

Public Records Request #6416

The following materials have been gathered in response to public records request #6416. These materials include:

- Email Correspondence

This information was provided as a response to a public records request on 10/27/21 and is current to that date. There is a possibility of more current information and/or documents related to the stated subject matter.

Further Information

For further information about this request or the Citywide Records Program, please contact:

Cheyenne Flotree
Citywide Records Program Manager
City of Charlotte/City Clerk's Office
600 East 4th Street, 7th Floor
Charlotte, NC 28202
Cheyenne.Flotree@charlottenc.gov

Amelia Knight
Public Records Specialist
City of Charlotte/City Clerk's Office
600 East 4th Street, 7th Floor
Charlotte, NC 28202
Amelia.Knight@charlottenc.gov

Burkarth, Cory

From: Bratton, Sierra
Sent: Wednesday, September 15, 2021 4:36 PM
To: Brown, Ken; Holm, Christian
Subject: October CDOT Social Media
Attachments: 10.22.20_VZ_50-times-bus.png

Good afternoon,

Please see below for a recap of social campaigns for October.

- Pedestrian Safety Month

We weren't aware of this campaign last year, but maybe we do a post each week? Below are general pedestrian safety tips. We can discuss further on how to incorporate Vision Zero messaging.

- Wear bright clothing at night.
- Walk facing traffic.
- Remove headphones and remain alert.
- Cross safely when exiting the bus.
- Watch for turning vehicles.
- Take caution in parking lots and around train and light rail tracks.

- October 18-22 – National School Bus Safety Week

<https://www.napt.org/nsbsw>

Here's the message shared on social last year (graphic attached): Held during the third full week of October each year, National School Bus Safety Week is an active and evolving public education program and an excellent way for parents, students, teachers, motorists, school bus operators, school administrators, and others to promote school bus safety. #NAPT #NSTA #NASDPTS #NCVisionZero #VisionZeroCLT

- How to report a problem video

This script is in draft form and will be ready if there is capacity to capture all video and release the last week in October.

Thank you!

Sierra Bratton

Senior Public Relations Specialist

Communication & Marketing

600 East 4th Street | Charlotte, NC 28202

(704) 608-5333 | sierra.bratton@charlottenc.gov | charlottenc.gov

 CITY of CHARLOTTE

Students are approximately **50 times** more likely to **arrive** at school **alive** if they take the bus than if they drive or ride with friends.

