



City of Long Beach
Working Together to Serve

C-15D
Memorandum

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Date: March 28, 2000
To: Honorable Mayor and City Council
From: Jerry Shultz, Chair, Public Safety Committee
Subject: **IMPLEMENTATION OF PROGRAM SUCH AS "KIDZONE"**

The Public Safety Committee, at its meeting held March 21, 2000, considered a communication relative to the above subject.

It is the recommendation of the Committee to the City Council that the communication be received and filed.

Respectfully submitted,

PUBLIC SAFETY COMMITTEE

Jerry Shultz, Chair

JS:da

AYES: Topsy-Elvord, Shultz.
NOES: Roosevelt. 02213
ABSENT: None.

[Handwritten signature]

**** CITY COUNCIL CONCURRED WITH THE RECOMMENDATION OF THE PUBLIC SAFETY COMMITTEE TO RECEIVE AND FILE AND REFERRED TO THE ECONOMIC DEVELOPMENT AND FINANCE COMMITTEE FOR A FISCAL IMPACT ANALYSIS.**





City of Long Beach
Working Together to Serve

Memorandum

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#7

Date: January 25, 2000
To: Mayor and City Council
From: Councilmember H. Delano Roosevelt, District 4 *HDR*
Subject: KidZone Program

I have received numerous complaints from constituents about the disregard many motorists have for posted speed limits in residential areas, and their desire to post "Children at Play" signs. In an attempt to respond to these concerns, I became aware of a program in Gilbert, Arizona, that seems to be working. This program, *KidZone*, is based on the idea of educating children and parents alike on child safety as it relates to traffic, fire safety, stranger danger, bicycles, etc.

I would be interested in implementing a program such as *KidZone* in Long Beach, possibly in a manner similar to Neighborhood Watch. I feel it could be extremely useful in helping to educate residents on bike and pedestrian safety.

I would request that this matter be referred to the Public Safety Committee for further study and a recommendation to the City Council.

Thank you.

HDR/mrm

attachment



A R I Z O N A

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- 2 Construction Map
- 2 KidZone Program
- 2 Public Transit Information
- 2 Signals, Signs, etc
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traffic information program

KidZone Program



"Educating our children is the key to their safety"

As a policy, the Town of Gilbert does not install "Children at Play" signs in residential neighborhoods. There are several reasons for this policy:

- ◆ There is no evidence that the sign slows traffic down or makes drivers more aware of children.
- ◆ The sign is not recognized as an official sign by state and national standards.
- ◆ The sign can promote a false sense of security to both children and parents.
- ◆ Every neighborhood in Gilbert has children, so an absence of the sign would incorrectly imply that children do not live in the area.

More information about Children at Play signs....

Because of these reasons, the Town of Gilbert has developed the KidZone program aimed at increasing child safety in our neighborhoods.

Gilbert's KidZone program is patterned after the neighborhood Block Watch program. The idea behind the program is to educate children and parents alike on child safety as it relates to traffic, fire safety, stranger danger, bicycles, etc.

A neighborhood achieves KidZone status by holding a meeting that is attended by at least 15 children and 15 adults. The meeting will be conducted by Town officials from the Police, Fire, and Traffic Engineering Departments.

Neighborhoods that hold a meeting will have up to three KidZone signs installed at the entrances to their sub-division. The signs are intended to remind drivers that child safety is important to this neighborhood and that the residents have taken steps to ensure the safety of their children.

In order to maintain KidZone status, neighborhoods must renew the program on a yearly basis. Failure to do so will result in removal of the signs.

It is important to remember that signs do not provide any type of physical protection for children. There is no substitute for proper supervision and education. It is up to all of us to protect our most valuable resource: our children.

For more information...

Neighborhoods interested in holding a KidZone meeting should contact the Traffic Engineering Department at 503-6932.

Children at Play Signs

Promoting a false sense of security

Some neighborhood traffic control signs, designed with the intent to provide security and safety for the families who live there, can often have the exact opposite results. The "Children at Play" sign is perhaps the best example.

The "Children at Play" sign may encourage children to play in the street. They may have the wrong impression that somehow with the sign it is safer to do so. The signs may also encourage parents to believe that there is some added protection in the neighborhood.

This is simply not the case. Our children must be taught that the street is not a place to play. It is intended for cars and bicycles. Further, children must be taught that not all drivers are watching out for children.

When are warning signs used?

Warning signs are most effective when used sparingly and are intended to advise motorists of an unusual or unexpected condition ahead. These signs have little value as they become overused.

National studies have shown that many signs which warn of normal conditions in residential areas fail to improve safety. Since children live on just about every single block in the Town of Gilbert, there would have to be signs on every single street in Gilbert. Blocks without signs might imply that no children live there, so it is okay to speed.

Not an official sign

The Town of Gilbert must comply with state and federal laws when it comes to traffic control devices. The "Children at Play" sign is not a recognized sign by the national "Manual on Uniform Traffic Control Devices." The primary reason that the sign is not approved for use is that research has proven that the sign does not reduce pedestrian accidents or lower vehicle speeds.

For more information...

The Town of Gilbert Traffic Engineering Department wants to work with you to ensure your driving safety. For additional driving and safety tips, please call 503-6932.

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For other information regarding traffic operations in the Town of Gilbert, send mail to traffic@ci.gilbert.az.us.

Access the
Town of Gilbert Website Directory

Please send comments and questions on this page to
wcbmaster@ci.gilbert.az.us.

