



FINAL REPORT

# HEADS UP

## Pedestrian Safety Campaign





## EXECUTIVE SUMMARY

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. To combat this issue, the City successfully applied for grant funding from the California Office of Traffic Safety to implement a Pedestrian Safety Education and Outreach Campaign. The resulting campaign, named Heads Up, ran from May through August, 2015, with the primary goals of increasing the awareness and improving the behavior of drivers and pedestrians alike. The campaign complemented recent engineering and enforcement solutions and demonstrated an investment in community health and safety that will have long-lasting effects.

To achieve the campaign goals of increasing awareness and improving behavior, the City developed the four following campaign messages (with accompanying graphics):

- **Heads Up: See and Be Seen**
- **Heads Up: Expect People in Crosswalks**
- **Heads Up: Disconnect from Distraction**
- **Heads Up: Use the Crosswalk**

The City elevated these messages through a comprehensive suite of outdoor, print, web, earned, and social media outlets which reached a wide audience and achieved high visibility in the community. The City also appeared in person at 11 outreach events to connect with community members, disseminate the campaign message, and distribute safety information to Eureka residents and visitors.

To evaluate the campaign's effectiveness and learn about public response to the campaign the City conducted an online community survey following the active campaign. Seventy-two individuals responded to the survey. Survey results provide the following insights into the campaign's reach, based on survey respondents who expressed an opinion on the questions asked.

**81%**

**think the campaign was somewhat or very successful** at meeting its goal of enhancing public safety for all modes of transportation.

**89%**

**of respondents think there is value in continuing a campaign like Heads Up.**

**65%**

**agree that drivers, in general, are more aware of pedestrians now** compared to before the campaign.

**65%**

**think they themselves are more aware of pedestrians** when driving.

**47%**

**say they have changed their habits while driving** (such as not texting or using a cell phone, yielding to pedestrians, etc.) following the campaign.

**63%**

**agree that pedestrians are more aware of drivers now** compared to before the campaign.

**36%**

**think they are more aware of drivers** when walking.

**37%**

**say they have changed their habits when walking** (such as not texting or looking at their phones, looking for cars before crossing, etc.)



*“The banners are well placed, bright, colorful, and easy to read. They definitely catch your eye.”*

## CAMPAIGN OVERVIEW

### Background

Pedestrians in Eureka have a higher-than-average risk of being hit by a car. Eureka was designated by the California Office of Traffic Safety as the third most dangerous for pedestrian collisions out of 93 similar-sized California cities in 2013. The City takes this safety crisis seriously. To date, the City has employed engineering and enforcement solutions, including focused police enforcement, roadway improvements, flashing beacons, speed reader boards, and traffic analysis. From May through August, 2015, the City additionally implemented a comprehensive media and education campaign designed to increase awareness and improve behavior.

### Funding and Project Management

The City of Eureka Engineering Department received grant funding for the campaign from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. The City contracted a consulting firm, Alta Planning + Design, to assist in the development, implementation, and evaluation of the campaign.

The Eureka Police Department (EPD) also received a California Office of Traffic Safety grant (during the same funding cycle) for targeted primary collision factor enforcement, including pedestrian activity. EPD was a strong partner to the City of Eureka Engineering Department during the campaign and throughout the City’s efforts to improve pedestrian safety and reduce crashes.

## Campaign Goals

The primary goal of this campaign was to increase safety for pedestrians within the City of Eureka by increasing awareness of pedestrian safety and improving behavior. The campaign targeted several audiences and behaviors as discussed in the following sections.

## Target Audience

Crash data collected by the City of Eureka indicates that motorist and pedestrian violations each make up roughly half of the City's pedestrian-related crashes. For this reason, the City decided that the media campaign should address both motorists and pedestrians. While the campaign's focus and dissemination was primarily within the city limits, the target audience included residents, employees, and visitors to Eureka. Media and outreach reached those who live and work in Eureka and Humboldt County, as well as those traveling through Eureka on US 101 and other major thoroughfares. The City had a particular interest in reaching residents and visitors in the 21-30 and 51-60 age groups, as they are most represented in the recent crash data. Finally, the City identified the need to include messaging in Spanish, so the campaign featured collateral materials with Spanish messaging.

*The primary goal of this campaign was to increase safety for pedestrians within the City of Eureka by increasing awareness of pedestrian safety and improving behavior.*

## Target Behaviors

To begin the campaign planning phase, the City identified the full range of problem behaviors seen by both drivers and pedestrians. Then, with the help of the consultant team, they prioritized them to focus on the following target behaviors:

### Motorist Behaviors

- Not looking for pedestrians when turning
- Distracted driving
- Not yielding to/stopping for pedestrians
- General discourteous behavior

### Pedestrian Behaviors

- Not looking for cars when crossing
- Distracted walking
- Not crossing in appropriate locations (crosswalks/intersections)
- General discourteous behavior



## CAMPAIGN MATERIALS

### Messaging and Design Process

Once the target audience and behaviors were determined, the consultant team developed campaign messaging and graphics. From a large list of potential slogans, the City selected a suite of campaign slogans that were clear, direct, and addressed the target behaviors. Next, the team discussed the desired colors, imagery, and tone of the campaign. The City preferred bright, colorful, and positive imagery directly related to the desired behaviors, and requested that the designs evoke street signs in their colors and iconography. The consultant team used this input to develop sample campaign graphics, from which the City chose their preferred designs. As a result of this process, the City approved the following campaign messages and graphics:

- **Heads Up: See and Be Seen**
- **Heads Up: Expect People in Crosswalks**
- **Heads Up: Disconnect from Distraction**
- **Heads Up: Use the Crosswalk**



## HEADS UP



Disconnect from Distraction

A winning booth program was provided by a grant awarded to CalRecycle in October 2014. Thank you to the Humboldt Highway Traffic Safety Administration.

