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• Purpose

NZTA has a suite of Share the Road resources for territorial authorities to use, and STR initiatives have been running in New Zealand for the past 8-9 years. Increasingly, however, Territorial Authorities are developing their own safety messages, and many are starting to initiate active transport promotions.

As part of a review of the STR messages, the NZTA have commissioned a stock-take and analysis of existing international national, regional, and local campaigns for:

- active transport **safety**
- active transport **promotion**

This review forms the first two stages of a four part programme, culminating in a recommendation on a set of key messages and approaches that promote both safety behaviour and encourage uptake of active transport.

This audit was not intended to be exhaustive of all campaigns worldwide. Rather it was to inform on initiatives that are better, broader, narrower, more or less effective, or creative than the current STR approach.

Where initiatives are well known, and operating in New Zealand as well as overseas (such as Walking School Bus programmes) they have not been detailed.

The audit was also not intended to include specific Share the Road campaigns, as the NZTA already has high awareness of these.

• Scope

The agreed scope of the audit was:

Scope encompasses:	Scope does not encompass:
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<ul style="list-style-type: none"> Active transport and pedestrian/cyclist safety initiatives worldwide, particularly UK, Australia, USA, Canada, and Europe – in descending order of priority 	<ul style="list-style-type: none"> STR only campaigns except as comparison to broader/narrower campaigns Countries with highly developed STR cultures, eg: the Netherlands
<ul style="list-style-type: none"> Pedestrian safety and walking promotion campaigns 	<ul style="list-style-type: none"> General road safety initiatives
<ul style="list-style-type: none"> Incorporating cycling, walking and other forms of active transport <ul style="list-style-type: none"> Trucks, motorcyclists where they are part of a wider share the road message 	<ul style="list-style-type: none"> STR with motorcycles, trucks as sole focus of initiative Promotion of public transport initiatives
<ul style="list-style-type: none"> Encouragement and evaluation components of initiatives, and how they worked in conjunction with enforcement, education and engineering to assess if a combination of approaches work best 	
<ul style="list-style-type: none"> Cycle/pedestrian group initiatives that are in conjunction with government/local authority 	<ul style="list-style-type: none"> Solo cycle/walking action group initiatives
<ul style="list-style-type: none"> Different examples we can learn from, showcase different approaches and outcomes 	<ul style="list-style-type: none"> Exhaustive of all the STR campaigns worldwide
<ul style="list-style-type: none"> Social marketing implications of STR/active transport initiatives <ul style="list-style-type: none"> How they involve different community groups such as employers, schools 	<ul style="list-style-type: none"> Only campaign messages or isolated programmes
<ul style="list-style-type: none"> Communication layers – from national to local <ul style="list-style-type: none"> Including messages, audiences and communication mediums 	
<ul style="list-style-type: none"> Evaluation of outcomes where possible 	

