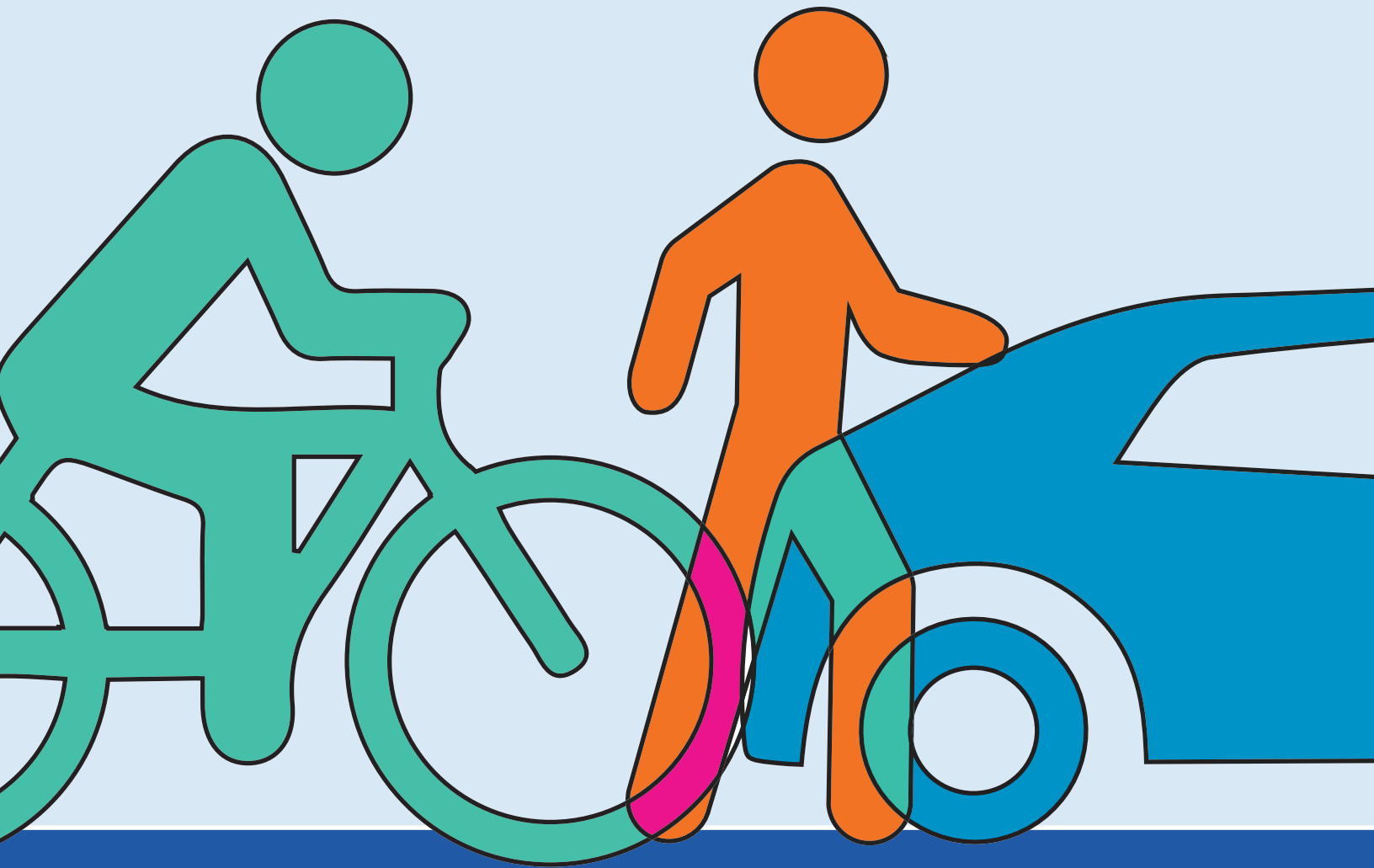



REGIONAL SAFETY PLAN



DECEMBER 2021



E. EDUCATION PROGRAM MATERIALS



**SAFE ROADS
SAVE LIVES**

Campaign Toolkit

December 2021

T'OOLE
DESIGN



Contents

Campaign Toolkit	1
Getting Started	3
Overall Context and Target Audiences	3
Languages.....	3
Toolkit Contents.....	4
Branding – Safe Roads Save Lives	5
Campaign Title.....	5
Brand Guidelines.....	6
Social Media Strategy	8
Print and Promotional Materials	13
Print Materials.....	13
Promotional Materials.....	15
Radio, Video, and Electronic Signage Resources	16
Radio Spots.....	16
Video Storyboards	17
Project Website	19
Messaging and Programming for Students	20
Integrating Safe Roads Saves Lives into School Communications.....	20
Partnering with Schools	21
Adjusting the Campaign for Students	22
Implementation and Next Steps	23
Partnerships.....	23
Program Evaluation	24
Moving Forward.....	24
Appendix A	25

Getting Started

Fresno COG's Safe Roads Save Lives campaign is a marketing effort to improve safety for all users on Fresno County Roadways. The materials in this campaign have been created to accomplish the following goals:

- Educate all road users on safe behaviors
- Increase safety for people walking and biking
- Highlight behaviors that cause the most crashes in Fresno County – speeding and distracted driving

Overall Context and Target Audiences

2020 and 2021 have been challenging years worldwide, due to the COVID-19 pandemic, social justice movements, environmental disasters related to climate change, and more. While transportation safety is a large factor in community health, it is important that we recognize that any messaging will be received within the context of a rough year for many people.

As such, we have created a campaign that leads with humor, but follows the humor with facts and concrete behaviors to educate and encourage Fresno residents to adopt safe roadway behaviors. The campaign also attempts to reflect the local culture in Fresno and reinforce characteristics of the area that people may recognize.

These materials were created with the following target audiences in mind:

- Drivers
- People who walk and bike
- Fresno County residents, ages 13+
- Rural and urban residents

Languages

Fresno County has nearly one million residents, with over 20 percent being foreign born. Fresno County also has a large agricultural sector, which brings in thousands of migrant farm workers every year, often from Central America.

Because of this, many Fresno County residents primarily speak languages other than English - over 35% of Fresno residents speak Spanish at home, followed by nearly 5% speaking a Asian or Pacific Islander language.

As such, it is important that Safe Roads Safe Lives materials are offered in languages other than English in order to effectively reach all residents of Fresno County. This toolkit includes resources in Spanish and provides guidance on materials that should be translated into additional languages.

Toolkit Contents

Any successful messaging campaign must include a variety of approaches in order to meet people where they are. As such, the Safe Roads Save Lives campaign includes the following components:



BRANDING

The Safe Roads Save Lives campaign has an integrated brand for the campaign which includes a logo, font standards, and a color palette for use in print and digital materials.



SOCIAL MEDIA STRATEGY

Social media has a broad reach and has proven to be an influential (and free!) method to reach people no matter where they live. This social media strategy includes graphics, text, and a post release schedule to create a storyline that Fresno County residents can follow and participate in over the course of the Safe Roads Save Lives campaign.



PRINT MATERIALS

It is important for a campaign to have a suite of print materials ready to go for events and available to stakeholders who may be interested enough to stop by a campaign table but may not have time to talk. The suite of print materials includes a safety tip card, informational flyer, stickers, and bumper stickers for event needs.



RADIO AND VIDEO RESOURCES

Radio and video spots can be an effective way to spread the word about a safety campaign. This toolkit offers 15-second radio spot scripts and storyboards for videos that the Fresno COG can build on and create with additional program budget, if secured.



SCHOOL RESOURCES

Youth are constantly learning new behaviors and understanding how their actions can impact others and have consequences. As such, school-based and focused transportation education strategies are essential to a holistic campaign. The Safe Roads Save Lives campaign includes an overview of strategies on how to outreach to schools, best practices on what types of messaging works at schools, how to partner with schools, and ideas of how to get schools to help implement the program.

Branding – Safe Roads Save Lives

Compelling and consistent visual communication is an essential element of any successful safety education program or campaign. The more recognizable the program is – visually, thematically, or otherwise – the better the chance local residents will quickly understand what the campaign is about and what actions they should be doing to align with the campaign goals.

This section outlines the branding strategy for the safety campaign, including a unique title, a color palette, and a set of graphic templates. These components should be used consistently throughout the program and campaign materials, in order to have a unified look that Fresno residents of all ages and backgrounds can relate to and instantly recognize.

Campaign Title

A campaign title needs to be short and direct while also providing enough information to readers about the program and its intentions. While there are a variety of transportation safety issues in Fresno County per a previously completed, data-driven safety analysis, the top ones that we are looking to address with this campaign are:

- Unsafe speeds
- Awareness of all users at intersections
- Pedestrian safety – especially crossing the street
- Driving under the influence

We also learned from in-person events and conversations that campaigns that hit on the emotional aspect of safe behaviors may work best in the community, as well as those that emphasize safety for families.

The campaign title, Safe Roads Save Lives, encapsulates the overall goal of the campaign – to improve safety on the roadways for all users – with the linkage to how roadway behaviors can impact human life. In addition, this title is mode agnostic and can be used independently of the roadway behavior being discussed or promoted.

Brand Guidelines

This campaign has a complete branding schematic that includes a logo, typography, color palette, and general “look.” This schematic should be used consistently throughout the campaign and on all materials in order to maintain consistency and create a recognizable campaign for the public. Figure 1 shows the Brand Guidelines for the Safe Roads Save Lives campaign.

