

TROMP is...

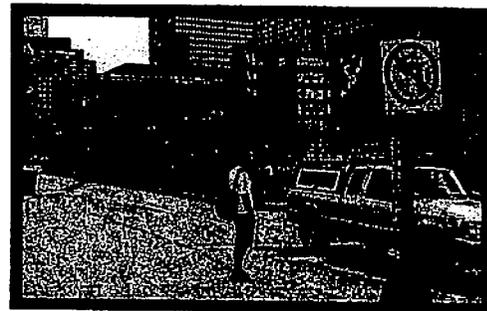
TROMP is a 4-phase program designed to alter the culture of traffic in Cambridge, Massachusetts.

It involves intensive educational outreach and extensive validation of appropriate travel conduct, followed by consistent, broad based enforcement.

TROMP is for anyone who travels, by any means.

TROMP saturates the City with information and guidance about the laws, emphasizing how patience and common sense are part of travelling responsibly. Explanations are given and good judgment reinforced to encourage following the law and traversing respectfully.

TROMP is a collaboration among all the City departments-including police, education, community development and public health with all private and public educational institutions, businesses and grassroots initiatives.



Phase 1

Notice and meetings with all CEO's, CFO's, COO's and organization Directors

Begin legislative process

Budget decisions

Meetings with all department heads/practice

Communication and orientation

Outreach to neighborhood groups and grassroots

Review all travel laws

Creation and distribution of educational materials and responsibilities

copyright © 2009 TROMP photo credits Handouts and information leaflets at meetings

Establish website

Phase 2

Education

Press Conference

TV/Radio PSA's UTube Twitter, etc

Orientations at all colleges and for new employees

In School talks/ Assemblies

Notices home from schools, with register receipts at stores, car inspections

'Escort' services

Reminders/message and all City mailings

Phase 3

Warning

City signs and warning dates

Warning notices from ancillary staff

Reminders of laws and warning dates in all city and business mailings

Continue PSA's etc

Phase 4

Enforcement

Serious and consistent enforcement

Continue leaflets and information distribution

TROMP logo on all official, business and educational material with reference to website

Circulation of surveys and tallies (3/6/12 mos/2yrs/5ys)

Violation an accident tallies

THE FOUR PHASES ARE NOT MUTUALLY EXCLUSIVE

Logo design by Visual Dialogue site design by Navin Parray

The Solution...

For a culture to transform, adoption of change must be wide spread. With most diffusion of modification plans, there's resistance because something is being lost or a new difficulty is being added.

With TROMP there is no loss. The gains are in safety, environmental respect, good health and community betterment.

All people travel and EVERYONE has a pet peeve about at least one aspect and, often, a horror story to boot.

TROMP will succeed because it is broad-based in support and inclusive in scope. And because YOU are part of the solution.

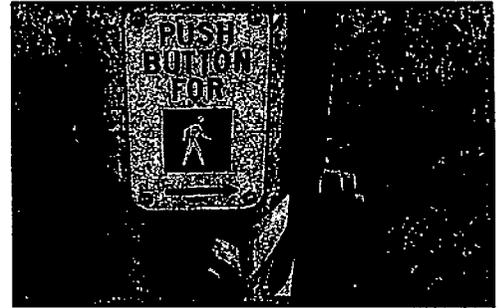


Be a Role Model...

Employ teachable moments. Set a good example for your family, friends and colleagues.

If you wear a helmet, use the crosswalks, drive respectfully and travel mindfully, your children, partner, groupies and minions will mostly do so, too.

Reward patient, thoughtful travel behavior by showing your appreciation. Smile



Make a change...

Expand your horizons: If you drive, why not car pool? If you carpool and drive, how about taking the T, all or part way?

Ride a bicycle and learn the laws (for your own safety). If the trip is too far to bike, you might take your bike on the train or bus. Going too slowly is not necessarily safer. Some sidewalks are multi-use; many are not.

If waiting for a bus, notice the bike lane. Look around before you cross, turn, open a door, change lanes or park and make sure the way is uninhabited.

Talking on a cell phone and text messaging en route make *all forms* of travel more dangerous.

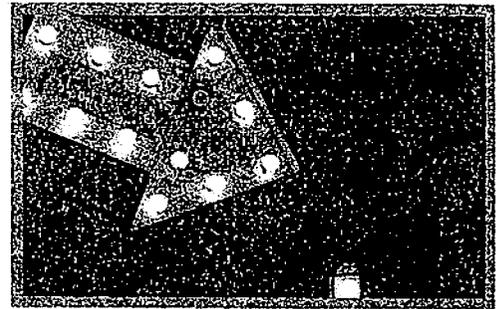


Safety first...

The only ones entitled to travel above many laws are fire trucks, squad cars, ambulances and funeral processions. The rest of us choose to venture out and, therefore, accept the rules that govern respectful transit.

Remember other people need to get places, too. Being considerate means being predictable. Signal your intentions; blinkers, arm gestures, gentle horns and vocal cords are all useful.

Know the laws and know that they apply to all of us. Watch out for other travelers moving by different means. Keep to the right, except to pass.



By Land or Sea...

Whether you live in, work in or are just passing through Cambridge, traffic laws apply to you.

If you drive a bus, car, Jeep, limo, motor home, SUV, tank, taxi, truck, van.

Or ride a bicycle, magic carpet, moped, motorcycle, scooter, Segway, tricycle, unicycle, wave, wheelchair.

Or use a cane, crutches, canoe, pogo stick, skate board. Or cartwheel, run, saunter, skate, skip or walk.

