



LOOK OUT KIDS ABOUT

Strategic Plan



KIDS ABOUT-A Safety Coalition
P.O. Box 26395; Las Vegas, NV 89126

2007-2008



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Getting kids to and from school safely is everyone's responsibility! Therefore, all drivers need to pay better attention when they drive near schools, on school walk and bike routes or near school bus stops. Our "community" needs to help educate kids about the **Rules of the Road** to instill safe crossing habits because no child stands a chance against a vehicle.

This strategic plan was developed to keep **Kids About-A Safety Coalition** focused on the principles adopted by the State of Nevada and National Safe Routes to School Programs. The basic components of a successful Safe or "Suggested" Routes to School Program include **Education**, **Enforcement**, **Engineering**, **Encouragement**, and **Evaluation**. The goals and objectives outlined in this plan will help Kids About define its role in each of these five areas in order to achieve its mission.



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VISION

Create an environment where more kids are walking and biking to and from school safely.

MISSION

As a “commUNITY” we need to come together to change the culture of poor driver behavior in school zones, along school walking/biking routes, and near school bus stops by:

Educating drivers to improve driving habits.

Educating kids to instill safe walking and biking habits.

Creating a mutual respect between pedestrians and drivers.

VALUES

Collaboration

Kids About was founded on the concept of “commUNITY”. Working together, we will make the streets safer for children.

Respect

We value our community partners and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.

Accountability

We will hold local businesses and government agencies accountable for their part in making the streets safer for children.

Inclusivity

We value and seek input from any person or entity that believes in our mission.

Commitment

We are dedicated to promoting the safety of children on their way to and from school.

Integrity

We will strive to act consistently with our beliefs. When we err, we will acknowledge our mistakes and seek to make amends.