Figure 1. Brand guidelines for the Safe Roads Save Lives campaign

Fresno COG Transportation Safety Plan

BRAND GUIDELINES

Primary Logo

The primary logo features a graphic of a road with a heart in the middle, with the campaign title **Safe Roads Save Lives** placed at the right. Light Blue, Blue and Navy from the primary color palette are used in this logo.

Safe Space

The logo is enhanced by maintaining a clear area, void of all content surrounding the logo. This area is defined by the height of the S in the logo from the top of the design outward.

Secondary Logos and usage

When the primary logo can't be used, a version of the logo in all Navy or all white can be used, especially on very dark or light backgrounds.

For one color printing, an all white or all black logo may be used.

There are also secondary logos that features different modes.

<p>Navy:</p>	<p>Cyclist:</p>
<p>White:</p>	<p>Pedestrian:</p>
<p>Black:</p>	<p>Auto:</p>
	<p>Transit:</p>

Fresno COG Transportation Safety Plan

BRAND GUIDELINES

Color Palette

Primary		Secondary	
Light Blue	Lilac	Golden Yellow	Orange
rgb: 136/213/247	rgb: 211/128/212	rgb: 248/163/29	rgb: 242/121/46
cmys: 42/10/0	cmys: 15/22/0/0	cmys: 14/19/9/0	cmys: 16/4/9/0
hex: 88D5F7	hex: D382D4	hex: F8A310	hex: F2782E
Blue	Navy	Light Green	Green
rgb: 211/128/212	rgb: 24/147/198	rgb: 147/205/145	rgb: 4/181/132
cmys: 15/32/0/0	cmys: 100/81/33/23	cmys: 44/0/57/0	cmys: 77/0/65/0
hex: 2F95C5	hex: 222F62	hex: 93C891	hex: 048584

Typography

The main font used in the Fresno safety campaigns materials is Heebo Extra Bold.

There are a number of different weights in the Heebo font family that can be used on supplemental graphics.

Heebo Extra Bold
Heebo Bold
Heebo Medium
Heebo Regular
Heebo Light

Design Elements

The main message is prominent at the top and displayed in either navy or white and navy. The supplemental stat at the bottom is in a smaller font size in white on an orange bar. A navy bar on the bottom includes the Fresno COG and Safe Roads Save Lives logo, both in white.

A simple road graphic is displayed in white in the background of each graphic. For busier graphics, just the single dashed line is used.

The main illustration is displayed prominently between the heading and sub-stat. The style is very illustrative and bold. Shadows, highlights and specific details are called out, like the bulldog in the example at right. The illustrations may use the fill suite of primary colors, as well as shades of the primary palette, shown below.

For the background color, a single primary color is used, that best compliments the graphic.

LOGO FILES

Different logo files work best on different types of materials. In general:

- CMYK files are used for printed materials such as postcards, posters, and flyers, unless specifically requested otherwise by a printer.
- RGB files should be used on digital materials, such as digital ads, presentations, and social media
- For traditional newspaper or newsletter printing, use the black and white or grayscale logos for black and white ads and CMYK for color.

DEVELOPING THE BRAND - RESEARCH

The Safe Roads Save Lives campaign was created through a series of peer-program reviews and internal discussions with Fresno COG program and communication staff. The key takeaways from this research that informed this campaign include:

- **The campaign needs to be localized.** Fresno residents need to be able to “see” themselves in the campaign.
- **Keep things clean.** While graphic scenes about traffic violence gets immediate attention, they can be quickly ignored or blocked out. A less graphic approach would also allow materials to be used for students and families.
- **People are searching for humor.** A campaign with humor may draw people in.
- **Residents are more open to learning about campaigns from local organizations that they belong to or trust.** Having neighborhood-based organizations distribute materials and spread messaging is important, but these organizations will need dedicated and continued support by the lead agency in order to be effective.

- **Unpaid media often has a larger impact.** Events and news stories have a greater impact than advertisements and billboards
- **Social media has broad reach.** Developing a strategy and participatory social media campaign, and working with community partners to promote it, can spread a campaign wide and quick.

A slide deck with information about the peer-program review can be found in Appendix A.

Feeding into Local Culture

Fresno County is a unique place with a variety of cultures. There is no one person or message that is likely to connect with all residents of the county. As such, The Safe Roads Save Lives campaign looks to take key messages and goals of the campaign and apply it to a variety of local commonalities, trends, and urban myths in Fresno County, such as Fresno State fans, the local garage band scene, and the local legend of the Fresno Nightcrawlers.

The localized nature of the campaign also extends to circumstances that are unique to the Fresno area, such as “fog season,” the extreme summer heat, and the interplay between rural agricultural areas and cities.

We realize that by taking this approach, there will be some people who don’t connect to various parts of the campaign. But hopefully, given the breadth of the culture that we have integrated into the campaign, most residents will “see” themselves in some part of the campaign (or, at minimum, feel that the campaign is specifically targeted to Fresno County).

Social Media Strategy

A consistent social media strategy is an opportunity for the Safe Roads Save Lives campaign to build rapport with the community, as well as provide a forum to build trust. That said, an effective campaign cannot be random or sporadic – it must be logical, planned, and strategic to keep stakeholders interested and engaged. There is a lot of background noise on social media, and the goal of this social media campaign is to not let the Safe Roads Save Lives campaign fade into that noise.

Every month, there will be a new social media post for the Safe Roads Save Lives campaign. Each post should be put on all of Fresno COG’s social media outlets – Facebook, Twitter, Instagram, and LinkedIn. Each post has two parts – 1. A graphic with the catch line and behavior text, and 2. An “ask” that prompts individuals to participate in the campaign by answering a question or

posting a photo of themselves relevant to the campaign. In order to encourage participation, each ask is paired with a drawing for a gift card that’s on theme for the month. The following table shows the prepared suite of graphics and “asks” for each month over the course of the campaign.

Table 1. Social media schedule and graphics

MONTH	GRAPHIC	MONTH	GRAPHIC
<p><i>January</i></p> <p>PARTICIPATORY ASK</p> <p>New year, new resolutions! Tell us how you’re going to make our roads safer in 2022 in the comments. One lucky commenter will win a gift card to help get their year off to a great start.</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>That extra five pounds looks good on you. Let's resolve to keep our streets safe instead.</p> <p>It's a new year, and we hope that 2022 is the safest year yet for Fresno County streets. What do you resolve to do to make our roads safer this year? Always wear a bike helmet? Put your phone away while driving? Pick one, and let's do it together.</p>	<p><i>February</i></p> <p>PARTICIPATORY ASK</p> <p>Post a photo of your four-legged valentine and you can win a gift card to [pet store!]. Thanks for helping keep Fresno County’s streets safe for all types of valentines.</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>Love crazy pet videos? Save it for later.</p> <p>1.6 million crashes each year occur because people are on their phones. Bulldogs hate that.</p>

Table 1. Social media schedule and graphics

MONTH	GRAPHIC	MONTH	GRAPHIC
<p><i>March</i></p> <p>PARTICIPATORY ASK</p> <p>Post a photo of you walking or biking on Fresno County streets wearing green, and you can win a gift card to [bike shop/running store].</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>You shouldn't need the luck of the Irish to make it home for dinner.</p>  <p>Slow down, put down your phone, and watch out for others on our roads.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>	<p><i>April</i></p> <p>PARTICIPATORY ASK</p> <p>What's your favorite song about walking, biking, driving, or taking transit? Comment below and one lucky winner will win a gift card to [music store, concert venue].</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>Crush it at band practice, not on the street. Slow it down.</p>  <p>Nearly 10,000 people a year die in speed-related crashes. Don't be one or cause one.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>
<p><i>May</i></p> <p>PARTICIPATORY ASK</p> <p>What's your favorite place to bike in Fresno County? Post the spot or a pic of you on a bike ride, and you could win a gift card to [bike shop]!</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>What do a golden retriever, a guitar, and the distance you should give a bicyclist while passing all have in common?</p>  <p>They are all three feet.</p> <p>Give space while passing. It helps make our roads safer and more comfortable for everybody.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>	<p><i>June</i></p> <p>PARTICIPATORY ASK</p> <p>Tell us one way that you keep cool, calm, and collected to keep everybody safe on Fresno County's roads. One commenter will win a gift card for a moment of Zen to [massage studio].</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>Keep the spice in your mouth. Respect other roadway users.</p>  <p>1/3 of crashes on the road involve road rage. Calm down and get home safe.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>