• Summary of Campaigns

Example	Type of campaign	Active/Safety	Intended Consequence	Scope	Area Targeted	Target Audience	Country	Part of Wider Campaign
Cyclehero	Above the Line	Active	Attitude Change	Narrow	National	broad	UK	yes
Better off by Bike	Above the Line	Active	Attitude Change	Narrow	City level	Wide	UK	yes
Why not Walk It	Above the Line	Active	Attitude Change	Narrow	City level	Wide	UK	yes
Smarter Travel Sutton	Social Marketing	Active	Behaviour Change	Broad	Local Body	Wide	UK	no
TravelSmart Australia	Social Marketing	Active	Behaviour Change	Narrow	National	broad	Australia	no
Beauty and the Bike	Social Marketing	Active	Behaviour Change	Narrow	local	narrow	UK	yes
Bike It	Social Marketing	Active	Behaviour Change	Narrow	National	Narrow	UK	yes
Living Streets Walk to School	Social Marketing	Active	Behaviour Change	Narrow	National	Narrow	UK	yes
Bicycling Ambassadors	Education	Active	Behaviour Change	Narrow	City	Wide	USA	no
Bike Bus	Social Marketing	Active	Behaviour Change	Narrow	City	Wide	Australia	no
Smart Mobility Pilot Programme	Social Marketing	Active	Behaviour Change	Wide	Pilot areas	Wide	USA	no
Bicycle Friendly Communities Award	Resource based	Active	Enablement	Wide	National	narrow	USA	yes
Complete the Streets	Resource based	Active	Enablement	Wide	Wide	Narrow	USA	no
Bikeability Toolkit	Resource based	Active	Enablement	Narrow	National	Wide	Australia	yes
National Cycle Network	Engineering	Active	Enablement	Narrow	National	Wide	UK	yes
TfL Overall	Multifaceted	Active/Safety	Behaviour Change	Broad	City level	Wide	UK	no
Bike Ed Challenge	Education	Active/Safety	Education	Narrow	Regional	Narrow	Australia	yes
Don't Die Before You've Lived	Above the Line	Safety	Awareness	Narrow	National	narrow	UK	yes
Pedestrian Safety Portugal	Above the Line	Safety	Awareness	Narrow	City	Narrow	Portugal	?
Think! Teenage Safety	Above the Line	Safety	Awareness	Narrow	National	Narrow	UK	yes
Do The Test	Above the Line	Safety	Awareness	Narrow	City/National	Wide	UK	yes
Give Motorcyclists a Second Thought	Above the Line	Safety	Awareness	Narrow	City	Wide	UK	yes
MCC Pedestrian Safety	Above the Line	Safety	Awareness	Narrow	City	Wide	Australia	no
Street Smart	Above the Line	Safety	Awareness	Medium	Regional	Wide	USA	no
Children's Traffic Club	Multifaceted	Safety	Awareness/behaviour change	Broad	National	Narrow	UK	yes
FHWA Pedestrian Safety Planner	Resource based	Safety	Enablement	Broad	National	Wide	USA	no

Think! Hedgehogs	Multifaceted	Safety/Active	Awareness/ behaviour change	Broad	national	Narrow	UK	yes
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• Summary of Active Transport Promotion Campaigns

Sixteen Active Transport Promotion Campaigns have been selected as examples. Many of these also include a safety component.

While the ultimate objective of all these campaigns is behaviour change – people walking or cycling more often, there are four main types of campaign.

Each campaign isn't limited to only one method, they often incorporate other elements – eg: an education campaign will often include some promotional methods.

- **Attitude changing** – using above the line to show the benefits (either personally or societal) of using active transport modes. The success of these is difficult to ascertain as actual behaviour change is not measured
- **Education Focussed** – particularly for cycling. These types of programmes aim to improve people's skills, safety, and therefore confidence. By doing this, they encourage more people to use active transport. Education programmes are often targeted to children, with the aim of teaching lifelong skills.
- **Enablement**. These are not campaigns by themselves, but a set of resources or networks that encourage communities to lobby for or facilitate active transport in their area.
- **Social marketing campaigns**. These are often complex, multifaceted campaigns, usually in confined geographic areas. They generally included individualised travel plans for people, and often include public transport as part of the solution. They tend to be pilot programmes, with behaviour changes measured. Nearly all report success, but it is not known how they work beyond pilot programmes.

Individual programmes range from the very narrow (Beauty and the Bike – an in school programme aimed at overcoming the specific issues girls have with riding to school) to the very broad.

Narrower programmes do usually operate within a broader framework. For example Beauty and Bike is part of the broader "Bike It" programme. Bike It has a 'sister' walking to school programme, and is part of the many Sustrans initiatives that encourage sustainable transport options.

So while the success of individual initiatives can be measured, there is also likely to be a compounded effect of many programmes operating together. Transport for London has the widest range of initiatives and programmes, and is viewed as 'best practice' by other UK areas.

Most programmes, at least at the wider level, have some engineering component. At a minor level, this may just be provision of bicycle shelters, or crossings. Engineering and enforcement components are not always managed by the same organisation, but do appear to enhance overall effectiveness.