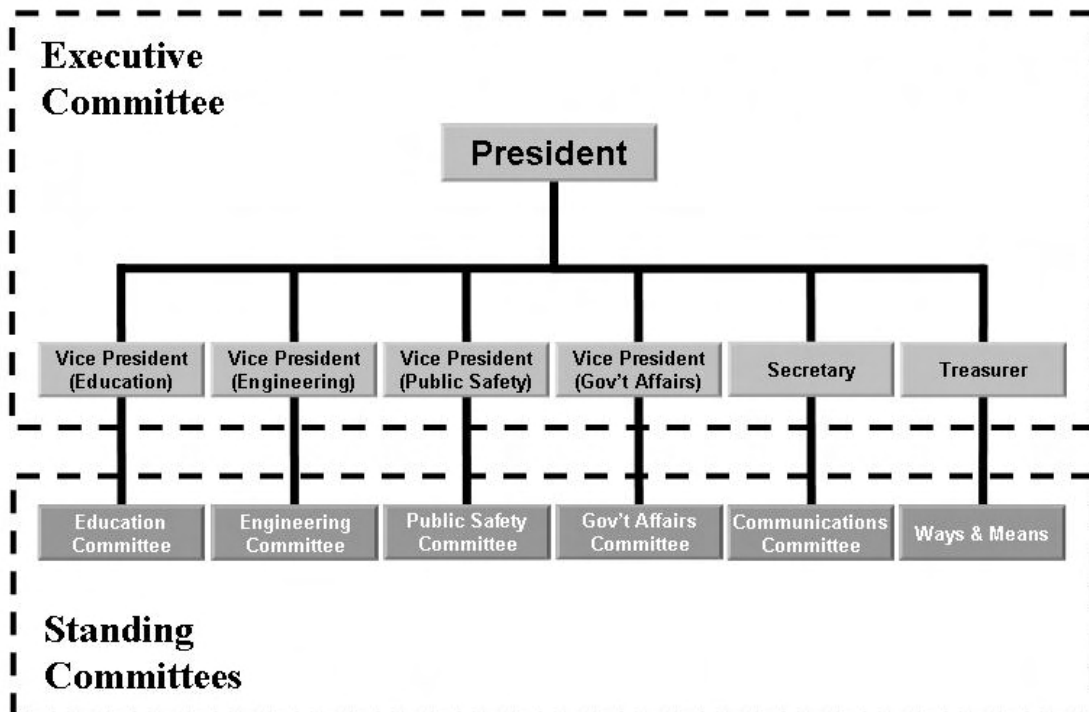


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Goals

- GOAL #1:** Increase the general membership of Kids About by 50% during the 2007-2008 school year.
- GOAL #2:** Create and sustain long-term financial viability for Kids About.
- GOAL #3:** Establish a mass media campaign to raise awareness of school traffic safety issues for the 2008-2009 school year and beyond.
- GOAL #4:** Assist *Traffic Safety Coordinators of School Districts* in establishing traffic safety education programs to be used in schools starting in the 2008-2009 school year and advocate for their use by “**ALL**” school administrators.
- GOAL #5:** Advocate for uniform law enforcement support for all schools starting in the 2008-2009 school year.
- GOAL #6:** Advocate for uniform traffic control measures for all schools by 2010.
- GOAL #7:** Identify performance indicators to measure the overall effectiveness of the goals and objectives of Kids About. (*Evaluation*)

Board of Directors





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GOAL #1: Increase the general membership of Kids About by 50% during the 2007-2008 school year.

<u>Objectives</u>	<u>Committee</u>
1. Sustain current membership.	Ways & Means
2. Acquire new members by having membership information available at all Kids About activities.	All
3. Target and secure critical community member market segments.	Communication Gov't Affairs Ways & Means
4. Explore new membership options with other child-serving groups.	All
5. Establish an Honorary Membership Chair.	All
6. Reward community members for supporting the Kids About mission.	Ways & Means

GOAL #2: Create and sustain long-term financial viability for Kids About.

<u>Objectives</u>	<u>Committee</u>
1. Acquire funding for annual operating expenses.	Ways & Means
2. Acquire funding for special projects (i.e. Crosswalk Stencil Program, Bike Rodeos, Workshops).	Ways & Means
3. Increase Kids About membership dues revenue.	Ways & Means
4. Establish a sponsorship recognition program.	Ways & Means



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GOAL #3: Establish a mass media campaign to raise awareness of school traffic safety issues for the 2008-2009 school year and beyond.

<u>Objectives</u>	<u>Committee</u>
1. Develop and maintain a calendar of community events that support traffic safety or the Kids About mission.	Communications Education
2. Establish an Honorary Traffic Safety Chair.	All
3. Develop and promote TV public service announcements (PSAs) about Nevada's traffic laws and school traffic safety issues.	Communications Education
4. Develop and promote radio ads about Nevada's traffic laws and school traffic safety issues.	Communications Education
5. Develop and promote roadway billboard and bus stop ads about Nevada's traffic laws and school traffic safety issues.	Communications
6. Develop and promote newspaper and magazine articles about Nevada's traffic laws and school traffic safety issues.	Communications
7. Develop and distribute an e-Newsletter to key community members about Nevada's traffic laws and school traffic safety issues.	Communications
8. Establish a traffic safety education campaign to be used by community businesses with large fleets of vehicles or large numbers of employees by the end of 2007.	Communications Education Engineering
9. Develop and maintain a Kids About website to distribute information about school traffic safety issues.	Communications



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GOAL #4: Assist Traffic Safety Coordinators of School Districts in establishing traffic safety education programs to be used in schools starting in the 2008-2009 school year and advocate for their use by “ALL” school administrators.

<u>Objectives</u>	<u>Committee</u>
1. Assist in identifying school district needs for traffic safety educational programs.	All
2. Assist in the development of grade level specific traffic safety education curriculum.	Education
3. Assist in the development and implementation of school traffic safety incentive programs that encourage kids to walk or bike to school all year long. (Encouragement)	Education Public Safety
4. Advocate for identifying a school site traffic safety coordinator at all schools.	All
5. Advocate for the implementation of school district traffic safety education programs in all schools.	Gov't Affairs
6. Advocate for PTA and other parent groups to support Safe Routes to School initiatives at all schools.	All
7. Advocate for a Nevada Safe Routes to School “Education” Program to supplement the existing grant program. ➤ Advocate for the State of Nevada to acquire nationally certified Safe Routes to School “trainers” to assist in expanding the Safe Routes to School program state-wide.	All



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GOAL #5: Advocate for uniform law enforcement support for all schools starting in the 2008-2009 school year.

