



# Slow Down in K-Town

*How to Create and Conduct  
an Education and Public Relations Campaign  
to Reduce Speeding  
in Your Knoxville Neighborhood*

A DIY Guide

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# Acknowledgments

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INTRODUCING....

K-T

THE K-TOWN SLOTH

WHO SAYS...



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*Speeding is not just a problem to be solved.  
It is an opportunity to bring neighbors together  
to forge a more livable community.*

# I. Introduction

This is a How-To Guide for conducting an Anti-Speeding Education and Public Relations Campaign (“Anti-Speeding Campaign” or “Campaign”) to reduce speeding in your residential neighborhood in Knoxville, Tennessee.

## A. Neighborhood Focus

1. This Guide outlines a neighborhood-focused, neighborhood-level Campaign. Each neighborhood implements its own Campaign.<sup>1</sup>
2. Whether or not your neighborhood has a formal neighborhood organization, the Campaign in your neighborhood will depend on individual neighbors, working together, who are willing to devote their volunteer time to the effort.
3. You can implement every one of the Campaign tools presented here or just the ones that make sense to you — your choice. Change and adapt these tools to your own needs, based on your own timetable.

## B. Support from the Office of Neighborhoods

Although each neighborhood must run its own Campaign, the Office of Neighborhoods offers support by providing:

- “Slow Down in K-Town” yard signs and bumper stickers while supplies last and as the budget permits.
- Fact sheets and other data about speeding and speeders.
- Printing of infographics and other hand-outs (for neighborhoods unable to afford these costs).
- An online survey platform for a survey of speeding attitudes in your neighborhood.
- Advice about approaching neighbors, running meetings, and dealing with conflict.
- Attendance at neighborhood meetings.
- Communication with the City’s Engineering and Police departments, as needed.
- A partner in brainstorming and vetting ideas, and ongoing support throughout your Campaign.

## C. Limitations and Potential

Your Anti-Speeding Campaign may not win over chronic speeders in your neighborhood — those for whom speeding is one long joyride and who resent anyone suggesting they do anything differently. Nor will it affect drivers who are speeding because they are high on alcohol or drugs.

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<sup>1</sup> Two or more adjacent neighborhoods may wish to launch a joint Anti-Speeding Campaign if they share one or more problem streets.

Instead, this Campaign is predicated on the notion that nearly all drivers speed at one time or another, and that most of us are open-minded enough to consider the consequences of speeding and the need to be more aware of our surroundings when driving in residential areas.

As far as we know, our approach to traffic calming education is different from any other program in the country. Other education programs are traditional city-wide public relations campaigns, with a lot of reliance on media and other forms of widespread advertising. The success of this type of public relations campaign is difficult to measure and usually ends when the money runs out.

The Anti-Speeding Campaign described here, however, can be implemented and repeated by a single neighborhood without much if any city support (although the City of Knoxville does provide support). In addition, success can be measured by the degree to which residents feel their streets are safer as a result of their Campaign.

Moreover, this approach has benefits that go far beyond the reduction of speeding. The process of conducting the Campaign can bring neighbors closer together and create a deeper sense of community. In this light, **speeding is not just a problem to be solved; it is an opportunity to bring neighbors together to forge a more livable community.**

The Office of Neighborhoods acknowledges the desire of many neighborhoods for physical traffic calming devices such as speed humps. But the reality is that, due to cost and staffing limitations, constructing physical devices in every interested neighborhood will take years, and some neighborhood streets simply will not qualify under the Neighborhood Traffic Safety Program (NTSP).

We do believe that this Anti-Speeding Campaign can be effective, and we are excited to introduce this new, pilot program to Knoxville. We invite your neighborhood to join this journey with us. We urge you to share what you learn with us, so others may benefit from your experience.

## II. Getting Started

It may seem like a huge task to take on just one of the projects in this Guide, but even a handful of people can accomplish a great deal. Here is one approach to getting underway.

### A. Read the Documents

For starters, please give a thorough read to this Guide and appendices. If something is not clear, direct any questions to the Office of Neighborhoods at 215-3232.

### B. Assemble a Leadership Team

Many great things have been accomplished by individuals acting alone, but you will be much more successful if you enlist others in the effort.

Start with a committee of three to five people if possible. If you don't know your neighbors, you may need to meet them in the street or literally go door-to-door voicing your concerns and enlisting the help of others.

For help, see "Door-to-Door Neighborhood Outreach" in Appendix A. If you are unsure about how to proceed, contact the Office of Neighborhoods.

### C. Apply for the NTSP?

Any neighborhood interested in conducting an Anti-Speeding Campaign should also determine whether or not to apply for the City of Knoxville's Neighborhood Traffic Safety Program (NTSP).

(Visit [www.knoxvilletn.gov/trafficsafety](http://www.knoxvilletn.gov/trafficsafety) or see "NTSP Overview" in Appendix D.)

Under the NTSP, neighborhoods submit an application and petition signatures to obtain a speed study and possible traffic calming devices such as speed humps, neighborhood traffic circles, and other measures on qualifying streets with significant speeding.

The Anti-Speeding Education and Public Relations Campaign described in this document serves as the education component of NTSP. Neighborhoods can apply for the NTSP at any time, and they can launch an Anti-Speeding Campaign at any time. You can pursue both simultaneously or one after the other.

The Anti-Speeding Campaign may be particularly useful to neighborhoods that:

- Do not wish to apply for the NTSP or wish to try this education component first.
- Have applied for the NTSP but are waiting in line for speed studies, the development of concept plans, or construction.
- Have seen results of their speed study but have been told they may not qualify for physical traffic calming devices for an indefinite period.

One final note: Under the NTSP, only local streets and minor collectors are eligible for consideration for physical traffic calming devices like speed humps.<sup>2</sup> *However, your Anti-Speeding Campaign can be applied to all residential streets.*

#### D. Identify the Problem

As a team, think about and write down a description of the speeding challenges in your neighborhood. These observations can be used in your education efforts and/or your NTSP application. Questions include:

- Source of Speeding: Neighbors? Cut-through drivers? All of these, or just one or two particular drivers?
- Source of cut-through drivers: School? Apartment complex? Large employer? Shopping center? (See Section I, “Addressing the Source of Known Speeders,” in the Campaign Tools section of this Guide.)
- Single driver? If you have just one or two drivers who are speeding, the solution may look quite different compared to a neighborhood with many speeders from many origins.
- Most endangered: Bicyclists? Children? Elderly? All pedestrians? Other drivers?
- Which streets suffer the most speeding?

“There is no power for change greater than a community discovering what it cares about.”

Margaret J. Wheatley

#### E. Get on the Same Page

As you begin working closely with others on a community issue, it is super important to share your reasons for being involved. Do you agree on the nature of the problem? Do you share the same goals? Do you agree on whether to apply for the NTSP? Do you agree on the approach and tone of your Anti-Speeding Campaign?

The fact is, you won’t agree on everything. Where will you compromise with one another? If you are not united at your first neighborhood-wide meeting, or at least honest about your differences, then factions may develop that will undermine your efforts. Your leadership, as a planning team, is critical to your success.

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<sup>2</sup> Most neighborhood streets are either local streets or minor collectors. For a definition of local streets, minor collectors and larger roads, see the [NTSP Program Guide](#) and the [Major Road Plan](#).

## F. Choose the Tone of Your Campaign

Those of us who are really upset about speeding drivers will naturally want to advocate strongly against their behavior — and maybe the drivers themselves. We may know people or know of people who have been killed or injured or just scared out of their wits by speeders. It may feel good and righteous and necessary to point fingers, single people out, and play the shame game.

However, this Guide suggests a different approach that engages speeders with diplomacy and tact, not anger or shaming. This involves respectful communication with cut-through speeders as well as speeders who live in our neighborhoods.

Here's the rationale for diplomacy. When a Knoxville police officer stakes out a street, flicks on the blue light, and issues speeding citations in or near residential neighborhoods, a high percentage of the "catch" are people who live in the neighborhood or immediate vicinity.

If we alienate our speeding neighbors or people who cut through our neighborhood frequently, nothing short of a speed hump or a police car — or a crash — will convince them to slow down from then on. However, if we appeal to their better natures, we are more likely to get results.

Your speeder, for example, could be a single Mom working two jobs and rushing to get her children to school so they aren't late. Maybe she is stressed, but she is not a bad person. Shaming is not helpful; being understanding is.

At one time or another, most drivers exceed the speed limit, and for different reasons, so it is important not to develop an "us versus them" approach. See the "Why People Speed" section in [Appendix J](#) (Traffic Safety Resources).

All of this is critical to community building within our neighborhoods. If we alienate our neighbors on whether they should speed or not, gaining their cooperation on other issues will be difficult if not impossible. We may make a bad situation worse.

Proceed cautiously when trying to convince others to drive slowly. The tone of your Campaign makes a difference!

## G. Design Your Campaign

With input and ideas from as many of your neighbors as possible, revisit your goals and articulate what you hope to accomplish. Based on these goals, select the Campaign tools that best address your needs. These can be from the Campaign Toolbox in Section IV of this guide, or you can create your own events and materials that you believe will work better in your neighborhood. In addition:

- Make sure you have enough volunteers to carry out your projects without burning out your leadership. Commit only to those elements that you know you can accomplish.

- Consider whether a steady stream of actions and events, carried out over a long period of time at your own pace, may have a greater impact on speeding drivers than a flurry of activities in a more compressed schedule.
- As a team, take on a very manageable project first. Get used to working with one another before embarking on a large project.
- Assign tasks. Establish a project planning calendar, like the one in [Appendix A](#), that shows who is responsible for doing what when. (This helps you see in black-and-white whether you have enough volunteers. If not, ask others to join in.) Create a separate calendar for each project or even each component of a large, complex project.
- Know the areas where the Office of Neighborhoods can assist, and plan to utilize those services as needed. (See Introduction.)
- Keep the neighborhood informed as you make progress.
- After you finish each project, debrief with your leadership team to identify what worked and what didn't. Adjust accordingly for your next steps.

When a person drives the same route to and from work for years, he knows every curve and intersection like the back of his hand. This ability to anticipate his commute route combined with a muscle memory of the maneuvers he always makes, causes him to drive faster.

Familiarity also breeds confidence which drives away any concerns about safety. However, familiarity is also a reason why most accidents happen near one's home.

Six Common Reasons People Speed While Driving  
<https://harrisgraves.com/six-common-reasons-why-people-speed/>

### III. Engaging Your Neighbors

The success of an effective anti-speeding education campaign will depend in large part on the extent to which you are able to enlist the support of your neighbors.

Increasing your leadership team from one or two people to four or five will mean more ideas, more energy, and more sharing of the load. Boosting total participation in your events will have a significant impact on your morale and on your ability to impress speeding motorists.

*The more you involve your neighbors on the front end, the more they are likely to greet anti-speeding efforts with a positive attitude — and even donate their time and resources to the effort.*

#### A. Neighbor to Neighbor

We run into our neighbors retrieving mail, parking cars, walking & jogging, walking dogs, and playing and working outside of our homes on the street or in the alley. Take advantage of these encounters to get to know your neighbors and then to bring up the subject of speeding. Always be on the lookout for allies and talent.

Neighbor-to-neighbor relationships are critical to any successful community organizing effort, including the operation of a successful Anti-Speeding Campaign.

If you are unsure about jumping right in, consider organizing a neighborhood picnic. Give yourselves time to get to know your neighbors just a bit before getting down to business.

“If you want to go quickly, go alone. If you want to go far, go together.”

African Proverb

#### B. Door-to-Door Visitations

Many of us would sooner get a tooth pulled than knock on a stranger’s front door — even that stranger who lives two doors up from our own. Part of our reluctance is rooted in the knowledge that we ourselves are sometimes hesitant to open our own doors to someone we do not know.

Here's the thing, though. As organizers of a community interest campaign, you can address qualms on both sides of that door. Moreover, you will find that the rewards of

meeting and talking to your neighbors will far outweigh any awkward or uncomfortable moments you may encounter in a door-to-door canvass.

See Appendix A for a guide on conducting door-to-door outreach. It was produced by the Office of Neighborhoods. Its sample “script” (questions to ask, things to say) uses speeding as an example topic in a door-to-door campaign.

In addition, consider the following:

- Door knockers should agree on why you are going door-to-door and exactly what information you wish to convey and collect. Here are some possible goals for a door-to-door canvass, but keep your focus limited to what can reasonably be discussed in a short, front porch visit.
  - Distribute printed materials to raise awareness about speeding.
  - Find out if others are concerned about speeding.
  - Identify possible volunteers for the education campaign.
  - Gather contact information of all interested neighbors.
  - Explain the NTSP.
  - Invite neighbors to a community meeting.
  - Gather pledge signatures and hand out bumper stickers.
  - Recruit participants for a Street Demonstration.
- Hand-outs can include one or all of the printed materials provided by the Office of Neighborhoods, as well as your own door-knocker flier explaining who you are, what you are doing, and how to get in touch with you.
- You might wish to leave one flier with the neighbors you talk to, and a separate flier or letter in the doors of those who are not at home or who choose not to answer the door. See “Canvass at Home” and “Canvass Missed You” fliers in Appendix B.

### C. Neighborhood Meetings

In your efforts to reduce speeding in your neighborhood, there are many reasons to meet as a group. These include:

- Socialize and get to know one another as neighbors.
- Share findings from your door-to-door canvass or from the Attitudes Survey.
- Hear from city officials about the NTSP or other safety issues.
- Hear from other traffic safety speakers (see Appendix C).
- Make decisions as a neighborhood.
- Brainstorm and plan anti-speeding events and other neighborhood improvement projects.
- Identify volunteers for these events and projects.

Successful neighborhood-wide meetings don’t just happen. Some planning needs to take place first, followed by advance publicity directed at your neighbors. For tips on

conducting an effective neighborhood meeting, see “Tips on Leading Neighborhood Meetings” in [Appendix A](#). The Office of Neighborhoods is available to help you.

## D. Communications

Boost your anti-speeding efforts by communicating with your neighbors on a regular basis. Staying in touch will a) keep the issue of speeding front and center in everyone’s mind, b) allow neighbors a basis for ongoing interaction should other community issues arise, and c) encourage a sense of community.

Neighborhood groups ideally use more than one form of communication to make sure they are reaching everyone in the neighborhood, regardless of income or technical savvy.

- Always include the name and contact information of at least one person and preferably two people in your group in all fliers, newsletters and social media posts. Neighbors you do not know will be much more responsive if they see that the organizers make themselves known and accessible.
- One-page fliers describe an event or action in the neighborhood, such as a neighborhood meeting, and are distributed door-to-door. But don’t put them in or on mailboxes, because the Post Office might fine you. (See samples and a how-to guide, [Appendix B](#).)
- Newsletters, as brief as one page or as many as 4-6 pages, can convey not only your anti-speeding messages but also welcome new neighbors, thank volunteers, and pass along information from the City. (See [Appendix B](#) for a sample newsletter and a guide for creating a newsletter.)
- Email is still a preferred form of communication for many, particularly for those who don’t want to answer unknown and possibly spam calls on their cell phones. Capture email addresses during door-to-door canvassing and at neighborhood meetings. It’s relatively easy to thank volunteers by email, in addition to recognizing them at your gatherings.
- Telephone contact, including text messages, is preferred by some people, because they can still listen to a voicemail even if they don’t recognize your number and don’t answer. If neighbors not previously involved show up for a meeting or event, and give their phone numbers, by all means call a few days later to thank them for attending and ask for their input.
- Facebook is a great way to post Anti-Speeding Briefs and news about your efforts. You can establish a Facebook page for all neighborhood postings, or one devoted to anti-speeding efforts. Either way, make sure someone is monitoring the posts and keeping the conversation civil and upbeat.

