

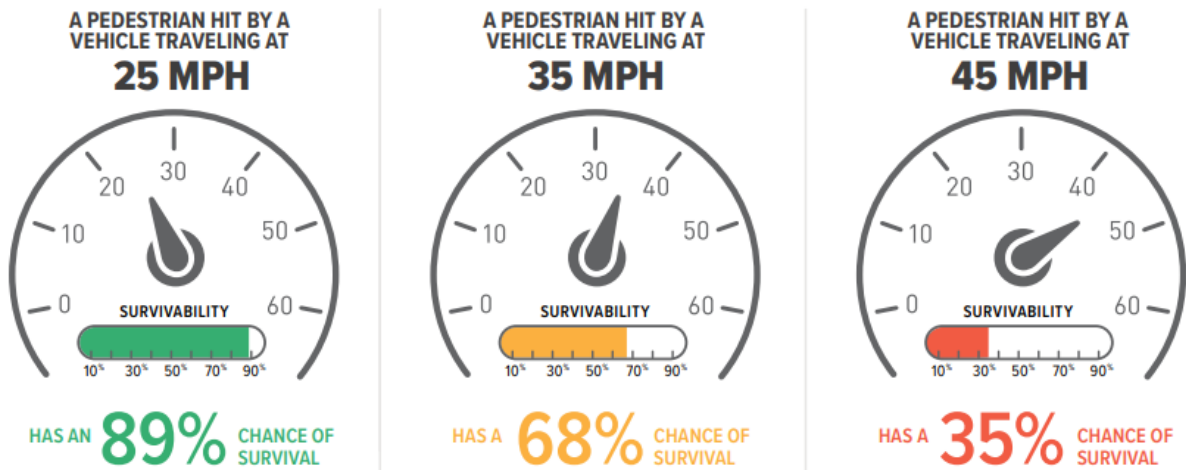


## **Slow Down in K-Town**

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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## **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.

## **Neighborhood Focus**

This Guide outlines a neighborhood-focused, neighborhood-level Campaign. Each neighborhood implements its own Campaign.

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.

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.

## **Support From the Office of Neighborhood Empowerment**

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

- “Slow Down in K-Town” yard signs and bumper stickers while supplies last and as the budget permits.
- Printing of infographics and other hand-outs (for neighborhoods unable to afford these costs).
- An online survey platform for a survey of speeding perspectives 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.

## **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 under the influence of alcohol or drugs.

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 Neighborhood Empowerment 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 could take **years**, and some neighborhood streets will not qualify under the Neighborhood Traffic Safety Program (NTSP).

## **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.

### **Read the Documents**

For starters, please give a thorough read to this Guide and resources. If something is not clear, direct any questions to the Office of Neighborhood Empowerment at 215-2113 or [hhoward@knoxvilletn.gov](mailto:hhoward@knoxvilletn.gov).

### **Assemble a Leadership Team or Committee**

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.

### **Apply for the Neighborhood Traffic Safety Program (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).

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.
- Do not qualify for the NTSP due to the classification of their street.

Under the NTSP, only local streets are eligible for consideration for physical traffic calming devices like speed humps. However, your Anti-Speeding Campaign can be applied to *all* residential streets.

For more information about the Neighborhood Traffic Safety Program, please contact Hayley Howard at 215-2113 or [hhoward@knoxvilletn.gov](mailto:hhoward@knoxvilletn.gov).

### **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.

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? Business?
- 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 due to speeding?

### **Get on the Same Page**

As you begin working closely with others on a community issue, it is 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.

### **Choose the Tone of Your Campaign**

Those 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.

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!

### **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.

- 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 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 Neighborhood Empowerment can assist, and plan to utilize those services as needed.
- 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.

## **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.

### **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 opportunities to build relationships, which can increase 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.

### **Door-to-Door Visits**

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.

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.
  - Hand out bumper stickers.
  - Recruit participants for a Street Demonstration.
- Provide hand-outs 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.

### **Neighborhood Meetings**

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

- Socialize and get to know one another as neighbors.
- Share findings from your door-to-door canvass or from the Neighborhood Speeding Perspectives Survey.
- Hear from city officials about the NTSP or other safety issues.
- Hear from other traffic safety speakers.
- 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. The Office of Neighborhood Empowerment is available to help you.

### **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.
- **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.
- **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.
- **Social media platforms**, including Facebook, Instagram, and Tik-Tok will likely engage younger residents. Keep in mind they may see the information but not reply or interact with the post.

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. Repetition is effective.

## **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.

### **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.

- Traffic safety study data (if participating in the NTSP)
- Fact sheets and infographics
- Speakers at neighborhood meetings
- Anti-speeding briefs: these are brief snippets of speeding information you can post to social media.
- Traffic safety resources - videos, traffic safety websites, research studies, and other information that will inform your efforts and spark other ideas for your Campaign.

### **Neighborhood Speeding Perspectives Survey**

The Neighborhood Speeding Perspectives Survey 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. If they do not have Internet access, distribute a paper copy and a way for respondents to turn in the survey anonymously. Offer the same survey online with the help of the Office of Neighborhood Empowerment. You could also use Google Forms to create a survey. This platform is free.

Upon request, the Office of Neighborhood Empowerment 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.

If you would like to use the survey provided by the Office of Neighborhood Empowerment or if you have questions about the survey, please contact the office at 215-2113 or [hhoward@knoxvilletn.gov](mailto:hhoward@knoxvilletn.gov).

### **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.

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.

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 100th 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.

### **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 Neighborhood Empowerment. 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.

