



# KEEP CALM



Resident-led Neighbourhood Improvements

## GUIDE FOR RESIDENTS





**Looking for ways to make drivers slow down in your neighbourhood or add beauty to your streetscape? The Keep Calm program can help you do just that.**

**Keep Calm** is a resident-led traffic calming program that encourages neighbours to get together and implement creative projects to slow down or beautify their neighbourhood streets. The program has three main objectives:

1. To slow traffic by bringing attention to the pedestrian environment;
2. To foster community and identity within neighbourhoods; and
3. To enhance the overall look and feel of neighbourhood streets.

## What is Neighbourhood Traffic Calming?

Neighbourhood traffic calming projects are led by residents to temporarily or permanently change the street to improve safety, slow traffic or add some beauty. Residents work together from plan to implementation to come up with creative projects unique to their neighbourhood.

Groups are encouraged to come up with their own ideas. Some common examples of traffic calming projects seen in other municipalities are: painted crosswalks, intersection murals, and neighbourhood lawn signs.

## How Does This Slow Down Traffic?

Bringing attention to a street through art, signs, or gardens makes drivers more aware that they have entered a neighbourhood and signals them to be more cautious and observant. Some benefits noted

from projects include:

- reduced vehicle speeds
- awareness of traffic safety
- enhanced look and feel of the streetscape
- increased sense of community

## Why Resident Led?

The City of Cambridge has a Traffic Calming Policy and a formal process for traffic investigations. To maintain fairness, consistency and safety, a warrant system must be followed to put in hard traffic calming measures (speed humps, raised crosswalks etc.). The process for this can be quite lengthy and expensive. The Keep Calm program allows residents to implement immediate solutions on their streets when traffic calming measures are not warranted.

## How Much Will It Cost?

Costs can vary depending on a number of factors such as the scope of the project and your street. An approximate price range for common projects is included below:

- Road Painting
  - o Thermoplast - \$15,000 (life span of 7-10 years)
  - o Asphalt paint - \$1,000 (life span of 1-3 years)
- Planter boxes- \$50-\$500 per box
- Lawn signs - \$5-\$100 per sign
- Flexible bollards - \$300 per bollard

Funding may be available through the City's **Keep Calm Matching Grant**.

## Working Together

	City's Role	Resident's Role
Traffic counts	Any traffic counts and surveys will be conducted by City staff.	
Road closures/ signage	City staff will arrange for any road closures and signage.	Residents will provide the City with the details of their launch day event.
Public Notification to Residents	The City will clarify which neighbours need to be contacted.	Residents are responsible for notifying neighbours and gathering support.
Administration	City staff will make the application available and help guide residents through the program.	Residents will need to follow the proper application process.
Costs	The City will make residents aware of any grant funding opportunities.	Residents must determine how they will pay for the project.
Maintenance	The City will notify the project lead if any maintenance is required.	Residents are responsible for any maintenance.
Insurance		The applicant must provide general liability coverage.
Supplies	The City can provide contacts of approved equipment or supplies.	Residents are to purchase approved supplies and hire any approved contractors.
Volunteers		Residents are responsible for recruiting volunteers to install their idea.

## Sign Me Up! How Do I Get Started?

If you need any help along the way, please contact:

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# Program Checklist

## Step 1: Find Your Team

Tell your neighbours about the program and see who is interested in meeting to discuss possible ideas on your street. Leave a letter in your neighbour's mailbox or catch them at another neighbourhood event. Try to involve as many people as you can, since you will need neighbourhood support.

## Step 2: Apply

Based on the comments heard from your neighbours, gather a team to plan and design your project. Fill out the application form and send it to City staff. City staff will review the design, offer feedback, and let you know if your street is scheduled for any upcoming road maintenance that may delay your project.

## Step 3: Resubmit Design

Incorporate any changes from City staff you receive from your application and put as much detail as possible into your design: approximate measurements, colours etc. Resubmit your final design to City staff. From the final detailed design, City staff will let you know what materials you will need to purchase.

## Step 4: Share

Share your final design with your neighbours, and gather signatures of support. City staff will provide you with a form and let you know how many residents need to sign it, and what homes need to be notified.

## Step 5: Secure

As the applicant, you are in charge! Purchase the materials needed, recruit volunteers for the big day, and secure funding. Give City staff a visual and written description of what will happen on the day of your installation so staff can arrange a road closure.

## Step 6: Install & Celebrate

Send everyone in your neighbourhood an update of what is going on and include details of installation day, and how they can get involved. Bring some music, food—make it a celebration!

**Need help along the way?  
Contact Transportation staff to answer any of your questions.**