Table 1. Social media schedule and graphics

MONTH	GRAPHIC	MONTH	GRAPHIC
<p><i>July</i></p> <p>PARTICIPATORY ASK</p> <p>How do you stay safe on Fresno County's roads this summer? Post a comment below, and one person will be chosen for a gift card to [ice cream shop/water park] to help them beat the heat.</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>You melting yet? Time to get out of town...safely.</p>  <p>Summer months have the highest traffic crash rates, especially for teenagers. Slow down, get rid of distractions, and get where you're going.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>	<p><i>August</i></p> <p>PARTICIPATORY ASK</p> <p>Did you know that August is National Sandwich Month? We love our sandwiches around here nearly as much as we love keeping our roads safe for everybody. Post a photo of your favorite sandwich that fuels you for your walk, bike, drive, or transit ride around Fresno County and you could win a gift card to [sandwich shop].</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>I've seen the way you look at your sandwich. Look at each other that same way before you cross the road.</p>  <p>Nearly 1,000 pedestrians die every year on California's roads. Look before you cross and watch for pedestrians when driving.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>
<p><i>August/September back to school</i></p> <p>PARTICIPATORY ASK</p> <p>Kids across Fresno County are heading back to school, so you might notice more kids walking, biking, and taking the bus. Let's work together to get them all to school safely. Post a photo of you or your kid getting to school, and you could win a gift card to [office supply store/Target] to help gear up for a great school year.</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>Yes, that's their "first day of school" outfit. Let's make sure that's the worst thing that happens today.</p>  <p>The kids are back in school. Drive slowly and carefully in school zones, stop behind school buses, and obey crossing guards.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>	<p><i>September</i></p> <p>PARTICIPATORY ASK</p> <p>Sometimes the road may not be as interesting as a mariachi band, but we still want you to pay attention. Every distraction could end up as a crash, injury, or fatality. Post your favorite mariachi song to get us ready for Mexican Independence Day and as a soundtrack for the Safe Roads Save Lives campaign. A commenter will be selected to win a gift card to [Mexican restaurant].</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>You shouldn't need a full band to get your attention Watch out for others.</p>  <p>Look out for people walking and biking. Get off your phone. Pay attention.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>

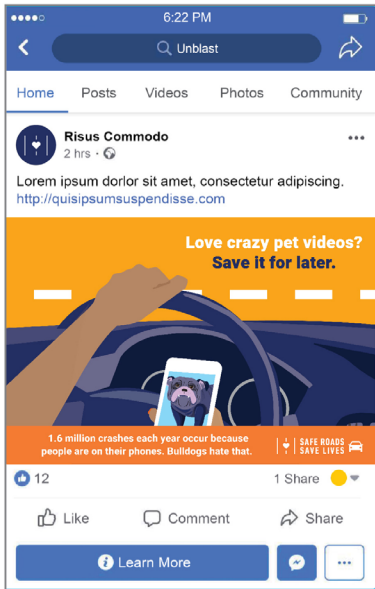
Table 1. Social media schedule and graphics

MONTH	GRAPHIC	MONTH	GRAPHIC
<p><i>September/October/November harvest season</i></p> <p>PARTICIPATORY ASK</p> <p>Fresno County is full of people who work hard to grow food for the community and beyond. What's your favorite local food that makes its way to you on our roadways? Post below and you could win a gift card to [local farmers' market].</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>Thanks for helping to grow our food. Now help us get everybody home for dinner so we can enjoy it.</p>  <p>45% of all roadway deaths occur in rural areas. Slow down, drive carefully, and watch out for others.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>	<p><i>October</i></p> <p>PARTICIPATORY ASK</p> <p>Share a photo this month of you in costume while using Fresno County's streets safely. One winner will get a gift card to [pumpkin farm].</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>The Fresno Nightcrawlers should be your only nightmare this Halloween. Be visible, pay attention, and slow down. Or else...</p>  <p>Half of fatal crashes occur during the night. Get home safe this Halloween season.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>
<p><i>November</i></p> <p>PARTICIPATORY ASK</p> <p>What do you do differently on the roads in fog season? Tell us in the comments, and you can win a gift card to [grocery store] to help you prepare for your Thanksgiving meal!</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>Fog season never loses the invitation for Thanksgiving dinner.</p>  <p>Drive safely on the roads this fog season - look for California Highway Patrol pace officers, drive slowly, and, if you can, wait until the fog lifts to hit the road.</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>	<p><i>December</i></p> <p>PARTICIPATORY ASK</p> <p>Post a photo of you using Fresno County streets in your favorite holiday gear and tell us how you use our streets safely. We'll select one person to win a [Amazon] gift card to finish up their holiday shopping.</p> <p>Remember to tag #saferoadssavelives in your post!</p>	<p>That sweater shouldn't be the only thing that stops people in their tracks.</p>  <p>California state law requires drivers to stop for pedestrians in any marked crosswalk or any unmarked crosswalk at an intersection. Give people walking the gift of safety and comfort this holiday season!</p> <p>Fresno Council of Governments SAFE ROADS SAVE LIVES</p>

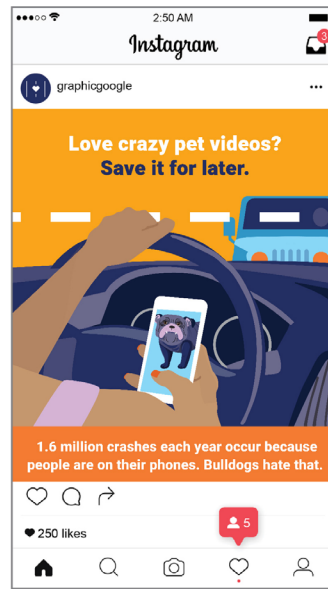
Social media posts can be used on any social media format that jurisdictions or individuals wish to use – Facebook, Instagram, LinkedIn or Twitter. Figure 2 shows how a singular graphic could look in different formats.

Figure 2. Social media mock-ups

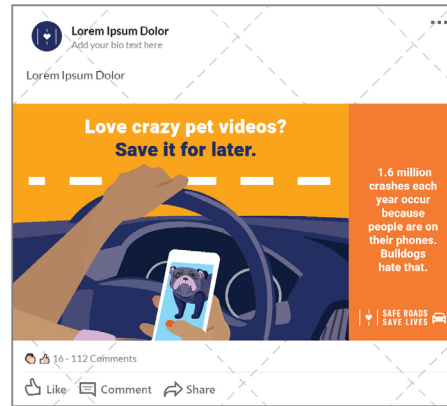
Facebook



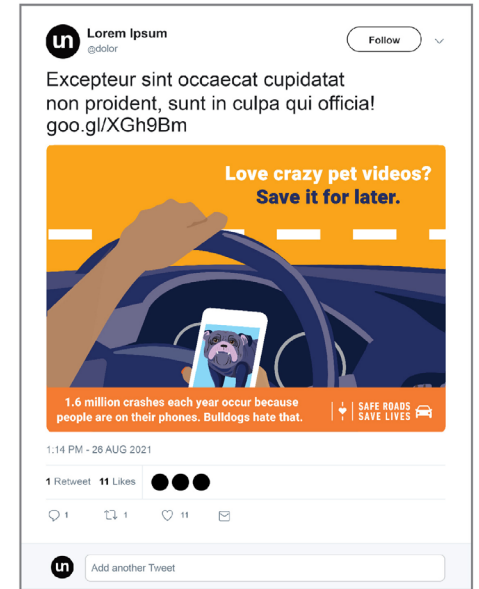
Instagram



LinkedIn



Twitter



Print and Promotional Materials

Print and promotional materials are an essential part of any educational campaign. They allow program staff to communicate quickly about the campaign at events and, in the case of promotional materials, give people a “piece” of the campaign to bring home with them. The following sections show the designs and details for each.

Print Materials

PROJECT FLYER AND POSTCARD

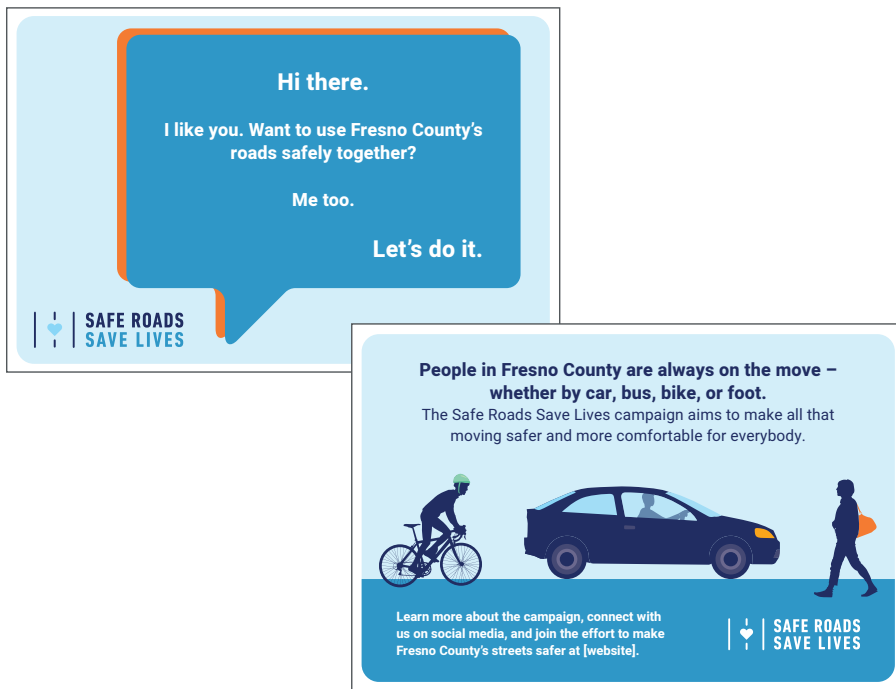
A project flyer (Figure 3) is a quick reference and fact sheet about the campaign and the behaviors that it’s trying to encourage. The flyer should be able to fit in a back pocket and be printed on cardstock for resiliency.

A project postcard (Figure 4, next page) is a simple and quick way to hand off information about the project as people walk or bike by. Project postcards are also useful when doing outreach at events that have a lot of people parking their vehicles – postcards can be placed under windshield wipers for individuals to see once they return to their vehicle.

