

OUR SAFETY IS
Homegrown
SACRAMENTO



Sacramento

VISION ZERO *Campaign*

FINAL REPORT SEPTEMBER 2018



In 2017, the Sacramento City Council adopted a goal to eliminate all traffic fatalities and serious injuries in the city by 2027. By setting this goal, the city joins the international movement with other cities around the world aiming for “Vision Zero,” or zero traffic deaths.

Council Member Eric Guerra speaks at a campaign launch event



EXECUTIVE SUMMARY

To combat fatal and severe injury crashes, especially those affecting people walking and bicycling, the City is pursuing Vision Zero through a variety of efforts. The City successfully secured grant funding from the California Office of Traffic Safety to implement a traffic safety campaign. From June through August 2018 the City conducted a campaign titled Our Safety is Homegrown, with primary goals of increasing awareness and improving behavior of people driving, bicycling, and walking in Sacramento. The campaign complements ongoing efforts in the city, including a study currently underway of the five corridors with the highest injury and fatality occurrences.

To achieve the campaign goals of increasing awareness and improving behaviors associated with fatal and severe crashes, the City developed five campaign messages with accompanying graphics:

- **Take it Slow: Safety happens at low speeds**
- **We Drive Slowly: Our lives are worth it**
- **Get a Ride: The perfect end to the night is a safe ride home**
- **Watch for Others: You can't see what you're not looking for**
- **The Road Belongs to All of Us: Take turns at intersections**

The City shared these messages and graphics through a suite of outdoor, print, web, and social media outlets which reached a wide audience and achieved high visibility in the community. The City also attended 23 outreach events and community meetings to connect with residents, talk about the campaign, and share materials.

In total, the campaign achieved 5.5 million impressions, including nearly 611,000 billboard impressions, 83,000 viewings of the campaign motion graphic, and 21,500 click-throughs to the VisionZeroSac.org, the City's Vision Zero webpage.

To evaluate the campaign's effectiveness and learn about public perceptions of the campaign and Vision Zero, the City conducted an online survey following the active campaign.



SACRAMENTO RANKS SECOND WORST

in the state for fatal and severe-injury crashes related to DUIs

According to the California Office of Traffic Safety 2015 rankings for cities with more than 250,000 residents

INTERSECTIONS ARE WHERE

66% 
of pedestrian

and

85% 

of bicyclist crashes where the victim is killed or severely injured (or KSI crashes) occurred



DRIVERS TRAVELING AT UNSAFE SPEED

is the leading cause of fatal and severe-injury crashes

*Between 2009 and 2015,
151 people were killed
in crashes on Sacramento
streets.*



CAMPAIGN OVERVIEW

Background

Between 2009 and 2015, 151 people were killed in crashes on Sacramento streets. On January 19, 2017, the City Council issued a call to action and launched a Vision Zero effort in the community, setting a goal to eliminate all traffic fatalities and serious injuries by 2027. The Vision Zero program is data-driven, identifying factors that are associated with high numbers of crashes where people are killed or severely injured (referred to as “KSI” crashes). People walking and bicycling are involved in just 22 percent of collisions in Sacramento, but make up 48 percent of KSI crashes.

A comprehensive approach to improving the safety of the roadway network includes the three “E”s: *education, engineering, and enforcement*. To date, the City has implemented engineering solutions in key corridors, including constructing separated bikeways and improved crossings. The Police Department has undertaken focused enforcement efforts to address key factors which contribute to crashes. From June through August, 2018, the City also implemented a comprehensive education and

encouragement campaign designed to increase awareness and encourage all road users to change behaviors to improve safety. These efforts, combined with ongoing evaluation of the efficacy of each project, work together to improve roadway safety.

Funding

The City of Sacramento received grant funding for the campaign from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

Campaign Goals

The primary goal of this campaign was to support the City's Vision Zero target to eliminate traffic fatalities and severe injuries by 2027 by increasing awareness of traffic safety and improving behavior. The campaign targeted several audiences and behaviors as discussed in the following sections.

