

Karen,

Thanks so much for keeping us informed. It has been very helpful in getting up to speed with traffic planning, the committees and people involved.

I would also like to take this time to inform you of a public service campaign that is taking shape in our neighborhoods to address speeding and reckless driving. Upon reading about C.T.A.C. and the work they are doing, I think sharing this information with C.T.A.C. would be beneficial even if it is just letting the right hand know what the left hand is doing. I don't know who on C.T.A.C. to run this by, so I would appreciate your help and direction. I have attached a (2 page draft copy) of this campaign for your review.

At this point I think "Please slow down it's our town", a public service campaign to be a complementary softscape to the hardscape of traffic planning. It serves as an umbrella of communication under which many efforts could reside such as attaining adequate policing, more residential radar units, "twenty is plenty", traffic calming program, pace cars, safe driving updates and much more. This campaign was designed to start with the people in our 13 neighborhood associations. Once our neighborhoods are on board the plan is to bring this to the city, as well as local business and other stakeholders to collaborate on developing a city wide multi-media campaign. That of course means there will be some funding needed from the city, businesses and stakeholders. This is the way smart cities successfully resolve difficult problems, by partnering and addressing the problem as a whole. The combination of all these efforts will offer a powerful and compelling approach to dealing with our present speed and reckless driving culture in Bend.

My only hesitancy in sharing this campaign is.... its infancy, it is not quite ready for prime. However, last month "Please slow down it's our town", was presented to the Mountain View Neighborhood Association board members and has been approved to be presented to all 12 remaining neighborhoods at the next Neighborhood Association Round Table (N.A.R.T.) in August. So there is a lot of work ahead. However, if the idea of this campaign is intriguing to C.T.A.C. we would be happy to discuss this in more detail. If not in the C.T.A.C. purview as we get this off the ground at the neighborhood level who would be a good contact at the city level? I am going to try to make the meeting on the 19<sup>th</sup> to comment.

Thank you again for your time, information and help,

Pat Miner

# *Draft*

## A Public Service Campaign Please Slow Down It's Our Town

### Problem:

Over the past years Bend's culture of driving safely and adherence to the law on our streets has changed dramatically. A new culture of speeding and reckless driving is being embedded on Bend's streets and in our residential neighborhoods. Culture is defined as customs, attitudes, and beliefs that are unique to a community or group of people.

### Issues:

This new culture of speeding and reckless driving is still against the law; it is unsafe and is raising Bend's fatality and injury rates. (Being hit at 40 mph = 90% chance of fatality/ injury)

20 mph..... 5% (speeds of 35-40+ mph in some neighborhoods are a daily occurrence)

30 mph.....40%

40 mph.....90%

Limited funding for adequate policing and unrestrained growth among other things have contributed to this new speed culture. Speeders and reckless drivers know they can drive without consequences and concerned residents have little to no recourse for resolution.

### Opportunity/Solution:

Reverse the normalizing and acceptance of this speeding culture with a multi-media public service campaign aimed at defining and branding speeding and reckless driving unacceptable in the city of Bend by:

- Raising awareness of the correlation of speed, fatality & injury rates.
- Re-educating the public about everyday driving laws not being adhered to such as rolling stops, not stopping at all, exceeding the speed limit, not yielding in a roundabout, driving when buzzed, drunk or distracted.
- Branding Bend a city of safe driving-making it not cool to speed or drive recklessly.
- Reminding the public how safe driving can increase the quality of life in Bend.
- Attaining *adequate* funding for policing and street safety in Bend.

### How do smart cities figure out difficult problems like this?

By partnering together, Bend's Neighborhoods, the City of Bend and Bend's Businesses/Stakeholders to address as a whole our speeding and reckless driving culture.

### Where do we start?

By leading, “When the people lead the leaders follow”, organize Bend’s neighborhoods to group together to get a city-wide focus on resolving this problem. We can begin to raise awareness with pilot programs at the neighborhood levels by:

- \*Forming a joint neighborhood committee of connected and concerned residents to help develop local neighborhood awareness with a plan to raise it to the next level.

*A few starter ideas for our neighborhoods:*

- +Create bumpers stickers in addition to yard signs\_- Please Slow Down It’s Our Town

- Post the phone number to report speeder on streets with high traffic volume, cut thru traffic and known speeding areas.

- Post speeding and reckless driving awareness information on Nextdoor.com.

- Make “street safety” a subject in high school video classes, create a contest & get it on TV.

- When organized take our efforts to the City of Bend, Local Businesses and Stakeholders.

*Starter ideas for a full blown city wide multi-media campaign*

partnering with the city of Bend, Bend’s neighborhoods and Bend’s local businesses & stakeholders

*Television, radio, billboards, film and social media*

- Message and collaborate with local TV and radio shows to introduce mini segments to educate, remind and encourage drivers to slow down and drive safely.

- Use sign language as another technique of communicating with everyone to use & share as a way to signal and say “please slow down, thank you”.

- Ask local TV/radio hosts to sign or say; “please slow down it’s our town” at close of show reminding residents to abide by our speed limits for a safer Bend.

- Collaborate with film makers and videographers to create short video reminders and educational videos for the public about everyday driving laws that are not being adhered to. Integrate into the Bend film festival and on social media sites.

- Message on billboards and with short local commercials featuring our children asking drivers to” please slow down it’s our town”.

- Engage local business into supporting and contributing \$\$ to our awareness campaigns.

- In upcoming City council elections ask your candidate to make “Please Slow Down It’s Our Town” a campaign pledge to get your vote and to allocate necessary funding for adequate policing, traffic calming programs, more

residential radar units, as well as implementing the “Twenty is Plenty” initiative and street safety education. Note: *Twenty is Plenty* reduces the speed limit in residential areas from 25mph to 20mph and has already been implemented in the City of Portland, Oregon.

<https://www.portlandoregon.gov/transportation/article/669625>

*A public service campaign will serve as an umbrella for all the above actions, programs, and initiatives. The combination of all these efforts offers a powerful and compelling approach to dealing with our present speed and reckless driving culture.*