Figure 3. Safe Roads Save Lives tip flyer



Figure 4. Safe Roads Save Lives promotional postcard



BUS WRAPS

A bus wrap is a large vinyl design that covers all or part of a bus. Bus wraps are often less expensive than traditional billboards, and, given the movement of busses around the county, have the opportunity to reach more people. In addition, given the transportation-focused nature of the Safe Roads Save Lives campaign, using buses for advertisements can help link the messaging to actual roadway use. It is recommended that monthly social media graphics are used for bus wraps.

In Fresno, the transit system uses Lamar Advertising for their transit advertisements. Figure 5 shows the various size options and prices of bus wraps for each four weeks of “impressions.”

Figure 5. Bus wrap types, prices, and impressions

(Source: <http://view.lamar.com/viewer/605e44cb3f65f66fa9d7a1c7>)

product		rate/unit	impressions/4wks*
KING 30"x 144"		\$630	110,000
SUPER KING 30"x 216"		\$746	131,000
QUEEN 30"x 88"		\$473	28,000
TAIL 21"x 70"		\$420	51,000
INTERIOR CARD 11"x 28"		\$14	5,000
MICHELANGELO 24"x 48"		\$42	N/A

BILLBOARDS

Billboards use large-scale print to market a company, brand, product, or campaign. People are usually passing billboards quickly and regularly (e.g., every morning commute). Viewers, especially those driving, have very little time to digest what is on the billboard – four seconds is the average billboard viewing time.¹ Because of that short time, billboards must be visually engaging and use minimal words. Billboards have been shown to be effective at helping spread a brand – they help people recognize something like a logo, image, etc. – but may not be as effective at creating change because of the short time that people are looking at them.

In Fresno County, it costs around \$2,000 per three weeks for a billboard varying in size from 10' x 20' to 12' x 24,' depending on where the billboard is located and the size of the sign. If the Fresno COG decides to use billboards for messaging, social media graphics should be used.

1 “Measuring Billboard Effectiveness.” bMedia. <https://www.bmediagroup.com/news/measuring-billboard-effectiveness/>. Viewed 8/6/21.

Promotional Materials

PROJECT BUMPER STICKERS

Many educational campaigns dramatically increase their recognizability with bumper stickers, especially if the campaign targets a relatively well-defined area (e.g., Fresno County) and they are given away frequently and for free. Bumper stickers, while traditionally used for vehicles, can also be used on water bottles, bicycle baskets, notebooks, or other places that people want to decorate.

Figure 6 shows the three bumper stickers designed for the Safe Roads Save Lives campaign.

Figure 6. Safe Roads Save Lives bumper sticker design



STICKERS AND BUTTONS

Buttons are fun and easy giveaways that people, especially students, can attach to bags and jackets to start conversations and keep the campaign alive. The Safe Roads Save Lives program has developed a circular logo design for stickers and associated buttons (Figure 7). There are also LED light-up buttons² which would be an excellent promotional material that both spreads brand awareness and increases the visibility of people using them.

Figure 7. Safe Roads Save Lives button design



LOGO OPPORTUNITIES

The Safe Roads Save Lives logo is small and shaped in a way that it can easily be printed on promotional materials. Depending on the event and the target audience, the following materials should be considered to help spread the name and brand of the campaign:

- Pencils/pens
- Bike lights
- Water bottles
- Travel mugs/cups
- Sunglasses
- Face masks
- Tote bags

² An example LED button can be found at https://www.wackybuttons.com/product_pages/led_blinking_pinback_buttons.php

Radio, Video, and Electronic Signage Resources

Radio and video spots can be effective ways to reach a broad audience. The following offers examples of radio scripts and video storyboards.

Radio Spots

Each of the following radio spots are approximately 15-20 seconds and address a known traffic safety issue in Fresno County:

SPEEDING

Need some reasons to slow down? Here they are: 25 people are killed every day in the United States because of speeding. The faster you go, the longer it takes to slow down to avoid a crash. And speeding tickets in Fresno County can cost up to \$800. Pick your reason and slow it down.

DISTRACTED DRIVING

Distractions happen. There's Ron, the cubicle chatterer, your kid who never lets you use the bathroom by yourself, and your mother-in-law who always needs to comment. Ditch these and other distractions, like your phone, when you're driving. Over 1,000 people a day are injured in distraction-related traffic crashes. Don't be one or cause one.

SHARING THE ROAD







Fresno County residents are on the move. To work, to school, to the store – we have places to be. And we have choices on how to get there – we walk, bike, take the bus, and drive, sometimes all on the same road. So, as you're going on your way, look out for others on the roadway. Help make sure they can safely get where they're going, just like you.

Video Storyboards

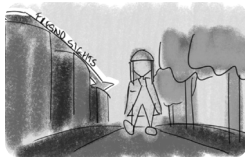





Short videos can be an effective and engaging way to get a message out and into various mediums – social media, television, commercial breaks, etc. At the moment, Fresno COG does not have the resources to produce videos. The following two storyboards (Figure 8) – one focused on distracted driving and the other on speeding – could be used as a starting point for future videos that could be produced by Fresno COG, local jurisdictions, community groups, or media students.

Figure 8. Example of Video Story Boards

Safe Roads Save Lives PSA #1 – Distracted Driving SAFE ROADS
SAVE LIVES

<p>Scene #1</p>  <p>Audio: Distractions are everywhere.</p>	<p>Scene #2</p>  <p>Audio: Some you can control.</p>	<p>Scene #3</p>  <p>Audio: And some you can't.</p>
<p>Scene #4</p>  <p>Audio: You are in charge of removing distractions when you drive. 1.6 million crashes occur each year because people are distracted by their phones.</p>	<p>Scene #5</p>  <p>Audio: So put that phone down and save that text for when you arrive. And savor that one last moment without any distractions.</p>	<p>Scene #6</p>  <p>Audio: Because the next one will come soon enough...</p>

Safe Roads Save Lives PSA #2 – Speeding SAFE ROADS
SAVE LIVES

<p>Scene #1</p>  <p>Audio: Jessica lives in Fresno.</p>	<p>Scene #2</p>  <p>Audio: Jessica's in a band that you might have heard when you took your walk last night.</p>	<p>Scene #3</p>  <p>Audio: Jessica likes to go fast.</p>
<p>Scene #4</p>  <p>Audio: But going too fast on our roads isn't Jessica's jam. Nearly 10,000 people die every year because of speed-related crashes in the U.S.</p>	<p>Scene #5</p>  <p>Audio: Every 10mph faster you drive, the risk of dying in a crash doubles. Thanks, Jessica, for going slower where it counts.</p>	<p>Scene #6</p>  <p>Audio: Crush it at band practice, not on the street. Slow it down.</p>

Electronic Signage

Electronic signage is an effective and moveable way to communicate quick messages to roadway users. The following are a few sample messages that can be used to educate Fresno County roadway users about behaviors, crash risks, and the Safe Street Save Lives campaign.

AT CRASH SITES

Many jurisdictions across the country have started to post moveable, changeable message signs at sites of severe injury or fatal crashes to remind people to travel safely and acknowledge the human toll of traffic crashes. It is recommended that the message board stay up for approximately two weeks after a crash.

The board should alternate between three messages, one to indicate the date of the crash (e.g., “Traffic Death 2/18/21” or “Traffic Injury 2/18/21”), the second that says, “Travel with care,” and the third with the campaign name, “Safe Roads Save Lives.”

Figure 9. Example of crash site electronic signage from Portland, OR
(Source: https://www.portland.gov/sites/default/files/styles/banner_21_9_800w/public/2020-07/burnside-22nd-enhanced.jpg?itok=OxrtB8Wn)



ON STREET SIGNAGE

The California Department of Transportation currently uses electronic message signs to inform drivers about current travel conditions. Many states have turned to humor to get people to read and remember messages while also trying to create messages that are pertinent to local events or recent happenings. The following messages are signage text that has been used successfully in other states. As this text is rolled out in Fresno County, staff should feel free to adapt them as necessary and distribute them to be seasonally appropriate:

- Puff, Puff? Pass the keys to a designated driver. (Illinois DOT)
- Treat Your Kids Like A Fanny Pack: Buckle Up In Back (Illinois DOT)
- Baby Yoda uses the force but still needs a carseat. (Mississippi DOT)
- Drinking and driving go together like peas and guac (Arizona DOT)
- Drive like the person your dog thinks you are. (Arizona DOT)
- He knows if you've been bad or good. Speeding is bad. (Arizona DOT)
- Camp in the mountains, not the left lane. (Wisconsin DOT)
- 100 is the temperature, not the speed limit. (Mississippi DOT)
- Feast your eyes on the road. Drive Safely. (Texas DOT)
- Got The Munchies? Get Food Delivered. Don't Drive High! (Illinois DOT)
- You're not a firework. Don't drive lit. (Virginia DOT)
- Visiting in-laws? Slow down and get there safe. (Ohio DOT)
- Huddle up before the big game. Plan a sober ride. (Wisconsin DOT)

Figure 10. Example of electronic signage
(Source: Illinois DOT, <https://newschannel20.com/news/local/unusual-highway-signs-grab-drivers-attention>)