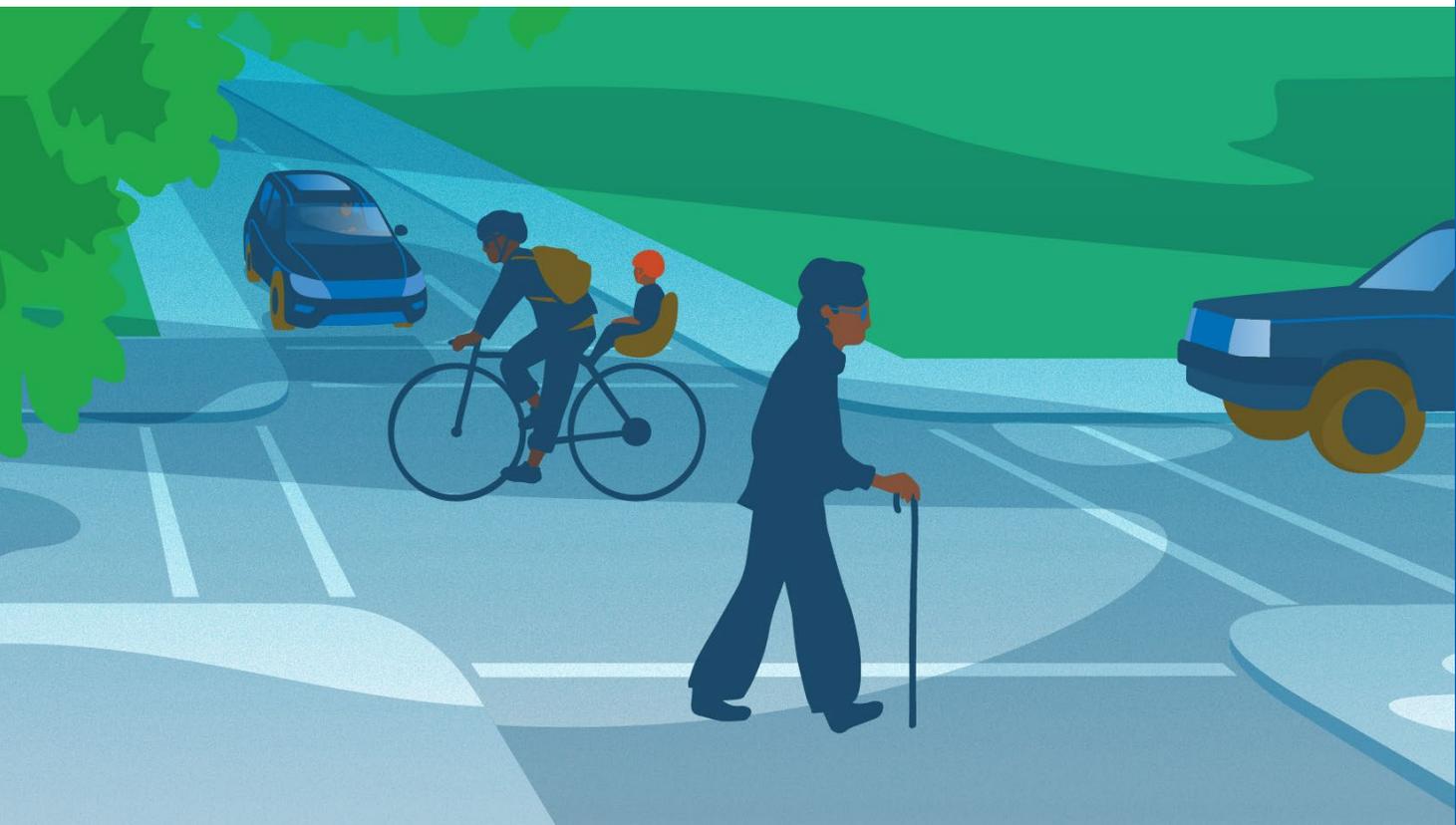
Target Audience

The campaign addressed behavior of people driving, walking, and bicycling in Sacramento, based on crash data that showed that all contribute to KSI crashes. Placement of media and attendance of outreach events were selected to support disbursement of the campaign throughout the city, with care taken to locate billboards along high injury corridors where KSIs happen with greater frequency. A concerted effort was conducted to reach seniors in the community, who account for 30 percent of pedestrians involved in KSIs.