Key Success Factors:

While every programme shown here is different, there are themes that emerge that lead to more successful programmes:

These are:

- Understanding of specific barriers for specific audiences – most of the programmes were well researched and developed in relation to specific barriers
- Tightly focussed target groups – with an approach designed to appeal to that group
- A combination of approaches – education, encouragement, backed up by engineering and enforcement
- A broad reaching programme – with narrower individual programmes within it
- A focus on personal benefits
- Community involvement
- Strong leadership, vision and commitment within the community to make the area walk/cycle friendly
- Creativity to generate interest and viewership for messages – although this is not as strong as in the transport safety area.
- Enabling others to easily use resources

• Summary of Active Transport Safety Campaigns

Active transport safety campaigns often form part of an overall road traffic safety programme, rather than being aligned with active transport promotion. Where they are included as part of active transport promotion, it is generally as an education component – raising confidence and skills.

As with active transport promotion, there are several different approaches:

- **Advertising based** -with an emphasis on visual media to show the terrible consequences of accidents
- **Education** – aimed at raising skills of pedestrians or cyclists to help them be safer. These are often integrated with active transport promotion.
- **Enablement:** resource kits for local government or communities

Active transport safety campaigns are usually targeted at specific risks for specific target groups – and can be as narrow as a focus on i-pod wearing among teenagers when crossing the road. Some deliberately distinguish between children/teenagers and adults. Objectives for the former group are to develop life-long habits early, whereas the objective for older people is to change existing attitudes and behaviour.

Campaigns aim to educate both the motorist and the cyclist/pedestrian, recognising that the behaviour of both can contribute to accidents. Many aim to put the cyclists/pedestrian more responsible and in control of their own safety.

While most of the advertising based solutions use traditional media elements (television, radio), and variations on the "dire consequences" formula, there are several examples of different approaches.

- TfL's Do the Test relied on virally disseminating a 'test' to show people how difficult it is to spot things they aren't expecting.
- Don't Die before you've lived extended the idea that you can cut the life of celebrity before it's even begun into a reality television programme.
- Give motorcyclists a second thought visually explains the effect of optical illusions
- VicRoads Pinkie campaign uses humour and belittling to change attitudes to speeding, rather than horror shots of crashes.

Key Success Factors:

- Creativity to encourage viewership and dissemination of the message
- Focussing on children and even pre-schoolers to develop lifelong behaviours
- Specific executions for specific issues
- Address the 'why' as well as the consequences behind unsafe behaviour

As with active transport promotion, considerable research is needed to address where problems lie, and the reasons for them – thus enabling a communication solution.

• Active Transport Promotion Campaigns

• Cyclehero

Category:

- Cycling Promotion Campaign – Attitude Changing

Country:

UK

What is it?

- Cinema and web based advertising from CTC – the UK's national cyclists' organisation
- Funded by £300,000 grant from Department for Environment, Food & Rural Affairs to extend climate change issues to new audiences

Reason Chosen:

- Different approach to most active transport campaigns – more emotive and energetic
- Combination of climate change and active transport message

Target Audience:

- Potential and current cyclists

Key Messages:

- You can save the planet by cycling

Tone and Manner:

- Adventurous, energetic, courageous

Components:

- Cinema ad, also used virally
- Dedicated website
- Events, leaflets
- Cyclehero week

Evaluation:

- Of viewership (over 5 million)
- No other set evaluation measures

Effectiveness:

- Unknown

More information:

www.cyclehero.com

- **Better off by Bike**

Category:

- Cycling Promotion Campaign – Attitude Changing

Country:

UK

What is it?

- 2007 Spring/Summer Campaign for Transport for London to encourage people to cycle
- Print ads and TV ad
- Part of TfL overall cycling strategy

Reason Chosen:

- Above the line example in category dominated by social marketing initiatives
- Attitude changing rather than specific messages
- Winner in the Green Awards – recognising outstanding creative work in communicating environmental issues

Target Audience:

- Potential cyclists

Key Messages:

- You're better off travelling by bike

Tone and Manner:

- Whimsical, refreshing, inspiring

Components:

- Posters
- TV Ad
- Print
- Sides of shopping baskets and petrol pumps
- Followed up winter with brochures to encourage people to keep cycling

Evaluation:

- No specific evaluation material available

Effectiveness:

- Nothing specific on this, however cited in conjunction with TfL's work on improving cycling infrastructure and education, which has had significant results in increasing the number of cyclists on the roads:
 - Increase of 83 per cent since 2000
 - Increased by a further six per cent between March 2006 and March 2007

For more information:

<http://www.tfl.gov.uk/corporate/media/newscentre/archive/3741.aspx>

http://osocio.org/message/london_by_bike/

- **Why not walk it?**

Category:

- Walking Promotion Campaign – Attitude Changing

What is it?

