



Wentzville Introduces Keep Kids Alive-Drive 25 Program

Wentzville— Speeding in residential areas is especially dangerous for children who may be walking or playing in the neighborhood, and it represents one of the most frequent complaints police departments and city councils hear throughout the United States. Surprisingly, most speeders in residential areas live right in the neighborhood. Consequently, neighbors working together can do a lot to reduce speeding in their neighborhoods.

Keep Kids Alive-Drive 25 (KKAD25) is a nationwide program that focuses on ways to reduce speeding in neighborhoods and make them safer places for children to live and play. This program will acquaint residents with how they can change the way they and others drive on their neighborhood streets, and tools available to them through the KKAD25 program.

Changing the way people drive on residential streets can have a significant impact on the safety and welfare of everyone. According to National Highway Traffic Safety Administration (NHTSA) statistics, the death rate per million miles driven on residential streets is almost two times the death rate on highways. More pedestrians walk along neighborhood streets, and NHTSA figures show a dramatic increase in pedestrian-fatality rates with only modest increases in motorist speeds. If a pedestrian is hit by a car traveling only 20 miles per hour, there is a 5-percent fatality rate. At 30 miles per hour the pedestrian-fatality rate jumps to 45 percent and at 40 miles per hour, the fatality rate zooms to 85 percent.

If residents have questions about the KKAD25 program, they can call the Public Relations Office at the Wentzville Police Department at 636-639-2103. They can also find more information about the KKAD25 program on its Web site at www.keepkidsalivedrive25.org.

How can you make a difference?

The City of Wentzville supports the **Keep Kids Alive Drive 25** safety campaign.

How can you help:

- Slow down, make sure you observe the 25-mph speed limit in residential neighborhoods.
- Set ground rules with your children about safe places to play in your neighborhood.
- Post a **Keep Kids Alive Drive 25** sign in your yard.
- Ask local law enforcement to conduct a speed study to gauge the extent of the speeding problem in your neighborhood.



CITY OF WENTZVILLE

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www.keepkidsalivedrive25.org

**Keep Kids
Alive
Drive 25**



Mission



KEEP KIDS ALIVE DRIVE 25® Program **Policy**

The mission of **Keep Kids Alive Drive 25®** program is to change the way people drive on neighborhood streets and beyond. The goal is to put an end to deaths and injuries caused by speeding and distracted driving on the nation's roads. The City is becoming a steward of the program by educating and actively engaging citizens in a common commitment to create safer streets for the benefit of all, beginning in Wentzville's neighborhoods.

HOW WILL DRIVE 25 WORK IN WENTZVILLE?

The following are guidelines the City set forth to implement and enforce the **Keep Kids Alive Drive 25®** program through its Public Works and Police Departments :

- The City strongly encourages the primary use of yard signs in conjunction with placing stickers on residential trash containers. This will assist in the compliance caused by permanently erected street signs.
- However, if requested by the Home Owners Association (HOA), at approval of the City, the City will install **Keep Kids Alive Drive 25** signs at additional locations. Additional sign post costs will be incurred by the HOA at \$20.00 per post.
- **Keep Kids Alive Drive 25** signs cannot be placed below stop signs or on streetlight poles.
- The signs provided by the HOA, will be installed below existing speed limit signs, and shall not exceed 18" x 24" .
- In the event that the **Keep Kids Alive Drive 25** signs become worn, damaged, or stolen the City will reinstall new replacement signs provided by the HOA.
- **Keep Kids Alive Drive 25** signs must be delivered to the Police Department with the following:

Number of signs to be installed, the address of existing speed limit signs for installations, and a name and phone number of the contact person of the representing HOA.



- The City's Street Division will install the signs when all requested information is received and approved by the Director of Public Works.
- To start a **Keep Kids Alive Drive 25** program in your neighborhood contact the Public Relations Office at the Wentzville Police Department at 636-639-2103.