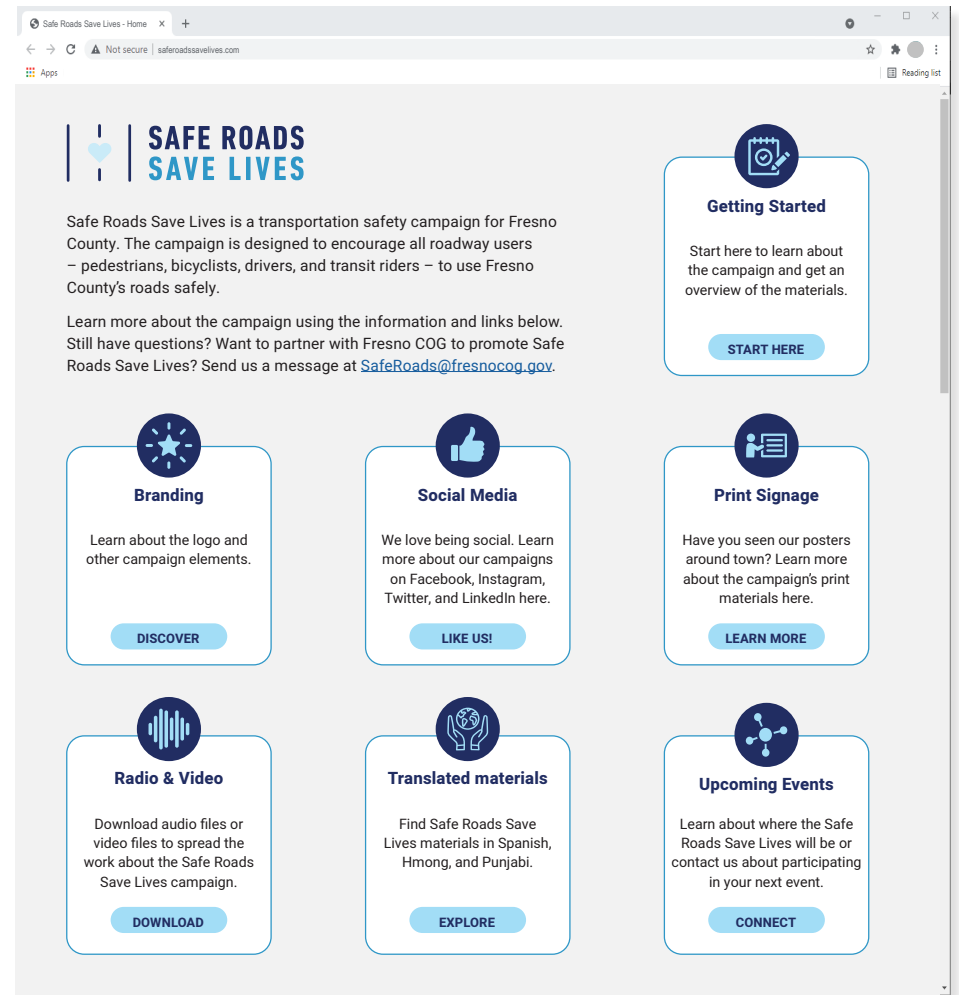


Project Website

The Safe Roads Save Lives campaign should be housed on a project website where Fresno County residents and stakeholder can learn about the campaign purpose, find upcoming events, order materials, and contact program staff. Individuals should be able to get to the website independently or through one click from the Fresno COG’s home page.

The following is a proposed mock-up of the website:

Figure 11. Mock-up of Safe Roads Save Lives website landing page



Messaging and Programming for Students

Working with schools can be a powerful strategy for spreading transportation safety messaging to students, their parents, and the community. This section outlines how the Safe Roads Save Lives materials can be integrated into school communications, how to partner with schools to implement the campaign, and how materials could be adjusted to better resonate with students and families.

Much of this section is based on strategies implemented and work done by Safe Routes to School programs all over the country. To learn more about Safe Routes to School, visit <http://www.saferoutesinfo.org/>.

Integrating Safe Roads Saves Lives into School Communications

There are a variety of ways to use existing Safe Roads Save Lives materials in Fresno County schools, and ease of getting the information and materials out will be one of the most important considerations when determining which approach(es) to use. Schools and school staff – teachers, principals, administrators, etc. – are exceptionally busy with mandated educational requirements and, as such, they need any “additional” information, such as the Safe Roads Save Lives campaign, to be presented to them in the easiest way possible.

The goal of getting the Safe Roads Save Lives campaign into schools is to communicate to students and their families about the safe transportation behaviors the campaign is trying to increase. Therefore, the first step in getting the materials into the school is understanding their existing communication channels. These include, at minimum:

- **School newsletters - email or hard copy.** Many schools have a weekly newsletter that summarizes events at the school, important news about what students are learning, and information about community events.

- **PTO/PTA communications.** Depending on the school, a Parent Teacher Organization (PTO) may be very active or non-existent. If a PTO is active, their communications can be a good conduit to get information to students’ families. A PTO may use newsletters, emails, and/or social media to communicate upcoming events and announcements.
- **Morning announcements.** Every morning, most schools have announcements either over an intercom or virtually in class via video. These announcements are heard by all students and staff.
- **Thursday (or other day) folders.** Many schools (especially elementary) have a “take home” folder that teachers fill with assignments, forms (field trip forms, picture day forms, etc.), and other papers that could be useful for students and their families.
- **Announcement boards.** Some schools have electronic “announcement boards” outside of their school that quickly communicates upcoming events to students and families arriving or leaving from school.
- **School social media accounts.** Most school have at least one social media account (usually Facebook) but can have additional if they are found to be well used in the community (sometimes Instagram or Twitter).
- **School-wide events or festivals.** Many schools have events that encourage families to attend, such as fall festivals, back-to-school nights, parent-teacher conferences, or holiday-specific events. These events often serve a dual purpose of spreading community information to families.

The following table shows which of the Safe Roads Save Lives materials can be distributed through the various school communication channels.

Table 2. Campaign material coordination with school communications

		SAFE ROADS SAVE LIVES COMMUNICATION MATERIALS					
		Social Media Strategy	Print Materials	Promotional Materials	Radio/Video Resources	Electronic Signage	Project Website
SCHOOL COMMUNICATIONS	School Newsletter		X		X		X
	PTO/PTA Communications	X	X		X		X
	Morning Announcements				X		
	Thursday Folders		X	X			X
	Announcement Boards					X	
	School Social Media Accounts	X		X	X		X
	School-wide Events or Festivals		X	X	X		

Partnering with Schools

There are 103 schools in the Fresno Unified School District. Trying to form a relationship with each school individually would be a massive lift and strain limited resources for both Fresno COG and the school district. This isn't a unique situation for Fresno and, as such, it is recommended that partnering with schools on the Safe Roads Save Lives campaign happens, at least initially, at the district level. Once the campaign has infiltrated schools and their communication channels, individual school partnerships may be a possibility, but initially working with the school district is the way to holistically get the campaign information to students and their families county-wide.

It is recommended that Fresno COG creates a school "working group" with a select group of district staff to select which campaign materials to use, a strategy for distributing the materials, and to serve as a sounding board for additional materials or efforts that the schools may need to promote Safe Roads Save Lives.

The following district-wide managers are recommended to serve on this working group:

- **Communications.** The communications group at Fresno Unified distributes a bi-weekly newsletter, creates district wide announcements, hosts a podcast, and, in general, is the group that decides what information all students and families should know about. This group can help the Fresno COG better understand how the Safe Roads Save Lives materials can be distributed within the communication channels outlined in the previous section.
- **English Learners Services.** This department provides English language learning students and their families with instructional support and community information. This department would be valuable in understanding what communication materials are most pertinent to English language learning families, migrant worker families, and recent immigrants. This group can also advise on which materials should be translated into what languages.

- **Safety and Security.** The goal of the Office of Safety and Security is to provide a safe school environment for staff and students. In some school districts, this group also helps lead instruction on traffic safety in coordination with local police departments. Examples of lessons that Safety and Security departments can lead are found at <https://tooledesign.egnyte.com/navigate/file/40121fea-591e-476b-a21b-7a1b0707f592>.
- **Transportation.** In Fresno Unified, the Transportation Department focuses on the operation of the school bus system. They also have important insights on what the roads look like and what behaviors they see during school arrival and dismissal hours. Transportation staff should be consulted when deciding on which transportation safety behaviors should be emphasized throughout the County and in specific locations.
- **Curriculum, Instruction, and Professional Learning.** This group creates, improves on, and decides what curriculum students receive. Many districts, through partnering with local jurisdictions, have created and adopted in-class transportation safety lessons that align with district curriculum standards. Examples of these lessons can be found at <https://www.codot.gov/programs/bikeped/safe-routes/training-curriculum/srts-lesson-plans.html>, <https://kingcounty.gov/~media/depts/metro/travel-options/rideshare/programs/schoolpool/pdf/kcmetro-srts-toolkit-appendix-b.pdf>, and <https://www.phila.gov/programs/safe-routes-philly/resources/>.
- **Physical Education/Health.** The Physical Education (PE) Department develops and coordinates district wide PE curriculum. Many districts across the country integrate walking and biking education into their PE curriculum. Examples of these curriculums can be found at https://sonomasaferroutes.org/sites/default/files/lesson_1.pdf or <https://www.k12.wa.us/sites/default/files/public/1.%20SafeRoutesToSchool%20Curriculum.pdf>.

