

- I. **PROJECT GOAL** Contribute to the passage of a proposed St Louis traffic calming ordinance by assisting Trailnet and ordinance supporters in advocacy activities.
- II. **BACKGROUND.** Nationally the pedestrian fatality rate for African Americans is 60% higher than for whites. St. Louis has been designated as a Focus City by the National Highway Traffic Safety Administration, one of 22 cities where pedestrian deaths are greater than the national average.

Vehicle speed and street design are among the factors that make it unsafe for pedestrians. Higher speeds mean more crashes, and increase pedestrian injury or death. Traffic calming measures can slow down traffic. This helps prevent crashes because drivers can see more and have more time react to people and things in their surroundings.

A City of St Louis legal opinion concludes it isn't legal for the City to place speed bumps in the public right-of-way. Additionally the Department of Streets cites liability issues for damage to vehicles and maintenance issues for city vehicles, especially plow trucks.

However, there is a speed table advocacy effort for traffic calming underway based a statue that states municipalities can, by ordinance, make additional rules of the road or traffic regulations to meet their needs and traffic conditions. Alderman Chris Carter introduced a bill that offers residents the option of submitting a petition with signatures from 60% of the residents on a block for speed tables.

The HEAL partnership (through Trailnet) has a Plan4Health grant for pop-up traffic calming demos in four inner-city neighborhoods. I participated in a walk-audit led by Trailnet in one of these neighborhood to learn about residents' concerns about pedestrian safety. The Plan4Health grant does not allow for the survey and citizen education advocacy efforts I am proposing as a volunteer for this Walking Fellows project.

- III. **STRATEGIES.** Change requires the participation of multiple stakeholders and actions. I will engage citizens, an advocacy organization, elected officials (alderman) and city officials responsible for street design to gather perception data collection and hold citizen information sessions about traffic calming.

IV. SHORT TERM GOALS

A. Proposed Partners:

- Trailnet agrees that a perception change survey would provide useful data.
- Tillies Corner (A JVL community group) participated in a Trailnet walk-audit and is located on one of the corners of the intersection where the demo will pop up. A school is located on one corner. The other corners are residences.
- Alderman Chris Carter introduced the traffic calming ordinance

<i>Dates</i>	<i>Steps</i>
Goal #1	Design and execute the JVL community perception change survey to be used as a model for other surveys during the project year
September 15, 2015	1. Design and submit the survey to Trailnet for content review and to determine the optimum number of surveys
September 18, 2015	2. Contact school for permission to conduct survey during student drop-off and pick-up times.
September 18, 2015	3. Engage Tillies Corner to assist with survey execution
Mid October	4. Conduct Survey #1
Late October	5. Tentative date for pop up. Conduct Survey #2 during the demo.
One week later	6. Analyze perception change data and share with Trailnet

Goal #2	Build relationships needed for ongoing advocacy success and to target community information sessions. Observe existing traffic calming measures in MO.
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Oct 26 and 27, 2015	Take trip to Kansas City to observe successful traffic calming measures with: <ul style="list-style-type: none"> ▪ Trailnet staff ▪ Alderman Chris Carter ▪ John Kohler, Planning and Programming Division Manager ▪ Deanna Venker, Commissioner of Traffic
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V. LONG TERM TASKS

A. Partners: Trailnet, community groups, aldermen and city officials

B. Task 1: 2-3 additional perception change survey

<i>Due Dates</i>	<i>Steps</i>
TBD	1. Engage a community group partner to assist with survey execution
TBD	2. Facilitate a perception change survey in a second neighborhood
TBD	3. Execute and analyze surveys

C. Task 2: Conduct 2-3 citizen traffic calming information sessions

<i>Due Dates</i>	<i>Steps</i>
TBD	1. Determine community groups partners for citizen information sessions
TBD	2. Determine content and location of information sessions

VI. ANTICIPATED BARRIERS

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| <p>A.</p> <p>attendance at education sessions
 Solution: Get on the agenda for existing community meetings</p> | <p>Barrier: Citizens</p> |
| <p>B.</p> <p>administering the surveys
 Solution: Recruit volunteers from community groups.</p> | <p>Barrier: Help</p> |