

VISION ZERO SUCCESS STORY — COMMUNICATIONS & OUTREACH

Media Campaign — Boulder, Colorado

FHWA is pleased to present this vision zero success story. While behavioral initiatives don't typically fall under FHWA's purview, they play a critical role in reaching our goal of zero deaths, and our part of our shared responsibility to reduce fatal or serious injuries. For more information on safe driving behaviors, please visit our partner agency, the National Highway Safety Administration (NHTSA) at: <https://www.nhtsa.gov/road-safety>.

Key Successes

Most popular Vision Zero-related Facebook post outcomes:

4,332 reached compared to general posts reaching an average of 909 individuals.

1,700 views compared to general videos being viewed only 317 times on average.

10,400 impressions on Twitter, higher than the average of 3,000 impressions for a general post.

1,375 video views on Twitter, more than three times the average of 422 views.

Snapchat ad campaign outcomes:

632,168 paid impressions, that is the ad reached the user on a mobile device.

33,448 video views for at least two seconds.

17,150 video views for at least half of the ten-second video.

8,974 video views for the entire video.

3,314 swipe ups, meaning the user actively engaged with the ad and viewed the accompanying "Heads Up Boulder" website.

5,615 shares, meaning users took a photo using the "Heads Up Boulder" filter and shared with their Snapchat network.

Background

In 2017, the City of Boulder developed and implemented a robust communication and outreach program, called "Heads Up Boulder¹," to continue its goal of eliminating all serious traffic crashes involving all modes of transportation. The City also aimed to increase Vision Zero awareness and enhance public involvement.

The City promoted Vision Zero safety education campaigns across multiple social media platforms and at community events. The communication ranged from traditional outlets (high visibility bus ads and television interviews) to social media outlets (Twitter, Facebook, and Snapchat).

"Heads Up Boulder" aimed to build greater awareness of traffic safety citywide and for all users of the transportation system. In addition the campaign focused on 18-24 year olds. This population is the age group involved in the most crashes. The City developed tailored outreach programs to reach this demographic. For instance, due to the popularity of the Snapchat mobile application platform with this target audience, the City developed ads specifically for the platform.

The City also partnered with local advocacy groups and the University of Colorado Boulder to increase the influence of the campaigns, as many of the crashes involving 18-24 year old persons occurred near the University.

¹ <https://bouldercolorado.gov/transportation/safe-streets-heads-up-campaign>



Implementation

In 2018, the City, along with community partners and University of Colorado Boulder law enforcement, staffed information booths to educate the public on traffic safety laws. In addition to staffed events, the City purchased bus advertising, placed campaign-branded street decals at crosswalks, and participated in an interview with a local television channel. The City also began a partnership with the University of Colorado Boulder to play Vision Zero videos during the 2018 football season home games. In addition, the City:

- Distributed approximately 20,000 Vision Zero holiday safety inserts with the November 2018 utility bills.
- Introduced the Vision Zero online dashboard to highlight fatal and serious injury statistics and to show how data informs strategies to eliminate fatalities and injuries².
- Printed a community newsletter in October/November of 2018 with a Vision Zero cover story and featured other Vision Zero items in three transportation e-newsletters.
- Broadcasted Vision Zero animated videos between programming on a local channel throughout the year.

The popularity of the Snapchat campaign with younger audiences led the City to invest in ads on the mobile application platform. The City developed a Snapchat filter focused on general crosswalk safety and produced separate video ads for pedestrians, bicyclists, and drivers. The University also circulated Vision Zero-branded Snapchat filters that were available during home football game days in the vicinity of the stadium. The filters were geo-fenced to the area around Folsom Field stadium.

² <https://bouldercolorado.gov/boulder-measures/vision-zero-safe-streets-boulder>



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Figure 1. Graphic. Purchased Heads Up street decals.

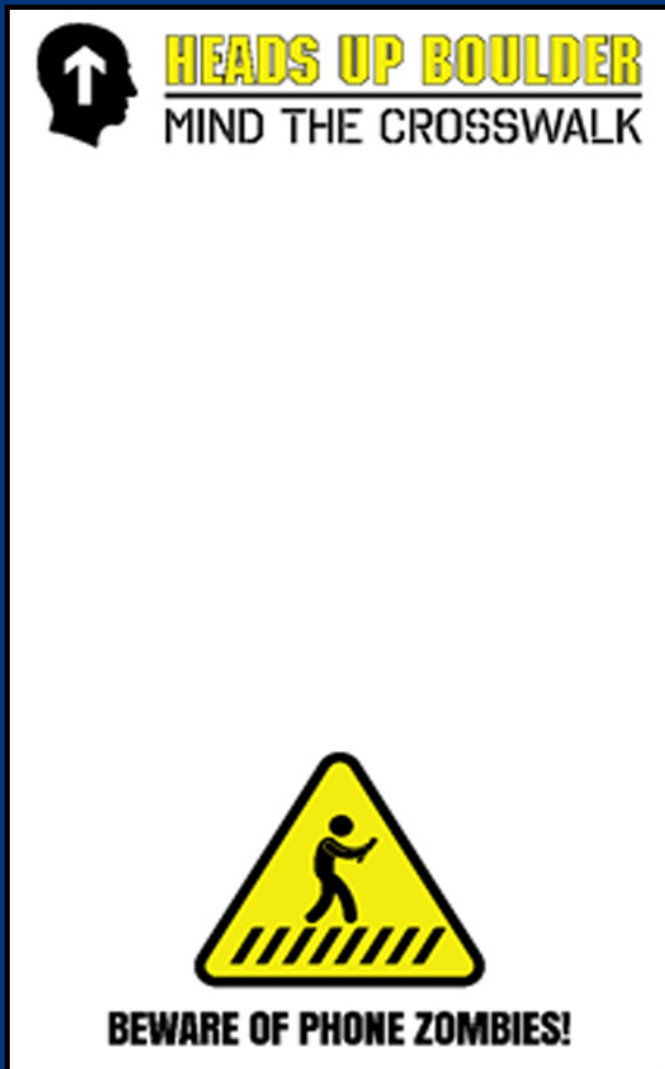


Figure 2. Graphic. Snapchat filter.

Outcomes

The most recent citywide Snapchat ad campaign (which cost approximately \$2,200), ran from August 23, 2019 to September 5, 2019, included a Snapchat filter as well as three, ten-second video ads and resulted in over 632,000 paid impressions and almost 9,000 video views and over 3,300 swipe ups. The City views the latter two results as user engagement as these indicate either some level of recognition or understanding of the ads. Users that reached the “Heads Up Boulder” website through the pedestrian-focused ad were prompted with a web-based quiz that resulted in extended interaction with the website compared to those who reached the website via the other ads.

The City previously teamed up with the University of Colorado student organization, CU Buffs, to analyze the effectiveness of the Snapchat campaign. The filters deployed specifically at home football games during the 2018 season cost \$158 and amassed 66,595 total impressions, resulting in 1,613 shares and 244 saves.

The City also analyzed posts on their Facebook account as a baseline, and determined that the average video views for Vision Zero posts were nearly double the average views for the City’s general posts.

The continuation of this robust partnership and outreach plan is part of the City’s Vision Zero Action Plan 2019-2021.



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Figure 3. Graphic. Snapchat video ad screenshots.

Funding

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