- [NextDoor.com](https://www.nextdoor.com) is a popular social media platform used by many neighborhoods in Knoxville.
- Other social media — including Twitter and Instagram — may also prove useful to your efforts.

When reaching out to neighbors, remember:

- √ Do not rely on just one form of communication.
- √ Fliers and newsletters, delivered door to door, are the most inclusive form of communication, because they reach everyone, including those without Internet access.
- √ Boost attendance at meetings and other events by using several forms of communication (fliers, social media, word of mouth, telephone, signs posted in the neighborhood). Repetition is effective: *“Well I guess they really are having this meeting; perhaps we should go. It seems important.”*

The AAA Foundation for Public Safety has long found that actual driving behaviors often contradict drivers’ attitudes about safety, sustaining a “do as I say, not as I do” culture on the roads applicable to many traffic safety issues.

With regard to excessive speeds, these findings suggest that most drivers have an unrealistic view of their ability to avoid a crash or drive proficiently and safely when speeding.

“Speeding Away From Zero: Rethinking a  
Forgotten Traffic Safety Challenge”  
Governors Highway Safety Association  
([www.ghsa.org](http://www.ghsa.org))  
January 2019

## IV. Campaign Toolbox

In this section, we cover the various tools you can deploy in your Anti-Speeding Campaign. Use what makes sense to you. Add your own tools. Think about the order you will implement these tools and ideas, so that you can build from one event or action to the next.

### A. Speed Data and Information

Your Campaign to reduce speeding in your neighborhood can be fueled, in part, by a range of information about speeders and speeding. Here is a run-down of what's available.

#### 1. Radar & Enforcement Data

The City of Knoxville conducts radar surveillance and speed enforcement in neighborhoods that apply for the Neighborhood Traffic Safety Program (NTSP) and meet the petition requirement.

- The Engineering Department runs radar studies on one or more specific streets targeted in your NTSP application. Over a period of several days, collected data will include the number and type of vehicles, how fast they were going, and at what times.
- The Knoxville Police Department may conduct enhanced speed enforcement on a problem street and provide general information about the number of citations given out for speeding and other traffic violations.

There may be a backlog of neighborhoods who have applied for the NTSP, met the petition requirement, and are waiting for these studies. Having the radar and enforcement data might benefit your Campaign, but your success is not dependent on this information. If you have the interest, energy and time to launch a Campaign, act now and don't feel the need to wait on this data.

#### 2. Fact Sheets and Infographics

Appendix D contains infographics and brochures that are suitable for distribution door-to-door in your neighborhood and/or at neighborhood meetings. These include:

- NTSP Overview
- Crash Facts
- Teen Driving Traps
- Pedestrian Safety Tips (for children)
- Bicycle Safety Tips (for youth and adults)
- Distracted Driving

In addition, the Transportation Planning Organization ([TPO](#)) produces five separate fact sheets on [Pedestrian & Bicyclist Crash Facts](#) in Knoxville, Knox County and the region. It also publishes a variety of bicycle safety resources [for both adults and kids](#).

### **3. Speakers at Neighborhood Meetings**

Bringing neighbors together to hear a traffic safety speaker is another way to raise awareness of the need for reducing speed and driving safely. The traffic safety experts listed in [Appendix C](#), “Speakers for Neighborhood Meetings,” are available free of charge and can address not only speeding but related topics as well. Just contact a speaker and agree on date, time, place and topic.

To plan such a meeting, see “Making Arrangements for a Guest Speaker at Your Neighborhood Meeting,” also in [Appendix C](#), and “Tips on Leading Successful Neighborhood Meetings” in [Appendix A](#).

You might also consider holding a joint meeting with an adjacent neighborhood or with the parent-teacher organization in a school near your neighborhood.

### **4. Anti-Speeding Briefs**

How do you keep the issue of speeding front and center in your neighborhood? [See Appendix E](#). These snippets of speeding information are available for you to copy and republish in your neighborhood printed hand-outs and in social media. These briefs:

- Cite statistics on speeding and pedestrian injuries in an appeal for compliance with traffic laws.
- Provide brief anecdotes or suggestions for watching our speed.
- Help drivers assess their own driving knowledge and likelihood of driving while distracted.

You can also create your own briefs. For example, you could link to a local news story about a car crash, pass along a photo of a wrecked car, or just make an observation about a recent incident in your neighborhood. (You may wish to ensure that pictures are appropriate for younger viewers.)

The idea here is to maintain a high level of awareness about speeding among your neighbors and encourage them to pass the information along to their friends and family members, some of whom may be cut-through drivers in [your](#) neighborhood.

### **5. Traffic Safety Resources**

In [Appendix J](#) you will find seven (7) pages of links to a wide variety of other resources – videos, traffic safety websites, research studies, and other information that will inform your efforts and spark other ideas for your Campaign.

## B. Survey of Neighbors' Attitudes about Speeding

The Neighborhood Traffic Safety Survey in [Appendix F](#) will help your neighbors focus on their own attitudes about speeding. It is meant to be anonymous, so that your neighbors feel free to say how they really drive and how they really feel about speeding.

Results from this survey may help you to shape the anti-speeding messaging within your neighborhood. You could also share the results in a flier or at a neighborhood meeting.

We recommend that you give your neighbors two ways to take the survey.

- First, if they do not have Internet access, distribute a paper copy and a way for respondents to turn in the survey anonymously.
- Second, offer the same survey online with the help of the Office of Neighborhoods.

Upon request, the Office of Neighborhoods can create a survey customized to your neighborhood, using an online platform called Survey Monkey. Even the link to your survey can be customized to your neighborhood.

The Office of Neighborhoods requests that you use the [Appendix F](#) survey, but you can add one or two additional questions if you wish. You must provide the wording for any additional questions. Contact Eden Slater at 215-3232.

A study by Liberty Mutual and SADD (Students Against Destructive Decisions) found that parents are setting a poor example for teens by engaging in unsafe driving behaviors, such as texting and driving, and are not listening to their kids' warnings.

Forty-one percent of teens say their parents continue these unsafe behaviors even after their teens ask them to stop, and 28 percent of teens say their parents justify unsafe behavior.

National Highway Traffic Safety Administration

### C. Pledge to Drive 25

As you meet and talk with your neighbors about speeding, ask if they would sign the Pledge to Drive 25 miles per hour or less on Knoxville's residential streets. The pledge form is located in Appendix G.

We encourage you to keep the signed forms and display them at your neighborhood meeting. You might also wish to create a Facebook page or web page with the signatures of neighbors who sign the pledge.

Appendix G also includes a copy of the Pledge; give one of these to each person who signs the Pledge.

Think of ways to promote the Pledge. Give updates on how many of your neighbors have signed. Ask local businesses to donate coupons to the first 50 who sign up. Give a larger prize to the 100<sup>th</sup> person to sign. Give prizes to the volunteers who obtain Pledges from a certain number of neighbors. Make it a friendly competition.

The simple act of signing the Pledge will make an impression on well-meaning drivers who, like most of us, find ourselves exceeding the speed limit even in residential neighborhoods.

Please keep the Office of Neighborhoods informed on how many of your neighbors have signed the Pledge. In addition, the Office of Neighborhoods may compile and post a list of all signers citywide.



### D. Bumper Stickers

We suggest that those who "Pledge to Drive 25" receive the "Slow Down in K-Town" bumper sticker, available in quantities from the Office of Neighborhoods. However, you can use the bumper stickers in any way that makes sense to you.

If enough neighborhoods distribute the bumper stickers, they will become a familiar sight around town, encouraging all of us to drive 25 or less no matter what neighborhood we happen to be driving through.

## E. Yard Signs

Yard signs are a key tool for any anti-speeding program. They:

- Alert drivers to the fact that they have entered a residential area.
- Remind drivers to slow down.
- Tell drivers that neighbors care about their street.
- Signal that neighbors (perhaps many neighbors) are watching the street.

The Office of Neighborhoods can provide your neighborhood with yard signs that, like city-supplied bumper stickers, feature K-T the K-Town Sloth reminding everyone to “Slow Down in K-Town.”

But there’s a lot more to say about yard signs — where to buy them, how to make them, where to put them, and where not to put them. [See Appendix H](#) – “Yard Signs.”

## F. ‘Signs for Safety’ Party

The most effective signs may be the ones you make yourselves. Have some fun by staging a “Signs for Safety” party with neighborhood kids and adults. Children’s art is very appealing and can do a better job of motivating drivers to slow down. (Adults can make signs, too!)

See [Appendix H](#) for tips on making homemade signs, including the use of blank corrugated plastic signs. Here are tips for staging a “Signs for Safety” Party:

- Your event can produce yard signs and/or poster-sized signs for street demonstrations (see next section).
- Find an indoor venue with plenty of floor and table space so the artists can spread out.
- Take 5-10 minutes to encourage a discussion about speeding, why people speed, and why we need for drivers to slow down. This will get everyone in the frame of mind to produce the most compelling slogans and pictures.
- Know the speed limit in your neighborhood. In Knoxville, the speed limit on local (residential) streets is 30 mph unless your neighborhood has gotten the Engineering Department to post your street(s) at 25 mph.
- Help children understand that the most effective signs are the ones with the fewest words, largest letters and just one or two large pictures.
- In your publicity for the sign party, make sure to note that children should be accompanied by a parent or guardian.
- It’s a party! Refreshments will make the atmosphere more festive.

No Need to Speed

**Thank You  
for  
Slowing Down**

**Your Short Cut.**

**Our Neighborhood.**

**Please Slow Down.**

Leave Sooner.  
Drive Slower.  
Arrive Alive.

Leave Sooner.  
Drive Slower.  
Enjoy the Ride.

Be the Driver  
Who  
Keeps Kids Safe

**It Can Wait.  
Slow Down.  
Get There Alive.**

Other Drivers

Make Mistakes

Slow Down in K-Town!

## G. Street Demonstrations

Imagine you come home from work every afternoon and usually exceed the speed limit to drive a long, straight “race track” of a street to get to your part of the neighborhood.

Or think of yourself as a “cut-through” driver, running late and using that same straight-away to avoid a busy intersection.<sup>3</sup>

Other than a police car, and perhaps even more than a police car, what would most impress you enough to slow down? What would stick in your mind the next time you drive that street?

The answer: People. Lots of people. Adults and children waving signs asking you to slow down. People blowing bubbles and sounding horns and having some serious fun. People reminding you that actual people live on and use this street. People making it clear that speeding on this street is no longer acceptable.

Such a gathering — a “Pro-Slow Demonstration” or whatever you wish to call it — can be held in one yard, perhaps at the entrance to a neighborhood. Or it can be neighbors out in their yards along the entire length of a street with lots of speeding.

Here are some tips for a successful demonstration:

- Pedestrian safety is paramount. Scope out location(s) in advance to make sure everyone will be well off the street. Emphasize that children must be accompanied by a parent. Appoint two or three people to serve as safety captains. If you can afford to do so, buy yellow vests from a local hardware store and distribute them to participants.
- Go door-to-door on the street in question, getting commitments to participate on a specific rush-hour morning or afternoon. Gather names and phone numbers for a possible last-minute change of plans.
- Pass out a flier to advertise the event. (See sample in [Appendix B.](#))
- Spreading out yard by yard makes sense if you have a lot of participation. If not, gathering in one location may have a bigger visual impact. Make sure you have permission of the property owner(s).
- Hold a “Signs for Safety” party, or just ask everyone to make their own signs. Encourage large and colorful letters.

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<sup>3</sup> It is absolutely legal to “cut through” a neighborhood. Taxpayer-funded city streets belong to everyone. What is NOT legal is to exceed the speed limit.

- Promote positive messaging. Some drivers may be your neighbors. Don't alienate them, or yell at them, even if they are persistent speeders. You may eventually "get through" to them.
- For extra safety, ask the Knoxville Police Department to join you if an officer and a car are available. You could also invite City officials, including your district City Council member.
- Inform the Office of Neighborhoods about your Campaign event(s), which can be covered in the City's weekly *Neighborhood Advisory* newsletter or on the OON Facebook page.
- Consider contacting newspapers and television stations to cover your event. Local TV news producers would be particularly interested in such "visuals."
- For wider impact, perform this activity two days in a row or once a week for 2 or 3 weeks.
- After your event, stake your signs along the street as reminders to drivers.

National surveys of U.S. drivers have found that although drivers identify speeding as risky, drivers nonetheless continue to speed. Drivers have a minimal perception of risk of either getting a ticket, causing a crash, or violating social norms.

"Speeding Away From Zero: Rethinking a Forgotten Traffic Safety Challenge"  
Governors Highway Safety Association  
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January 2019

## H. 'People Live Here' Activities

One could easily argue that people speed through neighborhoods in part because there aren't any people around. We are all shut up inside our houses, condos and apartments. Getting outside is the simplest thing residents can do to let speeders know that the street is not a raceway and is shared space. Here are a few ideas.

- Take a walk around the block with friends on a regular basis.
- Organize a large neighborhood walk and bike ride. (Yellow safety vests can be purchased online or at a hardware or building supply store.)
- When you talk to neighbors, move the conversation close to the street.
- Set up an old-fashioned lemonade stand. Whatever happened to that time-honored way for youngsters to make a few dollars? Revive the tradition but only in areas where drivers can pull over safely and buy some refreshment. An adult should be present at all times.
- Go boldly where no neighbor has gone before: Do your Yoga or Tai Chi in your front yard. (You might inspire your neighbors to get more exercise!)
- Grab a baseball and a couple of gloves and play catch with your child or neighbor in your front yard.
- Set up lawn chairs near the street and invite your neighbors over for some iced tea or hot chocolate, weather permitting.
- With your neighbors, brainstorm other "There Are People Living Here" activities. Always be thinking: Can we do this (safely) in the front yard, near the street?

"The greatness of a community is most accurately measured by the compassionate actions of its members."

Coretta Scott King

## I. Addressing the Source of Known Speeders

This Guide focuses mainly on speeders who live in the neighborhood or who are cutting through with no identifiable origin or destination. However, your observation of the traffic patterns in your neighborhood may tell you if the speeders are driving service vehicles, or if they seem to be originating from or headed to a specific location.

### 1. Service Vehicles

Some neighborhoods report that drivers of service vehicles are speeding through their streets. Vehicles serving neighborhoods include FedEx, UPS, construction contractors, city public services, lawn care outfits, pizza delivery, and the like. If such vehicles are speeding in your neighborhood, think about ways your group could contact their owners or interface (tactfully and safely) with the drivers themselves. If a driver is servicing a particular property, the property owner may not realize this person is speeding. Perhaps this owner would help devise a solution.

### 2. Schools

The drivers could be driving-age students — or parents rushing to work after dropping off their children.