### BLOG JAMMIN'

**COURTS / CRIME**  
**Sodium Murder Suspect Moves to Dismiss**

One of the most unusual of litigations involving a San Francisco man in Southern Humboldt seven years ago is being a federal judge to dismiss the case against him, arguing that repeated delays have violated his rights and his ability to mount a defense.

Rain Carrell has been behind bars since his January 2008 arrest, accused of murdering Raphael Singh here on Sept. 10, 2008 in a courtyard that runs behind the Courthouse Loop/Head north of Garberville Ave. "You can't Prove Carrell Didn't Murder!" Carrell says.

While a superior filed earlier this month, Carrell's attorney, James Keith, is waiting to file motions for case management, arguing that the slow pace of the case, combined with prosecution requests for evidence, has hampered his ability to defend Carrell. Specifically, Carrell alleges delays prevented him from conducting a substantial discovery motion to afford a seven-hour in-camera hearing.

He also alleges that former District Attorney Paul Haggerty — who represented Carrell in the state case — repeatedly ignored requests, and then court orders, to view any evidence in the case to the defense.

"The U.S. attorney's Office argues that there was no discovery of evidence," Carrell says. "The material was turned over by the U.S. Attorney's Office as soon as the office received it... The defendant's theory is defense."

— Pauline Greenman

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**FRIDAY / MUSIC**  
**Lessons from the Redwood Run**

It's not what it used to be. This according to veteran skier Greg "Reddog" Bennett, who pulled a skier off the path's apex of Silver in front of the bars in Garberville. "There needs to be top up and down the street. Now it's just lower. Mountainers used to run routes that they made a few amount of tips."

It takes an all-terrain vehicle if you're looking for breaks, quite better off at home watching some of America's best ski was necessary business mountain day in Pacific and the majority of the Blackfoot region were taking part, dipping heels and watching the crew of "They once have have now been" were common.

— Phil Cook via email to news@humboldt.com

HUMBOLDT COUNTY RECYCLES

THE PERFECT WEDDING GIFT

Caring for you and the Earth



FIRE & LIGHT

Beautiful handmade glassware made from recycled glass. Silhouette. Seconds. 30% - 60% OFF RETAIL. Friday & Saturday from 5am - 4:30. 455 Mission St., Astoria. Tours by appointment. 825-7500. www.fireandlight.com

A message from the North Coast Recycling Market Development Zone. RecycleSmart.com. A project of UHMA and CalRecycle.

**CalRecycle** **UHMA** [www.uhma.net](http://www.uhma.net)

## CAMPAIGN ELEMENTS

The campaign used a combination of traditional outdoor, print, and web media, combined with community-based outreach and media, to reach Eureka residents, employees, and visitors. Traditional media included transit advertising, street and outdoor banners, print and online advertising, earned media, and public service announcements. Grassroots media and promotion included posters in shop windows and on community bulletin boards, advertising on coffee cup sleeves at local coffee shops, temporary decals on traffic signal boxes, temporary pavement stencils, outreach at community events, and distribution of educational materials. See below for more detail about each campaign component.



## Outdoor Media

Outdoor media included a variety of durable printed materials, as described in the table below. Outdoor media was visible in the community from May through August, 2015.

Outdoor Media	Details	Messages	Quantity
<b>TRANSIT ADS</b>	Interior bus channel ads (11" x 17")	See and Be Seen Disconnect from Distraction Use the Crosswalk Expect People in Crosswalks Ver y Ser Visto	22
	Large exterior bus ads (46" x 122")	See and Be Seen Disconnect from Distraction	2
	Laminated bus shelter posters (18" x 24")	See and Be Seen Disconnect from Distraction Use the Crosswalk Expect People in Crosswalks Ver y Ser Visto	30
<b>BANNERS</b>	Over-the-street banners (2.5' x 15')	Heads Up for Pedestrian Safety	2
	Outdoor vinyl banners mounted on City properties (3' x 8')	See and Be Seen Disconnect from Distraction Use the Crosswalk Expect People in Crosswalks Ver y Ser Visto	19
<b>DECALS + STENCILS</b>	Temporary signal box decals	See and Be Seen Disconnect from Distraction Use the Crosswalk Expect People in Crosswalks Ver y Ser Visto	150
	Reusable pavement stencils and temporary paint	Heads Up Shoeprint Graphic	2 designs at 7 locations
<b>COMMUNITY POSTERS</b>	Community posters in storefronts and on community bulletin boards	See and Be Seen Disconnect from Distraction Use the Crosswalk Expect People in Crosswalks Ver y Ser Visto	1,000

## Paid Media Communications

The project team used a variety of print and web advertising and communications to reach a broad audience and ensure the campaign messaging reached a variety of demographics. In particular, the campaign’s public safety announcement on Pandora Internet Radio aligned with the goal of reaching a younger demographic. Campaign graphics in local newspaper and community news publications were successful in reaching a wider range

of ages, young and old. The Spanish graphic “Ver y Ser Visto” was also used to reach Spanish speakers in the region.

