

## Appendix J

# Anti-Speeding Resources

Here are links to a wealth of additional resources for your Anti-Speeding Campaign.

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### Anti-Speeding Campaigns

#### **Neighborhood Speeding Awareness Campaign: Press Event and Demonstration**

Links include news article and YouTube video about the kick-off of an anti-speeding campaign in Fairfax County, Virginia. There were a series of demonstrations which depicted how a driver's response time and distance are impacted by a vehicle's speed. Media and attendees had the opportunity to drive and ride in cars traveling at 25, 35, 45 or 55 mph. They became aware of the necessary, but often unrealized, skills required for drivers to avoid striking typical unforeseen neighborhood hazards such as bicyclists, animals, or children that may suddenly dart into their path. The point of the exercise? Speed matters.

Video: <https://www.youtube.com/watch?v=SqoO4cKt4tw>

Article: <https://fcpdnews.wordpress.com/2014/08/28/neighborhood-speeding-campaign-kicks-off/>

#### **Street Smarts Marin**

A public education campaign to improve driver, pedestrian and bicyclist behavior. Check out the education programs which include several brochures.

<http://www.streetsmartsmarin.org/index.html>

### Bicyclist & Pedestrian Safety

*Also, in Appendix D, see "Miles Walker" flier aimed at helping children become smarter pedestrians, as well as other relevant fact sheets.*

#### **Bicycling in the Knoxville Area**

Everything you need to know about bicycling in the Knoxville area, with a multitude of resources, including very useful brochures on bicycle safety

for both adults and youth. Produced by the “I Bike Knox” program of the regional Transportation Planning Organization (TPO), which shares space and resources with the Metropolitan Planning Commission.

<http://www.ibikeknx.com>

In addition, the Transportation Planning Organization ([TPO](#)) produces five separate fact sheets on [Pedestrian & Bicyclist Crash Facts](#) in Knoxville, Knox County and the region.

### **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.

<https://www.bwknox.org>.

### **Evaluation Guide for Pedestrian Safety**

Use this guide to evaluate pedestrian safety in your neighborhood.

Produced by the Safe States Alliance, a national non-profit 501(c)(3) organization dedicated to preventing injuries and violence.

<http://pedevalguide.safestates.org/index.php>

## Distracted Driving

*Also, in [Appendix D](#), see two brochures on distracted driving.*

### **Dear Mom & Dad (1:30)**

A PSA video in which a teenager, killed in a car crash, reads a letter of apology to her parents and warns against the dangers of distracted driving.

<https://www.youtube.com/watch?v=krbxXawoAU>

### **Distracted Driving (3:52)**

This public health video does a good job of running through various ways of driving distracted.

<https://www.youtube.com/watch?v=zfkNB9CZiA8>

### **End Distracted Driving**

End Distracted Driving was created by trial lawyer Joel Feldman after his daughter was killed by a distracted driver. This site contains a wealth of material on distracted driving, with a focus on teen drivers. Well worth the visit. See [Appendix C](#) for a speaker and [Appendix D](#) for the brochure.

<https://www.enddd.org>

### **It Can Wait**

This is an AT&T program to encourage drivers not to drive distracted. Lots of materials, including a video.

<https://www.itcanwait.com/>

### **Just Drive**

This is a National Safety Council program.

<http://www.nsc.org/justdrive>

## National Traffic Safety Websites

### **AAA Foundation for Traffic Safety**

Conducts and publishes research in four main areas: driver behavior and performance, roadway systems and drivers, emerging technologies, and vulnerable road users (teens and seniors especially).

<https://aaafoundation.org>

### **Governors Highway Safety Association**

This comprehensive site offers lots of information on everything from alcohol impaired driving to teen driver safety and traffic records.

<https://www.ghsa.org>

### **National Highway Traffic Safety Administration**

Offers materials on a wide variety of “Risky Driving” topics, including drunk and drug-impaired driving, distracted driving, drowsy driving, speeding, and not wearing seat belts.

<https://www.nhtsa.gov/risky-driving>

### **National Safety Council**

Offers a wide variety of detailed information on road safety, including distracted driving, teen driving, and impaired driving. Their **Safe Driving Toolkit**, although intended for employers to share with employees, provides a lot of useful information and perspective. Their **DriveItHome** program focuses on teen driving. Sign up for the quarterly newsletter. Click on Road Safety.

<https://www.nsc.org>

## Safe Driving

### **Drive Sharp**

This is an online brain-training program which, according to the AAA Foundation for Traffic Safety, “is clinically proven to help drivers see more, react faster, and cut crash risk.” This is not a driving simulation or education program. Instead, Drive Sharp “sharpens the most important safety equipment of all: the mind of the driver.”