In addition, it would be helpful to engage the California Safe Routes Partnership to better understand how existing resources, past efforts, and local advocacy efforts could be leveraged to get information on transportation safety into school and to students and their families. More information on the California Safe Routes Partnership can be found at <https://www.saferoutespartnership.org/california>.

Adjusting the Campaign for Students

The Safe Roads Save Lives campaign was designed with the intention that the materials could be used for all-ages, including students and their families. That said, there are additional materials that should be developed specifically for school use. The following offers examples of these materials which would need to be rebranded specific to the Safe Roads Save Lives campaign. Rebranding would include updating the color scheme, fonts, graphics, and tone of the materials.

Example materials that could be adjusted include:

- **Activity book.** An activity book offers an interactive way for students to learn about safe transportation behaviors. If it's used as a take-home activity, it also gives students the chance to talk with their family about their transportation habits and behaviors together. An example activity book can be found at <https://www.phila.gov/media/20210212122740/SRP-Bicycle-and-Pedestrian-Safety-Activity-Book.pdf>.
- **Safe Roads Save Lives classroom curriculums.** There are a multitude of in-class curriculums that could be adapted for Safe Roads Save Lives. These curriculums should be appropriate to the grade level, as should the topics – in the earlier grades, students should be talking about how to cross the street safely or when you should travel with an adult. Older grades may talk about distracted driving or speeding. A summary of example curriculums can be found at <https://kingcounty.gov/~media/depts/metro/travel-options/rideshare/programs/schoolpool/pdf/kcmetro-srts-toolkit-appendix-b.pdf>.
- **Safe Roads Save Lives promotional materials.** Some promotional materials are more attractive to students than adults. For school events, pencils, bike or backpack lights, keychains, backpack pins, or stickers may be popular and do a good job of spreading information or, at minimum, campaign recognition amongst students and their families.

Implementation and Next Steps

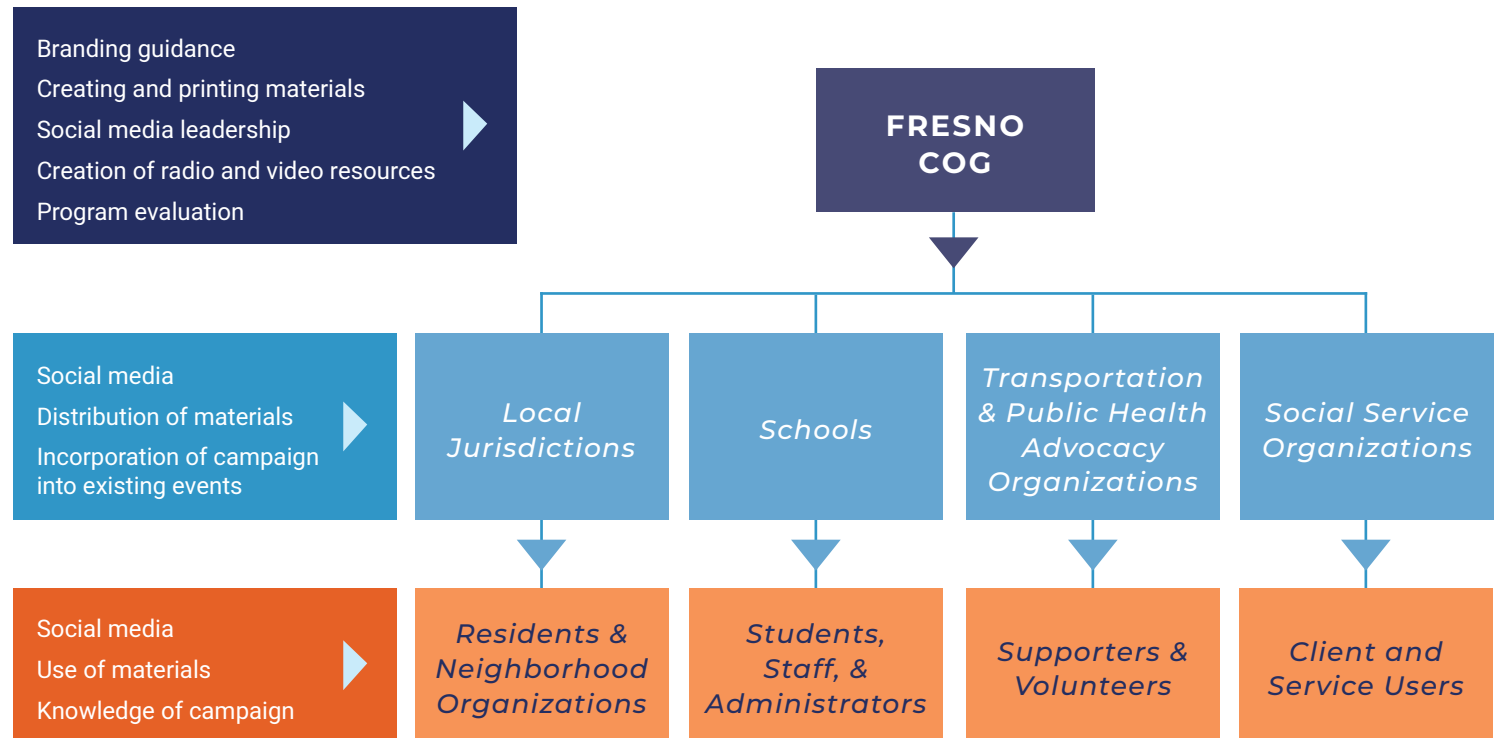
A successful communication campaign is reliant on solid partnerships, program evaluation (and, if needed, adjustments), and agency commitment. This section highlights how the Fresno COG can establish and sustain these three important elements moving forward.

Partnerships

In order to implement the program, the Fresno COG will need to work hand-in-hand with local jurisdictions and partners, who can help share and deploy the campaign's messages throughout the community to achieve results.

Figure 12 shows the various roles that jurisdictions, organizations, and individuals could play in the roll-out of Safe Roads Save Lives campaign. These roles could and should change depending on the amount of resources available and the energy around the campaign at each level. Fresno COG will take a leadership role to maintain proper branding, tone, and use of campaign materials to ensure communication of the correct messages in the correct way.

Figure 12. Roles in the rollout of the Safe Roads Save Lives Campaign



Program Evaluation

Campaigns, especially transportation education campaigns, are notoriously difficult to evaluate in a quantitative manner. Many jurisdictions have conducted extensive and expensive evaluations and have turned up very little useful information. Two main factors contribute to the challenge of quantifying campaign results:

- 1. Crash data often doesn't include many of the behaviors that the campaign is trying to change**, such as near-misses or the amount of distracted driving happening on the roadways. Thankfully, not every poor behavior results in a crash, but since that is all that crash data catches, it cannot paint a full picture of the actual transportation behavior environment. Additionally, crash data may not be available until 1-2 years after a given time period, which makes timely evaluation difficult.
- 2. Properly evaluating a broad education campaign requires ongoing contact with a large and diverse sample of the target audience**, which demands significant time and resources for participants and public agencies.

For these reasons, the project team has developed a simple evaluation framework that can quickly capture how people feel about the campaign, whether their behaviors have changed, and where the campaign is succeeding or might be improved. Table 3 sets up an example evaluation framework that can be used for Safe Roads Save Lives.

Moving Forward

The Fresno COG is excited to move towards implementing the Safe Roads Save Lives campaign in the near future and is committed to seek funding over the next year. Any questions, comments, or interest in the campaign should be directed to Jennifer Soliz, Fresno COG Associate Regional Planner, at jsoliz@fresnocog.org.

Table 3. Safe Roads Save Lives evaluation framework

Part of Campaign	Evaluation Metrics	Evaluation Methods
Branding	<ul style="list-style-type: none"> • Brand/Campaign Recognition • Approval of Campaign Look/Style 	<ul style="list-style-type: none"> • Intercept survey • Online survey
Social Media Strategy	<ul style="list-style-type: none"> • Number of posts • Number of shares/reposts • Number of "likes" • Number of "participations" – commenting, signing up for a contest, etc. 	<ul style="list-style-type: none"> • Data counts • Tracking of jurisdiction, organizational, or individual participation
Print Materials	<ul style="list-style-type: none"> • Number of materials produced • Types of materials most requested • Location of material distribution • Language of materials requested 	<ul style="list-style-type: none"> • Material inventory • Location tracking
Radio and Video Resources	<ul style="list-style-type: none"> • Creation of materials • Airtime 	<ul style="list-style-type: none"> • Count of type of resource used • Survey of type of media where the resource was shared (e.g., genre of radio station, television program, etc.) • Post-survey of organizations that produced the resource
School Resources	<ul style="list-style-type: none"> • Number of participating schools • Types of resources used at each school 	<ul style="list-style-type: none"> • School counts • Annual surveys of schools
Overall campaign	<ul style="list-style-type: none"> • Behavior change 	<ul style="list-style-type: none"> • Before/after crash data • Survey of transportation stakeholders – law enforcement, jurisdictions, transportation advocates, etc. - on the efficacy of the campaign

Appendix A

Fresno COG Regional Safety Plan: Best Practice Research & Draft Education Campaign Framework



Fresno Context

- **Target audiences:**
 - Nearly 1,000,000 residents
 - 28% under 18 years old
 - 54% Hispanic or Latino (46% of Mexican descent)
 - 21% Foreign born
 - 44% speak a language other than English at home (Spanish & Hmong)
- **Geography:**
 - Rural and urban
 - 15 incorporated cities
 - County of Fresno - encompasses all of the unincorporated areas
- **Prior Campaigns**
 - Knowledge from COG staff (forthcoming interviews – hopefully)