Target Behaviors

Analysis of the data, contributing behaviors, and violations associated with KSIs resulted in focusing the campaign on the following target behaviors:

- Speed reduction
- Avoiding impaired driving
- Scanning before turning
- Taking extra care at intersections





CAMPAIGN MATERIALS

Messaging and Design Process

The campaign theme selected was “Our safety is Homegrown,” alluding to the desire for a campaign that not only addressed behaviors specifically found to contribute to Sacramento crashes but for campaign messages and graphics that reflect the city character. A suite of five campaign messages were developed that addressed the target behaviors. These messages are:

- **Take it Slow: Safety happens at low speeds**
- **We Drive Slowly: Our lives are worth it**
- **Get a Ride: The perfect end to the night is a safe ride home**
- **Watch for Others: You can't see what you're not looking for**
- **The Road Belongs to All of Us: Take turns at intersections**

The color palette, imagery, and tone for the campaign were to reflect the unique character of Sacramento: a cool-toned palette with pops of bright color to highlight key figures in each image. Custom illustrations drew on actual Sacramento streetscapes, further emphasizing the homegrown character of the campaign. Streetscape elements were selected that evoke Sacramento neighborhoods, including local trees and distinct crosswalk patterns, and figures in the campaign reflect the diverse Sacramento community. Finally, each campaign material was designed to reflect all modes.



CAMPAIGN ELEMENTS

The campaign used a combination of traditional outdoor, print, and web media, combined with direct outreach to Sacramento residents at neighborhood association meetings and community events. Traditional media included transit advertising, digital billboards, online advertising, and earned media. Grassroots promotion included posters and yard signs distributed to community members and displayed in private yards or at local businesses. More detail about each campaign component is included on the following pages.



Outdoor Media

Outdoor media included a variety of printed materials, as described in the table below. Outdoor media was visible in the community from July through August 2018. Transit ads ran for an extended period, from June 25 through September 16, 2018, due to vendor scheduling.

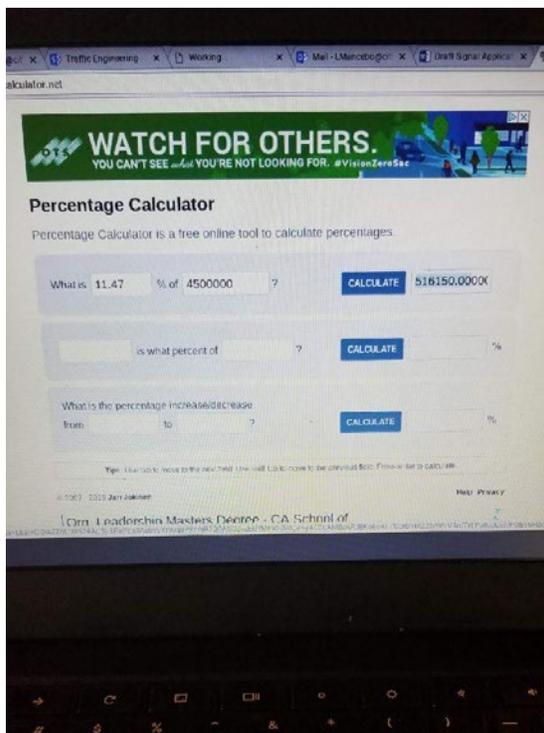
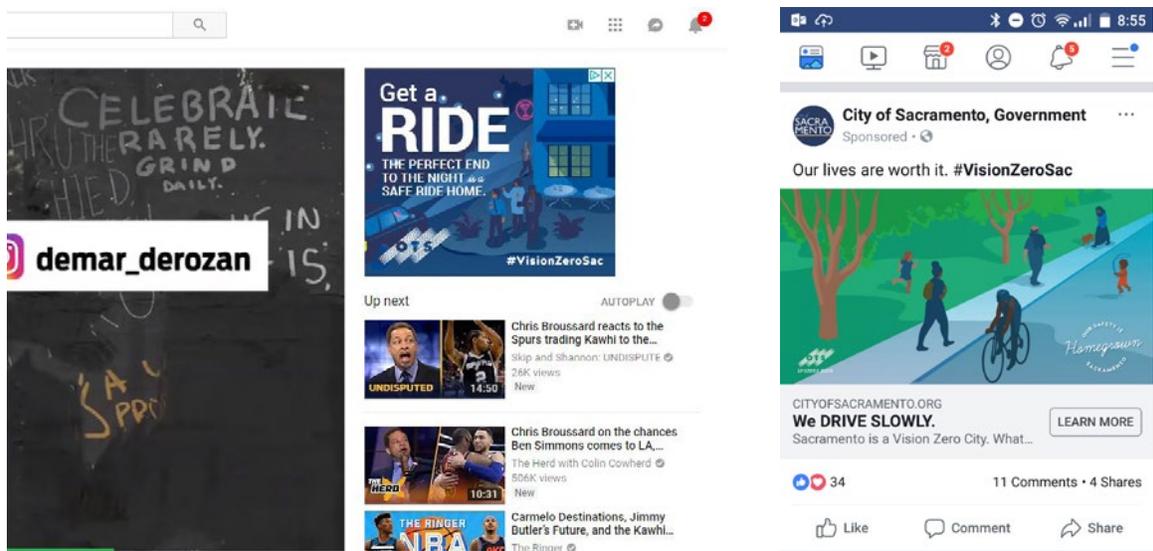
Outdoor Media	Details	Messages	Quantity
Transit Ads	Empress (driver side), queen (passenger side), and halfback (backside) ads on buses	Take it Slow We Drive Slowly Get a Ride Watch for Others Road Belongs to All of Us	8 Empress, 10 Queen, and 10 Halfback; 28 separate vehicles
Digital Billboards	Advertisements on digital billboards located near the high injury network	Take it Slow We Drive Slowly Get a Ride Watch for Others Road Belongs to All of Us	180,467 impressions on I-5 south of Richards Blvd. 145,523 impressions on I-80 east of Northgate Blvd. 104,559 impressions on Business 80 east of Fulton Ave. 180,180 impressions on I-80 east of Madison Ave.
Posters	Community posters in storefronts, on community bulletin boards, and in windows of private homes	Take it Slow We Drive Slowly Get a Ride Watch for Others Road Belongs to All of Us	1,000
Yard Signs	Corrugated plastic signs on wire stakes	We Drive Slowly Watch for Others	1,600