According to AAA, this program is “effective in increasing processing speed, improving reaction time, and cutting the risk of at-fault crashes.” While especially useful for senior drivers, Drive Sharp can improve driving safety for any age.

<https://drivesharp.brainhq.com>

**Safety Toolbox Talks: Safe Driving (4:12)**

Produced by the National Association of Homebuilders.

<https://www.youtube.com/watch?v=2fvbjyOsens>

Speeding

**Anti-Speeding PSA (3:03)**

Produced by the District of Columbia, this video features emergency room and trauma surgeons discussing the injuries that result from high-speed car crashes.

<https://www.youtube.com/watch?v=yLIUkogz8l0&feature=youtu.be>

**Just Slow Down (2:25)**

A graphic and heart-wrenching anti-speeding PSA from Winnipeg, Canada.

<https://www.youtube.com/watch?v=H5EyOnccJLg>

**No Need to Speed – Raleigh NC (0:30)**

This is just one of several videos in this campaign series.

<https://www.youtube.com/watch?v=2vuQQCdxbiM>

**Norway Anti-Speeding PSA (1:09)**

Produced by the Norwegian Spinal Cord Association, this humorous but graphic anti-speeding video depicts extreme measures that are not recommended for Knoxville neighborhoods, for obvious reasons. But it does illustrate the universal frustration with speeding.

<https://vimeo.com/67297308>

**Shocking PSA Videos That Will Make You a Better Driver**

These Public Service Announcements (PSA's) from other countries tend to be much more graphic and realistic than those in the United States. (A few of these links no longer work.)

<https://www.everquote.com/blog/safe-driving/14-shocking-psa-videos/>

**“Speeding Away From Zero: Rethinking a Forgotten Traffic Safety Challenge”**

This 35-page report — published in early 2019 by the Governors Highway Safety Association — highlights excessive vehicle speed as a persistent contributor to motor vehicle fatalities. The report outlines the latest research, programming, and countermeasures to address speeding.

<https://www.ghsa.org/resources/Speeding19>

**Speeding Vehicles in Residential Areas**

A slide show curriculum – with a total of 112 slides – developed for COPS (Community Oriented Policing Services) in the U.S. Department of Justice. Offers a thorough and traditional perspective on the challenges of

reducing speeding in residential neighborhoods. This might be too long and detailed for a community-wide meeting but will increase the knowledge and understanding of those most interested in the topic.

<https://www.slideserve.com/aubrey-cash/speeding-vehicles-in-residential-areas-powerpoint-ppt-presentation>

**Speeding: What’s Your Excuse? (1:04)**

This anti-speeding PSA video contains graphic photos of car crashes with personal injury.

<https://www.youtube.com/watch?v=cU0Mdn3LO78>

Teen Drivers

Also see “Teen Driving Traps” and “End Distracted Driving” in Appendix D.

**Death on the Road: Three Teens Die in 2012 Car Crash (25:59)**

Excellent documentary video about the crash that took three lives in Fond Du Lac County, Wis., on Feb. 4, 2012. Interviews with survivors, parents, and first responders.

[https://video.search.yahoo.com/yhs/search;\\_ylt=A0LEVkA2yE9Vy30AY7AnllQ;\\_ylu=X3oDMTByMjB0aG5zBGNvbG8DYmYxBHBvcwMxBHZ0aWQDBHNIYwNzYw--?p=Anti+Speeding+Testimonials+From+Teens&fr=yhs-mozilla-003&hspart=mozilla&hsimp=yhs-003#action=view&id=2&vid=bdcaae0777cd1f4d0b2c49709c24d814](https://video.search.yahoo.com/yhs/search;_ylt=A0LEVkA2yE9Vy30AY7AnllQ;_ylu=X3oDMTByMjB0aG5zBGNvbG8DYmYxBHBvcwMxBHZ0aWQDBHNIYwNzYw--?p=Anti+Speeding+Testimonials+From+Teens&fr=yhs-mozilla-003&hspart=mozilla&hsimp=yhs-003#action=view&id=2&vid=bdcaae0777cd1f4d0b2c49709c24d814)

**Defensive Driving Class – City of Knoxville**

"Experience the T.R.A.C.K." is a comprehensive 2-day defensive driving program conducted at Knoxville Police Department's 18-acre driving track. T.R.A.C.K. is short for Training, Responsibility, Awareness, Confidence and Knowledge.

Students 16-19 years of age receive personal training from skilled, certified KPD defensive driving instructors both on the driving track and in the classroom. See website for dates, cost, registration, liability form.

[http://knoxvilletn.gov/government/city\\_departments\\_offices/police\\_department/support\\_services/track\\_driving\\_program](http://knoxvilletn.gov/government/city_departments_offices/police_department/support_services/track_driving_program)

**Drive It Home: Reducing Your Teen’s Risk**

From the National Safety Council, this site includes a video, how to be a better driving coach, and other resources. This also includes NSC’s *MyCarDoesWhat* – an explanation of a wide range of vehicle safety features.