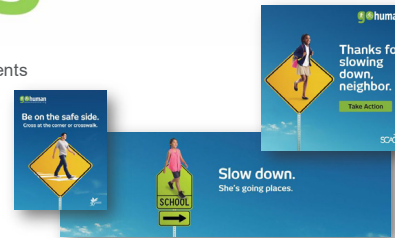
Peer City Review

- Reviewed five programs:
 - **Southern California Association of Governments:** Go Human Campaign
 - **North Carolina DOT:** Watch for Me
 - **Metropolitan Washington Council of Government:** Street Smart
 - **Ohio DOT (with a public health partnership/lead):** Your Move
 - **Colorado Office of Suicide Prevention:** Man Therapy



Southern California Association of Governments (SCAG) – Go Human Campaign

- What it is:
 - Advertising campaign, open streets and demonstration projects, and toolbox and trainings
- Goals:
 - Reduce collisions, create safer streets
 - Increase rates of active transportation
 - Reduce greenhouse gases
 - Improve public health
 - Support ATP and other active transportation investments
 - Change the reputation of the region
- Program Reach:
 - Six counties, 191 cities, 19 million residents



Southern California Association of Governments (SCAG) – Go Human Campaign

- How it is implemented:
 - **Open Streets & Demonstration Events.** These events let people experience potential changes in person and have outreach and/or feedback opportunities onsite.
 - **Community Ambassador Program.** This program is a community engagement and leadership development opportunity working with 20 community members per county to complete a training program to build capacity and improve walking and biking safety.
 - **Mini-Grant Program.** Allows residents to apply for funding to build street-level community resiliency and increase the safety of people most harmed by traffic injuries and fatalities.
 - **Go Human Toolbox.** The Toolbox is a kit of resources that aim to help a community member or group learn more about and implement a traffic safety or active transportation program.



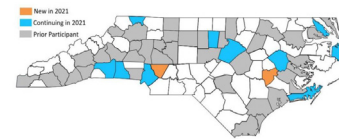
Southern California Association of Governments (SCAG) – Go Human Campaign

- Evaluation
 - Measured media impressions
 - Tracked how demonstration events helped in project implementation and/or fast-tracking
 - Evaluated whether efforts made survey respondents more “inspired” to walk or bike
- Lessons Learned
 - More support and publicity for the program come with partnerships – looking to expand the grant arm of the program to allow more community groups to participate
 - Will continue to use feedback from open streets and demonstration events to inform project design and measure support for improvements



North Carolina DOT – Watch for Me

- What it is:
 - Safety and educational messaging campaign, and high-visibility enforcement efforts – both training and events
 - Goal:
 - Reducing the number of pedestrians and bicyclists hit and injured in crashes with vehicles
- Program Reach:
 - Could be a jurisdiction, organization, university, public health department



North Carolina DOT – Watch for Me

- How it is implemented:
 - **County-Driven Partnerships.** Each year NCDOT invites communities across North Carolina to become partner communities. As part of that effort, partner communities receive additional support and training.
 - **Local Program Leads.** Local programs are typically led by municipal, county, or regional government staff with the involvement of many others, including pedestrian and bicycle advocates, city planners, law enforcement agencies, engineers, public health professionals, elected officials, school administrators, and others.
 - **Watch for Me Materials.** Pre-made materials are ready for use by partners. Materials include bike and ped radio PSAs, logos, stickers, bike rack cards, citation warnings, and posters. Materials are available in Spanish, Mandarin, French, German, and Italian.



North Carolina DOT – Watch for Me

- Evaluation:
 - 5-year report completed in 2020 measuring:
 - Perceptions of the safety of roadways;
 - Perceptions of road users' behavior;
 - Beliefs related to actions that should be taken to make walking and bicycling safer; and
 - Recognition of the Watch for Me NC program.
 - Evaluation showed little change over the 5-year period

- Lessons Learned
 - Engagement decreased (maybe) due to limited materials
 - Need additional engagement between community groups
 - State-wide messages may be too general
 - Needs more partnerships across sectors

Metropolitan Washington Council of Government: Street Smart

- What it is:
 - Safety and educational messaging, through advertising and outreach events
- Goals:
 - Reduce pedestrian and cyclist injuries and deaths in the region.
 - Educate drivers, pedestrians, and bicyclists about safe use of roadways.
 - Increase enforcement of pedestrian and bicycle safety laws and raise awareness about enforcement.
- Program Reach:
 - DC, Suburban Maryland, and Northern Virginia (5.5 million residents)



TOOLE
DESIGN

STREET
SMART

Metropolitan Washington Council of Government: Street Smart

- How it is implemented:
 - Shattered lives.** Billboards, posters, and signage showing the impact of traffic crashes
 - Testimonial videos.** Short testimonial videos by those impacted by traffic crashes
 - Virtual reality challenges.** In-person virtual experiences to highlight risky travel behaviors and the vulnerability of people walking and biking
 - Testimonial wall.** A static art piece with testimonials from those impacted by traffic crashes
 - Earned media.** Press events and news stories
 - Paid (and donated) media.** Advertisements (paid and unpaid) at transit stations
 - Enforcement activations.** Enforcement “waves” with an emphasis on enforcing police presence and the existing laws regarding roadway safety.
 - Pandemic-response virtual pivot.** Social media and online events

TOOLE
DESIGN



Metropolitan Washington Council of Government: Street Smart

- Evaluation:
 - Annual surveys to measure awareness and attitudes among drivers, cyclists and pedestrians
 - Post-campaign reporting that documents impressions and engagement via paid media, donated media, news coverage, digital efforts, and outreach
- Lessons Learned
 - Different strategies work in different places – bus shelters in urban areas, gas station toppers in more suburban areas
 - Provocative advertisements are the ones people remember – e.g., the “Tired Faces” advertisements
 - Strategically pay for media time in order to get free “earned” media through generating interest

TOOLE
DESIGN



Ohio DOT: Your Move

- What it is:
 - A toolkit of resources and marketing strategies
- Goals:
 - Educate all road users how to use the road safely
 - Encourage Ohioans to choose active transportation, and
 - Increase safety for people walking and biking
- Program Reach:
 - Statewide (nearly)

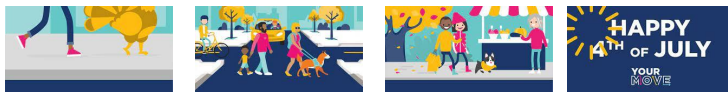


TOOLE
DESIGN

Ohio DOT: Your Move

- How it is implemented:
 - Bought media.** Television, radio, podcast advertisements
 - Social media.** Facebook contests and giveaways
 - Partnerships with the Ohio Department of Health.** Worked to spread the word and build on additional health-related community partnerships through the Creating Healthy Communities program

TOOLE
DESIGN



Ohio DOT: Your Move

- Evaluation:
 - Program report that documented:
 - The strategy of the campaign
 - Media placements
 - Social media impacts
 - Message development and branding
 - Experiential education
 - Lessons learned
 - Recommendations for the continuation of the campaign
- Lessons Learned
 - Any media needs to be short and attention grabbing
 - Not all the strategies will work well in all the communities (e.g., building internal advocates, train the trainer workshops, bike route planning, etc.)
 - Look for the “choir,” in this case bike shops, and get them on board from the start
 - Take advantage of the reach of social media

TOOLE
DESIGN

Colorado Office of Suicide Prevention: Man Therapy

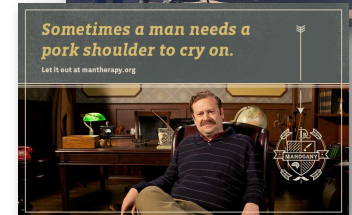
- What it is:
 - A web/social-media based campaign
- Goals:
 - Reduce suicide deaths in working aged men (25-54 years old)
 - Educate men on mental health resources and support systems
 - Normalize talking about mental health
- Program Reach:
 - Statewide (although more states have adopted similar programs)



TOOLE
DESIGN

Colorado Office of Suicide Prevention: Man Therapy

- How it is implemented:
 - Website.** Includes quizzes, videos, resources, and targeted program (e.g., for first responders)
 - Targeted events and outreach.** Air Force football games
 - Earned media.** Radio, television
 - E-cards.** Pre-made e-cards that men can send to a friend.



TOOLE
DESIGN

Colorado Office of Suicide Prevention: Man Therapy

- Evaluation:
 - Program report and video that documented:
 - Website analytics
 - Return visits
 - Survey use
 - Access of "most important" links
 - Website pop-up survey results
 - Quality of the program
 - Is they would recommend it
 - Demographics (age, gender, military affiliation)

- Lessons Learned
 - Humor brought people to the campaign and kept them around long enough to learn/get resources
 - Short and well-produced resources were created for short attention spans.
 - A single character used throughout the campaign created continuity and relatability.



TOOLE
DESIGN

Takeaways for Fresno's Safety Campaign

- Create a consistent brand that leaves an impression
- Take advantage of social media
- Cater to interests and demographics
- Earned media has a bigger bang than paid media (or use paid to get earned)
- Evaluation is challenging, and nearly impossible to directly connect a campaign to safety outcomes.

