




Bookmarks and Bike Racks: How the Library Supports Transportation Advocacy in Kansas City

Safe Routes Partnership - February 2025

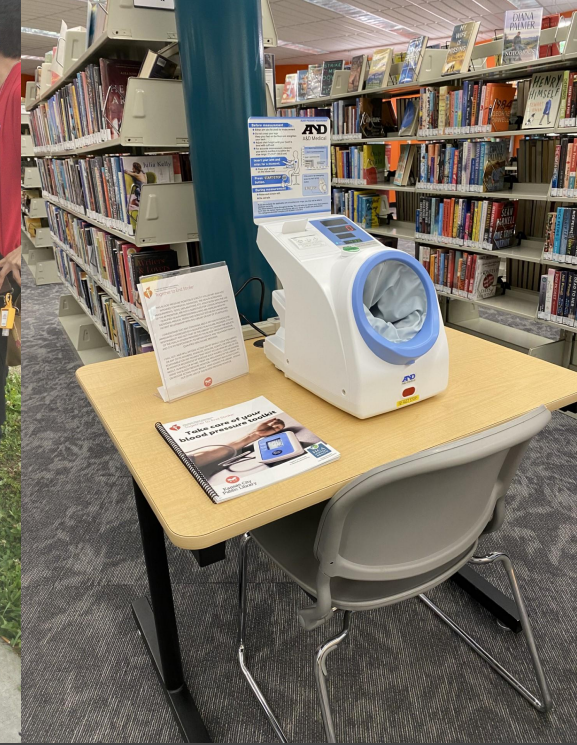
A photograph of a map on a table, likely used for planning or research. The map is marked with several colorful circles in shades of green, pink, and orange. A blue marker lies on the table near the map. In the foreground, there is a sheet of white paper with several colorful circles (pink, orange, green) that appear to be stickers or markers. The background is slightly blurred, showing people and other items on the table.

Jamie Placht
Health and Wellbeing
Specialist
Kansas City Public Library

Michael Kelley
Policy Director
BikeWalkKC

What does a Health and Wellbeing Specialist Do?

- Part of a Community Learning Specialist Team
 - Address Social Determinants of Health
- Partner collaboration
- Health programming
- Health resources
- Health literacy



The Street Project

- How it started
 - Initial Outreach
 - Film Background
 - “How can we make this more engaging?”
- Picking the right partner
- Collaboration with BikeWalkKC

Learn more at thestreetproject.com

20 Americans will be killed by a moving vehicle today.

THE STREET PROJECT

As featured on KCUR
SEE THE DOCUMENTARY

July 18th - 5:00-7:00 PM - Plaza Branch
New Dates!

September 25th - 5:00-7:00 PM - SE Branch

October 16th - 5:00-7:00 PM - Waldo Branch

Join the Kansas City Public Library and BikeWalk KC for a free screening of The Street Project! Visit BikeWalk KC's Home Street Home up to a week before and during each screening!

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Kansas City Public Library
BIKE WALK KC 150

FROM THE 9X EMMY AWARD WINNING DIRECTOR JENNIFER BOYD

THE STREET PROJECT

THE FIGHT TO MAKE OUR STREETS SAFER.

A BOYD PRODUCTIONS FILM DIRECTED BY JENNIFER BOYD CINEMATOGRAPHY BY JOSEPH BRUNETTE PRODUCED BY JENNIFER BOYD AND LINDSAY THOMPSON
EDITED BY CHAD ERVIN ORIGINAL SCORE BY MICHAEL BACON MOTION GRAPHICS BY RENA DEBORTOLI AND GEORGE SHERMAN