- 2007 Campaign encouraging walking by TfL
- Objectives: Encourage walking, especially for distances of less than 2km

Reason Chosen:

- Above the line presence
- Use of humour
- Focuses on encouragement and personal benefits, rather than societal benefits

Target Audience:

- Londoners under 45 who habitually use the car, especially for journeys to school or work

Key Messages:

- Walking is good for you – in many ways

Tone and Manner:

- Whimsical, happy, calming

Components:

- Posters at railway stations, car parks and schools to highlight walking as an alternative transport option.
- Radio ads during peak hours to reach school run parents and commuting drivers

In conjunction with:

- Engineering throughout London to improve conditions for pedestrians (£126m over 3 years – a record amount)
- Legible London - a scheme to provide better information throughout London for people who want to walk – focussing on better street signs, maps, and to reduce the overreliance on tube maps as way of deciphering where places are.

Evaluation:

- No evaluation of this specific campaign, apart from a survey of walking related advertising messages.
- Showed an increase in awareness of encouraging walking messages by 2%

Effectiveness:

- Unknown, but campaign does not appear to have continued
- Focus has moved to Legible London programme

For more information:

<http://www.tfl.gov.uk/corporate/media/newscentre/archive/4939.aspx>
http://www.legiblelondon.info/wp01/?page_id=5

- **Smarter Travel Sutton**

Category:

Active Transport Social Marketing Initiative

Country:

- UK

What is it?

- A £5million, 3 year project to change the type of transport used in Sutton Borough (an outer borough of London, not serviced by Underground)
- Objectives:
 - Reduce congestion via:
 - Promoting active, sustainable travel options
 - Changing travel times
 - Reducing the need to travel
 - A joint project between the London Borough of Sutton and Transport for London (TfL)
 - Project launched September 2006

Reason Chosen:

- A contained, pilot programme which is planned, monitored and evaluated – giving learnings as to what works
- A good example of social marketing best practice

Target Audiences:

Target audiences were chosen using “Stages of Change” theory and a research based attitudinal and behavioural segmentation study. Three out of six segments were prioritised – “hard pressed families”, “well off females”, “males who dislike travel”.

These were accessed in two ways: targeting residents, and targeting destinations (eg: workplace, school)

Key Messages:

- Encourage use of sustainable modes of transport
- Emphasis on benefits to health
- Making it fun and easy

Components:

Four main workstreams for education and encouragement. Pilot did not appear to include enforcement or engineering components.

Workstreams:

- **Advertising/promotion**
 - Travel Awareness event (Move it at the Manor), outdoor advertising (Swap your Car, website, touring road show, linking messages and activities to healthy lifestyles)
- **Workplace travel planning**
 - Implementation of workplace travel plans to help employees find solutions to avoid peak hour travel, promotion of cycle training, free showers, installation of cycle parking
- **School travel planning**
 - Travel plans for all schools in the area with accreditation and reward schemes. Walk to School Week, Walk Once a Week, school cycle parking
- **Personal travel planning**
 - Providing residents with individually tailored programmes, travel advisors in gyms, free cycle training for families

Implemented via:

- Year 1 Focus – Raise Awareness of the benefits of using walking, cycling and public transport
- Year 2 Focus – Promote active travel choices
- Year 3 Focus – Further promotion and maintenance of habits

Evaluation:

- Self reported behaviour
- Project targets
- Count data of actual cyclist trips
- Control against a similar outer London borough

Effectiveness:

- At end of year 2:

Positive:

- 29% of residents aware of the initiative
- 7% increase in intention to use car less frequently
- 2% modal shift away from car against pre-project baseline (target was 5%)
- All schools have travel plans (on target)
- 19% decrease in car trips to school
- 15,000 employees have travel plans (on target)
- Increase in number of cyclists – 50% from baseline

Negative:

- No increase (and some decrease) in attitudes toward sustainable transport

Other factors:

- Increase in petrol prices over 2007/8
- No information available on effect on safety, and this was not an objective

Key Success Factors

- Targets set and monitored
- Partnership with TfL and borough council
- Working with local businesses

More information:

www.smartertravelsutton.org

Similar Examples:

- The UK Government’s Sustainable Travel Demonstration Town Project (3 towns – Worcestershire, Peterborough, Darlington) which offers improved public transport infrastructure, cycle routes and pedestrian access, plus a variety of incentives and personalised travel advice.
- Although, according to survey data, these programmes have achieved results, they are not yet complete – due to end in UK Spring 2009
- For more information see:
 - <http://www.sustrans.org.uk/default.asp?SID=1173360941687>
 - <http://www.nsms.org.uk/public/CSVView.aspx?casestudy=68>
 - <http://www.worcestershire.gov.uk/chym/>
- **TravelSmart Australia**

Category:

Active Transport Social Marketing Initiative

What is it?

- A series of projects and resources run at a federal level and in various states of Australia to encourage people to use their cars less
 - includes small-scale pilots (20-150 participants, 1-4 organisations)
 - larger implementations (600-1600 participants)
- Focus in on public transport, cycling and walking, teleworking, carpooling
- Aim is to reduce carbon emissions, rather than congestion or obesity
- TravelSmart is essentially a voluntary program that aims to inform and motivate people to change their travelling behaviour through personal choice. It does not involve any form of regulations, fees or taxes directed at compelling changes in travel behaviour.

Reason Chosen:

- Multiple TravelSmart pilot programmes have been run, which have been evaluated as to effectiveness
- Do not use above the line messages, engineering or enforcement
- Focus is on environment, rather than health or safety

Target Audience:

Programmes typically target a defined geographic area, and within this one to three key groups:

- Households
- Workplaces
- Schools

Key Messages:

Choose a more environmental form of transport

Components:

Households:

Generally involves personalised marketing to individual households in targeted areas, comprising:

- A brochure on TravelSmart
- Information on how to save money by using alternative travel modes
- Cycling pamphlets and maps
- Public transport timetables, maps, fare guides etc
- Free public transport tickets
- Gifts, eg: backpacks, waterbottles

Also included trials of people who had just moved home, as it is recognised that such people are particularly open to adopting new travel modes.

Workplaces:

Targeting workplaces and giving incentives and information for change behaviour

Schools:

Generally Walking School Bus programmes

Evaluation:

Most programmes had evaluation as a key component, although different states often used different methods making comparison difficult

Effectiveness:

- Larger household projects routinely showed decreases in car use of 4-15% and rises in use of walking, cycling and public transport
- Workplace results were variable
- No concrete figures for school buses

Key Success Factors:

Factors that appeared decisive in securing travel behaviour changes were:

- *Personal engagement* at a one-to-one household or local workplace level
- *Functional materials* – such as public transport tickets, maps and timetables – that allowed people to explore new travel options, plan and make decisions
- *Support of local leaders* – councils, senior company management, school boards
- *Whole-of-community involvement* – larger projects appeared to have larger results
- *Removing incentives* for car travel, *penalising* car use, or *rewarding* 'green' alternatives

For more information:

<http://www.travelsmart.gov.au/publications/pubs/evaluation-2005.pdf>

- **Bike It**

Category:

- Active Transport – Behaviour Change through education and encouragement

Country:

- UK

What is it?