For the purposes of this report, the reach of print ads is defined by circulation of the paper multiplied by the number of weeks the ad was published. For web ads, the industry standard definition of reach is the number of impressions, which is the number of times an ad is viewed or displayed on a web page.

		Messages	Reach	Click Through Rate (CTR)*
<b>NEWSPAPER ADVERTISING</b>	North Coast Journal (Print)	See and Be Seen Disconnect from Distraction Use the Crosswalk Expect People in Crosswalks	210,000 (one ad every Thursday for ten weeks)	N/A
	Times Standard (Print)	See and Be Seen Disconnect from Distraction Use the Crosswalk Expect People in Crosswalks	70,930 (one ad every Sunday for five weeks)	N/A
<b>WEB NEWS ADVERTISING</b>	Long Coast Outpost	See and Be Seen Disconnect from Distraction Use the Crosswalk Expect People in Crosswalks Ver y Ser Visto	300,106 impressions	247
	Times Standard	See and Be Seen Disconnect from Distraction Use the Crosswalk Expect People in Crosswalks Ver y Ser Visto	300,044 impressions	134
	North Coast Journal	See and Be Seen Disconnect from Distraction Use the Crosswalk Expect People in Crosswalks Ver y Ser Visto	297,279 impressions	77
<b>ONLINE RADIO</b>	Pandora Internet Radio	Expect People in Crosswalks Disconnect from Distraction (PSA produced for campaign by Alta Planning + Design and Pandora)	328,127 impressions	2,039**
<b>PUBLIC ACCESS TELEVISION</b>	Access Humboldt	Do Your Part to Get There Safely (PSA produced for campaign by Alta Planning + Design and Access Humboldt)	Not Available	Not Available
<b>TOTAL</b>			<b>1,259,332</b>	<b>2438</b>

\* 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.

\*\*The click through rate on Pandora internet radio was 17% higher than the average.

## Earned Media

This section summarizes earned media the campaign received. Earned media refers to publicity gained through press releases and promotional efforts (other than from paid advertising).

Over the course of the project, the City sent five media releases to local media outlets. After an initial press release announcing the successful grant application, the second press release announced the launch of the campaign, including a press conference and launch party. The City kicked off the campaign with a lively press conference and launch party at City Hall, which included speeches from the Mayor, City Council, and Police

Department. The project team provided pedestrian-themed cookies from a local bakery and coffee in campaign-branded cup sleeves for attendees and the media. Attendees were invited to sign a branded banner in support of the campaign and take their photo in the Heads Up pedestrian safety photo booth. The banner was mounted in City Hall through the duration of the campaign. More than 50 people came out to show their support for the effort and learn more about the campaign.

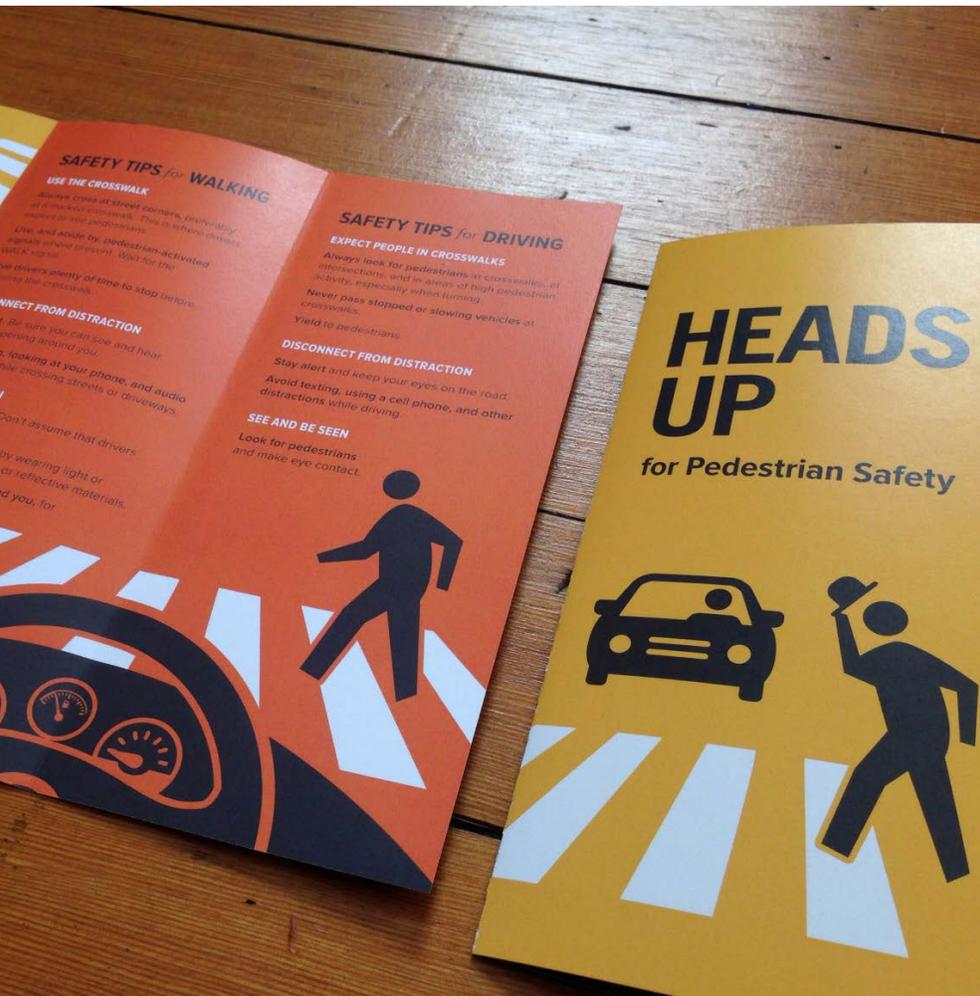
As a result of the press releases and other outreach, the following media outlets published stories about the campaign:

Earned Media	Details
<b>KHUM 104.75 FM</b>	Happy Trails radio segment highlighting the campaign: <a href="http://khum.com/podcasts/happy-trails/eureka-pedestrian-safety-campaign/">http://khum.com/podcasts/happy-trails/eureka-pedestrian-safety-campaign/</a>
<b>TIMES-STANDARD</b>	Newspaper and online news story summarizing the campaign and upcoming Farmers Market tabling: <a href="http://www.times-standard.com/general-news/20150702/learn-more-about-pedestrian-safety-saturday">http://www.times-standard.com/general-news/20150702/learn-more-about-pedestrian-safety-saturday</a>
<b>NEWS CHANNEL 3</b>	Online article and TV news story announcing campaign launch: <a href="http://kiem-tv.com/video/city-eureka-kicks-pedestrian-safety-education-campaign">http://kiem-tv.com/video/city-eureka-kicks-pedestrian-safety-education-campaign</a>  Online article and TV news story announcing campaign conclusion and survey: <a href="http://kiem-tv.com/video/traffic-collisions-down-eureka-time-year">http://kiem-tv.com/video/traffic-collisions-down-eureka-time-year</a>
<b>NORTH COAST NEWS</b>	Online news story announcing campaign launch: <a href="http://www.krcrtv.com/north-coast-news/news/new-campaign-heads-up-promotes-pedestrian-safety/33114538">http://www.krcrtv.com/north-coast-news/news/new-campaign-heads-up-promotes-pedestrian-safety/33114538</a>
<b>FACEBOOK POST, KIM BERGEL, EUREKA CITY COUNCIL</b>	Live Facebook posts during press conference and launch party: <a href="https://www.facebook.com/electkimbergel/posts/758735310910290">https://www.facebook.com/electkimbergel/posts/758735310910290</a>
<b>FACEBOOK POST, CHARLES BEAN, TRANSPORTATION SAFETY COMMISSION</b>	Facebook post announcing campaign and press conference: <a href="https://www.facebook.com/photo.php?fbid=10152823108540770&amp;set=a.410047440769.193998.597775769&amp;type=1">https://www.facebook.com/photo.php?fbid=10152823108540770&amp;set=a.410047440769.193998.597775769&amp;type=1</a>
<b>EUREKA POLICE DEPT. TWITTER FEED</b>	Tweet during press conference and launch party: <a href="https://twitter.com/Eureka_Police/status/600710957208358912">https://twitter.com/Eureka_Police/status/600710957208358912</a>

## City, Partner, and Educational Communications

Existing social media outlets were leveraged to promote campaign goals and events.

City, Partner, and Educational Communications	Details
<b>CITY OF EUREKA WEB AND SOCIAL MEDIA COMMUNICATIONS</b>	Two articles in opt-in E-Newsletter Campaign information and brochure on website Four posts to promote campaign on Facebook page
<b>PARTNER COMMUNICATIONS</b>	Print, web, and social media through schools/school district, Eureka Main Street, senior centers, and Humboldt County Public Health.
<b>PUBLIC SERVICE ANNOUNCEMENTS (PSAs)</b>	Audio PSA recorded by Access Humboldt was distributed to the following local radio and TV stations: Bicoastal Media, Jefferson Public Radio, KAEF/KBVU, KCMR, KHUM/KSLUG, KIEM, KINS, KJNY (99.1 KISS FM), MIX 95.1 FM, 106.7 THE EDGE, KMUD, and KRC
<b>PEDESTRIAN SAFETY BROCHURE DISTRIBUTION/PARTNERSHIP WITH EUREKA POLICE DEPARTMENT</b>	3,000 pedestrian and driver safety brochures were printed and distributed at 16 community businesses and service locations. The Eureka Police Department also distributed brochures during routine traffic stops. With support and input from Humboldt County Traffic Court judge Mike Ennerino, the City printed California Vehicle Code flyers to include with the brochures.



## Promotional Items

For campaign outreach, the City utilized promotional items to help spread the campaign’s message. Branded promotional items not only help engage people during outreach, but they serve as a reminder of the campaign message into the future. The following table summarizes the promotional items used in the Heads Up campaign.

