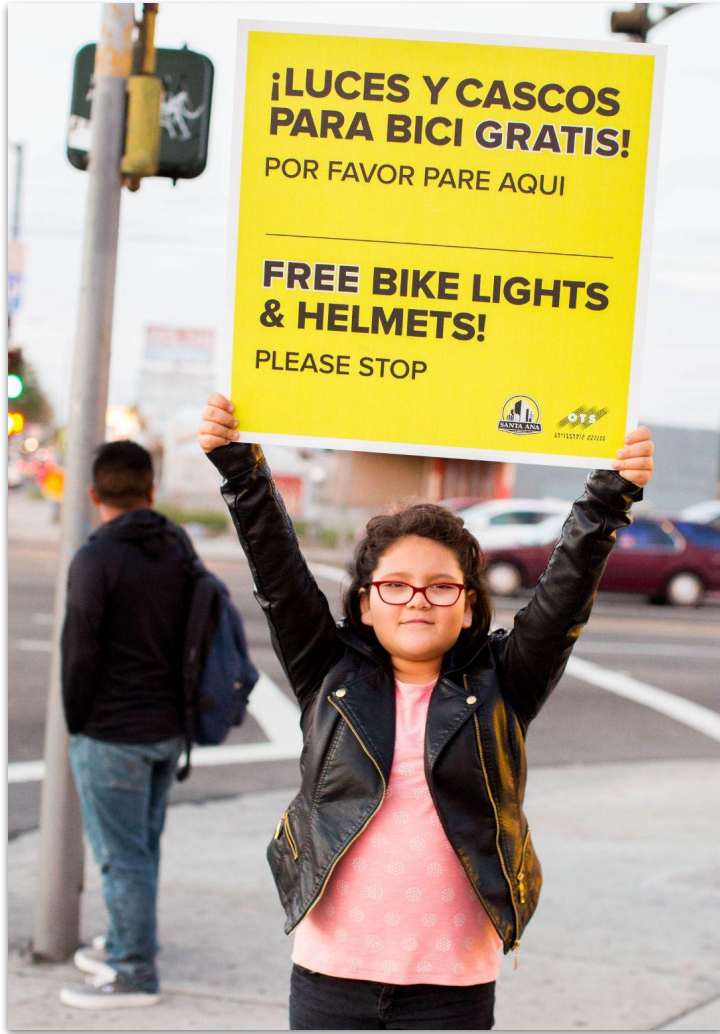


9 Dos & Don'ts for Your Next Traffic Safety Campaign

*Evidence-Based Strategies for
Successful Behavior Change*

alta







#1

Don't Try to Reach Everyone





WE MAKE TIME
to
**BRAKE
FOR KIDS**

PASADENA



WE MAKE TIME
to
**DRIVE
25**

PASADENA



WE MAKE TIME
to
**BE
AWARE**

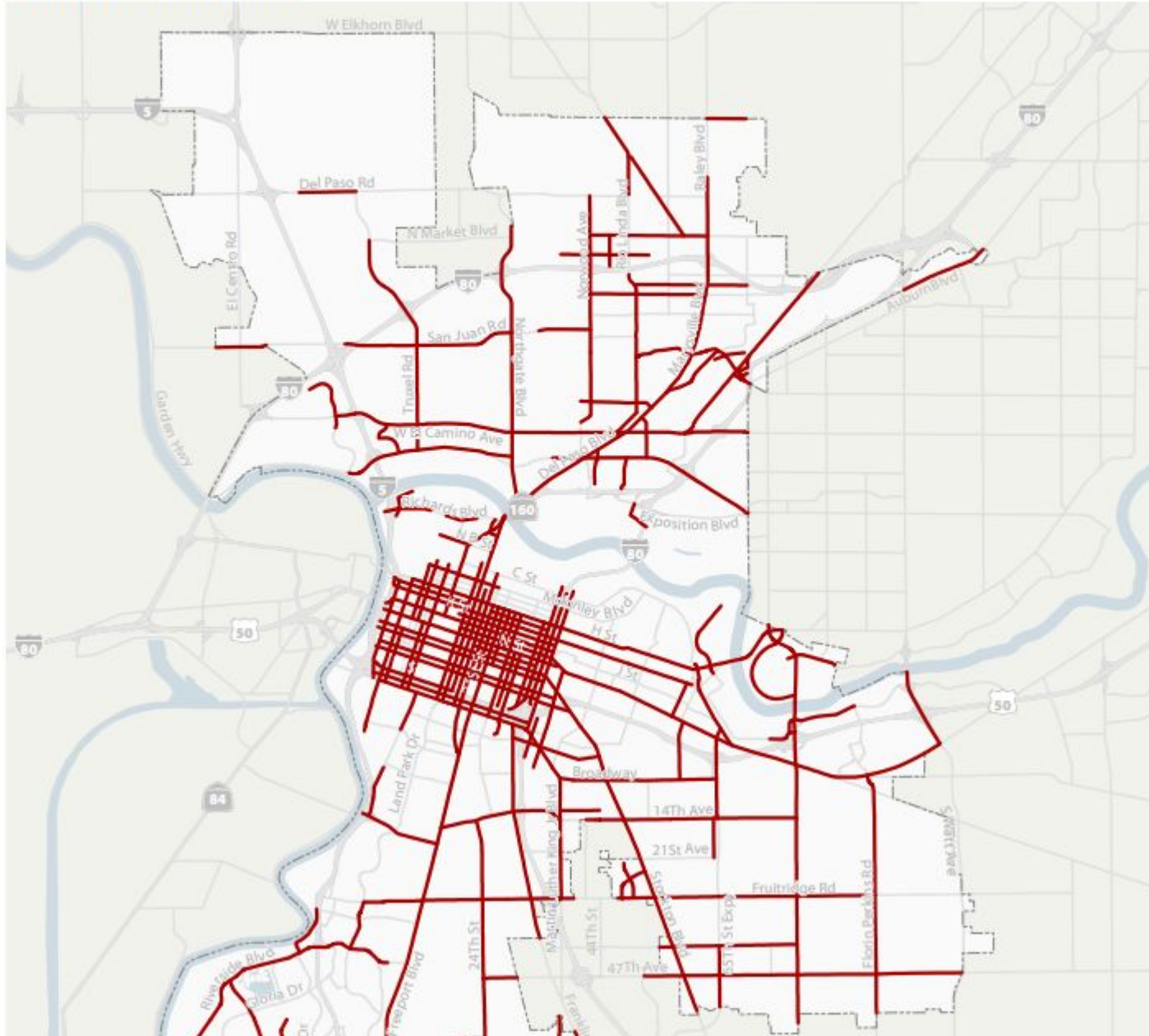
PASADENA



#2 Do Your Homework



HIGH INJURY NETWORK



79%

of all crashes occur on the High Injury Network, which accounts for **just 14%** of Sacramento's roadways

Top 10 profiles



Unsafe Speed on
Non-Local Streets



Broadside Crashes -
Bicycle Involved



Pedestrian Crossing
Outside of an Intersection
or Crosswalk



Alcohol
Involved



Driver Making Left
Or Right Turn - Bicycle/
Pedestrian Involved



Pedestrian Crashes
Near Transit Stops



35+ MPH
Streets



Crashes in
Commercial Areas



30+ MPH Streets -
Bicycle Involved



60+ Year
Old Pedestrians

Top 10 profiles



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Pedestrian Crossing
