

Model Driver Pledge Program



One of the goals of the Wilson Pedestrian Safety Action Plan is to improve motorist compliance with safety laws. In addition to enforcement of those laws, it will be important to communicate safety messages through other means. By instituting a model driver pledge program among City staff, the City can set an example of safe driving and influence others to do the same. If successful, such a program could be implemented by other groups, such as large employers or the general public.

Key Steps:

- Develop a safety pledge and discuss other program requirements
- Identify opportunities for program incentives (e.g. local business discounts) and look for sponsorships
- Develop plan to implement program among City staff
- Explore opportunities for promotion (e.g. bumper stickers)
- Highlight program in local media
- Track participation

Upcoming Opportunities:

HSRC Role:

- Assist with development of driver pledge and training/program materials
- Develop and/or provide promotional materials (as needed)
- Coordinate with City Staff to track program participation

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**Task Force
Roles:**

Next Steps:

- Resources:**
- Greensboro Pace Car Program (<http://www.greensboro-nc.gov/departments/GDOT/divisions/engineering/neighborhood/pacecar.htm>)
 - Greensboro Pace Car Pledge (http://www.greensboro-nc.gov/NR/rdonlyres/587F980D-1E8D-4185-935E-7C0BC54DF9DD/0/pace_car_pledge.pdf)
 - Washington, DC, Pace Car Program (http://www.waba.org/education/about_pace_car.php)