Promotional Items	Messages	Quantity/Distribution
COFFEE CUP SLEEVES	Disconnect from Distraction	2,500 distributed at 8 local coffee shops
MAGNETS	Expect People in Crosswalks	1,000 distributed at all events
TOTE BAGS	Use the Crosswalk	200 distributed at 7 farmers markets
T-SHIRTS	See and Be Seen	25 worn by outreach staff and volunteers and raffled off as prizes for participating in the pedestrian safety trivia game (as described below)



*“I wanted to tell you that the campaign seems to be working. I see and hear about it all over town. It’s quite impressive. You are doing a fantastic job. Kudos! I like the message and think it’s very important.”*

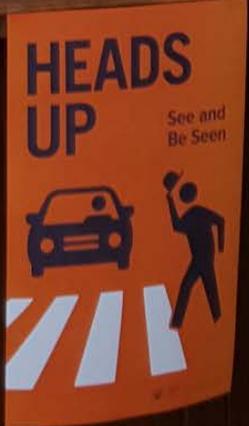
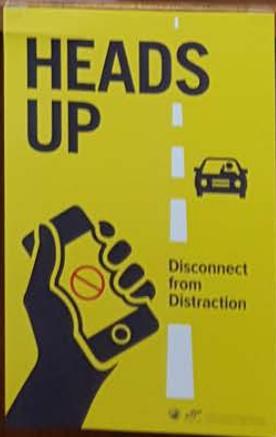
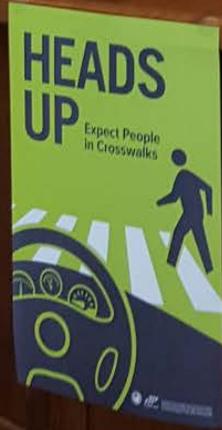
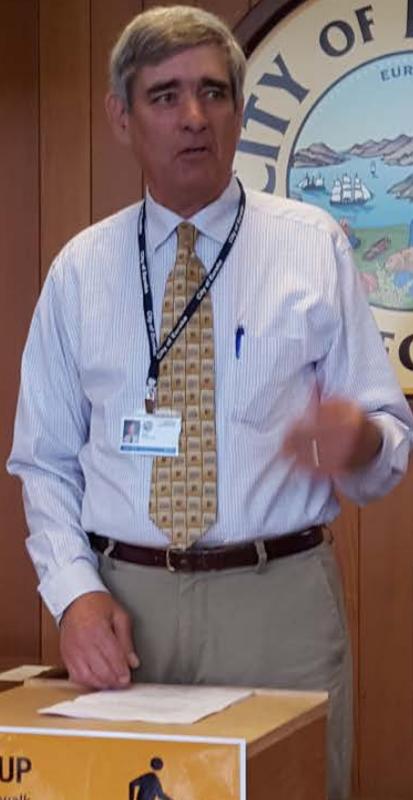
## Outreach and Education

Outreach staff (consisting of City staff, Transportation Safety Commission volunteers, consultant team members, and Councilwoman Kim Bergel) attended 11 community events during the active phase of the campaign. At events, outreach staff encouraged residents to participate in interactive activities while engaging them in conversations about pedestrian safety and providing safety information. A trivia game quizzed attendees on pedestrian safety statistics, and game participants

were entered into weekly prize drawings for a campaign t-shirt. Outreach staff also distributed safety brochures, campaign magnets (reminding people to expect pedestrians in crosswalks), and campaign tote bags (reminding pedestrians to use crosswalks). A photo booth was provided to engage passersby and reinforce the campaign message. Outreach and distribution of materials were provided at the following community events:

Event	Date	Location	Estimated Attendance	# People Engaged
<b>OLD TOWN FARMERS MARKET</b>	June 2, 2015	Old Town Eureka	50	25
<b>HENDERSON CENTER FARMERS MARKET</b>	June 4, 2015	Henderson Center	75	40
<b>ARTS ALIVE</b>	June 6, 2015	Downtown / Old Town Eureka	300	70
<b>DISABILITY AND SENIOR EXPO</b>	June 12, 2015	Adorni Center	100	25
<b>SUMMER CONCERT SERIES</b>	June 18, 2015	C Street Market Square	250	100
<b>OLD TOWN FARMERS MARKET</b>	June 23, 2015	Old Town Eureka	75	60
<b>HENDERSON CENTER FARMERS MARKET</b>	June 25, 2015	Henderson Center	75	40
<b>SUMMER CONCERT SERIES</b>	July 2, 2015	C Street Market Square	400	50
<b>4TH OF JULY FESTIVAL</b>	July 4, 2015	Downtown / Old Town Eureka	11,000	550
<b>ARTS ALIVE</b>	July 4, 2015	Downtown / Old Town Eureka	150	30
<b>OLD TOWN FARMERS MARKET</b>	July 14, 2015	Old Town Eureka	100	75
<b>SUMMER CONCERT SERIES</b>	July 23, 2015	C Street Market Square	400	60
<b>OLD TOWN FARMERS MARKET</b>	July 28, 2015	Old Town Eureka	75	40
<b>HENDERSON CENTER FARMERS MARKET</b>	July 30, 2015	Henderson Center	75	40

COLLISION DATA



## COLLISION DATA

The following table shows a summary of all pedestrian collisions reported in June and July in the City of Eureka from 2012 through 2015. The collisions reported are divided by severity (regardless of fault or circumstances). As the table shows, 2015 saw the fewest collisions in the months of June and July compared to the previous three years. While this data is not statistically significant, it is promising, and it bodes well for the City of Eureka's recent focus on pedestrian safety, including engineering, enforcement, and education efforts.