### **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 Neighborhood Empowerment can provide your neighborhood with up to 6 free yard signs that, like city-supplied bumper stickers, feature K-T the K-Town Sloth reminding everyone to “Slow Down in K-Town” while supplies last.

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. More information to come later in the guide.

Move the signs every two weeks. This prevents the signs from being taken up due to city codes on temporary signs. It helps the signs be more effective, as well.

### **‘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!)

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 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.

### **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.

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.
- 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.
- 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 Neighborhood Empowerment about your Campaign event(s), which can be covered in the City’s weekly [Neighborly Notice](#) newsletter or on the Office of Neighborhood Empowerment’s [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.

## **‘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?

## **Addressing the Source of Unknown 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.

- **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.
- **Schools** - The drivers could be driving-age students or parents rushing to work after dropping off their children. The drivers could also be other people simply trying to avoid school traffic.

- 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 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. 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. 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.
- **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.
- **Large Employers / Retailers / Businesses** - 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.

## **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. 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:

- [Neighborhood Entrance Signs](#) - 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.
- Children’s Toys - Children’s toys in a yard close to the street give the impression that children may dart out in traffic.
- 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.
- 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!
- 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.
- 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.
- 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.

For more information about placemaking, or for more ideas, check out the Office of Neighborhood Empowerment's [Placemaking Guide](#). For a physical copy, please email [hhoward@knoxvillekn.gov](mailto:hhoward@knoxvillekn.gov) or call 215-2113.

## 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 Neighborhood Empowerment 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!

## Who Should I Contact?

To report a crash on City streets involving injury, death, or property damage greater than \$50 (including crashes involving impaired/unlicensed drivers)

➔ **Contact KPD Emergency Line at 911**

To report a non-emergency traffic violation on City streets (including ongoing speeding vehicles)

➔ **Contact KPD Non-Emergency Line at 215-4010**

To report a safety problem on City streets such as a pothole, sidewalk obstruction, streetlight outage, etc. You can also request additional enforcement in your area.

➔ **Contact 311 or 215-4311**

## **Resources:**

### **Resources Through the Office of Neighborhood Empowerment:**

Please contact the Office of Neighborhood Empowerment if you need a physical copy of a document mailed to you at [hhoward@knoxvilletn.gov](mailto:hhoward@knoxvilletn.gov) or 215-2113.

[Guest Speakers Guide](#) – A list of potential guest speakers for your neighborhood meetings.

[Neighborhood Funders Guide](#) – Potential funding sources for neighborhoods.

[Neighborhood Small Grants Program](#) – This program could help fund some of your initiatives if planned well in advance. Registered neighborhood organizations can apply for up to \$3,000 per year.

[Placemaking Guide](#) - Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.

You can view/download/print the following documents by visiting the Office of Neighborhood Empowerment's [website](#):

- Door-to-Door Outreach
- Tips on Leading Successful Neighborhood Meetings
- Agendas, Discussion Guidelines, and Parking Lots
- Making Difficult Decisions
- Working with Difficult People in Meetings
- How to Meet Challenging Behaviors in a Meeting
- Tips for Hosting a Guest Speaker
- Alternatives to Robert's Rules of Order
- Facebook Best Practices

### **Traffic Safety Initiatives:**

[Vision Zero – Safer Streets for Knoxville](#)

[Vision Zero Network](#)

[Toward Zero Deaths](#) – national coalition on highway safety

[Tennessee Highway Safety Office](#) – state program addressing data, safety, and enforcement

[National Roadway Safety Strategy](#) – USDOT strategy to reach zero roadway fatalities

[National Highway Traffic Safety Administration](#) – federal agency enforcing vehicle safety standards and funding highway safety

### **Road Design and Maintenance:**

[City Civil Engineering Division](#) - manages local roads, sidewalks, bridges, and greenways within City

[City Transportation Engineering Division](#) - monitors traffic and manages roadway signage/markings within City

[TN Department of Transportation](#) - monitors traffic and manages state highways and interstates across Tennessee

### **Education for Drivers, Bicyclists, and Pedestrians:**

TDOT [Pedestrian Laws](#) & [Bicycle Laws](#) - legal rights and responsibilities of drivers, cyclists, and pedestrians in Tennessee

[THSO Bicycle & Pedestrian Safety](#) - information and resources for cyclists and pedestrians in Tennessee (including printable Pocket Card at right)

[City Bicycle Safety program](#) - bicyclist safety and rights (including Minimum 3 in Tennessee law)

[TPO I BIKE KNX](#) - cycling resources and infrastructure

[Bike Walk Knoxville Driver Training](#) - program teaching drivers how to share the road safely with bicyclists and pedestrians

[THSO Reduce TN Crashes](#) - promoting safe driving for teens

[KPD Teen Driving Program](#) - defensive driving education for licensed teens

[KPD Safety City](#) - education on roadway safety for elementary-age children

[KPD Child Safety Seat Checkpoints](#) - free inspections of child car seats

[Knox County Safe Routes to School](#) - support for students to safely walk and bike to school

[Tennessee Traffic Safety Laws](#) - state traffic laws (including speeding, DUI, motorcycles, pedestrians, children and minors, emergency vehicles, work zones, helmets, and mobile devices)

[Hands Free Tennessee](#) - education on state law limiting drivers' use of mobile devices

[KPD 'What to do if you're involved in a crash'](#)

[NHTSA Bicycle Safety](#) - information and tips on bike safety

[AAA Safety](#) - information about safety for all road users (including seniors and teens)

[THSO Older Driver Safety](#) - resources for senior drivers and caregivers