Online Media

Ads were live from July 2 through August 15, 2018.

	Details	Impressions	Click Through Rate (CTR)*
Facebook	Static images and video ads	1,133,695	12,230
Google Display	Static image ads	3,606,854	9,286
YouTube	Video ads	152,525	N/A
TOTAL		4,893,074	21,576

*Click through rate (CTR) is the number of users that click on a specific link out of the total users that view a page, email, or advertisement. This is considered a standard measure of advertising reach.



City, Partner, and Educational Communications

Existing social media outlets were leveraged to promote the campaign.

City, Partner, and Educational Communications	Details
City of Sacramento Web and Social Media Communications	Launch post to promote campaign on Facebook page
	Front page feature on City website
	Launch post to promote campaign on Nextdoor
Partner Communications	Councilmember announcements promoting the campaign to their constituents
	Sacramento Area Bicycle Advocates post on Facebook page promoting the campaign



Outreach and Education

Outreach staff attended 23 community events during the active phase of the campaign. At events, outreach staff discussed the campaign with residents and encouraged them to share information with their friends and neighbors. Campaign posters and yard signs were distributed

at many of the events, with residents encouraged to take materials to give to neighbors and others interested in the campaign. At community meetings, outreach staff provided a brief presentation on the campaign.

Event	Date	Location	Estimated Attendance	People Spoken With
Midtown Farmers Market	May 26, 2018	MARRS Building, 20th and K Streets	100	14
Village Gateway Concert	June 29, 2018	Village Gateway Shopping Center, Natomas	50	10
Launch Press Conference	June 29, 2018	Stockton Boulevard and T Street	20	20
Urban Cycling 101	July 12, 2018	City Hall	9	9
Oak Park Farmers Market	July 14, 2018	McClatchy Park	100	18
Meadowview Neighborhood Association	July 18, 2018	Pannell Community Center	8	8
Garcia Bend Park Food Truck Rodeo	July 20, 2018	Garcia Bend Park	200	23
Tahoe Park Food Truck Rodeo	July 27, 2018	Tahoe Park	200	16
Kumbaya Festival	August 4, 2018	24th Street Bypass Park	50	18
Old North Sacramento National Night Out	August 7, 2018	Grace City, 701 Dixieanne Avenue	100	17
Hagginwood National Night Out	August 7, 2018	Hagginwood, 3271 Marysville Boulevard	15	8
Urban Cycling 101	August 9, 2018	City Hall	6	6
Oak Park Community Center	August 14, 2018	Oak Park Community Center	14	14
South Oak Park Neighborhood Association	August 16, 2018	Fruitridge Community Collaborative	10	10
APA Young Planners Group	August 16, 2018	New Helvetia Brewing Company	18	18
AARP Vision Zero Bike Class	August 22, 2018	Hart Senior Center	15	15
Robla Park Community Association	August 29, 2018	Main Avenue Elementary School	25	25
AARP Vision Zero Bike Class	August 30, 2018	Waters Library	6	6
Hagginwood Neighborhood Association	September 5, 2018	Kinney Police Station	30	30
Valley/Mack Farmers Market	September 7, 2018	6700 Mack Road Parking Lot	40	9
Movie Night in the Park	September 7, 2018	Artivio Guerrero Park	200	25
Pops in the Park	September 15, 2018	South Natomas Community Park	200	75
East Sacramento Preservation Neighborhood Association	September 26, 2018	Warren Mc Claskey Adult Center	70	70



