administered through your State Dept. of Transportation.

### **KEEP KIDS ALIVE DRIVE 25®**

**A Non-Profit Organization 501c3**

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