

## Appendix C

# Speakers for Neighborhood Meetings

The following individuals and groups are available to attend your neighborhood meeting and talk about a wide variety of topics related to speeding and traffic safety.

A speaker can help you introduce the subject of speeding — and traffic safety in general — to your neighbors before you launch an Anti-Speeding Campaign. An occasional speaker can also keep the issue alive during and after you conduct your Campaign.

When you first make contact, set a date and agree on a topic. See next article for many other suggestions on working with a guest speaker.

### **Bike Walk Knoxville**

Bike Walk Knoxville is a nonprofit organization that advocates for continued improvement of walking and bicycling opportunities for all ages and abilities in the Knoxville region. Find out more at <https://www.bwknox.org>.

BWK speakers can talk about the organization, its mission and goals, and especially its [Vision Zero grassroots campaign](#) to bring the number of traffic fatalities and serious injuries to zero.

Bryan Hill  
[informed.access@gmail.com](mailto:informed.access@gmail.com)  
540-250-7157

Caroline Cooley  
[caroline@bikewalktn.org](mailto:caroline@bikewalktn.org)  
865-604-3497

### **City of Knoxville – City Court**

Knoxville City Court Judge John R. Rosson, Jr. conducts traffic court five days each week and therefore sees the full range of vehicular moving violations that do not involve jail time. Learn how [City Court](#) works and which offenses result in fines and/or traffic safety school.

Judge John R. Rosson, Jr.  
215-4311  
[citycourt@knoxvilletn.gov](mailto:citycourt@knoxvilletn.gov)

### **City of Knoxville – Office of Neighborhoods**

The Office of Neighborhoods can provide a speaker to discuss the Neighborhood Traffic Safety Program ([NTSP](#)). See the NTSP brochure in Appendix D.

Eden Slater  
215-3232  
[eslater@knoxvilletn.gov](mailto:eslater@knoxvilletn.gov)

### **David D. Massey, Anti-Speeding Campaign Consultant**

David D. Massey, retired from the Office of Neighborhoods and the principal author of this Anti-Speeding Guide, is available (as his time permits) to meet with leaders within a neighborhood to discuss difficulties or challenges in launching an Anti-Speeding Education and Public Relations Campaign, or specific Campaign components, in their neighborhoods.

David Massey  
865-621-8352  
[david.d.massey@gmail.com](mailto:david.d.massey@gmail.com)

### **Don Lindsey, Traffic Safety Advocate**

Don Lindsey retired in 2016 from AAA in Tennessee after more than 39 years conducting traffic safety, public affairs and public relations efforts. During those years, Don worked with local, state and national groups operating scores of traffic safety programs.

For his work at AAA, Don earned the Lifetime Achievement Award from the Volunteer Chapter of the Public Relations Society of America and the Director's Award from the Tennessee Highway Safety Office.

He has served on numerous local, state, and national traffic safety committees, and continues to serve on the Tennessee Strategic Highway Safety Plan Steering Committee and the Tennessee Commissioner of Health's Council on Injury Prevention.

Don lives in Knoxville and continues to be active in traffic safety, drug abuse prevention, fall prevention, Optimist Club, AARP, Safe Routes to School, Active Knox and other community service efforts.

Topics can include:

1. How speed makes good drivers bad
2. Older drivers: Not as bad as you've heard
3. What does it take to stop a car? Well, it's complicated ...
4. Other traffic safety presentations, tailored to your needs

Don Lindsey  
(865) 250-0914  
[donaldwlindsey@icloud.com](mailto:donaldwlindsey@icloud.com)

### **End Distracted Driving**

End Distracted Driving was created by trial lawyer Joel Feldman after his daughter Casey was killed by a distracted driver. The website contains a wealth of material on distracted driving, with a focus on teen drivers.

Joel worked with child psychologists, researchers, behavior change experts and teen messaging experts to create a presentation that is interactive and engaging and which maximizes opportunities for self-reflection, attitude and behavior change.

There is nothing bloody or overly graphic in the presentation. Sad and poignant videos are balanced with humorous videos, facts and statistics, true-false slides and role play exercises. The focus is to change drivers' behaviors by examining frequent excuses for driving distracted and provide practical solutions to avoid distracting temptations. We also help passengers speak up when driven distracted by others to keep themselves and their friends safe. The presentation is updated annually to reflect new strategies to reach students. The presentation has been recognized as one of the most effective for teens.

A nationwide effort, End Distracted Driving has speakers available in the Knoxville area for PTA's, religious groups, and civic groups, as well as neighborhood and community organizations.

The best way to request a speaker for your group is to fill out the form on the website: <https://www.enddd.org>.

No access to the Internet? Contact Joel Feldman at 855-363-3478. Note: An **855** call is a toll-free call.

### **Knox County Safe Routes to School Partnership**

The Knox County [Safe Routes to School Partnership](#) works to make it safer, easier, and more fun for kids to get to and from school by walking and biking. Topics can include safe routes to school initiatives and strategies and the physical, mental, and social benefits of increased physical activity among youth.