**Pedestrian Collisions in June and July  
(by Severity and Year)**

	2012	2013	2014	2015
<b>FATAL</b>	0	1	0	0
<b>INJURY</b>	3	2	3	1
<b>NON-INJURY</b>	0	2	0	0
<b>TOTAL</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>1</b>

Additionally, in June and July 2015 while conducting bicycle and pedestrian safety enforcement, Senior Traffic Officer Gary Whitmer reported that the Eureka Police Department made 30 pedestrian traffic stops and wrote 20 pedestrian violation citations.

*2015 saw the fewest collisions in the months of June and July compared to the previous three years*





## SURVEY RESULTS

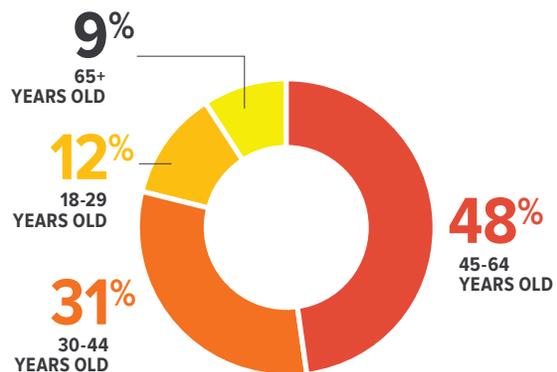
### Methodology

To evaluate the campaign’s effectiveness and learn about respondents’ experience with the campaign, the project team conducted an online community survey following the active phase of the campaign (from Friday, August 26, 2015, through Monday, September 7, 2015). The survey was distributed electronically and promoted through City of Eureka communications, other public agencies, and News Channel 3. To encourage survey participation, respondents were entered in a prize drawing to win a \$50 North Coast Co-op gift card, a set of Adorni Center tickets, or a set of Muni Skate Passes. All raffle prizes were donated. Seventy-two individuals responded to the online survey.

### Demographics

Seventy percent of survey respondents were residents of the City of Eureka, and 63% were female; it is common in surveys for females to be over-represented. 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=67]