Hagginwood National Night Out

SURVEY RESULTS

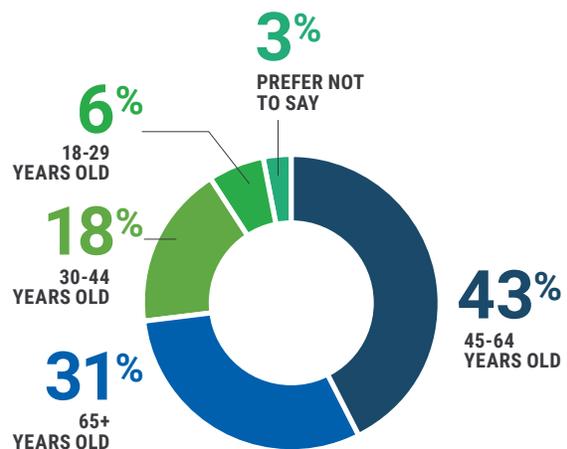
Methodology

To evaluate the campaign’s effectiveness and learn about respondents’ experience with the campaign, the project team conducted an online community survey following the campaign (from Monday, September 10 through Thursday, September 20, 2018). The survey was distributed electronically and promoted through City of Sacramento communications such as Facebook, Twitter, and the newsletter City Express. During the survey period, 127 individuals responded to the online survey.

Demographics

Ninety six percent of respondents were residents of the City of Sacramento, and 64 percent were female. The following chart shows the age distribution of respondents for those who answered the question; the age of respondents is skewed towards the 45-64 age group, which may impact the survey findings.

Age of Survey Respondents [N=120]



Key Findings

Campaign Reach

Of the 127 individuals who responded to the survey, 37 percent (46 people) said they had seen the “Our Safety is Homegrown” campaign prior to taking the survey, and 45 percent (54 people) had heard about the Vision Zero safety campaign. For those who had seen the campaign, the following chart shows where they reported seeing or hearing about it. Of note, the campaign was targeted to specific areas near the High Injury Network, while the survey was available to anyone who sees City social media, which may impact results.

Campaign Impact

When asked about the impact of the campaign, the survey respondents who expressed an opinion stated the following:

28%

have changed driving behavior
(slowing down, not driving while intoxicated, yielding to pedestrians, etc.)

17%

have changed walking behavior
(looking before crossing, eye contact with drivers, etc.)

15%

have changed biking behavior
(watching for others, stopping at signs, yielding to pedestrians, etc)

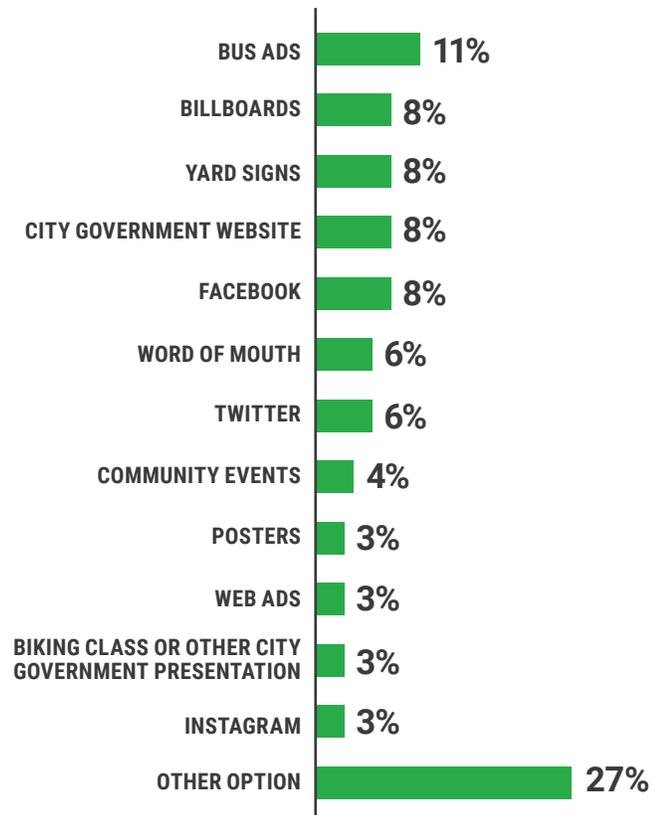
24%

are more aware of other road users since seeing the campaign

76%

feel there is value to continuing the campaign

Where Survey Respondents Reported Seeing or Hearing about the Our Safety is Homegrown Campaign (N = 76)



