PEDESTRIAN SAFETY CAMPAIGNS THAT DON’T SUCK

#1 STAY TRUE TO YOUR DESIRED OUTCOME

Do Your Homework: Gather the data required to understand your problem, such as when and where crashes happen, what dangerous behaviors are most common, and who is most affected.

Define the Problem: Don’t jump to pretty graphics and catchy messages too quickly. Define the problem you hope to solve and the audience you hope to reach.

What does success look like for you and your stakeholders?

#2 MAKE IT CLEAR

Keep It Simple. Don’t overcomplicate your campaign, and don’t try to communicate more than one message at a time.

When someone drives by a campaign banner or walks past a poster in a shop window, they should be able to quickly understand what you’re trying to communicate.

The City of Eureka chose a campaign design that is bold, clean, and familiar; the colors and icons emulate everyday street signs.

Be Specific: Don’t leave your audience guessing. It’s okay to be clever, but not at the expense of clarity. Tell your audience exactly what you want them to do.

Want to talk more about walking campaigns and how they might work for your community? Contact Alta’s Programs Team at info@altaplanning.com.

#3 BE EVERYWHERE

Keep It Interesting: Use a variety of media outlets and outreach methods to reach a wide range of people at different points during their day.

For example, Eureka’s campaign targeted millennials through internet radio and the local alternative weekly.

Make It Known: Beyond your paid media and outreach, get the word out about your campaign through earned media and promotional events, like the press conference and campaign launch party shown here.

#4 GET CREATIVE

Leverage Your Resources: Not all media needs to be expensive media. We took advantage of City-owned property, including fences for hanging banners, traffic signal boxes for decals, and sidewalks for stenciled messages.

Be Non-Traditional: Don’t just purchase expensive billboards. Consider unique and locally specific ways to reach your audience. We distributed branded coffee cup sleeves to local coffee shops and gave out tote bags at farmers markets.

Find Your Champions: Identify others who care about your cause and will help you get the word out. Community radio stations in Eureka played our PSA for free.

#5 GO DEEPER

Connect with People: Meet your audience where they are, literally, and give them a reason to care. Attending community events allows you to disseminate a more nuanced message, give background information, and provide educational opportunities.

Listen, Too: Give people an opportunity to be heard, whether they have a personal story or think you could do better.

Make It Fun: It doesn’t have to be all statistics and laws. Incorporate fun, family-friendly activities into your outreach. Our outreach events included a photobooth, trivia, giveaways, and prize raffles.

#6 KEEP A RECORD

Finally, be sure to document your successes and lessons learned. Here are some suggestions:

• Take photos and screenshots of your media and outreach.
• Tally the number of people reached at events and through media.
• Collect feedback and quotes from partners and the general public.
• Evaluate the impacts through a survey or focus group.

In 2013, the California Office of Traffic Safety named the City of Eureka the third most dangerous city for pedestrian collisions out of 93 similar-sized California cities.

In 2015, Alta Planning + Design’s Programs Team worked with the City of Eureka, California, to plan and implement a pedestrian safety campaign. This poster highlights the keys to success and lessons learned from that effort, many of which are applicable to any community that would like to address pedestrian safety through outreach and marketing.