Outside of an Intersection
or Crosswalk



Pedestrian Crashes
Near Transit Stops



**YOU CAN'T
SEE *what*
YOU'RE NOT
LOOKING FOR.**

OUR SAFETY IS
Homegrown
SACRAMENTO

#VisionZeroSac

Funding for this program was provided
by a grant from the California Office of
Traffic Safety, through the National
Highway Traffic Safety Administration.

SHARE OF COLLISIONS THAT OCCURRED AT INTERSECTIONS



The road belongs to ALL *of* US

TAKE TURNS *at* INTERSECTIONS.

OUR SAFETY IS
Homegrown
SACRAMENTO



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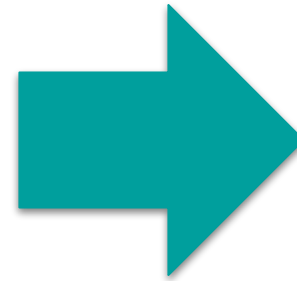
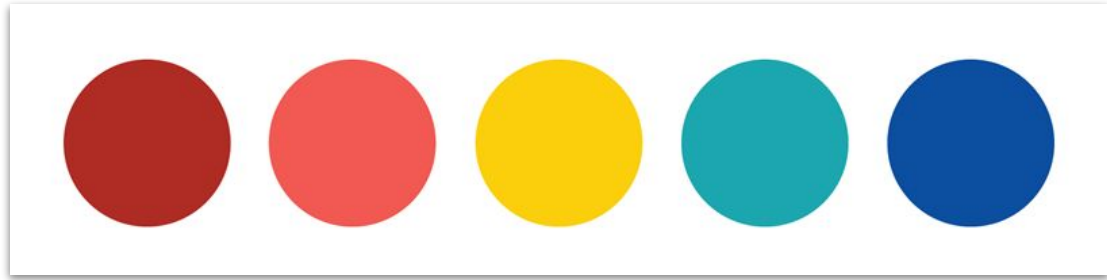
#VisionZeroSac

#3

Listen to the Experts



#3 Listen to the Experts



It starts with us.

We **slow down** for each other.

We **look out** for each other.

We **stop** for each other.

#4 Localize It



#4 Localize It



OUR SAFETY IS
Homegrown
SACRAMENTO
#VisionZeroSac

We YIELD to PEDESTRIANS

IT'S MORE *than* COURTESY.
IT'S THE LAW.