- An in-school project to create a pro-cycling culture in schools, now in its fourth year
- Focussed on behaviour change
- Uses Bike it Officers to work with schools to give practical help on encouraging cycling
- Led by Sustrans, and funded by Big Lottery Fund, , and recently Department for Transport and Department of Health via Cycling England

Reason Chosen:

- Highly effective in changing behaviour
- Works well across different regions with different issues (city/town, socio-economic)
- Has been effective in extending into new regions and accessing new funding over the years

Target Audiences:

- School children
- Schools
- Local authorities
- Parents

Key Messages:

- Children are happier, fitter, more independent and better equipped to learn if they cycle to school

Components:

- In school training and programmes
- No advertising
- Some engineering component – provision of cycle sheds and cycle racks, and local investment in cycle routes

Implemented via:

- Bike it Officers who work with schools for one year
 - Explain benefits of cycling
 - Contribute to classroom work
 - Addressing safety concerns and work with local authority
 - Share good practice
 - Organise practical cycling activities
 - Generate positive local publicity
- Each officer works with 12 schools

Evaluation:

- Two data collection methods:
 - Hands up surveys of who is cycling to school (pre and post programme)
 - Physical counts of bikes in bike sheds
- Also pupil level annual school census data

Effectiveness:

- Cycling levels have risen by 3 – 5 times in the schools worked with
- Programme has been extended to other regions and been given extra government funding

Key Success Factors/Learnings:

- Use of Bike It Officers
- Understanding different barriers in different schools
- Important to count less regular as well as regular cyclists
- Working with local authority transport officers to make sure they work with schools where new cycle routes have been constructed
- Influencing planning of new cycle routes

For more information:

<http://www.sustrans.org.uk>

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- **Beauty and the Bike**

Category:

- Active Transport – Behaviour Change through education and encouragement

Country:

- UK

What is it?

- In school programme designed to encourage secondary school girls to overcome the negative images of cycling and to inspire them to cycle to school.
- Run in conjunction with the Bike It programme – a Sustrans project (funded by the bicycle industry, backed by Cycling England with the support of the Department for Transport).
- Currently only in 5 pilot schools in Exeter

Reason Chosen:

- A very narrow programme, designed to overcome a specific barrier of a specific target group (girls only cycle 17% of the miles that boys do)

Target Audience:

- Year 7, 8, 9 female students who currently do not cycle to school

Key Message:

- Health and fitness benefits of cycling
- Providing solutions to potential female cycling barriers (looking bad, feeling sweaty etc)

Components:

- Workshops with female students on looking good (delivered by beauty partner eg: Body Shop), and feeling good
- Role modelling from a Bike It Officer
- Provision of facilities and equipment for dedicated storage and change areas for girls who cycle to school

Evaluation:

- Uptake to wider areas outside Exeter
- Number of people through programme who cycle to school

Effectiveness:

- No information on uptake to wider areas
- In pilot 11/26 of participants started cycling to school regularly
- Winner of Shimano Cycling Concept Award 2007

Key success factors:

- Use of role models who are realistic – not too into biking
- Partnership with beauty providers as hook for attendance

For more information

<http://www.sustrans.org.uk>

http://www.sustrans.org.uk/webfiles/Bike%20It/Beauty%20and%20the%20Bike%20Information%20Sheet_new.pdf

- **Living Streets Walk to School Campaign**

Category:

- Active Transport – Behaviour Change through education and encouragement
- Active Transport Safety

Country:

- UK

What is it?

- Campaign to encourage primary school children and parents to walk to school
- Run by Living Streets – a charitable organisation and ACT Travelwise, funded by Department of Transport.
- Has been running since 1994

Reason Chosen:

- Narrow in focus – children walking to school
- Long running and appears to have been successful – similar schemes operate in various countries

Target Audiences:

- School children
- Parents
- Schools

Key Messages

- Walk to school – at least once a week

Components:

Several programmes that work with schools to keep alive all year round

- **Walk to School week**
- **International Walk to School Month**
- **WOW (Walk Once a Week, Walk on Wednesdays...)**
- **Step Up – encouraging secondary school children to walk**

Implemented Via:

- Kits for schools, local authorities, website, general publicity

Evaluation:

- Number of children taking part
- Questionnaires for schools
- Awareness of scheme

Effectiveness:

- 3 million primary children taking part nationally in UK
- 24% aware of WOW scheme, with 71% of those (17%) claiming to have taken part

For more information:

<http://www.walktoschool.org.uk/>

- Mayor Daley's Bicycle Ambassadors Programme

Category:

- Active transport education and encouragement
- Active transport safety

Country:

- USA

What is it?

