



**BE
STREET
SMART
GLENDALE**
walk smart | drive smart | bike smart

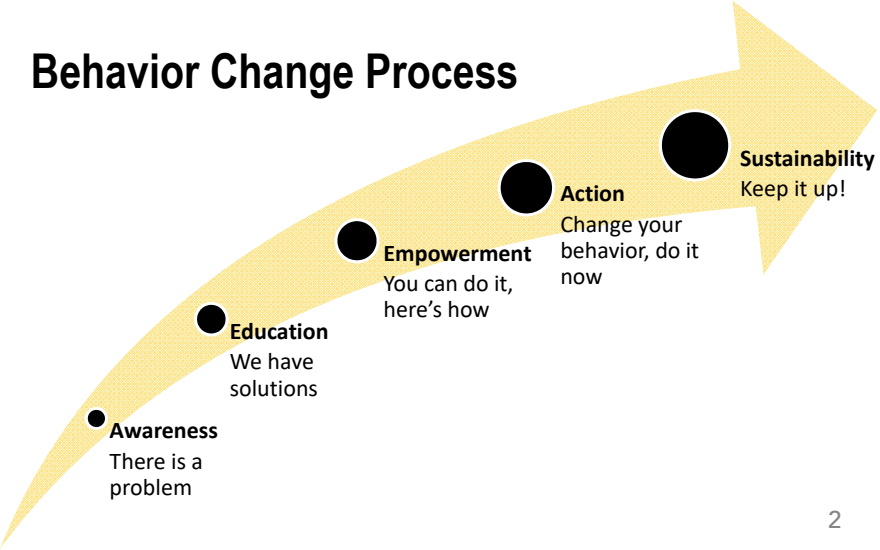


City of Glendale
Safety Education Initiative
August 14, 2019

Presented by: **T&T** Public Relations

The Approach

Behavior Change Process




- Awareness**
There is a problem
- Education**
We have solutions
- Empowerment**
You can do it, here's how
- Action**
Change your behavior, do it now
- Sustainability**
Keep it up!

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Goals

- Influence Behavior Change
- Raise awareness about pedestrian and bicyclist safety
- Educate everyone about their personal responsibility
- Educate motorists about their heightened responsibility
- Encourage walking & biking



Research & Discovery

- Pedestrian Safety Surveys
- Data Review & Analysis
- Community Meetings



Healthy Glendale

And the SURVEY said...

- Pedestrian safety is a “big problem”
- Do not feel safe walking or biking in Glendale
- Driver behavior is a primary reason for their perceived lack of safety



What the DATA Told Us...

- Pedestrian injuries occur at crosswalks
- Bicycle injuries occur while riding on the right side of the road
- Fatalities are worse among seniors – especially Armenian seniors
- Pedestrian **deaths** occur when pedestrians do not use crosswalks



The Strategy

- Focus on motorists but include everyone
- Be multilingual & multicultural
- Engage people at multiple touchpoints
- Utilize a mix of outreach channels
- Educate, Encourage, Empower



Planning

- Messaging
- Focus Groups
- Branding



Spanish-speaking focus group participants being asked to rate options for the campaign logo and tagline.

What the FOCUS GROUPS Told Us...

- Agreed with Focus on Motorists
- Selected a Logo & Tagline

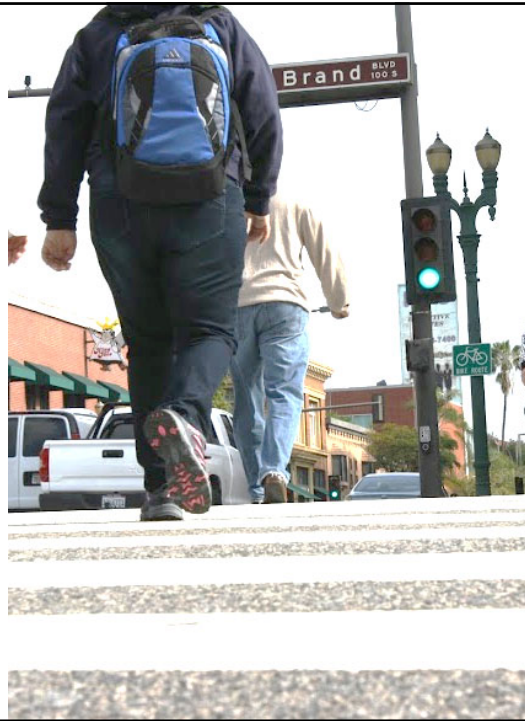


Armenian Focus Group



Education & Awareness

- Advertising
- Incentive Items
- Community Outreach
- Social Media
- Encouragement Activities
- Multilingual Materials



