

**Social Media Messaging:
Cruise with ease through the trees. (Fall Trees)**

The Safe Lane Transportation Coalition (SLTC) is working to shift community perception to help people understand that it is not acceptable nor safe to speed in Lane County. "Make a Plan" is the central message of this county-wide campaign. Please copy and paste the following messaging for social posts and consider using these hashtags with your message:

#MakeAPlan
#SafeLane
#DriveSlow

SOCIAL MEDIA MESSAGING

Message: For a peaceful ride, find your Zen inside.

Message: Make a plan and allow plenty of time. Go slow, enjoy the view and keep the ride sublime.

Message: School's in session, so drive with discretion. Ease your pace, keep school zones safe.

Message: Planning ahead keeps your stress in check. Allow extra time and avoid a wreck.

Message: Enjoy [insert city's name] appeal and take it easy at the wheel.

Examples: Coburg, Cottage Grove, Creswell, Dunes City, Eugene, Florence, Junction City, Lowell, Oakridge, Springfield, Veneta, or Westfir

OPTIONAL

If you feel inclined to cite the source of the campaign for context, include the following:

Brought to you by the Safe Lane Transportation Coalition of Lane County.

About Safe Lane Coalition

The Safe Lane Transportation Coalition is a collaborative group of individuals, organizations and governmental agencies working to reduce fatalities and severe injury crashes in Lane County. The coalition utilizes the strengths and resources of its members' organizations to establish transportation safety policies, programs and practices. The coalition adopts a harm reduction approach and implements strategies that address speed reduction, DUII prevention, and traffic safety education and outreach.