- With diplomacy in mind, contact the principal of the school and your school board member to arrange a meeting with at least two members of your group. Politely explain the problem. Ask the officials to help brainstorm ways to reach and appeal to the drivers.
- If the problem is students, would the principal be willing to call a school assembly on the topic of safe driving? Perhaps someone from the neighborhood could be on a speakers' panel, along with officials from KPD, City Court, and the State Department of Motor Vehicles, and perhaps an emergency room physician who has worked on teens involved in car crashes.
- If, on the other hand, the problem lies with parents taking their children to and from school, would the principal be willing to publish an appeal from the neighborhood in communications with parents? Would they periodically include one of your Speed Briefs (Appendix E) in these communications? Could neighborhood residents be allowed to stand outside the school with signs appealing to drivers to slow down?
- Ask for time in front of a PTA meeting. Or suggest a joint PTA-neighborhood meeting to hear from one of the speakers listed in Appendix C. You could offer to sponsor the refreshments as a gesture of good will.
- These are just a few ideas. Be creative. If you can get the school staff or PTA involved, other suggestions will emerge.

### **3. Adjacent Neighborhoods / Apartment Complexes**

Sometimes it is pretty clear that some speeders live in a neighborhood adjacent to yours, especially if your neighborhood is their only way in and out.

If the residents live in an adjacent apartment complex and are not already members of your organization or otherwise involved in your Campaign, you might see if you can get any of the residents involved. Residents are more likely to listen to one of their own than to a non-resident. Approach the apartment manager or owner to request permission to pass out leaflets door-to-door or under car windshield wipers. Try to establish personal contact with residents on a door-to-door basis if possible.

### **4. Large Employers or Retailers**

Meet with the owners. If you get stonewalled, ask your City Council member to get involved to set up a meeting. Brainstorm ways to reach out to the drivers. For retail customers, the simplest approach might be placing personal appeal letters behind their windshield wipers over a period of several days. For employees, an appeal letter might work, along with a direct communication from the owner to the employees. Other ideas will come to mind as you engage in conversation with the owners.

The force involved in a crash is directly related to the speed at the time of a crash. In a high-speed crash, a passenger vehicle is subjected to forces where the structure of the vehicle cannot withstand the force of the crash and maintain survival space within the occupant compartment of the vehicle.

In addition, in high speed crashes, restraint systems such as airbags and safety belts are incapable of minimizing these higher levels of force.

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## J. Streetscapes and Placemaking

We drivers tend to speed up on wide roadways with very sparse surroundings. Prime example: Interstate 70 in Kansas. Conversely, we tend to slow down if there is more going on — if we are intrigued by the surroundings or if we are uncertain about what lies just ahead.

As residents, working together, we can transform our residential streets to be more interesting and, at the same time, more uncertain, making a driver feel as though he is traveling in a more complex physical environment. The idea is to present the driver with a streetscape that he feels is unsafe — for himself, for his vehicle, and for others — if he is speeding.

This grass roots effort to encourage the driver to slow down is sometimes called psychological design or mental speed humps, and it involves elements of placemaking.<sup>4</sup> The effectiveness of this approach to calming traffic has not been studied, and it is definitely more of an art than a science. What works on one street might be different than what works on the next street. Experimentation and creativity will produce the best results. Here are a few ideas, and neighborhoods are encouraged to come up with others.

### **1. Neighborhood Entrance Sign**

Make it clear to drivers that they are entering a residential neighborhood by installing a neighborhood entrance sign, which also helps create a sense of community among neighborhood residents.

Check with the Office of Neighborhoods to make sure you are following city regulations and to learn how other neighborhoods have designed and created entrance signs. Be sure to involve neighborhood residents in the discussion, design and placement of your sign.

### **2. Children's Toys**

Children's toys in a yard close to the street give the impression that children may dart out in traffic. This may make a driver slow down. This technique does not actually have to involve children — just the evidence of children. Balls, an old kid's bike, and toddler riding toys are possibilities. You have to be willing to sacrifice these items to theft.

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<sup>4</sup> Placemaking in this context would be located in private spaces (front yards) but with a clear public impact. "Placemaking," according to Wikipedia, "is a multi-faceted approach to planning, design, and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being."

### **3. Front-Yard Gardens**

A vegetable garden requires a lot of TLC. If you plant your beans and tomatoes in your front yard, you will spend more time there. You will also attract curious neighbors and runners/walkers.

### **4. Outdoor Seating Areas**

Lawn chairs, a café table and chairs, and benches can all be placed near the street to remind drivers that people are nearby. Better yet, use the furniture to get together with your neighbors and plan your next streetscape project!

### **5. Paint the Speed Limit**

Upon request, the Engineering Department will consider painting the speed limit directly on a particularly busy street at a strategic location. Call 3-1-1 to get things started. Be patient; Engineering gets lots of requests for lots of different things.

### **6. Parked Cars**

For most drivers, parallel parking along streets creates uncertainty about whether a car might pull out. Moreover, a line of parked cars “narrows” the street literally and visually. This option may not be appropriate, legal or safe for all streets. Call 3-1-1 to request a review by the Traffic Engineering section. Park at your own risk.

It is legal to park cars on most residential streets within the City of Knoxville, but the vehicles must be operable and have current license plates. Cars cannot be parked on streets with a yellow curb or that are designated with no-parking signs. For other parking and traffic regulations, see Chapter 17 of the [Knoxville City Code](#).

### **7. Yard Art**

A bench painted in rainbow colors. An old non-working bicycle anchored upright and painted bright yellow. A family of flamingos. Anything unusual and colorful near the edge of your yard can add to the visual complexity the driver experiences on your street. Plus, it’s a lot of fun. See who can come up with the most colorful and unusual piece of homemade yard art. Google “yard art” for ideas.

### **8. Landscaping / Trees**

Create a more complex but visually pleasing streetscape by planting trees, bushes and flower beds close to the street. Flower beds, in particular, are relatively easy to plant, with quicker results, and send the message that someone is tending and cultivating this piece of land.

Avoid planting close to intersections if possible. But if you do plant anything close to street or driveway intersections, make sure the maximum height of the plant, when fully grown, will not exceed 30 inches. Otherwise, your plantings may obstruct sight distance for drivers.

See Appendix I for other important details on planting trees and shrubs in the city right-of-way and underneath utility lines, and for utilizing the free and excellent advice of the City's Urban Forester.

3,255 teen drivers were involved in fatal crashes in the U.S. in 2017.

National Highway Traffic Safety Administration

Vehicle speeding seriously impacts pedestrian and bicyclist safety not only by increasing the chances of a crash, but also by increasing the risk of death when they are involved in a crash.

National Highway Traffic Safety Administration

## V. Conclusion

This Guide offers ideas and resources for a neighborhood-focused, neighborhood-run Anti-Speeding Education and Public Relations Campaign. The Guide also:

- Recommends ways to engage and involve neighbors at every step and with every action or event.
- Urges tact and diplomacy in communications with speeding motorists.
- Argues that a steady stream of events and actions — implemented over time and at your own pace — will result in the greatest positive impact.
- Emphasizes that speeding is not just a problem to be solved but an opportunity to bring neighbors together to forge a more livable community.

But this is a Guide and not a Book of Rules. It's your neighborhood and your Campaign. Implement as few or as many of these anti-speeding tools that make sense to you. Do what feels right for your situation and your neighborhood.

Whether you closely follow the advice and ideas provided here, or plow new ground on your own, the Office of Neighborhoods asks that you:

- Inform us of your efforts;
- Call on us for support;
- Share your experiences, failures and successes;
- Document your work with photographs and written observations; and
- Suggest how this Guide can be improved.

Please partner with us to address speeding in your neighborhood.

Slow Down in K-Town!

## Categories of Speeders

NHTSA (National Highway Transportation Safety Administration) released a study in 2016 identifying four different categories of speeding drivers: “Deliberate Speeders,” “Typical Speeders,” “Situational Speeders,” and “Unintentional Speeders” (NHTSA, 2016).

“**Deliberate Speeders**” were found to engage in more aggressive and deliberate speeding events and engage in risky driving behaviors more often than other driver types. “Deliberate Speeders” also had the most favorable attitude toward speeding. Young males were more prevalent in this category.

“**Typical Speeders**” comprise the largest number of drivers with an even distribution across all driver demographics. These drivers engage in casual speeding most often.

“**Situational Speeders**” engage in minimal amounts of aggressive speeding and cruising speeding and only engaged in speeding events slightly more than “Unintentional Speeders,” however “Situational Speeders” did not share the same favorable views regarding not speeding as unintentional speeders.

“**Unintentional Speeders**” generally engage in incidental and casual speeding. These speeders have attitudes and beliefs that are most favorable toward not speeding. Both “Situational” and “Unintentional Speeders” are mostly comprised of older drivers (NHTSA, 2016).

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## Appendix A

# Community Organizing Tools

Utilize these tip sheets and forms to help with door-to-door outreach, neighborhood meetings, and other organizing tasks:

### **Door-to-Door Neighborhood Outreach**

Learn how to mount a door-to-door canvass of your neighbors to hear their concerns and invite them to get involved.

### **Tips on Leading Successful Neighborhood Meetings**

Planning and running a successful neighborhood meeting can be made easier by following these simple steps.

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*The following documents are available for download – in their original Word and Excel formats – from the “Slow Down in K-Town” web page at [www.knoxvilletn.gov/slowdown](http://www.knoxvilletn.gov/slowdown).*

### **Project Budget**

Planning to spend money? Need to ask someone for money? Wish to remain transparent and accountable to your neighbors and donors?

Then you might need a budget — a list of projected income sources paired against anticipated expenses. Total income equals total expenses. As your project advances, you manage your expenses based on your income and income projections.

A sample budget is included here. A template document is available for download.

### **Project Planning Calendar**

Deploy this calendar to identify the individual steps needed to pull off a successful meeting, anti-speeding demonstration, or other event. Then list who's in charge of what and by what deadline. Just by filling out this form, you will uncover tasks you might have overlooked – and see very clearly if more volunteers are needed.

Included here is a sample calendar to show you how it works. A blank calendar is available at the Slow Down in K-Town web page.

### **Volunteer Contact Sheet**

Keep your volunteers' contact information in one handy document.

### **Other Neighborhood Organizing Resources**

See these “[Resources for Neighborhoods](#)” on the City website.



## Door-to-Door Neighborhood Outreach

Going door-to-door to talk to members of the community is a way to meet people who might not come to community meetings or events, learn more about residents' concerns, advertise a meeting, capture signatures on a petition, and/or introduce yourself and your project to the community. For neighborhood organizing, door knocking is essential.

### **Why is Door Knocking Effective?**

Door knocking is effective because it is a personal, one-on-one contact with a community member. People living in the area are likely to be personally impacted by the issue or initiative you are discussing. While they may care about their neighborhood, they may not be involved in committees or organizations. By going door to door, you have an opportunity to reach everyone and create a connection.

### **Ten Steps for Effective Door knocking**

#### **1. Identify the Goal**

Be sure everyone is on the same page with responses to the following questions:

- Why are you going door to door?
- What do you have to offer, or what do you hope to learn?
- Are you seeking participation from your neighbor?
- Do you want to personally invite people to a meeting?
- Do you want to get a general idea of their concerns or address a specific well-defined issue?
  - Do you want to increase their awareness of your group?
  - Is there an incident you'd like to provide information about?

#### **2. Identify the Geographic Area**

Identify the geographic area to be door-knocked for what you want to accomplish. The geographic area will be determined by the issue, the area your organization serves, and the time and number of people you have involved.

#### **3. Determine Who Will Go**

Identify residents who live in the specific area to join you in door knocking whenever possible. Train and prepare your volunteers. Don't send people out to door knock without practice, or proper instruction on safety procedures.

Make a "cheat sheet" of items to discuss, or questions to ask. Have each of the volunteers practice with a partner, and give feedback.

At first, you may not have a lot of volunteers. It may just be you and one other

person. But door knocking can lead you to neighbors who will join the effort and pitch in.

#### **4. Notify the Community**

People can be apprehensive about someone coming to their door, so whenever possible, distribute a flier in advance that lets people know you will be door knocking in the area on certain dates and times.

#### **5. Before You Start Out**

Before you begin door knocking, bring all door knockers together and assign addresses. Make sure everyone has all of the materials they need: clipboard, forms, and pens. Also, it can be very helpful to “role play” the door knocking experience, where an inexperienced door knocker gets a feel for responding to residents who are suspicious, just running out the door, mistaken about why you are there, too busy to talk, etc. See sample script below.

#### **6. Wear an ID Badge or Shirt**

If feasible, door knockers should wear some kind of ID. If your group has tee shirts, or just the same color tee shirt, wear them. If your group will be door knocking frequently, you might want to make a more permanent type of identification tag. If you have some kind of ID, mention this in any communication you send out prior to the door knocking event.

#### **7. Go in Pairs**

Never send door knockers out alone. Two people should always go to a door together. This ensures the safety of the door knockers. If possible, send man-woman teams. This helps some residents feel more at ease opening the door and talking to you.

#### **8. Use a Clipboard**

A clipboard makes it much easier to get signatures on a petition. Consider providing a form for residents to record name, address, email, and phone number. If you are trying to identify residents' concerns, you might wish to include a list of issues or concerns — such as safety, speeding, and economic development — that you or they could check or circle easily.

#### **9. Leave a Flier or Brochure**

This can be a formal brochure or just a one-page meeting flier or information sheet with at least one leader's name, email address, and phone number. This helps establish the credibility of your effort.

#### **10. Check In and De-Brief**

After door knocking, make sure everyone returns to a specific location and checks in. Collect the forms, and spend a few minutes de-briefing about the experience. What has been learned? What, if anything, should change for future door knocking?

## **Door-to-Door Quick Check At**

### **the Door**

- Smile
- Say Who You Are
- Say where you live
- Tell something about yourself.
- Name of the organization.
- I'm here to find out what YOUR concerns are about the neighborhood.
- Then LISTEN.
  - 80-20 Rule – Listen 80% of the time, Talk 20%
  - By listening, find out:
    - What the org. might mean to them.
    - How they can best participate & contribute.
    - What role or task they might best manage.
    - What they think the issues are.
  - Ask open-ended questions
  - If they don't know issues... bring up things others have brought up.
- Could we keep in touch with you about events and issues in the neighborhood?
  - Provide clipboard / form to capture name, address, phone, email.
  - Keep careful record of which addresses you've visited.

### **Follow Up...**

- With answer to a question that you could not answer at first.
- Phone reminder for meeting or to ask for help
- Find a way to take on issues neighbors consider most important

## **Sample Door Knocking Script**

*Here is a sample script that you might use when knocking on doors to talk about speeding and traffic calming. Each conversation will be different, but this will help get you started.*

Hi! I'm Jane Neighbor, and I live just one street over... This is Joe Organizer, and he lives two blocks down.

We're out in the neighborhood today to talk about speeding traffic. We are concerned about it for the sake of the children in the neighborhood. Cars are just going way too fast.

(Wait to see if resident responds.)

So Joe and I, along with another neighbor, Sam, have applied for to the City of Knoxville's neighborhood traffic safety program. Have you heard about it?

In order to move this forward, we need to show the City that other neighbors are also concerned. So we have a petition to request that the city conduct a speed study on our street / in our neighborhood. Would you consider signing the petition so we can do something about the speeding?

YES – Okay please read the petition and let us know if you have any questions about it....

NO – That’s entirely okay. If we do get something going, would you like to be informed of any meetings with the City?

YES – Could I ask you to write your name, email and phone on this other form?

NO – Okay. If you change your mind, here is a flier explaining what we are doing. It has our contact information on it...