Amber Ford, Knox County Health Department  
[amber.ford@knoxcounty.org](mailto:amber.ford@knoxcounty.org)  
865-215-5819

### **Tennessee Highway Patrol**

Hear a presentation on the effects and dangers of speed and distractions; teen drivers and graduated driver licenses; DUI (alcohol and drugs); and state traffic laws, including the hands-free law. Please make your request by email if possible, and allow for as much advance notice as possible.

Lieutenant Stacey Heatherly  
Public Information Officer  
Special Programs Unit  
Tennessee Highway Patrol, Knoxville District  
7601 Kingston Pike  
Knoxville, TN 37919

Office # 865-594-5800 Ext. 1109  
Cell # 423-494-9983  
[stacey.heatherly@tn.gov](mailto:stacey.heatherly@tn.gov)

### **Transportation Planning Organization (TPO)**

TPO is a multi-county organization that is housed at the Knoxville-Knox County Metropolitan Planning Organization (MPC) in the City-County Building. Visit their excellent website: <http://www.knoxplanning.org>

Topics can include:

1. Driver education: Now to operate safely around walkers and bicyclists.
2. Bicyclist education (both kids and adults).
3. Safe Routes to School: traffic safety, walkability & bikeability around schools.
4. Crash data: where to find information, and how to fix crash hot spots.

Ellen Zavisca  
Principal Transportation Planner  
865-215-4014  
Ellen Zavisca <[ellen.zavisca@knoxplanning.org](mailto:ellen.zavisca@knoxplanning.org)>

## **Making Arrangements for a Guest Speaker at Your Neighborhood Meeting**

Just a little advance planning and clear communications will go a long way toward ensuring a successful meeting with a guest speaker. Here are a few tips:

- ✓ First and foremost, select speakers and topics of interest to your members. A program topic may be tied to a particular challenge or opportunity facing your organization. Also, stay tuned to issues and concerns expressed by your neighbors, and set aside time at the end of your meetings to ask for program ideas for future meetings.
- ✓ Contact your speaker as far in advance as possible — three or four weeks if possible.
- ✓ There is nothing worse than having your speaker show up on the wrong day, so double-check the date and time of the meeting, and the location. Even then, confirm the arrangements by telephone or email a day or two prior to your event.
- ✓ Ask for some biographical information so that someone in your organization can introduce the speaker. The introduction does not have to take more than a minute or two. Focus on the biographical details relevant to your organization or the topic at hand.
- ✓ Will your speaker supply needed audio-visual equipment? What about extension cords and outlets? It's a good idea to meet the speaker well before the start of your meeting so that you know the equipment is working before the meeting begins.
- ✓ Be sure you and your speaker have agreed on all of the details about the program itself, including the topic(s) to be covered, whether there will be questions and answers, and the total amount of time that can be devoted to the topic, including Q&A.
- ✓ Try to narrow down the focus or topic that you're asking the speaker to address. It's difficult for a speaker to know what to do with a topic that's too broad; be as specific as you can about what aspects of the subject you'd like addressed or what points you'd like covered. (This can be worked out in a single conversation with the speaker.)
- ✓ Some details can be covered in writing. Ask if the speaker will bring hand-outs to supplement the presentation.

- ✓ If you will be describing the upcoming presentation in a flier, newsletter, or program, it's best to ask your speaker for a title and description of what they will cover. They may ask you to go ahead and write it, but if possible ask them to approve the wording. Their understanding of what they have to say may be very different from yours! Do you have the speaker's name and title spelled correctly?
- ✓ Provide your speaker with information he or she may need about your group: how many people to expect, needs or interests of your membership, and anything else they could use to plan their presentation to best meet your needs.
- ✓ Designate one of your members to be on the look-out for your speaker, escort him or her to the meeting room, and address any needs (e.g., water). This can be the same person who introduces the speaker.
- ✓ Is there enough time for your speaker/program AND any other business you need to conduct at your meeting? Advance planning helps ensure you do not run out of time.
- ✓ Do not expect a guest speaker to run your meeting. For example, the meeting facilitator should know how much time is available for Q&A. If there is time for just one more question, say so.
- ✓ The speaker may be comfortable fielding questions, but it is the responsibility of the meeting facilitator to make sure the speaker is treated with respect and is not subjected to more than one question at a time.
- ✓ Decide in advance whether the guest speaker will go before or after your regular order of business. This decision may depend on the speaker's schedule and the length of your agenda. (For example, many neighborhood groups allow police officers to go first so they can get back on their beats.)
- ✓ If your speaker goes first, give this person the opportunity to leave after her presentation, if there is no reason she needs to sit through the rest of your meeting.
- ✓ It's a nice gesture to send your speaker a thank-you card following the event.
- ✓ Consider forming a "program committee" to handle these tasks so that they do not fall on a single person.
- ✓ Do not take these tips as gospel. Every situation is different, and not all of these steps necessarily need to be followed. If you are clear why you need to do things differently, go for it!