

Traffic Calming Public Information Program



**City of Napa
Public Works Department**

The Public Ad Campaign.



Focus on Traffic Safety.

1. Stop sign compliance
2. Red light running
3. Speeding
4. School zone compliance
5. Crosswalk safety & compliance
6. Bicyclist awareness

Red Light Violations.



PUT THE
OTHER PEDAL
TO THE METAL

Street  Smarts www.GetStreetSmarts.org City of Napa

Stop Sign Compliance.

STOPPING
IS PART OF DRIVING

STOP

Street  Smarts www.GetStreetSmarts.org City of Napa

Speeding.

**WANT TO MEET COPS?
DRIVE FAST.**



Street  Smarts www.GetStreetSmarts.org City of Napa

Cyclist Awareness.

**SPANDEX ISN'T ARMOR.
EXERCISE CAUTION.**



Street Smarts

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Street Smarts

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Yield to Pedestrians.

LET PEDESTRIANS CROSS, THEN
TAKE YOUR TURN



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School Zone Compliance.

**IF YOU SEE KIDS
SLOW DOWN**



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The Situation.

Driving behavior is a growing concern.

- Death and injuries (nationwide)
 - 41,821 deaths
 - 5.3 million injuries
 - 27.6 million damaged vehicles
- \$200 billion total damages*
 - 9% covered by public revenue
 - 2.4% of US GDP*

*Source: National Highway Traffic and Safety Administration 2000

The Cause.

Combination of attitudes and behaviors.

- Stress, anxiety, aggression
- Inappropriate behaviors:
 - Crosswalk violations
 - Red light running
 - Speeding
 - School zone violations
 - And many more...

Research and Analysis.

The trends in traffic safety.

- Engineering and enforcement aren't enough
 - Changing attitudes and behaviors requires education — awareness and understanding
- Government agencies are beginning to focus on education as another tool to calm traffic
 - Cities, states and federal agencies realize the problem and are trying new strategies

San Francisco, Los Angeles, San Jose, Oakland, CA; Charlotte, NC; Portland, OR; U.S. Federal Government

Research and Analysis.

The trends in traffic safety.

- Education takes time
 - Changing attitudes and behaviors take time. Research shows public education campaigns take approximately 3 years to impact behavior. (e.g., recycling)
- Progression of campaign
 - Year One: Raise awareness
 - Year Two: Change Attitudes
 - Year Three: Change Behaviors

The Overall Strategy.

A two-part strategic approach.

- The Umbrella Brand
 - The umbrella brand is designed to communicate a broader idea (as in *slowing down and being a more responsible driver is a good thing*)
- The Extension Messages
 - Specific messages address each of the behavior issues through headlines and a variety of marketing vehicles

The Program Objectives.

- Awareness, perception, influence
- Generate awareness and educate drivers, pedestrians and bicyclists on traffic safety
- Change perception and attitude of target audiences
- Ultimately, positively influence behavior and lower amount of violations/accidents

Communication Strategy.

The communications plan will include:

- Media
 - Radio, outdoor, sponsorship, print, online
- Community relations
 - Presentations and "campaign kits" to neighborhoods, business groups, website, etc.
- Sponsorships
 - Enlisting corporate involvement

A Broad Mix of Media.



Potential Implementation Partners.

- Napa Valley Unified School District and private schools' administration
- Napa Chamber of Commerce, Napa Downtown Association, and Napa Valley Conference & Visitors Bureau
- City of Napa Bicycle & Trails Subcommittee, NCTPA Bicycle Advisory Committee, and Napa Bicycle Coalition
- Local newspapers, magazines, and newsletters

Our next steps.

- Engage private sector sponsors to pay for *Street Smarts* ads in local newspapers, magazines, and radio
- Coordinate with the NCTPA/VINE to disseminate *Street Smarts* bus shelter posters and bus vehicle streamers
- Promote *Street Smarts* in the traffic safety education program for local schools

What you can do.

- Purchase a *Street Smarts* ad in the local newspapers, magazines, and radios
- Put up *Street Smarts* posters in your school, shops, restaurants, and other venues of public interaction
- Organize your neighborhoods to promote traffic safety using the *Street Smarts* program