<https://www.nsc.org/driveithome/parents-are-the-key>

**I Care About Reducing Teen Crashes**

A school-based program of the Tennessee Highway Safety Office, ReduceTNCrashes.org is designed as a portal to connect schools with

teen crash data and safe driving activities. Activities range from basic saturation, such as posting “Buckle Up” signs in school parking lots, to outreach through community events, and safety awareness days.

<https://reducetncrashes.org/>

### **Keys 2 Drive: The AAA Guide to Teen Driver Safety**

This smorgasbord of resources for both teens and parents includes “things you need to know” before your teen starts driving, driving with supervision, and going solo.

<https://teendriving.aaa.com/TN/>

### **Parents: Share What You Have Learned**

Are there extra steps you can take to keep your teen safe on the road? Find the answer to this question at this *Centers for Disease Control and Prevention* website. Includes free downloadable materials and a parent-teen driving agreement.

<https://www.cdc.gov/parentsarethekey/parents/share.html>

### **Peer-to-Peer Teen Traffic Safety Program Guide**

Developed by the National Highway Traffic Safety Administration for state implementation, this guide may also be useful to neighborhood and community groups.

[https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/13905\\_peer2peerbrochure\\_031519\\_v4-blankpages-tag.pdf](https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/13905_peer2peerbrochure_031519_v4-blankpages-tag.pdf)

### **Rules for New Drivers**

See this list of rules for parents to consider when teens begin driving solo. From the American Academy of Child and Adolescent Psychiatry.

[https://www.aacap.org/AACAP/Families\\_and\\_Youth/Facts\\_for\\_Families/FF-Guide/Helping-Your\\_Teen-Become-A-Safe-Driver-076.aspx](https://www.aacap.org/AACAP/Families_and_Youth/Facts_for_Families/FF-Guide/Helping-Your_Teen-Become-A-Safe-Driver-076.aspx)

### **Teen Distracted Driver Data (National Highway Traffic Safety Administration)**

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812667>

### **Teen Driving (National Highway Traffic Safety Administration)**

Find in-depth information on some of the most common safety problems novice teen drivers should avoid. Educate yourself about the consequences of illegal alcohol use by minors, the benefits of seat belt use, the growing epidemic of distracted driving, and much more.

<https://www.nhtsa.gov/road-safety/teen-driving>

### **Teen / Graduated Driver License (TN Dept. of Safety & Homeland Security)**

Explains the three phases of licensing for teens under 18 years of age in the State of Tennessee.

<https://www.tn.gov/safety/driver-services/classd/gdl.html>

## Why Do People Speed?

Some of the following links were discovered by simply asking this question in an Internet search engine. Note that some of these websites offer reasons for speeding without any supporting studies or other research-based documentation. Nevertheless, these sites might prove useful to you. For example, the reasons listed here might help you lead an informal discussion of the question at a neighborhood meeting.

### **Motivations for Speeding – Additional Data Analysis**

This is a highly technical, 96-page study conducted by the National Highway Transportation Safety Administration. A follow-up to a 2013 study, it must be downloaded to be viewed and read.

<https://rosap.nhtl.bts.gov/view/dot/42210>

### **Psychology Behind the Wheel: Why Do We Speed?**

National Public Radio Segment, June 7, 2007

<https://www.npr.org/templates/transcript/transcript.php?storyId=10812153>

### **Six Common Reasons People Speed While Driving**

Harris and Graves Personal Injury Attorneys

<https://harrisgraves.com/six-common-reasons-why-people-speed/>

### **Speed Choice: Why Do Drivers Exceed the Speed Limit?**

European Commission / Mobility and Transport

[https://ec.europa.eu/transport/road\\_safety/specialist/knowledge/speed/may\\_drivers\\_exceed\\_the\\_speed\\_limit/speed\\_choice\\_why\\_do\\_drivers\\_exceed\\_the\\_speed\\_limit\\_en](https://ec.europa.eu/transport/road_safety/specialist/knowledge/speed/may_drivers_exceed_the_speed_limit/speed_choice_why_do_drivers_exceed_the_speed_limit_en)

### **Top Ten Reasons Drivers Speed**

Cornell Insurance Brokers Ltd.

<http://www.cornellinsurance.ca/HelpBlog/top-10-reasons-drivers-speed/>

### **Why Do Drivers Speed?**

The Regulatory Review

<https://www.theregreview.org/2012/09/06/6-mckenna-speeding/>

### **Why Do People Drive Under the Speed Limit?**

This article helps impatient drivers understand why some people are driving under the speed limit.

<https://thisinterestsme.com/people-drive-under-speed-limit/>