



## **Exeter Township KKAD25® Street Coordinator Information**

Thank you for dedicating your time to implement the KKAD25 in your neighborhood. This pro-active approach is to encourage each member of the community to drive responsibly. The goal is to make every street safer in our neighborhoods.

### **Enclosed in this packet is**

- 1) Street Coordinator Collateral Information Page
- 2) Street Coordinator Collateral Request Sheet
- 3) Participants Sign-up Sheet
- 4) Participants Product Request Form
- 5) Street Sign Sponsorship Request Form
- 6) KKAD25 Handouts
- 7) Effectively Using the KKAD25 Collateral
- 8) KKAD25 Website

### **Street Coordinator Collateral Request Sheet**

Submit this sheet to the Exeter Township to request collateral for your neighborhood.

### **Participants Sign-up Sheet**

Collect Signatures to submit to Exeter Township to inform them of the percentage of participants in your neighborhood. Also, you will need a 50% of participants for a KKAD25 Street Painting.

### **Participants Product Request Form**

Use this sheet to keep a log of the items you have handed out and the number of Yard Signs ordered at \$5.00 each. Also, note if participant paid with cash or if paid by check, write down check number. (Make check payable to Exeter Township)

### **KKAD25 Campaign Handouts**

Leave the handout and a brochure at the door if someone is not home. Or if someone is interested in requesting collateral or a yard sign.

### **Street Sign Sponsorship Request Form**

Use this form to ask local businesses to sponsor a street sign on your street. You will need 50% participation from your street to request a sign from the township.

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### **KKAD25 Street Painting**

If you have a 50% of participants, the Exeter Township Police will authorize a street paint your street with the KKAD25 Signage.



## Exeter Township KKAD25® Effectively Using the KKAD25 Collateral

*Suggestions to make to participants in your neighborhood.*

### **Key Chain**

Give adults/student drivers to remind them to drive responsibly in every neighborhood. Give to kids to display on backpacks to promote the program and to remind their parents to drive the speed limit.

### **Refrigerator Magnet**

This serves as a daily reminder to adults/student drivers to remind them to drive responsibly in every neighborhood.

### **Vehicle Magnet**

Shows your support to the program and serves as a reminder to adults/student drivers to remind them to drive responsibly in every neighborhood.

### **Bumper Sticker**

Use on vehicle or on recycle can to show your support to the program and serves as a reminder to adults/student drivers to remind them to drive responsibly in your neighborhood.

Remind them to face sticker toward oncoming traffic.

### **Trash Can Decal**

Use on Trash can or recycle can to show your support to the program and serves as a reminder to adults/student drivers to remind them to drive responsibly in your neighborhood.

Remind them to face sticker toward oncoming traffic.

### **Brochure**

Handout brochures to participants to address their questions and to learn more about the program. Encourage them to discuss it with friends and family. Ask them to challenge their family and friends to display self control and drive the speed limit.

### **Pencils/Bookmarks**

Give to kids to use at school and adults at work to promote the program.

### **Yard Sign**

**\*\*\*Very important to have a 25% of willing participates to begin campaign on your street.\*\*\***

Ask participates to vary days when they display signs and position in lawn. This adds interest to the street if the street looks different each day. Display during the day and remove at night. \* Suggest they mark their yard sign with their address. \* Remind them to face sticker toward oncoming traffic.

### **Sponsored Street Signs**

To be coordinated and implemented by the Exeter Police Department. A potential sponsor can call them at 610-779-1490 for more information.