#### Other Questions

- Have you lived in the neighborhood very long?
- Do you have young children who play in or near the street?
- Do you ever talk to your neighbors about speeding, or call the police?
- Do you have any ideas of how we could make our streets safer?
- Are there any other issues that concern you?
- Do you have any questions for us?
- You seem really interested in\_\_\_\_\_.
- Would you be interested in serving on a committee?

Thank you so much for your time today! We really enjoyed talking to you. Our phone number is on that sheet we gave you, so please call us if you have any comments, questions, or concerns. Have a good day!



## **Tips on Leading Successful Neighborhood Meetings**

*This flier has been prepared with neighborhood organizations in mind. However, these suggestions also apply to community meetings in unorganized neighborhoods.*

One of the key ways to attract and retain members in your neighborhood organization is to conduct well-run community meetings with topics relevant to the neighborhood and its residents. Here are a few tips for planning and facilitating a successful neighborhood meeting.

- Plan your meeting well enough in advance to give yourselves time to inform all of your neighbors about the meeting. Delivering fliers door to door is the most effective single way to communicate an upcoming neighborhood meeting. Use other communications tools as well (see last bullet point).
- If possible, meet in a neutral place where you can set up chairs in a circle or semicircle so that everyone can see one another. Most neighborhoods meet at houses of worship, recreation centers and the like.
- Newcomers may hesitate to go to a meeting in someone's home, so use this venue option with care.
- Make sure your meeting is set for a time that is convenient to a majority of your neighbors.
- Plan your meeting well in advance. The organizer's rule of thumb: A one-hour meeting requires two hours of planning.
- If you have a special program or speaker, think about whether that should go first or if regular business should go first. If you do not have them go first, give them the choice of coming later.
- Leaders should show up early to set up chairs and welcome early arrivals. Post direction signs so that newcomers can easily find your meeting as they approach a building and once inside.
- As neighbors come into your meeting space, capture their names and contact information on a sign-in sheet. Ask folks to fill out name tags.
- Involve as many people as possible in the meeting --- setting up, reports, task assignments, participation, refreshments, putting chairs away, etc. The most successful meetings are handled by more than one or two people.

- Never be discouraging about the number of people attending your meeting. Celebrate those that show up.
- Begin and end on time.
- Welcome everyone and state that this is the (monthly) (quarterly) meeting of the Maple Street Neighborhood Action Group. Then say or read your mission statement — or the purpose of the meeting. Remember that some new folks might not understand what they have walked into. Others may need a reminder about the mission or purpose.
- At the very beginning of your meeting, ask everyone to introduce themselves briefly (name, address and perhaps one other detail, such as how long the person has lived in the neighborhood). This allows everyone to participate at least once in the meeting.
- Make sure everyone has the agenda. You can print hand-outs or put it on a large poster on the wall. Briefly go over the agenda and make sure there are no needed additions or changes. If there are, get the group's consent.
- By getting agreement on the agenda at the start of the meeting, the facilitator has the authority (exercised gently but firmly) to keep the meeting on track when discussion wanders off topic.
- The facilitator should keep the session moving. Handle one agenda item at a time; stay on subject. Allow enough time for discussion and then move on.
- Make sure the meeting is task-oriented and decision-oriented, so that people go away saying, "We got some things done tonight!"
- Whoever is facilitating the meeting --- it does not have to be the president --- should remain neutral, draw other people out, and share his or her ideas sparingly.
- Invest in an easel, large pads and magic markers so you can capture ideas and concerns for everyone to see and consider. When someone sees their idea written on the pad, they feel their idea is important to the group. The OON may have supplies to lend your group.
- Label one large sheet the "Idea Parking Lot." Say in advance that ideas or concerns that are off topic (not on the agenda) will be parked for consideration at a later time --- at the end of the meeting (if there is time), or at the next meeting, or as soon as possible. This allows the facilitator to honor these concerns (for later discussion) but to keep moving on the task at hand.
- Create an atmosphere where people will not be afraid to participate. If one person is dominating the discussion, ask if others who have not spoken would like to comment.

Draw out the quiet folks: “Mary, you haven’t said anything. We’d be interested in your views on this.”

- Create a respectful atmosphere. Politely ask people not to carry on side conversations or conduct personal business in the middle of the meeting. Meetings do sometimes “get out of control” with everyone talking at once. The facilitator is responsible for restoring an orderly one-person-at-a-time discussion.
- Allow your members to make the key decisions, not just the leaders. Trust the group. If you don’t, people will leave thinking they have no say in the deliberations of the organization.
- Test for readiness to make a decision. “Are we ready to take a vote?” If more discussion is needed, keep talking. Sometimes agenda items have to be dropped to accommodate the extra time required by a difficult topic; advance planning helps determine how much time each topic will take.
- If you are facing a difficult discussion and decision, it’s okay to say in advance that it will be hard. Then, when you finish, celebrate your accomplishment. Stay positive. “We weren’t able to reach a decision tonight, but this was a frank discussion and we know what we need to work on for next month.”
- If you take a vote, the facilitator can ask if there is a motion on the issue at hand. If the motion is seconded, the facilitator can then allow for continued discussion. But when discussion is over, the facilitator must ask for a voice vote or a show of hands of those in favor of and against the motion. A motion and a second alone are not enough for a group decision!
- At the end of your agenda, if possible, allow enough time for folks --- especially newcomers --- to bring up topics that you had not anticipated (new business). If it’s a difficult or time-consuming topic, ask if it can wait until the next month’s agenda, or if the person will talk to the leadership after the meeting. Encourage your newcomers; they could be tomorrow’s committee chairs or board members.
- At the end of your meeting, review the tasks that people are to accomplish before the next meeting. Does every task have someone assigned to do it?
- Always think a step ahead. How will this meeting lead to the next activity? Will a committee have to meet before the next general meeting?
- Reach out to your neighbors before each meeting; otherwise, your numbers will dwindle. Do not depend on one mode of communication. Be sure your neighbors “get the message” in several ways: a newsletter or flier, reminder phone call, email message, and a sign announcing the next meeting, with date, time & place.

Projected Cash Budget  
ABC Neighborhood Anti-Speeding Project

Anticipated INCOME

<u>Source</u>	<u>Amount</u>	
Neighborhood Fund Raisers	150	
Donations from Businesses	145	
Neighborhood Small Grants	0	
City Council 202 Funds	0	
Yard Sign / Bumper Sticker Donations	95	
Individual Neighbor Donations	75	
<b>Total Anticipated Income</b>		<b>465</b>

Anticipated EXPENSES

<u>Item</u>	<u>Cost/each</u>	<u>Quantity</u>	<u>Total</u>	
Yard Signs & Stakes from City	3	20	60	
Bumper Stickers from City	0.25	52	13	
Blank Signs & Stakes	2.5	20	50	
Markers for Signs	10	1	10	
Copying Charges for Fliers	0.4	400	160	
Snacks/Drinks for Sign Party	125	1	125	
Miscellaneous	47	1	47	
<b>Total Anticipated Expenses</b>				<b>465</b>

# Project Planning Calendar Sample

*Note: This file was created using the "table" feature in Microsoft Word. Go to the table tab at the top of your screen to add or delete rows & columns, add shading, etc.*

<b>Project or Event Name:</b> October 15, 2019, Neighborhood Meeting	<b>Team Leader:</b> Sigourney Weaver
--	--------------------------------------

TASK	VOLUNTEER in Charge / DEADLINE to Complete Task	
Confirm reservation for usual meeting hall	Joan R. Sept 1	Joan R. Oct. 10
Confirm Speaker / ID Speaker's Needs	Danzania A. Sept 1	
Plan Meeting & Prepare Agenda (with leadership team)	Sigourney W. Sept. 25	
Publicity – Create Flier	Danny S. Sept 30	
Publicity – Get flier printed at Office of Neighborhoods		Sue G. Oct 3
Obtain map of neighborhood for the door-to-door flier distribution		Johnny D. Oct. 3
Publicity – Organize 5 volunteers & distribute flier door to door		Martin L. Oct 6-7
Publicity – Post Reminder Signs in N'hood		Danny S. Oct. 8
Publicity – Send reminder emails		<b>Need Volunteer</b> Oct. 8
Publicity – Make reminder phone calls		<b>Need Volunteer</b> Oct. 12
Secure Door Prize and raffle tickets. Handle this part of the meeting		Angela Y. Oct 10
Invite Elected Officials	Yolanda W. Sept. 30	Angela Y & Tim G. Oct 15

Notify S. Weaver of any announcements that need to be made at the meeting				Everyone Oct. 13
Print copies of Agenda or make a large poster of the Agenda				Yolanda W. Oct 14
Set up welcome table and sign-in sheet to capture contact information				Nancy G. Oct. 15
Refreshments (with committee)				Abdul Z. Oct 15
Set-up the Room				Abdul Z.
Put away chairs, sweep, clean up, lock up				Mary & Harry L. Oct. 15
Follow up with any newcomers to see how they felt about the meeting and if they would like to get involved in some way.				Tim M. Oct. 20
Convene leadership team to discuss meeting and go over agenda arising from the meeting				Sigourney W. Oct. 22



## Appendix B

# Fliers & Newsletters

This section contains tips on creating fliers and newsletters, along with several sample handouts that can be used by groups wishing to launch an Anti-Speeding Campaign.

### **Create a Flier / Create a Newsletter**

These two short articles list the basic elements of leaflets and newsletters for neighborhood groups.

These samples — created in Microsoft Word — can be downloaded from [www.knoxvilletn.gov/slowdown](http://www.knoxvilletn.gov/slowdown) and modified as you see fit.

### **Canvass “At Home” Note**

For use during a door-to-door canvass, when you are able to talk with an adult member of the household – and wish to leave some information with the person you have spoken with. Include the things you want each neighbor to know.

### **Canvass “Missed You” Note**

For use during a door-to-door canvass of the neighborhood, when no one is at home. Leave your own version of this in the door if you are unable to circle back to this house in the near future. Include the things you want each neighbor to know. For example, such a letter could include information about an upcoming meeting.

### **Community Cleanup Flier**

While this flyer is for a different topic, it is an example of an effective flier for a community event.

### **Community Meeting Flier**

Distributed door to door, a flier is one of the most effective ways to get the word out — and to give everyone an equal chance to participate.

### **Neighborhood Newsletter**

A newsletter gives extra credibility to an anti-speeding campaign, because your “slow down” message is accompanied by other items useful to the community. OON may be able to help with printing fliers and newsletters.

### **Street Demonstration Flier**

Note the extra details needed for an event of this type.

# Create a Flier

An attractive flier or leaflet can be a very effective way to inform neighbors about an upcoming meeting or event planned by your group. Include basic information and keep them simple. The most effective neighborhood fliers have the following features:

- 1) **Names of one or more individuals** along with their phone numbers and email addresses. This way, residents can contact you to ask questions, RSVP, and maybe even volunteer!  
Contact information is often placed at the bottom of a flier, but we list it here first because **names and contact information show that you are for real.**
- 2) **The WHAT of the event** (e.g. a community meeting) in large, bold, eye-catching type that stands out from the rest of the words on the hand-out.
- 3) **Enough words** to explain the event or action you are promoting. Less is more.  
Hand-outs with a simple design and an economy of words will get more attention from your audience. Such a leaflet, with some words larger and bolder than others, is also suitable for posting on a bulletin board.
- 4) **A clear explanation** of the date, time, and location of a meeting or event.
- 5) **A format or design that fits** what you are trying to accomplish.  
For example, a traditional flier may be all you need to advertise an Anti-Speeding Street Demonstration or a community meeting, but a different format – such as the “Sorry We Missed You” canvass letter – may be the best way to get across more detailed information.
- 6) **What participants can expect.**  
Give people a sense of what the meeting or event is about (information to be imparted, issue at hand, major discussion items), who is speaking (e.g., a guest speaker), and whatever else might persuade them to attend (childcare available, door prizes).
- 7) **What participants should bring or prepare for.**  
An example of this is a list of things to bring to an Anti-Speeding Street Demonstration — or a neighborhood picnic.
- 8) **Printable in black and white.**  
Some people design fliers in color, but color fliers do not always translate well when printed in black and white. For example, a red headline will not be very visible against another dark color background. At the very least, before printing a color leaflet in black and white, convert the electronic file to gray scale. Plus, color printing is expensive. Save your bucks for other needs.

9) **Designed with a basic font.**

Some people have a difficult time reading Times New Roman and other fonts with fancy curlicues and lettering. Use a “sans serif” font (a typeface without the curlicues) like Arial, Calibri or Helvetica.

10) **Artwork.**

A drawing or a photograph can make a leaflet livelier, more interesting, and more readable, but this is not an absolute must.

11) **An accurate, compelling message that makes sense.**

After you have prepared a hand-out, ask a couple of your neighbors to read it and give their feedback. Are all the words spelled correctly? Are your neighbors likely to participate as a result of the flier; if not, why not? Is the leaflet clearly written? Have you included all of the essential information?

Sometimes event organizers are so close to the planning of an event that they fail to include key facts in their publicity. Test drive your leaflet before you print it!

12) **Multiple Messaging**

Fliers by themselves are effective. But you can double their effectiveness by also making phone calls, visiting neighbors on their front porches, meeting neighbors on the street, posting signs, sending email reminders, and posting on Facebook.

Get the message out in as many ways as possible. A flier delivered door-to-door ensures that everyone gets the message at least once.

# Create a Newsletter

A newsletter is a great way to communicate on a regular basis with all of the residents in your neighborhood, but it is also a big commitment, requiring several volunteers dedicated to the task.

## **Purpose**

Grassroots Grantmakers offers these excellent reasons for producing a neighborhood newsletter:

- Keep residents up to date about group activities, upcoming meetings, etc.
- Educate residents about issues and ideas that concern your group
- Build unity and a sense of pride among residents
- Recognize volunteers, local businesses and others who contribute to your group's success
- Share important resources with neighbors
- Spark new interest in and increase recognition of your organization
- Provide meeting summaries
- Motivate residents to join your group or association
- Let people know what the city, local companies and nonprofit organizations are doing

## **Why not Facebook?**

Facebook can be a very useful tool to communicate with your local community. However, remember not everyone is on Facebook, it is easy to miss posts, and you cannot count on people going to the neighborhood Facebook page on a regular basis. It can, however, reach the younger neighbors.

A newsletter is universal, getting it in the hands of residents, rather than depending on residents to come to your website or Facebook page. If it is printed and hand-delivered, those delivering might get the opportunity to meet a neighbor or two and invite them personally. And it can ensure that everyone in the neighborhood is getting the same message at the same time.

## **Content**

What types of things are covered in a newsletter? Really, the sky is the limit, but think of your audience. What will inform your neighbors? What will bring them together? What will strengthen community ties?

Here are some ideas:

- Community events (picnics, meetings, block parties)
- Speeding reminders & traffic safety information
- News about individual neighbors, with permission – news such as new neighbors, graduations, new jobs, etc.
- Crime-fighting tips and crime reports

- Local government information (elections, garbage & trash pickup, 211, 311, 911, reports from your City Council & County Commission members, parks & recreation info, etc. etc. etc.)
- Yard Sales in the neighborhood
- House repair tips
- Ads from local businesses

### **Creation**

A perfectly acceptable newsletter can be created using Microsoft Word. See the example below. Even in Microsoft Word, you can create a newsletter with columns, photos and graphics. Someone with graphic design expertise can use a more complicated computer program, like Microsoft Publisher, to make an even fancier and better-looking product, if that option appeals to your group. Some design ideas and production options can be found on [this search page](#).

