

Next Steps Initiative
(Campaign Memo)

Initiative: The power or opportunity to act or take charge before others do.

Initiative: A plan or program that is intended to solve a problem.

The Next Steps Initiative is an off-shoot of Rebecca Parr for City Council, District 1. It will not detract from any campaign activity. The Initiative will serve as an additional mechanism for Rebecca to interact and build relationships with members of the community. Through this Initiative, we will invite community members who have ideas or recommendations on how best to combat issues facing District 1, Knoxville, or even the country as a whole to sit down with Rebecca and discuss possible solutions to these problems. It will serve as an information sharing tool as well. The issues may run the gamut in scale and scope—anything from the opioid epidemic, to specific community concerns. This is a great example of good policy married with smart politics. Many candidates or public officials go on “listening tours”—the Next Steps Initiative is a more proactive and substantive form of that political tactic. This Initiative will send a message to the community that Rebecca Parr is an issues-based and solutions-driven candidate, who when seated on the City Council, will take an active role in listening and dialoging with her constituents. To quote a phrase coined by our 42nd President, Rebecca believes that, “There is nothing wrong with America that cannot be cured with what is right in America”, and she believes it starts on the grassroots level.