Advertising



Street Pole Banners



Verdugo Bridge Banners




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Community Outreach



CicLAVia



Public Works Open House

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Social Media



BeStreetSmart @gl... · 8/22/17
#BackToSchool means more kids walking & biking near schools. #SlowDown & give yourself extra time to get through #schoolzones. #DriveSmart



glendalewalks It's great to see that the #BeStreetSmartGlendale message is reaching one... more



Be Street Smart Glendale
@GlendaleWalks
walk smart | drive smart | bike smart

Encouragement





Sidewalk Decals



Multilingual Materials

Trilingual Enforcement Cards







Multilingual Materials

Every day we walk, drive & bike around Glendale.

While drivers pose the greatest danger in a collision with a pedestrian or bicyclist, we all need to make sure we travel safely together.

Todos los días caminamos, manejamos y andamos en bicicleta por Glendale. Aunque los conductores representan el mayor peligro en una colisión con un peatón o ciclista, todos tenemos que asegurarnos de que viajemos juntos de forma segura.

Ughun qun dng pgnghn dng hshn hshn hshn hshn

DRIVE SMART

01 Slow down. Driving too fast is one of the greatest causes of injury to pedestrians and bicyclists on the road. Slow down. Manejar demasiado rápido es una de las mayores causas de lesiones a peatones, ciclistas, y a conductores también. 02 Avoid driving in drunk driving. Call for a ride if you can't drive. Manejar demasiado ebrio es peligroso y puede causar lesiones. Llame para que lo recogen si no está seguro. 03 Don't drive distracted - no distractions, please. Use a distraction zone to improve the safety of the road. No maneje distraído, sin paradas, etc. De conductor distraído es peligroso para todos en el camino. 04 Look for bicyclists and pedestrians. They're making a lot of noise. Busque ciclistas y peatones antes de ir. 05 Don't drink distracted - wearing seatbelts in both seats while riding is against the law. No ande en bicicleta distraído - llevar asientos en ambos asientos mientras se conduce es ilegal en los EE. UU. 06 Do not begin to cross after the countdown begins or when the "Don't Walk" signal is flashing. Do not cross a street after the countdown begins or when the "Don't Walk" signal is flashing. 07 Make sure drivers see you - make eye contact before you step onto the street. Asegúrese de que los conductores lo vean - haga contacto visual antes de bajar a la calle. 08 Don't walk distracted - pay attention to the road and cars, not your cell phone. No ande distraído - presta atención al camino y no al teléfono celular. 09 Cross only at intersections or marked crosswalks, not midblock. Cross solamente en las intersecciones o en las zonas peatonales marcadas, no a media calle. 10 Don't drink distracted - wearing seatbelts in both seats while riding is against the law. No ande en bicicleta distraído - llevar asientos en ambos asientos mientras se conduce es ilegal en los EE. UU.

BIKE SMART

01 Helmet provides protection and are required by law for anyone riding a bicycle. Los cascos brindan protección y son requeridos por ley para las personas de 16 años. 02 Don't drink distracted - wearing seatbelts in both seats while riding is against the law. No ande en bicicleta distraído - llevar asientos en ambos asientos mientras se conduce es ilegal en los EE. UU.

MIRAP LOOK

Do Street Smart Glendale is a statewide effort to make the City's streets safe for all road users - pedestrians, motorists and bicyclists. To learn more, visit STREETSMARTGLENDALE.COM

Trilingual Brochure

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Results

- ✓ Pedestrian fatalities were reduced overall
- ✓ Bicycle fatalities were reduced from one to zero
- ✓ Overall reduction in moving violations
- ✓ People are walking a little more frequently and to more places
- ✓ 47% said they had seen campaign information/ advertising and 41% said that they remembered what the advertising said

Awards

- **2018 PRism Award (First Place)**
Public Service, Government Category
Public Relations Society of America
Los Angeles Chapter
- **2019 Sustainability Award of Merit**
SCAG



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THANK YOU