The Office of Neighborhoods may be able to print your newsletter free of charge. Contact them at 215-3232 for details.

### **Frequency**

It is up to you how often you produce your newsletter – once a year, twice a year, quarterly, monthly – whatever you can muster in terms of content and volunteer time. More frequent publication obviously has a greater impact, and residents will start to recognize it as a source of useful information.

### **Distribution**

By far the cheapest way to distribute your newsletter is door-to-door hand delivery. You can try mailing it, but that gets expensive very fast. Some neighborhoods choose to deliver their newsletters by several different means: post on the Website and Facebook, send via email to neighbors with Internet access, and hand deliver to those neighbors who prefer a hard copy or who simply don't have Internet access. Having a centrally located drop box to leave newsletters in can also be an effective way to distribute. An example would be a Little Free Library. Be sure folks know there is something to pick up.

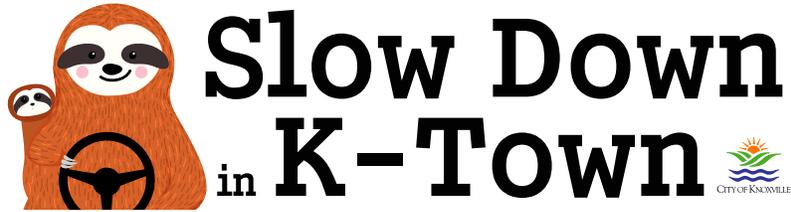
The important thing is to make sure everyone within your neighborhood boundaries gets your newsletter. Don't leave anyone out!

If you hand deliver – and yes this requires some dedicated volunteers – make sure no one places your newsletter in anyone's mailbox. The post office will impose a stiff fine on anyone who does that.

### **Other Advice**

For more, see "[How to Create a Neighborhood Newsletter](#)" at Grassroots Grantmakers.

"[What Will You Put in Your Neighbourhood Newsletter?](#)" is another excellent overview, by the author Resource Center, is based in the United Kingdom.



THANK YOU for taking time today to talk with us about excessive and dangerous speeding in our neighborhood.

As mentioned, there are two ways we can get together to address speeding:

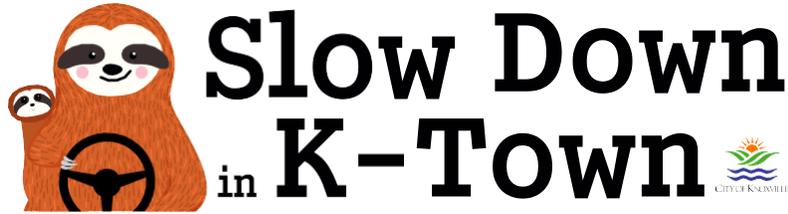
- First, we can consider applying for the City of Knoxville's **Neighborhood Traffic Safety Program**, which provides speed studies and physical traffic calming measures such as speed humps.
- Second, we can start an **Anti-Speeding Education and Public Relations Campaign** here in the neighborhood — to educate ourselves and cut-through drivers about the dangers of speeding, and to encourage one another to slow down.

Be on the lookout for notices about upcoming meetings and events. In the meantime, feel free to contact one of us if you have any questions or wish to get involved in this effort to make our neighborhood safer and more livable for everyone.

Terry Day – Linden Street – 865-999-9999 – TDay@email.com

Jenny Dusk – Oak Avenue – 865-777-7777 – JDusk@email.com

George Noonley – Elm Street – 865-999-1111 – GNoon@email.com



## *Sorry We Missed You!*

Dear Neighbor,

Some of your neighbors walked from house to house today to talk about what we would consider **excessive and dangerous speeding in our neighborhood**.

Some of us are parents or grandparents of small children. Others of us walk or bike in the neighborhood. All of us drive in the neighborhood, and we are concerned about speeding.

Did you know that a pedestrian hit by a vehicle traveling at 20mph has a 9 out of 10 chance of surviving the impact — but that the survival rate is just 5 out of 10 persons hit at 30 mph? **Only 1 in 10 pedestrians hit by a vehicle traveling at 40mph will survive.** We are sobered by these numbers, and we need to find ways to get speeders to watch their speed.

As concerned neighbors, we are planning to address speeding in two ways:

- First, we would like for our neighborhood to consider applying for the City of Knoxville's **Neighborhood Traffic Safety Program**, which provides speed studies and physical traffic calming measures such as speed humps.
- Second, we would like to start an **Anti-Speeding Education and Public Relations Campaign** here in the neighborhood. Our goal is to educate ourselves and cut-through drivers about the dangers of speeding, and to encourage one another to slow down.

If you would like to help out, or just want to learn more, please contact us soon. You live in the neighborhood just like we do, and we want you to have a voice in helping to address this problem. Please get in touch with one of us!

Terry Day --- Linden Street -- 865-999-9999 --- TDay@email.com

Jenny Dusk --- Oak Avenue --- 865-777-7777 – JDusk@email.com

Marsha Noonley – Elm Street – 865-999-1111 – Mnoon@email.com



## JOIN YOUR NEIGHBORS



# MECHANICSVILLE COMMUNITY CLEANUP

**10 a.m. – 12 Noon**  
**Saturday, May 20, 2017**

Meet at Danny Mayfield Park for gloves, grabbers, and trash bags.

**A City Dumpster will be available for this cleanup.**

Please do not use this dumpster for personal items  
until AFTER the cleanup event is over!

Here is what CANNOT go into the dumpster

NO tires, concrete, rock, construction debris (siding, sheetrock, roofing materials, 2x4s, etc.), dirt, gas cans, paint cans, or chemicals

Sponsored by

## Mechanicsville Community Association

*In cooperation with Keep Knoxville Beautiful and the City of Knoxville*

### Monthly Meetings

6 p.m. on the First Tuesday of Each Month  
Fairview Recreation Center, 1628 Dora Street

*Please Join Us to Help Build Our Community!*

# Community Meeting

“Let’s Do Something about Speeding in Our Neighborhood”



For All Residents on the Following Streets

Elm	Wilder	Carter	Jeremiah
Dogwood	Linden	Westland	Jacksboro

**Tuesday, August 14, 2017**

7:00-8:30 p.m.

## Riverview Church

2442 Carter Road

(Park in the back and enter through the double glass doors)

The reason for this meeting is to discuss ways that neighbors can work together to **reduce dangerous speeding on our residential streets.**

Please attend, meet your neighbors, and join the discussion. Help create a safer neighborhood!

### Refreshments / Door Prizes

### Childcare Provided

Please call Julie at 111-222-3333  
no later than Aug. 12 to make arrangements.

### Questions?

Paul Newman  
Westland St.  
999-888-7777

Doris Day  
Linden Rd.  
777-888-9999

# NEIGHBOR NEWS

News and Information for Residents of These Streets: Alton, Beatrice, Charles, Deer Trail, Edisto, Franklin, Meridian, North Tyler, South Tyler, Turney, and Zenith

June-July 2020

## Neighborhood Begins Campaign to Reduce Speeding

Enough is enough. Speeding in our neighborhood needs to end, and we residents can do something about it.

That was the outcome of our neighborhood meeting in mid-May. Twenty-seven residents from seven neighborhood streets voted to address the speeding problem on two fronts.

First, a committee of four people will submit an application to the City of Knoxville's Neighborhood Traffic Safety Program for a speed study and possible traffic calming devices (like speed humps) on our two busiest streets – Charles and Edisto. The very first step in this process will be to meet with City officials, so there will be time for everyone's questions and concerns to be addressed. The members of the "Speed Hump Committee" are...

Second, we agreed to launch an Anti-Speeding Education and Public Relations Campaign to educate ourselves, our neighbors, and cut-through drivers about the dangers of speeding and the negative impact it has on our quality of life. Six people agreed to serve on this committee; they are.... This committee already has a lot of great ideas. Stay tuned!

## Neighborhood Picnic Set for July 4

We will hold our very first neighborhood-wide Potluck Picnic from 5-7 p.m. on Friday evening, July 4, in Joann Johnson's backyard, 2222 Zenith Street. The picnic committee (Evelyn G., Tommy V., Carol S., and Wendy R.) will provide iced tea, soft drinks, cups, plates and utensils.

Money raised at the May neighborhood meeting will buy enough fried chicken for 30 people. Plus, two grills have been donated for grilling hamburgers. **Please bring a dish to share and a folding chair.** There will be games for the kids. Come meet your neighbors!

## All Around the Neighborhood

*Neighbor News* welcomes Tom Jones, Cynthia Smith, and their two children, George, 11, and Mindy, 7, who moved into a house on Franklin Street. They moved here from Atlanta. Cynthia will be teaching school this fall at Holston Middle, and Tom drives for UPS.

Congratulations to our graduating seniors! Harold Horton, North Tyler Street, will be joining his dad in the car repair shop – "at least for now," he says. And Shelley Smuthers, Deer Trail, will be attending Pellissippi State Community College starting this fall.

(continued on next page)

George Standifer, Beatrice Avenue, reports that an elderly neighbor needs help getting her yard mowed. He can do it once per month but is looking for someone else who can also mow once a month. If you can pitch in, call George at 999-888-7777.

If you have news to report in "All Around the Neighborhood," please call Anne G. at 123-4567.

## **Know Your City Government**

Check out [www.knoxvilletn.gov/solidwaste](http://www.knoxvilletn.gov/solidwaste) to learn all of the schedules, rules, and tips regarding garbage disposal, brush pickup, recycling, and bulky waste disposal.

The City of Knoxville's 3-1-1 call service makes it easy to report a problem, make a complaint, or ask a question about city services. In addition, the City operates the 2-1-1 service, which provides information about social services over a multi-county area.

Zoom in on crime statistics all over the city and down to the neighborhood level. Go to [www.communitycrimemap.com](http://www.communitycrimemap.com), click on Tennessee, and then select Knoxville. You can then zoom in on a neighborhood and select a time period to view crimes that have occurred. Knoxville Police Department updates this website daily.

## **Distracted Driving**

We all know that texting while driving is such a bad idea that it is outlawed by the State of Tennessee. But what about eating a Big Mac while driving? Putting on makeup? Fiddling with a CD? Yes, all of these are examples of distracted driving that can put you into a nasty traffic accident. Learn more about distracted driving. Take this quiz: <https://www.roadtrafficsigns.com/are-you-a-distracted-driver>

## **Business Sponsors**

Please take the time to thank:

- The Tire Store for making it possible for us to print this newsletter.
- Food Nation for supplying the snacks for our May meeting.

## **Help Distribute This Newsletter!**

We deliver this newsletter door-to-door but need help doing so. If you can assist, please call Denny at 111-111-1111. We need help on Alton, Turney and the 1200-1400 blocks of South Tyler.

## **About This Newsletter**

This newsletter is printed six times per year. If you have suggestions for articles or have a question about what we're up to, please contact the editor, Larry Tuning (Meridian Rd.), at 111-1111. Leave a message, please.

STREET DEMONSTRATION FLYER

Tired of Speeding in Our Neighborhood?

**Join Your Neighbors**

# Anti-Speeding Street Demonstration

Friday, March 1, 2022

4:30 p.m. – 6:30 p.m.

1400 to 1700 Blocks of Speedway Blvd.

**All Ages Welcome**

Children Under 14 Must Be Accompanied by a Parent or Guardian

**What to Bring**

Balloons, Horns & Other Fun Stuff  
Signs Asking Drivers to Slow Down

**Please Observe These Guidelines**

Gather Only in the Yards with Anti-Speeding Signs.  
Stay Well Off the Street.



This is a Peaceful Demonstration.  
No yelling. No name-calling.



Our goal is to let drivers know that we care about this issue and  
to make them think twice about speeding.

**For More Information**

Jeffrey Smith  
Hawkins St.  
222-3333

Tobi Marlowe  
Speedway Blvd.  
333-4444

Mary Martin  
Knott Lane  
444-5555

## 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!

## Appendix D

# Fact Sheets & Infographics

Here are materials about speeding and traffic safety that your organizing team can distribute to your neighbors and others as needed. Download these documents from [www.knoxvilletn.gov/slowdown](http://www.knoxvilletn.gov/slowdown), a web page maintained by the City of Knoxville's Office of Neighborhoods.

Don't see what you need here? Go to Appendix J (Traffic Safety Resources) for links to websites and studies that will provide more ideas and resources.

### **Bicycle Safety**

Great tips and reminders for both children and adults. Thanks to [ibikeknox.com](http://ibikeknox.com) and the Transportation Planning Organization (TPO) for putting this together.

### **Crash Facts**

This one-page infographic explains how speed kills and lays out crash statistics affecting both bicyclists and pedestrians in the Knoxville region in recent years.

### **Distracted Driving: When Convenience is Dangerous**

A one-page infographic detailing several myths related to car crashes and distracted driving. Produced by the National Safety Council's JustDrive campaign.

### **End Distracted Driving**

In 2019 the Tennessee General Assembly made it illegal for drivers to hold a cell phone while driving. This may reduce distracted driving to some degree, but it is not the whole story. Aimed at both teens and adults, this brochure emphasizes that "**hands-free is not risk-free.**" For other resources, see [www.enddd.org](http://www.enddd.org). This organization provides speakers; see [Appendix C](#).

### **Miles Walker Safety Tips**

Created by the Knox County Health Department, this creative flier teaches children how to walk safely in an urban environment. Can be downloaded in both color and black-and-white versions.

### **NTSP Overview**

This leaflet summarizes the key parts of the City of Knoxville's Neighborhood Traffic Safety Program (NTSP), which provides traffic calming measures on local streets and some minor collectors in residential neighborhoods.

### **Teen Driving Traps**

Teenagers think they are invincible, right? This flier will help teens in your neighborhood understand risky driving behavior.



## YOU ARE OPERATING A VEHICLE

A person riding a bicycle has the same rights and responsibilities as a person driving a car. That means you need to stop at stop signs and red lights, and yield to other traffic before entering a street.



## BE PREDICTABLE AND VISIBLE

Ride to the right, but not so close to the edge that you encounter hazards like opening car doors, debris and drains. You can move left in a narrow lane to discourage drivers from passing too closely.



## RIDE WITH TRAFFIC

Drivers entering and exiting the roadway do not expect bicyclists to approach from the wrong direction.



## WATCH FOR TURNING CARS

Drivers turning without yielding is a common factor in car/bicycle crashes. When you're riding in a bike lane, watch out for drivers who pass you and then turn right, potentially causing a "right hook" crash.



## WEAR A HELMET

You're required to wear a helmet if you are riding an e-bike or if you are under 16. But we highly recommend protecting your brain, no matter your age!



## LIGHTS ON AT DUSK

Use a red rear light and a white front light whenever you ride at dusk or after dark. A bicycle without lights at night is nearly invisible.

