

## **EDUCATION SUBCOMMITTEE**

Members:      Carole Allen  
                    Sharon Boyce  
                    Roger Byrd  
                    Chester Kilgore  
                    Marilyn Roddy

The Education Subcommittee recommends a multi-faceted public education campaign incorporating public service announcements on radio and TV; a media campaign utilizing a slogan and mascot; community education presentations to neighborhood and school groups; and special events. Multiple funding partners and education partners will be identified and utilized in the campaign.

The message we think needs to be conveyed to the public is:

“Every Street Is Someone’s Neighborhood”

# EDUCATION SUBCOMMITTEE RECOMMENDATIONS

- ◆ INTRODUCE “SAFE NEIGHBORHOOD DAY”
  - \* City-wide kickoff event highlighting neighborhood traffic issues
  - \* Ongoing annual neighborhood event
  
- ◆ DEVELOP MULTI-MEDIA CAMPAIGN UTILIZING (components such as):
  - \* Television
  - ◆ \* “Safe driving promise” cards
  - \* Radio
  - ◆ \* “Pace car” placards
  - \* Billboards
  - ◆ \* Mascot and slogan
  - \* Bumper stickers
  
- ◆ ENHANCE EXISTING SCHOOL RESOURCES
  - \* Safety City (field trips for 2nd graders)
  - \* Drivers’ Education courses (teenagers)
  - ◆
  
- ◆ ACHIEVE KNOXVILLE COMMUNITY “BUY-IN”
  - \* COIN (Council on Involved Neighborhoods)
  - \* Neighborhood associations
  - \* PTA/PTOs

- ◆ DEVELOP PROGRAM IN CONJUNCTION WITH OTHER KNOXVILLE AREA CAMPAIGNS
  - \* Keep Knoxville Beautiful (litter)
  - \* Safe Neighborhoods (guns/crime)
  - \* Smart Trips (bus ridership/carpooling)
  
- ◆ SOLICIT COMMUNITY PARTNERS TO DEVELOP AND PROMOTE TRAFFIC CALMING PROGRAM
  - \* AAA
  - ◆ \* Insurance companies
  - \* Hospitals
  - ◆ \* KPD/KFD information officers
  - \* Automobile dealers

### **OTHER COMMUNITIES WITH INTERESTING PROGRAMS:**

- ATLANTA ([www.peds.org//prog\\_pace.htm](http://www.peds.org//prog_pace.htm))
  - \* Pace Car Kits
  - \* Bumper stickers
  
- CHARLOTTE/MECKLENBURG COUNTY
  - \* “Safe Driving Promise” cards
  - \* Billboards

- FT. COLLINS  
([www.usmayors.org/uscm/uscm\\_projects\\_services/health/best\\_traffic\\_initiative\\_collins.htm](http://www.usmayors.org/uscm/uscm_projects_services/health/best_traffic_initiative_collins.htm))
  - \* Media campaign
- \* Radar cameras
- \* Banners
- \* Mascot
- \* Flyers
- \* Slogan
  
- SAN JOSE ([www.getstreets.org](http://www.getstreets.org))
  - \* Utilizes media, but is not an advertising campaign
  - \* Neighborhood initiatives and signs
  - \* Corporate partners
  - \* School presentations
  - \* Events