Additional Comments

Survey respondents had an opportunity to share additional thoughts. Some shared specific feedback on local roadways and intersections, and others gave feedback on specific educational needs seen in the community.

Several respondents shared thoughts for future outreach:

“Put up signs in parking garages.”

“Share with schools/students in school rallies.”

One respondent noted the importance of an approach including both education and engineering: **“Education is good, but the best way to implement Vision Zero is roadway design changes (I know it’s also the most expensive method and education is cheap).”**

Finally, one respondent shared that **“I completely support any effort to increase the safety of all modes of transportation.”**



LESSONS LEARNED

Stakeholders and Partners

The success of the “Our Safety is Homegrown” campaign can be attributed to strong involvement from stakeholders and community partners. Local advocacy groups and other community organizations, including WALKSacramento and Sacramento Area Bicycle Advocates, used their existing social media accounts and member lists to share information about the campaign. Councilmembers also contributed time and leveraged resources to promote the campaign in their districts and distribute campaign materials to residents. Some stakeholder groups were difficult to reach due to the summer schedule, and lack of familiarity with this new campaign.

Lesson Learned: Strong campaign partners contribute significantly to the success of campaigns by carrying the message to new audiences. Several neighborhood associations distributed yard signs and posters to neighborhood residents who did not attend the association meeting presentation on Vision Zero, for example. A longer window of time for pre-campaign launch outreach to stakeholder organizations may help improve responsiveness and build additional support for organizations to assist in campaign outreach and material distribution.

Education and Outreach

Attending existing community events to conduct education and outreach proved successful. The outreach team was able to bring campaign materials and messages and reach residents where they already go in large numbers. Farmers markets, food truck events, and neighborhood association meetings typically had good engagement, likely because of the social and leisurely nature of these events.

Lesson Learned: Future campaigns should continue to take advantage of existing community events to engage and educate residents, focusing on events with a social and leisurely atmosphere where people may be most open to conversations with staff. However, better engagement strategies can increase the amount of one-on-one interactions with the public. For example, having a giveaway or other “draw” to the outreach booth might attract more event attendees to engage with outreach staff. Speaking with event organizers to target a narrower window of time when more attendees are expected might also prove a more fruitful strategy.



Council Member Rick Jennings talks with the campaign team at the Garcia Bend Park Food Truck Rodeo

Collateral Materials

The campaign collateral materials, which utilized the five messages with custom illustrated graphics reminiscent of Sacramento neighborhoods, were well received. In fact, many people the City engaged with at community events asked if the graphic messages were available as banners that could be posted at schools or busy streets, as larger-format yard signs for busy intersections, or as stickers. Yard signs were very popular, though distribution at community events was less successful than expected; many attendees did not want to carry the yard signs around as they attended the event.

Lesson Learned: Future campaigns should continue to utilize yard signs, but focus more on distributing yard signs to neighborhood associations, business associations, and at schools, instead of at community events. Banners were ordered later in the campaign due to requests. Future campaigns should consider ordering a small number of banners and larger signs early in the campaign to use at key intersections or at community facilities.

Digital Engagement

The digital engagement of the Our Safety is Homegrown campaign was very successful: many individuals saw the messages, clicked through to the website, and commented on posts. One challenge emerged, as there was not a plan in place to review and respond to comments on the online ads. Though many comments did not warrant a response from the city, strategically responding to select comments could be a vehicle to meaningfully engage with the public.

Lesson Learned: Future campaigns should establish an approach to reviewing and responding to public comments on digital ads during the campaign, prior to the campaign launch. Including this as part of the consultant's scope to collect, report, and prepare responses for City approval could be one way to accomplish this.



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

For more information about the 2018 Sacramento Vision Zero Campaign, visit visionzerosac.org.



This report was prepared for the City of Sacramento by Alta Planning + Design.