## Dealing With Harassment?

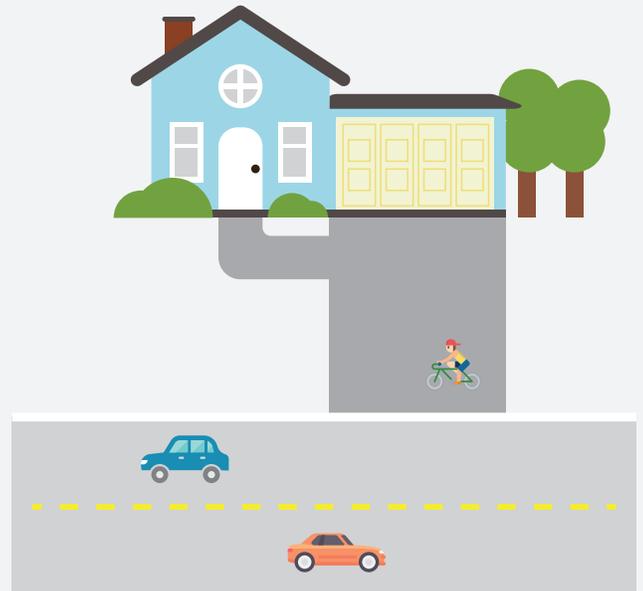
If you encounter harassment by a motorist, get the license plate number and a description of the vehicle and call 911 as soon as possible. *Do not confront the driver!*

## HOW OLD IS ENOUGH TO RIDE IN THE STREET?

Children under age 10 have trouble understanding how traffic works. They can easily misjudge traffic speeds. Once your child is ready to ride in the street, teach them the basics of riding safely, and model safe cycling behavior.

**The two most common actions by children that contribute to crashes are:**

- **THE RIDE-OUT**  
A child rides out into the street from a driveway or side street without yielding to traffic. Teach your child to stop before entering the street and look left, right, then left again.
- **LEFT TURN IN FRONT OF TRAFFIC**  
Teach your child to walk their bike across busy streets. On neighborhood streets, kids should be taught to make a left turn by looking over their left shoulder for traffic, signaling a left turn, and moving to the left side of the lane before turning.



## MASTER THE BASICS

Before your child can ride in the street, they should master these basic skills. Paved greenways and parking lots are great places to practice.

- **RIDING IN A STRAIGHT LINE**  
A child needs to be able to start, stop, and ride with minimal wobbling. Teach them to ride with their heads up, not looking down at the pavement.
- **LOOKING BACK WITHOUT SWERVING**  
Bicyclists need to be able to look over their left shoulder while riding to keep an eye on traffic. Practice this skill until your child is able to look back without swerving.
- **USING HAND SIGNALS**  
Hand signals may have changed since you were a kid. The standard today is to stick the left arm straight out to signal a left turn, and stick out the right arm for a right turn. Children should be able to maintain control of the bike while signaling.

### HELMETS ARE A MUST

Children are more likely to enjoy wearing a helmet if they get to choose it themselves. Make sure the fit is right. It should fit snugly without being uncomfortably tight. The helmet should be worn level, so that it protects the forehead. And make sure the strap isn't loose.



**Kids have trouble controlling bicycles that are too big, so pick one that is the right size.**



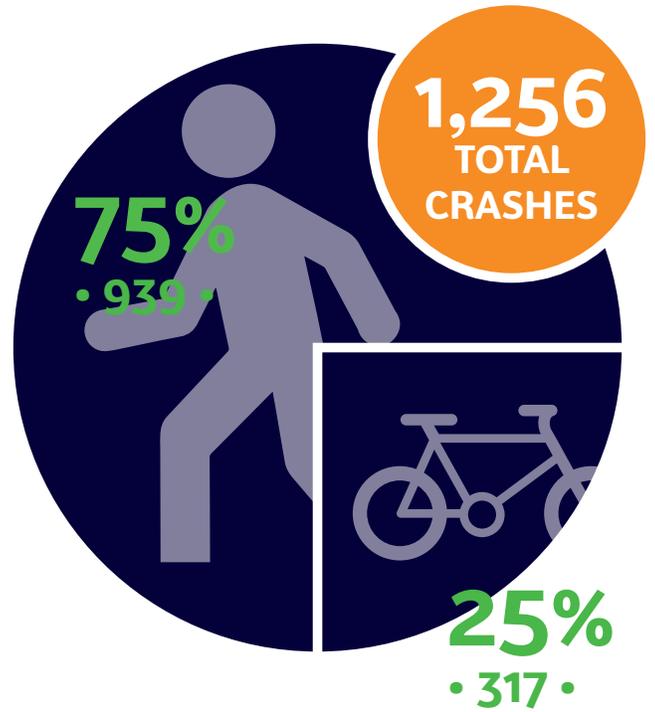
# PEDESTRIAN & BICYCLIST CRASH FACTS

## General Overview

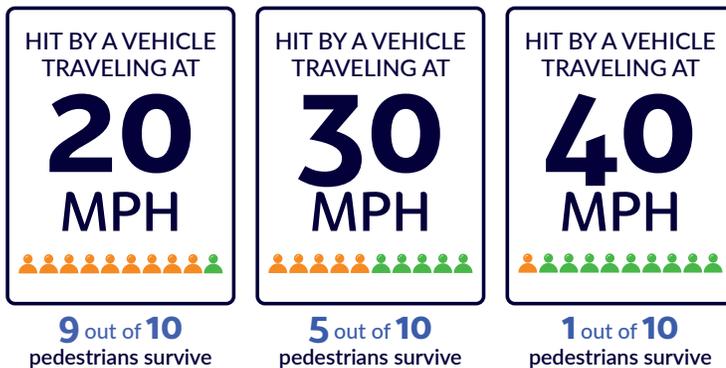
The Knoxville region averages **17** crashes involving pedestrians or bicyclists **every month**

Between January 2012 and March of 2018, there were **1,256 crashes involving pedestrians and bicyclists** in the Knoxville region.

**91% involved injury or death** of a person walking or bicycling. **1,084 crashes involved injuries only**. **60 people were killed in these crashes**: 57 people were walking, 3 riding bicycles.



### Lower Speeds = Lower Risk of Fatal Crashes



It is **11x more likely** for a pedestrian or bicyclist to be killed in a traffic crash compared to a motorist

**4** out of **1,000** car-only traffic crashes result in death

**47** out of **1,000** traffic crashes involving a person walking or riding a bicycle result in death

# When Convenience is Dangerous

**MYTH:** My car came with an infotainment system. Since it's built into my car, it must be safe.

**FACT:** An NSC survey found more than 50 percent of drivers believe this myth. But technologies that allow drivers to make hands-free calls and use voice commands to dictate texts and emails, change music and update social media can be distracting to drivers – even if they are built into the vehicle. In fact, the AAA Foundation for Traffic Safety found drivers doing some voice tasks via infotainment systems may remain distracted for as long as 27 seconds after they finish a task.

**MYTH:** I know distracted driving is dangerous, but I can't afford to miss calls, emails or text messages. My job depends on it.

**FACT:** Car crashes are the #1 cause of workplace deaths with distracted driving as a leading factor in road fatalities. Fortunately, more employers are recognizing this hazardous expectation of always being connected and they are doing something about it. Dozens of Fortune 500 companies have adopted cell phone policies, banning the use of phones while driving. By eliminating this deadly distraction, employers are keeping their workforce safer.

**NSC has developed a free Safe Driving Kit to help employers keep their workers safe.**  
[www.nsc.org/safedrivingkit](http://www.nsc.org/safedrivingkit)

**MYTH:** Most car crashes are caused by malfunctions such as faulty brakes, blown tires or engine problems.

**FACT:** On the contrary, 94 percent of crashes are caused by driver error. Therefore, nearly all of the crashes that happen on our roadways are 100 percent PREVENTABLE.

**A leading cause of these human errors? Distractions.**

## IMPORTANT FACTS

- Distraction leads to driver error
- 7% of all drivers at any given time are using their phones while driving. A NHTSA survey finds 660,000 drivers using cell phones or manipulating electronic devices while driving at any given daylight moment
- Drivers talking on phones, hand-held or hands-free, miss seeing up to 50% of what is around them like:
  - other drivers
  - pedestrians
  - bicyclists
- Before you start your car, turn off your phone and Just Drive

#justdrive



DISTRACTED DRIVING AWARENESS MONTH 2019



[nsc.org/justdrive](http://nsc.org/justdrive)

## Parents: Worried about your teens and distracted driving?



## So what have you been teaching them about distracted driving?



Teens whose parents drive distracted are more than twice as likely to also drive distracted.

University of Michigan TRI and Toyota, 2012

**Be the driver you want your teen to be. Model safe driving every time you drive.**

## STEPS TO DEVELOP SAFER DRIVING HABITS

### Avoid being tempted to use your phone while driving by

- turning your phone off
- putting the phone in glove box or in airplane mode
- downloading apps that block notifications while driving

### Ease concerns about not being connected while driving by

- programming auto replies to texts and calls so others know you are not responding because you are driving
- scheduling periodic stops to retrieve messages safely
- inviting family, friends and co-workers to join you in committing to drive safer

### Use our Family Safe Driving Agreement to enforce your commitment to drive safer.

For more suggestions visit [www.endddd.org/thesolution/](http://www.endddd.org/thesolution/)



EndDD.org is a campaign of the Casey Feldman Foundation.

Learn how you can work with us to save lives: Visit <http://www.endddd.org>

## KILLED BY A DISTRACTED DRIVER



**Casey Feldman, 1988-2009**

**Because of Casey thousands have stopped driving distracted.**

## What about you?

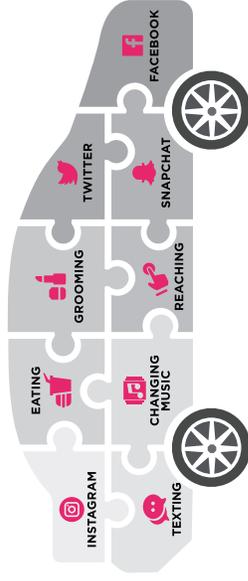


## MORE OF US ARE DYING ON OUR ROADS THAN AT ANY TIME SINCE 2007.

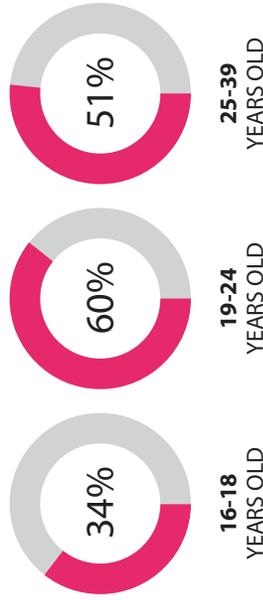
From 2014-2016 traffic deaths increased by the largest percentage in 50 years. There are at least 10 deaths and 1000 injuries every day in the U.S. caused by distracted driving.

NHTSA, 2016

### Distracted driving is more than texting



Teens are not the worst offenders when it comes to sending texts or e-mails when driving.



AAA Foundation for Traffic Safety, 2016  
Safety Culture Index.

**It's time to stop blaming others and look at our own driving behaviors**

## MOTOR VEHICLE CRASHES ARE THE LEADING CAUSE OF DEATH FOR TEENS.

**The fatal crash rate for teens is 3 times greater than for drivers age 20 and over.**

Driver distraction is responsible for more than 50% of teen crashes.

Insurance Institute for Highway Safety, 2014  
AAA Foundation for Traffic Safety and Lytx, 2015

### Our brains don't allow us to safely multi-task while driving.

» Hands-free cell phone use, is still dangerous.

National Safety Council (NSC) White Paper. Understanding the Distracted Brain, 2010

» Hands-free cell phone use causes "tunnel vision," which drastically reduces drivers' side to side scanning of the road.

Transport Canada

» Our smartphones are so cognitively demanding that even after we stop using them it takes up to 27 seconds for us to return our full focus to driving.

Strayer, et al, University of Utah and AAA Foundation for Traffic Safety, 2015

## WORKING TOGETHER WE CAN END DISTRACTED DRIVING.

**PARENTS:** Be the driver you want your teens to be. Model distraction-free driving every time you drive.

**TEENS:** Drive without distraction and speak up when you see your friends driving distracted.

**EMPLOYERS:** Adopt cell phone policies, schedule and sponsor EndDD work-place, community and school presentations.



**FRIENDS DON'T LET FRIENDS DRIVE DISTRACTED**

**Most of our smartphone communications are with just 5 people, our "Top 5"**

About **85%**

of us would stop sending smartphone communications while driving if asked by one of our "Top 5"

About **70%**

of us would download an app to reduce smartphone use while driving if asked by a "Top 5"

AT&T Peer Influence Survey, September 2015



**Ask your "top 5" to give up driving distractions**

**Hands-free is not risk-free!**



# MILES WALKER'S TOP TEN SAFETY TIPS

1. Walk on the sidewalk or paths. If there's no sidewalk, walk facing traffic.
2. Cross the street only at corners or marked crosswalks using traffic signals.
3. Be seen. Wear reflective gear.
4. When crossing the street look left, then right, and then left again.
5. When walking on the street or crossing the street, don't run or dart out.
6. When leaving the school stay with a group as long as possible.
7. Never leave school with a stranger. If a stranger offers you a ride, say "NO!"
8. Do not cross between parked cars.
9. Avoid distractions like cell phones or headphones.
10. Make eye contact with drivers before crossing.



**iWalk<sup>2</sup>  
School**  
KNOX COUNTY, TN

For more information contact the Safe Routes to School Coordinator at Knox County Health Department at 215-5170 or 215-5546.





## Neighborhood Traffic Safety Program

This is a brief summary of the City's **Neighborhood Traffic Safety Program** (NTSP). Complete details, along with the application and other materials, can be found on the City's website at [www.knoxvilletn.gov/trafficsafety](http://www.knoxvilletn.gov/trafficsafety) or by calling Eden Slater at 215-3232.

NTSP has three parts:

**Education:** Using information and tools supplied by the City, a neighborhood can engage in a neighborhood-centric, neighborhood-run campaign to make drivers, pedestrians and bicyclists more aware of speeding.

*Education tools can be used at any time.*

**Enforcement:** A police officer is dedicated to speed enforcement in four-hour blocks for two to four weeks at a time on a rotating basis.

*After study results are in, KPD will consider enhanced enforcement.*

**Engineering:** Depending on the individual neighborhood situation, the City makes route modifications or installs one or more traffic calming measures such as speed humps and neighborhood traffic circles.

*Neighborhoods must apply for the program and communicate with neighbors. Funding is limited. City will treat the most serious speeding issues first.*

### Steps Toward Traffic Safety

- 1. Application:** Neighborhood submits an Application for a Traffic Safety Study.
- 2. Kick-off Meeting:** City and Neighborhood meet to highlight speeding problems.
- 3. Petition:** Neighborhood gathers signatures from households on target streets.
- 4. Speed Study:** City conducts a speed study to determine the degree of speeding.
- 5. Results:** City and Neighborhood meet again to discuss results.
- 6. Concept Plan:** City identifies Neighborhoods with severe speeding and works with those Neighborhoods to develop a traffic safety plan to reduce speeding.
- 7. Detailed Design:** City develops final engineering design.
- 8. Bidding & Construction:** City bids out the project, which is constructed by a contractor.
- 9. Post-Construction Evaluation:** City and Neighborhood follow up to make sure the traffic calming measures are working.