<u>Objectives</u>	<u>Committee</u>
1. Advocate for standardized training and placement of crossing guards.	Public Safety Gov't Affairs
2. Advocate for law enforcement support of vehicle speed violators in school zones, on school walking routes and near school bus stops at key locations as identified on a school's School Route Plan.	All
3. Advocate for standardized school parking enforcement to support NRS 484.399.	All
4. Advocate for standardized enforcement of pedestrians crossing outside of a crosswalk (jay-walking) to support NRS 484.327.	Public Safety Gov't Affairs
5. Advocate for all schools to have a single point of access for emergency response (911 calls) by 2010.	Public Safety Gov't Affairs
6. Advocate for all local law enforcement agencies to share Homeland Security Training information and procedures with school police in the event of a crisis at a school by 2010.	Public Safety Gov't Affairs
7. Advocate for "hands free" laws to restrict drivers from talking on hand held cellular phones while they are driving.	Public Safety Gov't Affairs



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GOAL #6: Advocate for uniform traffic control measures for all schools by 2010.

<u>Objectives</u>	<u>Committee</u>
1. Advocate for uniform crossing guard equipment specifications.	Engineering Gov't Affairs Public Safety
2. Advocate for standardized "Suggested" Routes to School Map formats.	Engineering Gov't Affairs Public Safety
3. Advocate for standardized use of red curbing to support NRS 484.399	Engineering Gov't Affairs Public Safety
4. Advocate for standardized use of the Kids About elementary school crosswalk stencil program.	Engineering Gov't Affairs Public Safety
5. Advocate for the implementation of traffic calming methods within school zones where hundreds of young pedestrians and vehicles converge twice a day for the lifespan of a school.	Engineering Gov't Affairs Public Safety
6. Advocate for standardized practices and procedures between developers, school districts and public works entities that impact School Route Plans.	Engineering Gov't Affairs Public Safety
7. Establish priorities for accessing Nevada's portion of the Federal Safe Routes to School.	All



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GOAL #7: Identify performance indicators to measure the overall effectiveness of the goals and objectives of Kids About.

<u>Objectives</u>	<u>Committee</u>
1. Reduce the overall number of incidents involving children and vehicles on their way to and from school.	All
2. Increase community, school and law enforcement participation in resolving school related traffic injuries and incidents.	All
3. Increase the school zone safety knowledge of students and parents.	All
4. Increase the number of active school based traffic safety committees.	All
5. Establish an Advisory Committee.	All
6. Establish an annual Board of Directors Training Program.	All



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Kids About Advisory Committee

The mission of the Kids About Advisory Committee is to provide guidance for the coalition members to ensure a productive use of community resources and to foster growth of the coalition. Members of this committee will be chosen to inspire and energize the coalition volunteers and to measure the effectiveness of their advocacy efforts. The Advisory Committee will review the Kids About Strategic Plan annually, make recommendations for improvements, and monitor Kids About's progress in executing the plan.

Kids About will distribute a copy of the Strategic Plan to each Advisory Committee Member for review in the month of May. Comments will be reviewed, the necessary changes incorporated, and a revised Strategic Plan will be forwarded to the Kids About Committee Chairs for execution by June 30.

In January, Kids About will brief the Advisory Committee on the milestones they have accomplished.

Chair

Robin Munier
Kids About President

Co-Chair

Mark Manendo
Nevada State Assemblyman

Advisory Committee Members

Kevin Mallone
Nevada Department of Motor Vehicles

Bill Story
Nevada Department of Transportation
NV Safe Routes to School Program Coordinator

Charles Abbott
Nevada Office of Traffic Safety

Jorge Ocon?
Southern NV Regional Transportation Commission

Rory Reid
Chairman, Clark County Commission

Jim Gibson
Mayor, City of Henderson

Oscar Goodman
Mayor, City of Las Vegas

Michael Montandon
Mayor, City of North Las Vegas

Walt Rulfes
Clark County School District Superintendent

Douglas Gillespie
Clark County Sheriff

Jim Ketsaa & Phil Arroyo
Clark County School District Co-Chiefs of Police

Richard Perkins
Chief of Police, City of Henderson

Mark Paresi
Chief of Police, City of North Las Vegas

Denis Cederburg P.E.
Director, Clark County Public Works

Robert Murnane P.E.
Director, City of Henderson Public Works

Charlie Kajkowski
Director, City of Las Vegas Public Works

Majed Al-Ghafry
Director, City of North Las Vegas Public Works

Lawrence Sands D.O., M.P.H.
Chief Health Officer, Southern NV Health District

Michael Geeser
AAA Nevada

Erin Breen
Safe Community Partnership (UNLV)

Moises Denis
Nevada PTA President

CCSD School Board Trustees?
Washoe County School Board Trustees?
Chambers Education Chairs?
Judy Steele Public Education Foundation?
Kim Russell (PEF)?