Meeting Notes: Thursday, December 1, 2011
Street Smart Spring 2011 Public Awareness Campaign

The purpose of this meeting was to review past creative approaches; what is currently being done by other jurisdictions; and discuss the potential direction for the spring 2011 campaign.

Overall Goal:

- Several members expressed the desire to have the Street Smart campaign take the next step towards becoming a complete "program." The current focus is on education through mass media. However, it is felt that there should be more emphasis on high-visibility enforcement and engineering in conjunction with the education/media portion.

Campaign Considerations:

- Edgy graphics (but not extreme as with the seetheblindspots.com spot)
- Enforcement messaging – possibly trying to encourage public support for enforcement of pedestrian and bicycle safety laws
- Enforcement – work with committee to select a specific week during the campaign for coordinated enforcement efforts throughout the region
- Corridor approach – select several high-incidence areas/corridors throughout the region to target with high-visibility enforcement and messaging

Possible Campaign Message Strategies:

- POV – Demonstrate collision from the point-of-view of the pedestrian
- Rewind – Demonstrate collision from pedestrian on the ground and reverse through sequence backwards
- Impact – Show action up to collision but fade to black at point-of-impact
- Mass media – messaging will be broader-based, simplified
- Corridors – messaging will be tailored to specific areas
- Develop digital/social/localized strategies to further disseminate message
- Rethink collateral materials – possibly more tailored to corridors
- Use community groups/associations/interest groups to disseminate messaging
- Bike message:
  - o Red light challenge – George Branyan to discuss with WABA
  - o More relevant messaging beyond safety tips
  - o Utilize social networks to disseminate message

Evaluation:

- Focus groups to test messaging
- Web-based survey for media campaign
- Explore options to test efforts in corridors