THESTREETPROJECT.COM

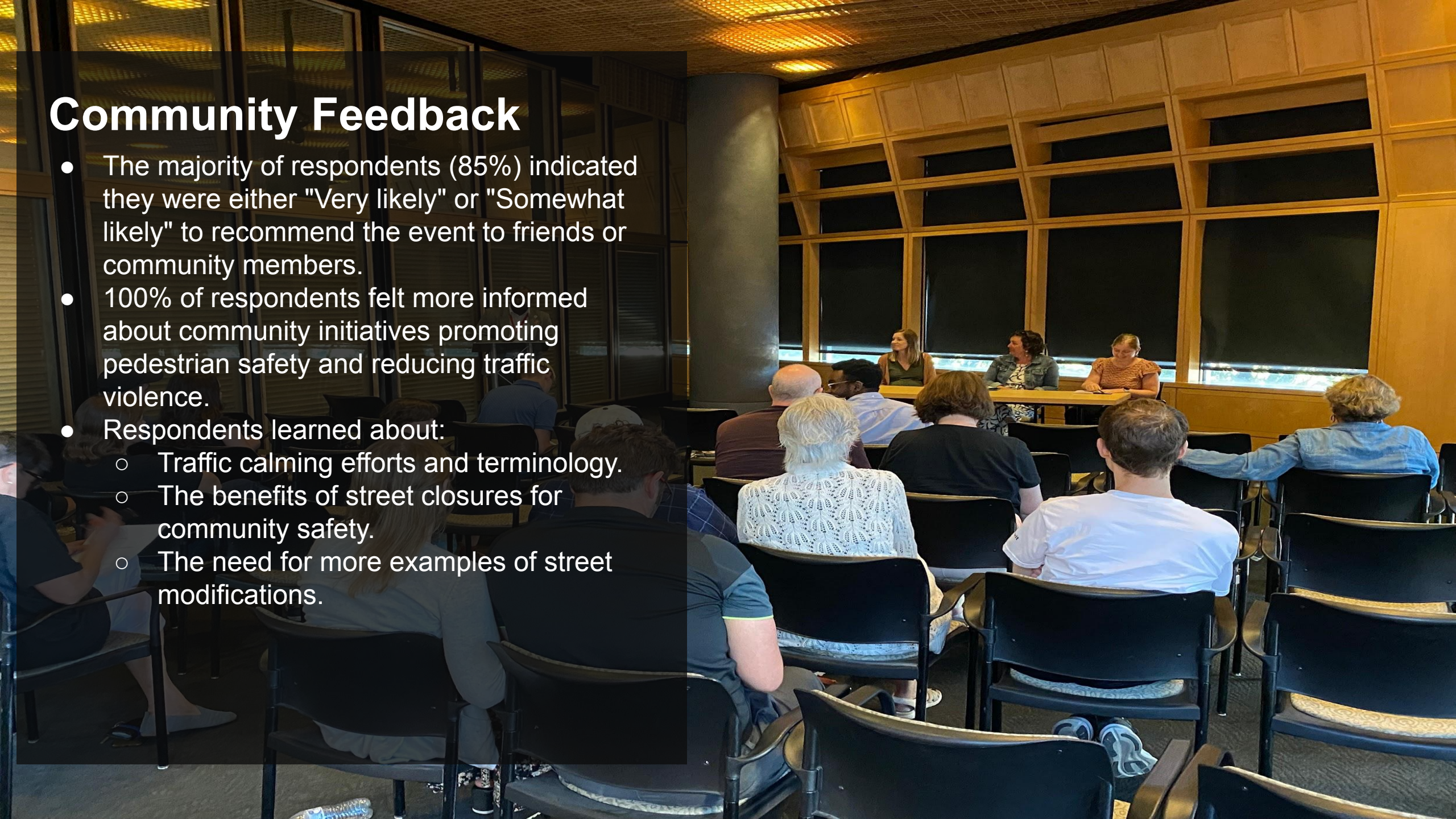
The Street Project (cont'd)

- Screening
- Community Conversation
 - Panel Discussion with local stakeholders and decision-makers
 - Q&A with community members
- Outreach/Promotion
 - “Home Street Home” Exhibit