TOOLE
DESIGN



**Campaign
Toolkit**
Draft November 2021





SAFE ROADS SAVE LIVES

People in Fresno County are always on the move.

Read on for a few tips to keep you and other roadway users safe while getting where you're going.

Hey there, driver!

Slow it down. Excessive speed is the most common reason for traffic crashes, and higher speeds increase the chances of a crash resulting in a serious injury or fatality.

Let people cross. Yield to people walking at intersections and marked crosswalks. Every intersection is a crosswalk – painted or not.

Give space to people biking. If you are passing a person on a bike, give them at least 3 feet. People on bikes can take the travel lane if they feel like they need to, so respect their space.

Lose the distractions. Put that phone down when you hit the road so your focus is on your driving, not that last text message.

Look out. Watch out for others, especially in low lighting, fog, or bad weather.

Be a good human. Stay in control as you drive – road rage isn't good for anybody.



Hey there, biker!



Follow traffic signs and lights. People riding bicycles need to follow the same rules as people driving. Make sure to ride with traffic and obey all stop signs and stop lights.

Be predictable. Ride in a straight line, signal your turns, and let others know when you're passing.

Protect your brain. If you're under 18 years old, it's the law that you must wear a helmet on a bicycle. But it's a good rule for everybody to follow.

Light it up. A front bike light and back light (or reflector) are required at nighttime.

Hey there, walker!

Cross at intersections or marked crosswalks.

Make sure all vehicles in all travel lanes have stopped before you start crossing the street.

Walk facing traffic. If you're on a street without a sidewalk, walk in the opposite direction of traffic.

Shine on. Reflective or bright clothing or lights can make you more visible in the dark, rain, or fog.



Learn more about the Safe Roads Save Lives campaign and join the effort at [\[website\]](#)



SAFE ROADS SAVE LIVES

La gente en el Condado de Fresno siempre está en circulación. Sigue leyendo para obtener algunos consejos de cómo mantenerte a ti y a otros usuarios de las vías seguros mientras llegas a tu destino.

¡Hola, conductor!

Baja la velocidad. La velocidad excesiva es la razón más común de los accidentes de tránsito y las velocidades más altas aumentan la probabilidad de un accidente que resulte en una lesión grave o muerte.

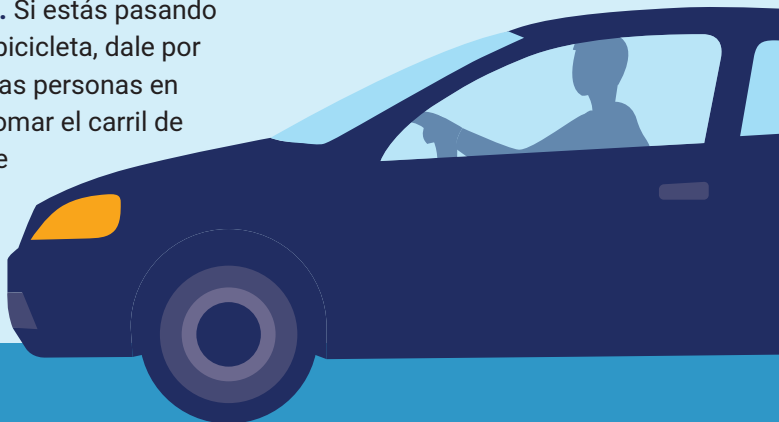
Permite que la gente cruce. Cede el paso a las personas que caminan en las intersecciones y cruces peatonales marcados. Cada intersección es un cruce peatonal, ya sea si está marcado o no.

Dale espacio a las personas que están en bicicleta. Si estás pasando a una persona en bicicleta, dale por lo menos 3 pies. Las personas en bicicleta pueden tomar el carril de viaje si sienten que lo necesitan, así que respeta ese espacio.

Elimina las distracciones. Guarda ese teléfono una vez que empieces a circular por las vías para que tu enfoque sea en conducir y no en ese último mensaje de texto.

Estate atento. Ten cuidado con los demás, especialmente cuando hay poca iluminación, niebla o mal tiempo.

Sé un buen ser humano. Mantén el control mientras conduces -la furia al volante en las vías no es buena para nadie.



¡Hola, ciclista!



Respetar las señales y las luces de tránsito. Las personas que andan en bicicleta deben seguir las mismas reglas que las personas que conducen. Asegúrate de montar en el mismo sentido del tráfico y de obedecer todas las señales de alto y semáforos.

Sé predecible. Viaja en línea recta, haz señales de tus giros y deja que otros sepan cuándo estás pasando.

Protégete el cerebro. Si eres menor de 18 años, la ley requiere que uses un casco al montar bicicleta, pero es una buena regla a seguir para todos.

Ilumínate. Se requiere tener una luz delantera y una luz trasera (o reflector) en la bicicleta durante horas nocturnas.

¡Hola, caminante!

Cruza en las intersecciones o cruces peatonales marcados. Asegúrate que todos los vehículos en todos los carriles de viaje se hayan detenido antes de que comiences a cruzar la calle.

Camina dándole la cara al tráfico. Si estás en una calle sin acera, camina en dirección opuesta al tráfico.

Resplandece. La ropa o luces reflectantes o brillantes pueden hacerte más visible en la oscuridad, la lluvia o la niebla.



Obtén más información sobre la campaña Safe Roads Save Lives y únete al esfuerzo en [sitio web]

Hi there.

**I like you. Want to use Fresno County's
roads safely together?**

Me too.

Let's do it.

**People in Fresno County are always on the move –
whether by car, bus, bike, or foot.**

The Safe Roads Save Lives campaign aims to make all that moving safer and more comfortable for everybody.



Learn more about the campaign, connect with us on social media, and join the effort to make Fresno County's streets safer at [\[website\]](#).



**SAFE ROADS
SAVE LIVES**

Hola.

**Me agradas. ¿Quieres usar las vías
del Condado de Fresno de manera
segura juntos?**

Yo también.

Hagámoslo.

Las personas en el condado de Fresno siempre están circulando, ya sea en automóvil, autobús, bicicleta o a pie.

La campaña Safe Roads Save Lives tiene como objetivo hacer que todo ese desplazamiento sea más seguro y agradable para todos.



Obtén más información sobre la campaña, conéctate con nosotros en las redes sociales y únete al esfuerzo para lograr que las calles del Condado de Fresno sean más seguras en [sitio web].



**SAFE ROADS
SAVE LIVES**

Love crazy pet videos? Save it for later.



**Join me in making Fresno County's
roads safer for everybody.**

website here



**SAFE ROADS
SAVE LIVES**

**Crush it at band practice, not on the street.
Slow it down.**



Join me in making Fresno County's roads safer for everybody.

website here



**SAFE ROADS
SAVE LIVES**

**Thanks for helping
to grow our food.
Now help us get
everybody home for
dinner so we can enjoy it.**

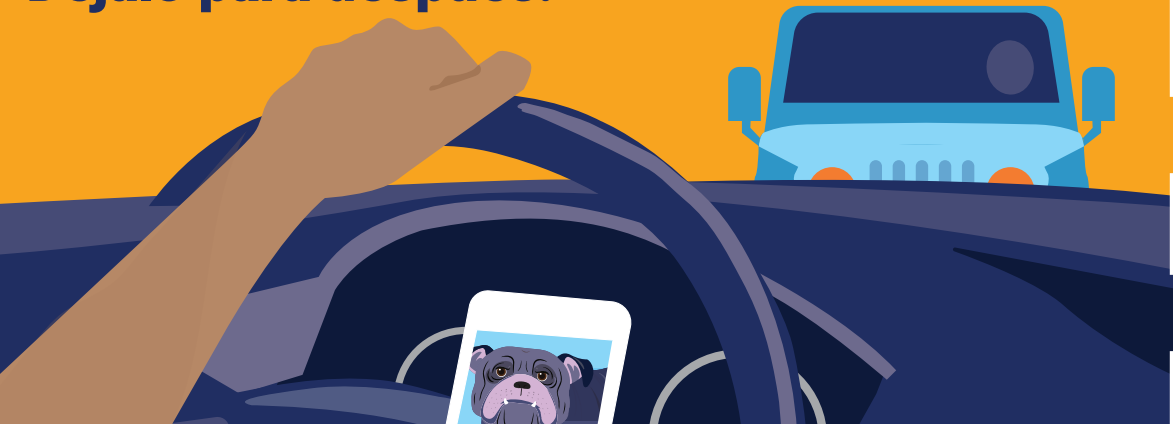


**Join me in making Fresno County's
roads safer for everybody.**

website here



**¿Te encantan los videos de mascotas locas?
Déjalo para después.**



**Únete conmigo para lograr que las
vías del Condado de Fresno sean
más seguras para todos.**

website here



**SAFE ROADS
SAVE LIVES**

**Éntrale con
ganas al
ensayo y no a
las calles.
Baja la
velocidad.**



**Únete conmigo para lograr que las
vías del Condado de Fresno sean
más seguras para todos.**

website here



**SAFE ROADS
SAVE LIVES**

**Gracias por ayudar a
cultivar nuestros alimentos.**

**Ahora, ayúdanos a
que todos lleguemos a
casa para la cena y
poder disfrutarla.**



**Únete conmigo para lograr que las
vías del Condado de Fresno sean
más seguras para todos.**

website here



Fresno Council
of Governments



**SAFE ROADS
SAVE LIVES**

