



# WEST KESSLER



*Traffic Safety Campaign • 2018*

## *ACTION PLAN*



Street racing and speeding have become a serious safety concern for those living along the major north-south corridor of Hampton Road. The West Kessler Neighborhood Association is spearheading a multi-pronged effort to bring awareness to this issue and in the process a decrease in the number of injuries and fatalities associated with the illegal activity of street racing and speeding.

Although Hampton Road is a major commuter corridor, it's easy to overlook the many children and families that call this area home. To draw attention to this key safety concern, new banners will be installed along Hampton Road that urge city drivers to slow down. Installed on street light poles the banners will depict local residents, with the hopes that using real faces would drive home the message that "people live here."

This neighborhood initiative, together with the City's enforcement campaign will hopefully reduce traffic-related deaths and injuries in the area. Decreasing speeds can have a huge impact on safety. For example, at 20 mph one out of 10 pedestrians would die after being struck by a vehicle, compared to nine out of 10 when the vehicle is traveling 40 mph.

A grant has been awarded by Heritage Oak Cliff to help offset the costs, but we are still in need of funds.

## *SPONSORSHIP PACKAGES*

*Option 1*

**\$200**

All our related written correspondence, emails, social media, website and press releases will include your company's name and logo.

*Option 2*

**\$500**

In addition to all the benefits of Option 1, your company's logo will be featured on each of the pole banners.

*Option 3*

**\$1000**

In addition to all the benefits of Options 1 and 2, your company's logo will be featured prominently on our annual neighborhood directory.



# WEST KESSLER



*Traffic Safety Campaign • 2018*

## *DETAILS*

This year-long safety campaign will kick-off just as school starts again in the fall. The associated costs include printing of the banners, pole mounting hardware, labor for installation, liability insurance, permit and pole fees, as well as, financial security deposits. For this initial initiative, placement of the banners will be installed on Hampton Road between Davis Street and N. Plymouth Boulevard. However, the area may be expanded in subsequent years

## *ABOUT US*

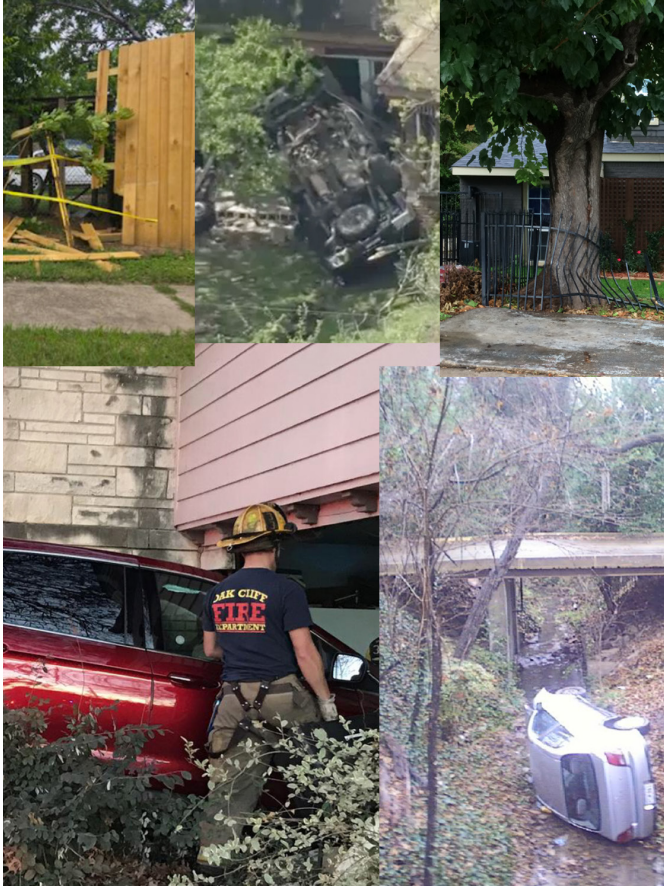
The West Kessler Neighborhood Association is a non-profit, 501(c)(3) charitable organization dedicated to improving and enhancing the quality of life within the community by promoting neighborhood goodwill, safety, beautification, pride, and volunteerism. We are bounded by Stevens Park Golf Course to the North Side, West Davis to the South, Hampton Road to the West and along N. Oak Cliff Blvd to the East.

## *HOW DOES YOUR COMPANY BENEFIT*

- Building respect and reputation in the community
- Making the community a better place to live
- Making the community a better place to WORK
- Employees respect businesses who do good
- Connections and networking are invaluable
- Positive publicity and promotion
- Gain customer support
- Giving feels good and makes the world better
- Tax deduction

## *CONTACT*

West Kessler Neighborhood Association  
PO Box 225647  
Dallas, Tx 75222  
(469) 283-8282  
[www.westkessler.org](http://www.westkessler.org)  
email: [president@westkessler.org](mailto:president@westkessler.org)



## *HAMPTON TRAFFIC STATS\**

I-30 to Fort Worth Ave: **45,636**  
Fort Worth Ave to Colorado Blvd: **39,403**  
Colorado Blvd to Plymouth Rd: **40,924**  
Plymouth Rd to Davis St: **38,614**  
Davis St to Jefferson Blvd **53,467**  
*\* vehicles per day*

## *ACCIDENT STATS\**

Hampton and Jefferson: **221**  
Hampton and Illinois: **180**  
Hampton and Wheatland: **225**  
*\*Number of crashes between 2012 and 2015*