# TEEN DRIVING TRAPS

## How risky is your driving?

*Car crashes are the #1 cause of death for teens*

*Take this quiz to find out how your crash risks add up*



- 1. Drive the SPEED LIMIT.**  
If you drive 10mph over the speed limit, you are increasing the odds you will crash by how much?  
A) 25% B) 40% C) 70%
- 2. Keep your SENSES on driving.**  
Listening to music, talking to passengers and using a cell phone (even hands free!) all mean higher crash risks. Look off-road for more than two seconds and your risk for a crash increases by how much?  
A) 50% B) 80% C) 100%
- 3. Go SOLO.**  
Your risk of a fatal crash multiplies when you have other teens in the car. As a 16- or 17-year-old driver with one teen passenger, your risk increases 50%. Two teen passengers equals a 150% increase. How much do three teen passengers increase your crash risk?  
A) 100% B) 200% C) 300%
- 4. Get enough SLEEP.**  
Driving drowsy is just like driving drunk. Pulling an allnighter increases your crash risk by how much?  
A) 100% B) 200% C) 300%
- 5. Drive SOBER.**  
1-2 drinks in an hour increases your crash risk by 100%. If you drink enough to be considered legally impaired, how much greater is your crash risk?  
A) 150% B) 225% C) 300%
- 6. Wear a SEATBELT and ask your friends to wear one.**  
*Not* wearing a seatbelt means you're 30x more likely to be ejected in a crash. Wearing a seatbelt lowers your risk of death or serious injury by at least how much?  
A) 20% B) 30% C) 45%

See other side for correct answers & your risk score



# Top 6 Driving Traps for Teens

1. Speeding
2. Being distracted by music, texting, friends, etc.
3. Giving rides to other teens
4. Drowsy driving
5. Driving drunk or drugged
6. Ignoring seatbelts

## GOOD TO KNOW!

Saving up for something special? Don't let risky driving drain your account.

If you are younger than 21, *any trace of alcohol* can result in a DUI/DWI charge. Penalties for an underage DUI/DWI may include:

- 1 year driver's license suspension or revocation
- \$250 fine
- Court-ordered community service
- Court and attorney fees

Here are some other fees and points against your license that risky driving may cost you:

- Reckless Driving \$151 and 6 pts
- Speeding 1-14 Mph \$116 and 3pts
- Speeding 15-24 Mph \$126 and 4pts
- Speeding 25+ Mph \$151 and 5-8pts

Too many points will increase your car insurance rates and may cause you to lose your license.



*Even the best of friends can increase your crash risk.*



[www.KnoxvilleTN.gov/slowdown](http://www.KnoxvilleTN.gov/slowdown)



CITY OF KNOXVILLE

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## Take the Quiz on the Other Side, Then See These Answers

1. 70% – <http://2centsapiece.blogspot.com/2013/07/is-speeding-worth-risks.html>
2. 100% – [www.aaafoundation.org/sites/default/files/RiskyDrivingReport.pdf](http://www.aaafoundation.org/sites/default/files/RiskyDrivingReport.pdf)
3. 200% – [www.aaafoundation.org/sites/default/files/research\\_reports/2012TeenDriverRiskAgePassengers.pdf](http://www.aaafoundation.org/sites/default/files/research_reports/2012TeenDriverRiskAgePassengers.pdf)
4. 200% – [www.everydayhealth.com/conditions/what-happens-when-you-dont-sleep-days/](http://www.everydayhealth.com/conditions/what-happens-when-you-dont-sleep-days/)
5. 300% – [www.washingtonpost.com/news/wonk/wp/2015/02/09/how-just-a-couple-drinks-make-your-odds-of-a-car-crash-skyrocket/?utm\\_term=.d93ffbfb2f87](http://www.washingtonpost.com/news/wonk/wp/2015/02/09/how-just-a-couple-drinks-make-your-odds-of-a-car-crash-skyrocket/?utm_term=.d93ffbfb2f87)
6. 45% – [www.cdc.gov/motorvehiclesafety/seatbeltbrief/index.html](http://www.cdc.gov/motorvehiclesafety/seatbeltbrief/index.html)

### *Your Result*

Add up the percentages for the driving risks you regularly take in questions 1-5. Now subtract the risk percentage for question 6 if you regularly wear a seatbelt.

BASED ON MY CURRENT DRIVING HABITS, MY TOTAL CRASH RISK INCREASES AT LEAST \_\_\_\_\_%

***Change Your Habits, Change Your Risk***

## Appendix E

# Anti-Speeding Briefs

Cut and paste these blurbs into your posts on social media or use them in printed materials. These quick facts can be intended for your neighbors initially but also for anyone else in Knoxville. Let's create a culture that makes safety cool.

These briefs can be downloaded in Word format from [www.knoxvilletn.gov/slowdown](http://www.knoxvilletn.gov/slowdown).

### Slow Down in K-Town!

1. Think speeding saves you time? In a 100-mile trip, going 75 instead of 65 saves only 12 minutes, while putting you and all around you in greater risk. That time savings, by the way, assumes you can go exactly 75 mph for the whole 100 miles, which, of course, is not likely. Slow Down in K-Town.
2. We know ... you've heard it a thousand times: Speed Kills. It's kind of a joke, right? Problem is, with higher speeds robbing you of time to avoid a crash, and pushing more force into a crash, speed by itself can make a life-or-death difference — especially hitting a pedestrian. Speed actually does kill. Slow Down in K-Town.
3. Ever notice that the annoying guy that you passed, who was driving the speed limit, pulling up beside you at the red light? Faster drivers don't always get there first, but always put themselves and others at more risk. Slow Down in K-Town.
4. At 40 miles-per-hour a car goes about 60 feet in one second. Say "One chimpanzee" at 60 and you go the full length of a tractor-trailer. At 30 mph, you go less than the length of the trailer by itself. If a child pops into the road ahead of you, which of these speeds makes more sense? Slow Down in K-Town.  
<https://www.calculateme.com/speed/miles-per-hour/to-feet-per-second/>
5. Sure, fast driving can be fun. So can taking full control over your car and picking the right speed for the right place. Slow Down in K-Town.
6. "I'll just go 10 over the speed limit — everyone does." You're twice as likely to kill a pedestrian hitting at 42 than at 32 mph. Twice the chance of killing someone with only a 10 mile-an-hour speed jump. Slow Down in K-Town.  
<https://www.ghsa.org/resources/Speeding19>
7. Cars parked along the street. Bushes snuggled up to the roadside. Things we see every day while driving can hide a pedestrian or bike rider ... or even another car coming into the road. Give yourself more time to handle emergencies. Slow Down in K-Town.

## Appendix E – Anti-Speeding Briefs

8. The most common traffic ticket? Speeding, of course. So why do we go too fast when there's a pretty good chance we'll really get slowed down by a traffic stop? Slow Down in K-Town.
9. Ever do something that you've growled at other people for doing? Most of us think driving 10 mph over the speed limit in residential neighborhoods is unacceptable, but lots of us do it anyway. Hitting a walker or bicyclist at only 10 mph higher speed brings a much greater chance that person will die, especially if it's a child. Slow Down in K-Town.  
<https://aaafoundation.org/wp-content/uploads/2018/03/AAAF-TSCI-Fact-Sheet.pdf>
10. One-and-a-half seconds. Tiny bit of time. Don't even notice it going by. It's about how long it takes us to 1) See a child in the road, 2) then recognize that it's a child in the road, 3) then decide to put on the brakes, 4) then put a foot on the brake pedal. All that in a second-a-half! But in that brief time at 40 mph a car goes almost the length of a tractor-trailer, and the brakes haven't even begun to stop the car. Can we stop in time? Slow Down in K-Town.
11. When did your teen learn to drive? Last summer? 2012? Teens start learning to drive the moment their child restraint seat gets turned forward. They see how the adults in their lives drive. They see and absorb driving attitudes and behaviors that are very hard to change by age 15 or 16. Let's all show future drivers good behaviors. Slow Down in K-Town.
12. Ask most drivers what's the first thing they judge to decide how fast to drive and they'll probably say it's the speed limit. Or how slippery the road surface is. Traction and other traffic have to be factored in, but what matters first in picking the best speed is how good the visibility is. Fog, rain, snow, glare, curves, hills, bushes, parked cars ... all of them cut visibility and tell us to ease off the accelerator. What we can see – homes, toys, lawnmowers, pedestrians, bicyclist – also tell us we might be going too fast for the neighborhood. Slow Down in K-Town.  
[AAA Driver Improvement Program]
13. Hands-free communications in cars is safer than hand-held, right? Unfortunately, the evidence shows that's not true. Even though we have both hands on the wheel and both eyes on the road, if our minds are engrossed in a phone conversation or giving voice commands to our car, we can completely miss important stuff. Stuff like people on bikes, kids on trikes, or dogs named Spike. Slow Down in K-Town.  
<https://aaafoundation.org/wp-content/uploads/2013/06/Measuring-Cog-Dist-in-the-Automobile-FS.pdf>
14. It may be obvious that faster speeds cause worse crashes, but how much worse? The chance of dying in any crash at 65 mph is double the chance of

## Appendix E – Anti-Speeding Briefs

dying at 55, and the chance of not making it through a crash at 75 mph is three times higher than at 55. Picking the right speed can be a lifesaver. Slow Down in K-Town.

[AAA Driver Improvement Program]

15. I'm running late! I have no choice but to speed to get where I'm going on time. Well, actually, the speed we drive is always our choice. We need to make it a good one. Slow Down in K-Town.

16. Let's say we're cruising down a residential street at 40 mph. We feel pretty good about this speed ... even feels a little slow. But at 40, it won't take us twice as far to stop than if we were going 20. If we're alert, it'll take us four times as far to stop. Slow Down in K-Town.

[AAA Driver Improvement Program]

17. The most important part of a car: tires. They are the only part of the car that touches the road – or should be! When they press on the road, tires form four patches each about the size of a hand. Those four patches are the only thing holding you and your car safely on the pavement. Make sure the tires are at the pressure recommended by the car maker and that there's plenty of tread to move moisture out of those four small patches. Slow Down in K-Town.

[AAA Driver Improvement Program]

18. We all know that driving on wet, snowy or icy roads can be dangerous and should cause us to slow down. Other conditions that reduce traction? Loose sand, bumps and potholes, wet leaves, sticks, gravel, wet railroad tracks, or even our car's worn out tires or suspension system. Slow Down in K-Town.

[AAA Driver Improvement Program]

19. Skies have been clear for a while. When it does start to rain, be aware that the rain will make the roads most slippery in the first 10 to 15 minutes after it starts to rain. In those first minutes the rain mixes with oil and dirt on the road to form a really slippery film. Until that's all washed off, driving can be a little dicey. Slow Down in K-Town.

[AAA Driver Improvement Program]

20. Snowy roads = lots less traction. That much we know. Melting snow can leave your tires with even less traction than loose snow -- about half the traction of dry pavement. It can be tempting to power up to normal speeds when the snow starts to melt away but don't be fooled. Watch for slippery patches on residential roads, pavement in the shade, bridges and overpasses. Slow Down in K-Town.

[AAA Driver Improvement Program]

21. Want to go waterskiing? The best way is to get on skis behind a boat. The most terrifying and dangerous way to waterski is to lose traction in your car.

Hydroplaning, where your car's tires ride up on a thin film of water, is basically

## Appendix E – Anti-Speeding Briefs

waterskiing on four wheels. With enough speed, even good tires can lose traction and hydroplane, and the driver loses all control. Keep the tires in good shape and ease off the accelerator ahead of areas where water has collected. Slow Down in K-Town.

[AAA Driver Improvement Program]

22. There's good news! Traffic deaths across the U.S. have dropped a bunch in the last 20 years or so. What hasn't dropped is the portion of deaths caused by speeding. Speeding-related deaths have bounced around 26 and 32 percent of all traffic fatalities between 2001 and 2017. Let's help push those numbers down in our neighborhood. Slow Down in K-Town.  
<https://www.ghsa.org/resources/Speeding19>
23. Nobody wants to die in a car crash. But for every 1,000 car crashes, four of them kill people. For every 1,000 crashes where cars hit walkers or bicyclists, 47 of those crashes kill people. Bike riders and walkers are more common in our home neighborhoods. Let's watch out for them! Slow Down in K-Town.  
<https://maps.knoxmlpc.org/MapSeries/bikepedcrash.html>
24. In seven years, 2012 through 2018, several counties in East Tennessee saw 60 people killed in crashes between motor vehicles and bikes or pedestrians. More than 1,000 other people got injured in the same kind of crashes. Let's make sure we don't let that happen where we live! Slow Down in K-Town.  
<https://knoxtpo.org/2017/06/15/tpo-releases-reports-analyzing-pedestrian-and-bicycle-crash-data>
25. So, what's happened in the last 90 minutes? In 2017, a pedestrian was killed every 88 minutes in the U.S. Let's do better in our neighborhood! Slow Down in K-Town.  
<https://www.nhtsa.gov/road-safety/pedestrian-safety#2231>
26. In 2018 the City of Knoxville focused on enforcing school bus traffic laws. Big fact that came up? Many drivers did not know they had to stop if they were going the opposite direction of the school bus on an undivided road. Many thought a turn lane in the middle of the road meant they could just keep going. The law is: if the road has no raised median strip or barrier between the opposite directions, traffic in both directions must stop for a school bus displaying its stop sign and red flashing lights. Traffic on the other side of a road with just a turn lane in the middle must stop. School's Open – Drive Carefully! Slow Down in K-Town.  
[https://www.tn.gov/content/dam/tn/safety/documents/DL\\_Manual.pdf](https://www.tn.gov/content/dam/tn/safety/documents/DL_Manual.pdf) Tennessee Driver Manual, page 51.

## Appendix F

# Neighborhood Traffic Safety Survey

A survey about speeding distributed to and filled out by your neighbors can:

- a) focus attention on the issue of speeding and
- b) help you design an anti-speeding education program tailored to the needs of your neighborhood.

With help from the Office of Neighborhoods, you can offer the survey below in hard copy form and online. The Microsoft Word version of this survey is available for download from [www.knoxvilletn.gov/slowdown](http://www.knoxvilletn.gov/slowdown).

You will need to alter and customize this survey depending on whether or not you:

- Have a formal neighborhood organization,
- Wish to provide a prize or monetary incentive for neighbors to take the survey, and
- Give your neighbors the choice of taking the survey online or by filling out a hard copy version.

To use the online survey program offered free of charge by the Office of Neighborhoods, you must use the questions and format below. However, you can add two of your own questions if you wish. If you distribute the survey in hard copy form and also offer an online option, make sure the same questions are in both versions. For more, contact the Office of Neighborhoods at 215-3232.

## Neighborhood Traffic Safety Survey

Dear Neighbor:

### ***Organized Neighborhood Group Intro Paragraph***

Dear Neighbor:

Your neighborhood organization would like to hear your thoughts about traffic safety and speeding on our neighborhood streets.

### ***Unorganized Neighborhood Intro Paragraph***

Dear Neighbor:

As a group of your neighbors concerned about speeding in the neighborhood, we would like to hear your thoughts about traffic safety and speeding on our neighborhood streets.

Most of us speed at one time or another. Your responses to this survey will help us identify the educational resources we need as a neighborhood to help us all slow down, save lives, and create a more livable community.

By responding to this survey by **Deadline Date** you can participate in the drawing for a \$\_\_\_ coupon donated by \_\_\_\_\_. [Use a drawing prize of your choice.]

Please answer all questions as honestly as possible. This is an anonymous survey. If you choose to enter the drawing, your name cannot and will not be associated with your answers to the survey itself.