## Key Findings

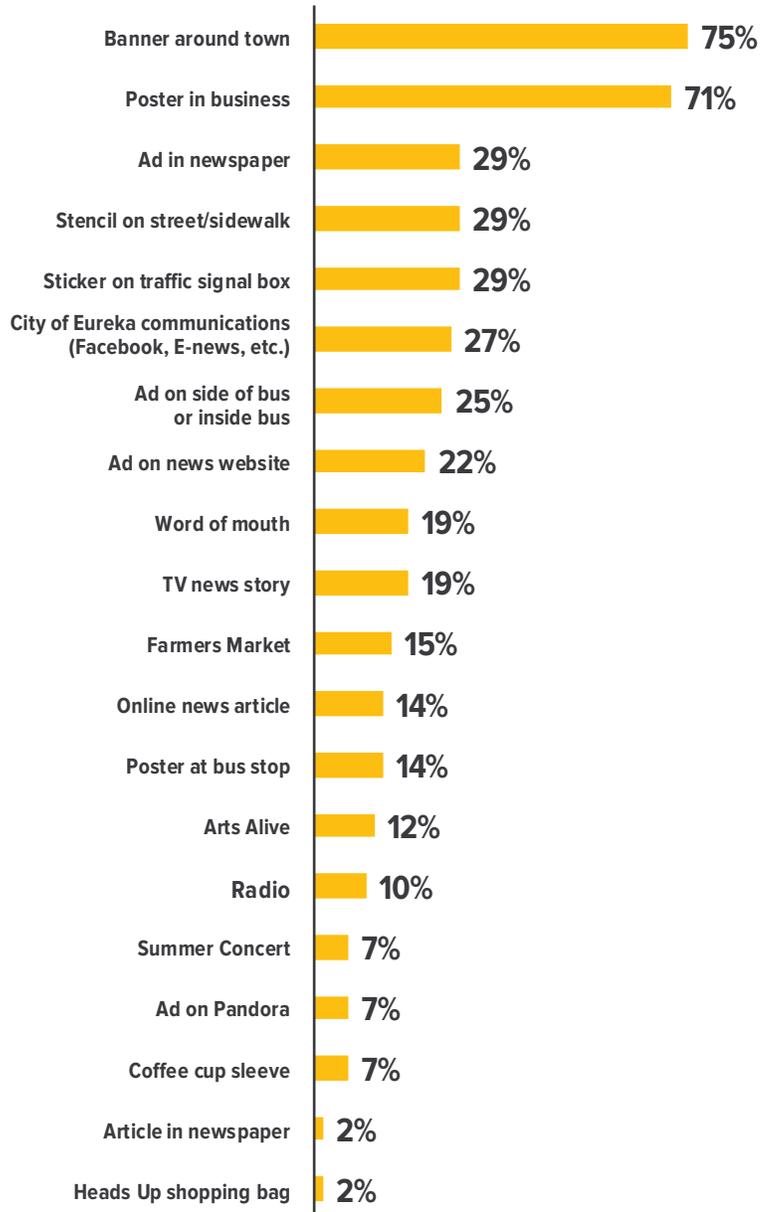
### Campaign Reach

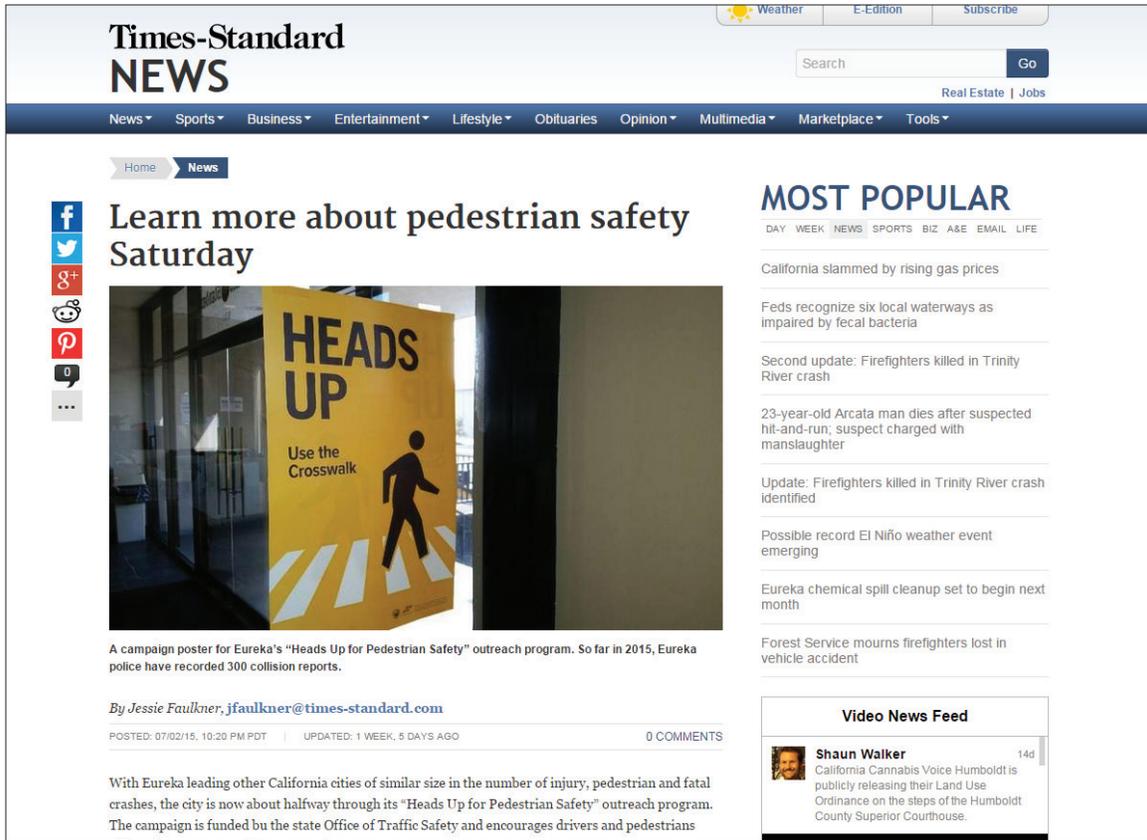
Of the 72 individuals who responded to the survey, 83% (60 people) said they had seen the campaign prior to taking the survey. For those who had seen the campaign, the following chart shows where they reported seeing or hearing about it.

**83%**

said they had seen the campaign prior to taking the survey

### Where Survey Respondents Reported Seeing or Hearing about the Heads Up Campaign (N = 59)





Of those who saw the campaign in print, web, TV, or radio media, the following describes where they reported seeing or hearing about it.

Fifteen percent of the survey respondents who saw the campaign remembered receiving a copy of the Heads Up pedestrian safety brochure, and the majority reported receiving them at events, including the Old Town Farmers Market, Henderson Center Farmers Market, Summer Concerts, and Arts Alive.

**Print, Web, TV, and Media Sources Where Respondents Saw or Heard about the Campaign**

Source	Number	Percentage
<b>NEWS CHANNEL 3</b>	11	42%
<b>TIMES-STANDARD</b>	9	35%
<b>NORTH COAST JOURNAL</b>	5	19%
<b>LOST COAST OUTPOST</b>	4	15%
<b>FACEBOOK</b>	2	8%
<b>MAD RIVER UNION</b>	1	4%
<b>KMUD</b>	1	4%
<b>EUREKA CITY WEBSITE</b>	1	4%

## Campaign Impact

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

**81%**

**think the campaign was somewhat or very successful** at meeting its goal of enhancing public safety for all modes of transportation.

**89%**

**think there is value in continuing a campaign like Heads Up.**

**65%**

**agree that drivers, in general, are more aware of pedestrians now** compared to before the campaign.

**65%**

**think they themselves are more aware of pedestrians** when driving.

**47%**

**say they have changed their habits while driving** (such as not texting or using a cell phone, yielding to pedestrians, etc.) following the campaign.

**63%**

**agree that pedestrians are more aware of drivers now** compared to before the campaign.

**36%**

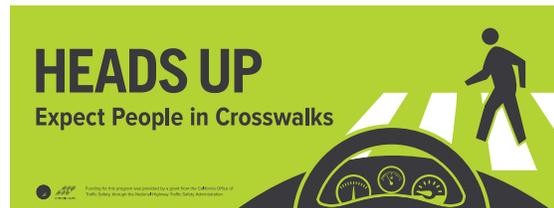
**think they are more aware of drivers** when walking.