OTS CALIFORNIA TRAFFIC SAFETY

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

The road belongs to ALL of US

TAKE TURNS at INTERSECTIONS.

OUR SAFETY IS
Homegrown
SACRAMENTO
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OTS CALIFORNIA TRAFFIC SAFETY

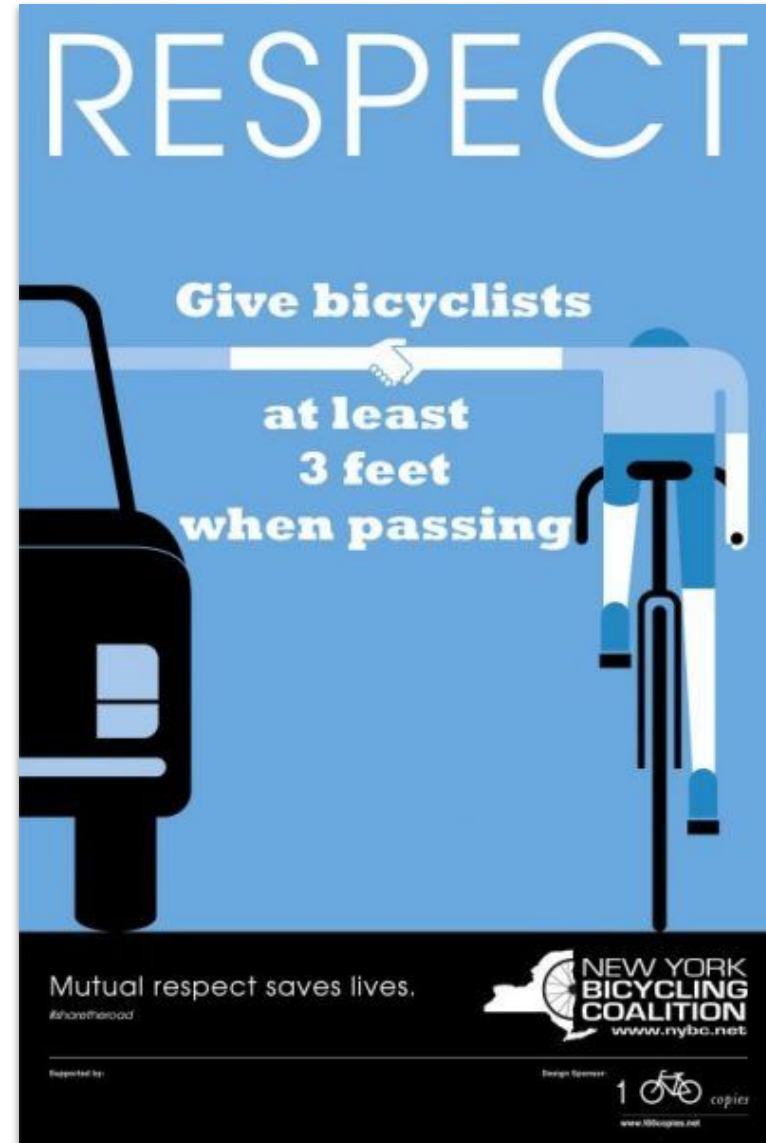
Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

#5 Don't Be Ambiguous



#5 Don't Be Ambiguous





#6 Find Synergy





Photo: Portland Bureau of Transportation

#7

Reach People Where They Are



#7 Reach People Where They Are

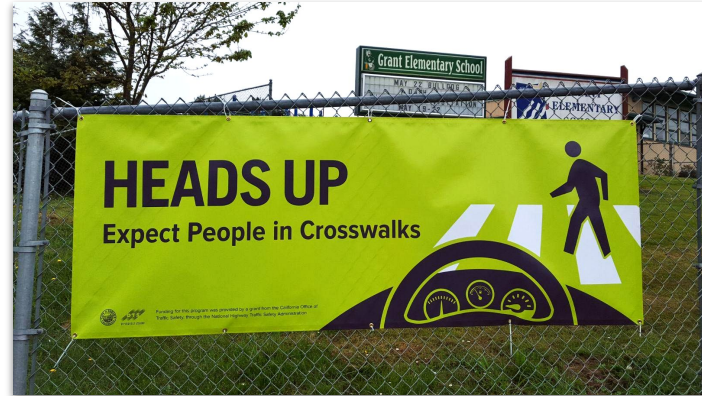


#8

**Don't Rely on
Mass Media
Alone**



#8 Don't Rely on Mass Media Alone



#9

Work with Trusted Messengers





**9 Evidence-Based
Strategies for
Successful Traffic
Safety Campaigns**

- #1 Don't Try to Reach Everyone**
- #2 Do Your Homework**
- #3 Listen to the Experts**
- #4 Localize It**
- #5 Don't Be Ambiguous**
- #6 Find Synergy**
- #7 Reach People Where They Are**
- #8 Don't Rely on Mass Media Alone**
- #9 Work With Trusted Messengers**

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*Let's Make Our
Communities Safer!*

alta