You have two options for responding to this survey:

1) You can turn in this hard-copy version of the survey to the address listed at the end of this survey.

OR

2) You can take this very same survey online at this Web address:  
***[[ Obtain the address from the Office of Neighborhoods ]]***

Each member of your household is encouraged to take the survey. Non-drivers, including children, can respond to questions 2, 8, 11, and 14.

We ask that each person take the survey only once. This will help us obtain the most accurate picture of how we feel as a neighborhood about traffic safety and speeding.

Thank you for participating!

**1. How often would you say you drive over the speed limit on residential streets?**

- Always
- Often
- Occasionally
- Never

**2. Do you think it is okay to speed on residential streets?**

- Yes
- No

**3. How often would you say you drive 10 miles an hour over the speed limit on neighborhood or residential streets?**

- Always
- Often
- Occasionally
- Never

**4. How far above the speed limit on a residential street do you think the average driver goes?**

- 0-5 mph
- 6-10 mph
- 11-15 mph
- Over 15 mph

**5. What motivates you to follow the speed limit in your neighborhood?**

**CHECK ALL THAT APPLY**

- Because it is the law.
- Because I do not want a speeding ticket.
- Because I care about pedestrians and bicyclists.
- Because it is the safe thing to do.

Appendix F – Neighborhood Survey

\_\_\_ Because speeding is dangerous.

OR

\_\_\_ I do not obey the speed limit.

**6. While driving on a residential street:**

**PLEASE CHECK ONLY ONE BOX ON EACH ROW.**

	Always	Often	Occasionally	Never
I often get impatient with slower drivers.				
Speeding is something I do without thinking.				
I enjoy the feeling of driving fast.				
I try to get where I am going as fast as I can.				

**7. If I find myself speeding on a residential street, it is because:**

**CHECK ALL THAT APPLY**

\_\_\_ I am late/in a hurry.

\_\_\_ I am not paying attention to my speed.

\_\_\_ I am keeping up with traffic flow.

\_\_\_ I never speed on a residential street.

\_\_\_ Other reason (please say what it is):

---

---

**8. How important is it that something be done to reduce speeding in our neighborhood?**

- \_\_\_ Very important
- \_\_\_ Somewhat important
- \_\_\_ Fairly important
- \_\_\_ Slightly important
- \_\_\_ Not important / No opinion

**9. Organizers: You may add your own question here.**

Change question numbers as needed.

**10. Organizers: You may add your own question here.**

Change question numbers as needed.

**11. Use the space below if you wish to say anything else about speeding – or if you have suggestions on how to improve the safety of pedestrians, bicyclists, and drivers in our neighborhood:**

---

---

---

---

---

---

**12. Do you drive a car?**

\_\_\_ Yes

Appendix F – Neighborhood Survey

No

**13. Your Sex**

Male

Female

Prefer not to answer

**14. Your Age**

17 or younger

18-24

25-34

35-44

45-54

55-64

65 and older

Prefer not to answer

End of Survey: Online Version

This ends our survey. If you answer YES to the question below, you will be sent to a totally separate page to provide your contact information.

**15. Would you like to be entered into a drawing to win a \$\_\_\_\_\_ coupon donated by \_\_\_\_\_?**

\_\_\_ Yes

\_\_\_ No

---

If the person answers NO, SurveyMonkey takes them to this message:

**Thank You for Taking Our Survey**

Stay informed about our Anti-Speeding Campaign.

Visit (Facebook) or Web Page

Send your email address to [abc\\_info@gggg.com](mailto:abc_info@gggg.com)

Or call Tom at 444-444-4444

---

If the person answers YES, the screen will deliver this message:

Please enter your contact information for the drawing. The deadline is \_\_\_\_\_. You will be contacted if you win. Only the residents of ABC neighborhood are eligible to win.

Name:

Address:

Phone:

Email:

When person clicks on SUBMIT button, they get the message:

**Thank You for Taking Our Survey**

Stay informed about our Anti-Speeding Campaign.

Visit Neighborhood's (Facebook) or Web Page (if you have one)

Send your email address to [abc\\_info@gggg.com](mailto:abc_info@gggg.com)

Or call Tom at 444-444-4444

Appendix F – Neighborhood Survey

End of Survey: Hard Copy Version

This closes out the survey. Please deliver the survey by mail or in person to:

Mary Jones  
9999 Maple Street  
Knoxville TN 37900

**See Next Page for Drawing Information**

Drawing for \$\_\_\_\_\_ Gift Card  
Donated by \_\_\_\_\_.

\_\_\_\_\_ I have filled out and submitted the Neighborhood Traffic Safety Survey and would like to enter the drawing for the gift card.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*Please Note: Only residents of ABC Neighborhood are eligible to win.*

Deadline: GIVE THE DATE

If you wish for your survey answers to remain anonymous, please mail or deliver this page separately to:

George Smith  
1111 Elm Street  
Knoxville, TN 37900

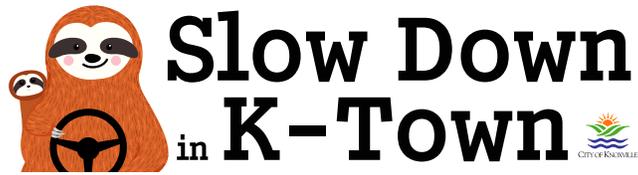
Would you consider joining our efforts to reduce speeding in the neighborhood?

\_\_\_ Yes

\_\_\_ No

If you answer yes and provide your contact information, someone will contact you and tell you about our campaign to reduce speeding. You can then decide whether or not to get involved.

# Take the Pledge!



## Pledge to Drive 25

Out of concern for the safety of children, pedestrians, bicyclists, pets, and other motorists, as well as myself, I hereby pledge to:

- Drive 25 mph or less on neighborhood streets,
- Do my best to observe the speed limit on all other roadways,
- Stop for pedestrians at marked and unmarked crossings,
- Share the road safely with all road users including bicyclists & pedestrians of all ages and abilities,
- Give myself enough travel time so that I'm not sacrificing safety or courtesy,
- Avoid distractions such as my cell phone,
- Devote my full attention to driving,
- Display the "Slow Down in K-Town" bumper sticker or similar message on my vehicle, and
- Encourage others to take this Pledge and make our community more livable.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Neighborhood: \_\_\_\_\_

\_\_\_\_ Yes, you have my permission to include my name in a list of Knoxville drivers who have signed this Pledge to Drive 25.

*Thank You!*

# Keep the Pledge!



## Remember Your Pledge to Drive 25

- Drive 25 mph or less on neighborhood streets,
- Do my best to observe the speed limit on all other roadways,
- Stop for pedestrians at marked and unmarked crossings,
- Share the road safely with all road users including bicyclists & pedestrians of all ages and abilities,
- Give myself enough travel time so that I'm not sacrificing safety or courtesy,
- Avoid distractions such as my cell phone,
- Devote my full attention to driving,
- Display the "Slow Down in K-Town" bumper sticker or similar message on my vehicle, and
- Encourage others to take this Pledge and make our community more livable.

Keep this reminder in your car  
or on your refrigerator.

## Appendix H

# Yard Signs

Yard signs are a key tool for any anti-speeding program. They:

- Alert drivers to the fact that they have entered a residential area.
- Remind drivers to slow down.
- Tell drivers that neighbors care about their street.
- Signal that neighbors (perhaps many neighbors) are watching the street.

### 1. Visibility

Here's the thing about yard signs: Like most other signs, they tend to become "invisible" in a short period of time. That doesn't mean you should not use them, because they can definitely be effective. It just means that it's important to change out signs and locations on a regular basis, so drivers are more likely to notice them. For this reason, a variety of signs and sign locations may be just as important as the number of signs you place.

### 2. Homemade Signs

The most effective signs are often the ones that a neighborhood creates on its own.

- Signs, lettering and artwork should be large enough to be read and interpreted easily by passing motorists. Don't distract drivers with signs that are too complicated, requiring more "eye time" on the sign and less attention on the road ahead.
- Create positive and diplomatic messages. "Slow Down, You Jerk" will NOT result in a reduction in speeding. "Slow Down / Enjoy the Ride" is more effective.
- Art created by young people – children and teens – can be extremely effective. Involve them in the process.
- For both children and adults, it may be best to design and draw a sign on scratch paper first, then draw it again on more expensive materials like the corrugated plastic signs.
- Blank corrugated plastic yard signs may be available from the Office of Neighborhoods or from a commercial sign shop. There are plenty of online yard sign outlets as well.
- Here are some tips on other sign-making materials:
  - Sharpie Chisel Tip markers work well on the plastic signs, according to tests conducted by the City's Arts and Fine Crafts Center, and the ink appears to be waterproof.

## Appendix H – Yard Signs

- If you can find large letter stencils, spray paint could work, but be cautious to not do this inside and not around children.
- Poster board and foam core board will not weather well, but Krylon Clear Coat could provide some protection, if used. Be cautious to not use this spray inside and not around children.
- Use poster board or banner paper to draw sign drafts before drawing on a plastic sign. A 500-foot role of banner paper can be purchased at craft stores for about \$10.
- Can't afford these materials?
  - See if neighbors can chip in to cover at least some of the costs.
  - Local businesses might jump at the chance to sponsor your activity.
  - Ask your City Council member about [Community Improvement \(202\) Funds](#).
  - Ask the Office of Neighborhoods for advice and information on Neighborhood Small Grants Program

### 3. Burma-Shave Style Home-Made Signs

For those born after 1960, this may be your first introduction to Burma-Shave advertising along roadsides well before the interstate highway system was developed. It was an extremely effective and very well-known ad campaign that deployed single-line signs spaced about 100 feet apart along major state and U.S. routes.

See this overview on Wikipedia: <https://en.wikipedia.org/wiki/Burma-Shave>

See <http://www.fiftiesweb.com/burma1.htm> for a list of all the jingles used. Each line was a separate sign.

Perhaps this will inspire your neighbors to come up with jingles that will make an impression on drivers in your community.

### 4. Ready-Made Signs

There are at least three sources of ready-made anti-speeding yard signs, varying in price.

*Slow Down in K-Town:* The Office of Neighborhoods can provide your neighborhood with yard signs with the “Slow Down in K-Town” slogan featuring K-T the sloth. Check with them regarding availability and cost.

*Drive Like Your Kids Live Here:* This sign, already popular in several Knoxville neighborhoods, is trademarked and cannot be reproduced. But they can be purchased online at [www.drivelikeyourkidslivehere.com](http://www.drivelikeyourkidslivehere.com) or from retailers such as Home Depot, Lowes, Ace Hardware, and True Value Hardware. Check with the retail outlets for availability and price.

## Appendix H – Yard Signs

*Keep Kids Alive, Drive 25*: Also trademarked, these signs apparently are not available from retail stores but can be purchased directly from [www.keepkidsalivedrive25.com](http://www.keepkidsalivedrive25.com). Unless ordered in bundles, they are \$30 each.

### 5. Location

Be very careful about where you place your signs, because the City will remove and discard, without notice, signs located in the public right-of-way and in areas mowed and maintained by the City. This includes intersections and triangles where it may be tempting to place an anti-speeding sign.

- To avoid any problem, place the sign in your own yard, on the house side of the sidewalk, utility poles, and other city-maintained areas or structures.
- If you have a sidewalk, do not place signs between the sidewalk and curb.
- Do not place signs on utility poles.
- If in doubt, contact Chad Weth, the City's Public Service Director, at 215-2060 or call City Services at 311 or 865-215-4311.

Be strategic about where you place your signs. With the above restrictions in mind:

- Pick locations that will be seen by drivers entering or exiting the neighborhood and on neighborhood streets with the most traffic and the most speeding.
- Choose locations that will not interfere with "sight distance" — so that the signs will not block drivers' views of oncoming traffic at intersections, on curves and at the end of driveways. Just to be sure, drive past the signs after you've placed them.
- Select yards whose residents or property owners have given their permission and, better yet, are willing to remove the signs and put them back up on a regular basis. For example, one property owner might put her sign out during the first and third weeks of the month, while a resident three doors away posts his sign on the second and fourth weeks.
- Do not create any type of permanent sign without applying for a permit from the Plans Review & Zoning Department.
- Confine your signs to private property whose owners have given permission.

### 6. Staking Signs

There are various ways to secure or stake signs in the ground, including:

- Corrugated plastic yard signs usually come with an H-shaped wire anchor. Such anchors are easy to come by immediately following elections; just ask anyone who recently ran for public office! These anchors may also be available at hardware stores and possibly from the Office of Neighborhoods.

## Appendix H – Yard Signs

- Homemade signs can be stapled or nailed to a wooden stake.
- Secure signs with a cut-out figure who holds the sign, such as this [“safety kid”](#) from an anti-speeding website. A neighbor handy with a skill saw could make similar figures with plywood and 2x4 lumber.  
*However, sight distance becomes even more important with such yard-art figures. Make doubly sure you are not blocking driver views of the road and oncoming traffic!*

#

## Appendix I

# Planting the Right Tree in the Right Place

Follow these guidelines to make sure that your tree-planting efforts will have lasting value, not only for calming traffic but also for beautifying your street.

- ◆ Before deciding which trees to plant, take a look at the [City Tree List](#). Make sure you plant the best tree for the space, especially under power lines and in the right-of-way (ROW).
- ◆ Then consult with the Knoxville Urban Forester, who provides invaluable advice on the best species of trees for your location, and who can be reached at 865-215-6113 or [kkrouse@knoxvilletn.gov](mailto:kkrouse@knoxvilletn.gov).
- ◆ If you are working with other neighbors on your street, coordinate with them so that the Urban Forester does not have to make separate visits for each yard.
- ◆ Do not plant large or medium size trees under power lines. Trees that grow within proximity of utility lines may require trimming for safety and utility reliability, increasing maintenance costs. Utility tree maintenance can be unsightly, and so it is best to plant the right tree in the right location.
- ◆ The City does not restrict property owners from planting in the right-of-way (ROW), but if the wrong plant gets planted, the City does have the right to remove or perform maintenance. Also, you must apply for a permit if you want to plant in an area where the City has made improvements (such as between the sidewalk and street). The Urban Forester can advise on this as well.
- ◆ Be sure to ask the Urban Forester about the right kind of bushes and trees to plant to avoid affecting sight distance when the plants are fully grown. Plantings, shrubs, and trees potentially can block sight distance of vehicles pulling into the street from driveways, parking areas, and side streets. This then causes a hazard to both motorists and pedestrians, and the City can require you to remove such plantings. Avoid this headache by consulting with the Urban Forester in advance.
- ◆ Call Before You Dig! State law requires this. If you dig first and hit a water or gas line, you could be liable for damages and repairs. Call 811 or (800) 351-1111 to schedule someone to come to your yard to mark the location of underground utility lines. Get the details at the Tennessee 811 website at [www.tenn811.org](http://www.tenn811.org).
- ◆ The City plants lots of trees every year, but only on public property. Trees Knoxville, a nonprofit organization dedicated to increasing the urban tree canopy in both Knoxville and Knox County, periodically gives away free tree seedlings. See the [Trees Knoxville website](#) for more information.

## Appendix J

# Anti-Speeding Resources

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

Anti-Speeding Campaigns  
Bicyclist & Pedestrian Safety  
Distracted Driving  
National Traffic Safety Websites  
Safe Driving  
Speeding  
Teen Drivers  
Why Do People Speed?

### 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/>