**37%**

**say they have changed their habits when walking** (such as not texting or looking at their phones, looking for cars before crossing, etc.)

## Other Campaign Feedback

In addition to the survey feedback, the City received feedback from the general public, all of which was markedly positive. Eureka residents expressed that they found the campaign to be clear, compelling, eye catching, effective, and wide reaching. Anecdotally, many people were familiar with the campaign when engaged during outreach and were pleased that the City was addressing the issue with a positive campaign.



*Eureka residents expressed that they found the campaign to be clear, compelling, eye catching, effective, and wide reaching.*

## LESSONS LEARNED

### Stakeholders and Partners

The success of the Heads Up campaign had much to do with strong involvement from stakeholders and community partners. The Transportation Safety Commission and City Councilmember Kim Bergel volunteered many hours to the campaign effort. Additionally, the Eureka Police Department, Eureka City Schools, business owners, and local media all helped make the campaign a success through their support in disseminating the campaign message.

*Lesson Learned: Strong campaign partners should always be leveraged and the City should seek out additional partners for an even greater impact.*

### High-Profile Kickoff Event

The press conference and launch party were a great way to bring attention to the launch of the campaign and received earned media attention. The event was informative and fun and brought the community together.

*Lesson Learned: All campaigns should begin with a press conference and kickoff event. Include refreshments and activities, take photos and video, and send personal invitations to media and partners.*

### Staggered Campaign Approach

The City used a staggered rollout approach to the campaign, which proved to be very effective in building momentum and retaining interest throughout the campaign timeline. The campaign rollout began with the street banners and transit ads in mid-May, followed by print and online advertising and outreach events beginning in June. Sidewalk stencils, traffic signal box decals, and coffee cup sleeves came later.

*Lesson Learned: Future campaigns should consider a staggered rollout to build momentum and maintain interest in the campaign.*

### Most Effective Collateral

Based on the survey results and anecdotal feedback, the banners and community posters seemed to have the largest and most cost-effective impact for reaching the general public. The banners were highly visible and are durable and long lasting. The community posters were low cost and provided a unique opportunity for City staff, Transportation Safety Commission members, and City Councilmember Kim Bergel to conduct door-to-door outreach to engage business owners and employees and garner support for the campaign. The print and web media were also well received and appropriate for various audiences. Further, the quality of the tote bags was mentioned by many residents who received them at events.

*Lesson Learned: Future campaigns should continue to utilize vinyl banners and the City facilities available for displaying them, as well as inexpensive community posters and the door-to-door outreach conducted to distribute them. Targeted advertising should also be considered for reaching specific demographic groups. Giveaways should be as high quality as the budget can support.*

### Education and Outreach

Attending existing community events to conduct education and outreach proved extremely successful. The City was able to bring campaign materials and messages and reach residents where they already go in large numbers. Because of the social and leisurely nature of the Farmers Market and other events, residents were open to conversation and receiving information about pedestrian safety.

*Lesson Learned: Similar future efforts should continue to take advantage of existing community events to engage and educate residents. Reaching residents where they already go in large numbers is much more effective, particularly social events where people may be most open to conversation and outreach.*

## Engaging the Public

Outreach staff and volunteers observed that relatively few people approached the table of their own accord, but that if outreach staff took initiative to engage people in conversation, they were able to reach more people. The activities were also successful in engaging people.

**Lesson Learned:** Outreach staff should work to engage and talk with more people by standing out front of the tabling area, handing out literature and giveaways, and providing fun, hands-on activities. Educational literature should also be combined with giveaways to effectively disseminate the campaign message.

## Event Details

Location and event details have an impact on the success of outreach events. Where the table was further from the flow of foot traffic, outreach staff found it harder to engage passersbys. Engagement was also more difficult at events with loud music or where crowds were smaller.

**Lesson Learned:** Aim for well attended events that are not too loud, and a central location where possible. When located at the edge of a farmers market, distribute tote bags to those just arriving to shop or leaving with purchases but without a bag.

## Outreach Logistics

Outreach staff learned several lessons about tabling logistics and supplies.

**Lessons Learned:** Invest in a high-quality pop-up tent. Bring paper weights and sand bags, and consider a way to secure the photo prop in the wind (such as using a bungee cord attached to the pop up tent). It is also good to have City contact information or additional information for those who have additional concerns or requests.

## Documenting the Campaign

Because of the team's efforts to archive all media, collateral, and events, the City has a detailed record of the campaign's successes and lessons learned. City staff would have liked to take more photos and collect more quotes from the public. Creating a standardized process for recording event data facilitated a thorough final report.

**Lesson Learned:** Document all aspects of the campaign, including taking photos and screen shots, saving newspaper clippings, recording web URLs, recording quotes from the public, and keeping detailed records of campaign dissemination.

*“I now drive slower through town, and keep a look out for people who cross in the middle of the road, not at the intersection. You can never be too safe and aware of your responsibilities behind the wheel. My favorite part of this whole campaign was making people more aware that just seconds of not paying attention can be deadly.”*

For more information about the 2015 Eureka Pedestrian Safety Campaign, contact Sheila Parrott at the City of Eureka at [sparrott@ci.eureka.ca.gov](mailto:sparrott@ci.eureka.ca.gov) or (707) 441-4350.



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