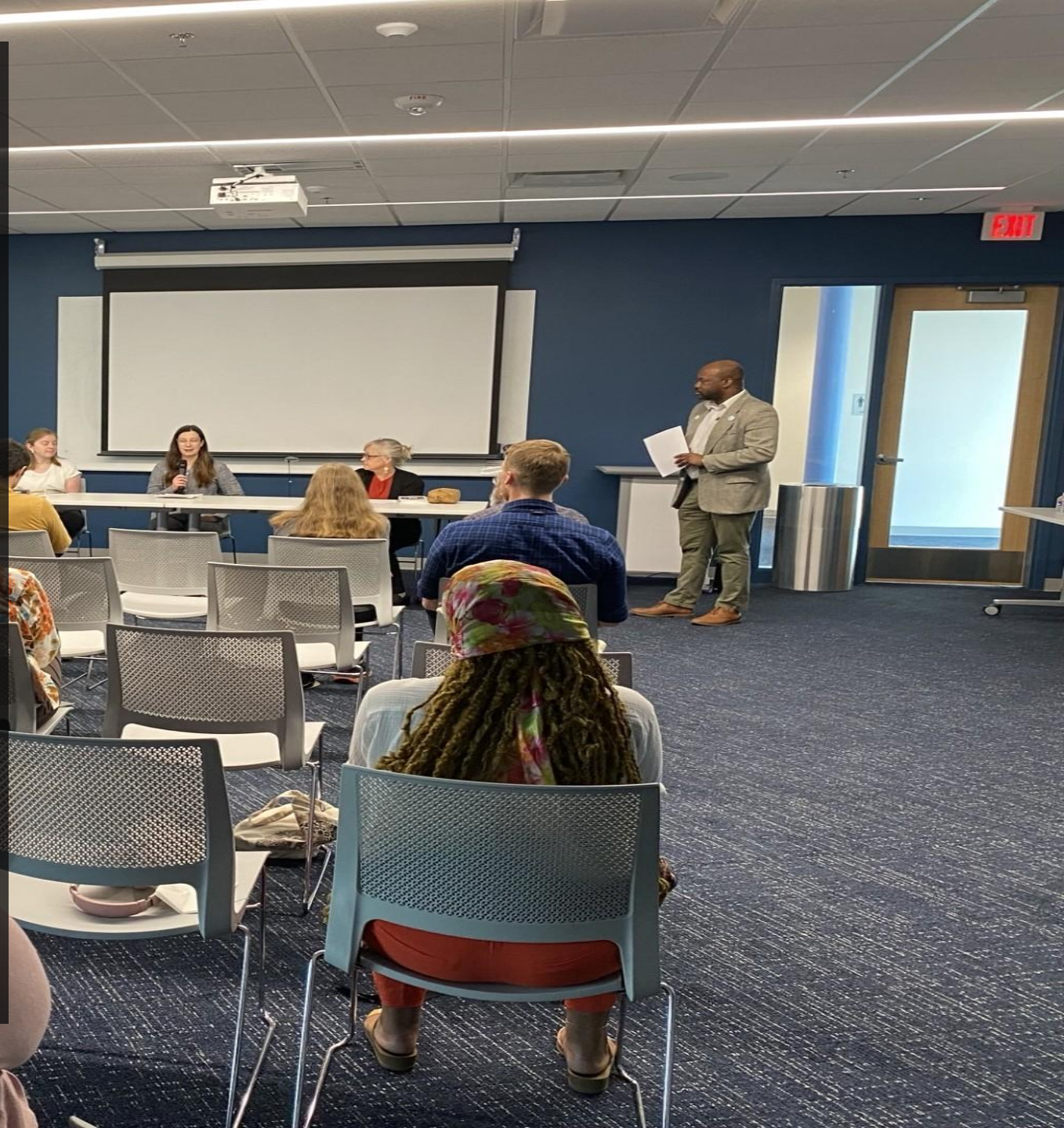
Community Feedback

- The majority of respondents (85%) indicated they were either "Very likely" or "Somewhat likely" to recommend the event to friends or community members.
- 100% of respondents felt more informed about community initiatives promoting pedestrian safety and reducing traffic violence.
- Respondents learned about:
 - Traffic calming efforts and terminology.
 - The benefits of street closures for community safety.
 - The need for more examples of street modifications.



Community Feedback

- Favorite Aspects:
 - The Q&A session
 - Panel discussions
 - Personal stories shared by participants
- Recommendations for Improvement:
 - Providing more examples of street redesign projects.
 - Increasing public service announcements (PSAs) in multiple languages.
 - Continuing efforts to raise awareness about pedestrian safety.



How the partnership serves each of our orgs


- Library helps BikeWalkKC by expanding audience
- BikeWalkKC helps Library by showing value
- We help each other by raising awareness



Community Transportation Academy

- Partnered with library on hosting at local branch
- Taught participants about region's transportation
- Enabling people to become better advocates





**After this course,
participants now know...**

- Where to find state and local elected officials
- Where to look to find budget information
- Where to look to find planning documents



How can libraries support policy and advocacy?

- Intentional partnerships on key issues
- Seeking out and elevating expertise
- Creating space for people to come together

Thank you!

Michael Kelley

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Thank you!