



MEMORANDUM

To: City Council Members

From: Greg Severson, Police Chief
Amy Bryant, Crime Prevention Specialist
Eric Richards, Communications Director

Date: July 28, 2022

Re: Slow Down Sandy Speeding Initiative

CC: Mayor Zoltanski
Kim Bell, Interim Chief Administrative Officer

Over the past couple of months, we have been creating a #SlowDownSandy educational campaign to address the issues of speeding. The campaign consists of web, email, social, and media outreach. Amy Bryant has worked closely with the Communications Department along with other departments like Traffic Engineering to create content to highlight community roles to take action to stop speeding on our streets.

Campaign Period:

- August 2022 – December 2022
- Each month we will highlight each community role including: The City, The Traffic Engineer, The Accident Survivor (Driver), The Police Officer, The Driver Educator.

Marketing Channels:

- We have created a #SlowDownSandy splash page: sandy.utah.gov/slowdownsandy
- Hero banners will link to the web page for updates
- A video is in production highlighting each of the roles to curb speeding
- An air fresher is created in the shape of a vehicle that says, "Slow Down Sandy" with local sponsor logos printed on the back who help pay for the production of this like local coffee shops
- Social media posts will run throughout the campaign period
- Messaging will be included on city marquees

Educational Content: Please visit www.sandy.utah.gov/slowdownsandy that will be the main educational hub for the Slow Down Sandy campaign.

We look forward to providing you an update at City Council.

Thank you.