- Part of Chicago's overall plan to promote cycling in the city
- A public awareness outreach team who promote safety for all road users, and help the people of Chicago use their bike more

Objectives of the programme:

- To increase the number of trips made by bicycle,
- To reduce the number of bicycle-related injuries and
- To help all users – bike riders, motorists and pedestrians – better share roads and off-street trails.

Reason Chosen:

- Mayor's goal is to make Chicago the most bicycle friendly city in the US
- Programme modelled in other areas
- Has been running over 8 years
- Bicycling Magazine selected Chicago as the best "big" city (over one million people) for bicycling in North America

Target Audience:

- Motorists, cyclists
- Families through to youth

Components:

- The ambassadors attend events, give safety demonstrations, bike to work presentations and distribute material promoting cycle use and safety
- Includes junior ambassadors – teens who work in a peer-to-peer programme
- Programme runs in conjunction with improvement in cycle lanes, installation of bike racks, and enforcement programmes

Evaluation:

- Programme is evaluated via surveys among youth and adults – testing their safety knowledge before, and one month after, contact with a bicycle ambassador programme
- New programme in place in 2010 to track changes in the number of cyclists and the number of crashes

Effectiveness:

- Increases in knowledge measures among people involved in the programme

Key Success Factors

- Support of leadership
- Support and partnership with advocacy groups
- Communication and consultation with business groups, and other city departments

For more information:

<http://www.mayorsinnovation.org/pdf/chicagolivability.pdf>

<http://www.bicyclingambassadors.org/>

- The Bike Bus Project

Category:

- Active Transport Encouragement
- Active Transport Safety

Country:

- Australia

What is it?

- A programme funded by the Department of Environment and Water Resources and run in conjunction with Bicycle NSW and the Cycling Promotion Fund
- Bike Buses are groups of people who cycle to work in a group. There are set routes and timetables so they can pick up "passengers" along the way
- Has been running since 2007 and currently has 7 publicised routes with specific stop times

Reason Chosen:

- Encourages less proficient cyclists to cycle to work
- Overcomes a specific barrier people have about commuting to work – safety

Target Audiences:

- Inexperienced to experienced cyclists

Key Messages:

- A safe way to ride to work
- Anyone can join

Components:

- A website with published routes and stops
- Website also has discussion forum where people can find other riders interested in forming a bus
- "Bus" types vary – express for experienced cyclists to "social" for the slower, more inexperienced cyclist
- Each bus has a driver who sets the rules for the bus – eg: whether they ride on rainy days, whether they stop for punctures, etc

Evaluation:

- There has been no evaluation of the programme
- However, some evidence of Australian schools using concept (and New Zealand school cycle train project) to set up school bike buses

For more information:

www.bikebus.org.au

- Smart Mobility Pilot Programme

Category:

- Active Transport Promotion – Pilot Social Marketing Initiative

Country:

- USA

What is it:

- A US\$25 million (per year for 4 years), federally funded, non motorised transportation pilot programme in four different cities
- Project runs from 2006 to 2009
- Objective is to demonstrate the extent to which bicycling and walking can carry a significant part of the transportation load, and represent a major portion of the transportation solution, within selected communities

Reason chosen:

- Extensive pilot

- Four different areas mean results can be compared as to efficacy in different communities. Communities selected differ in terms of current behaviour, socio-economics, climate, etc
 - Communities trialling different combinations of education, encouragement, engineering solutions
- Target Audiences:
- Members of the various communities
 -

Components:

- Each area has a different mix of components – ranging from solely infrastructure and planning, to a mix of infrastructure, public awareness, and social marketing campaigns
- Marin County has also instituted a pedestrian/cycling campaign as part of their programme

Evaluation:

- Projects will be extensively evaluated. Pre-research has been conducted, with post-research due after the completion of the project
- There is no research being conducted throughout the pilot

Effectiveness:

- Data available in 2010

For more information:

<http://www.walkbikemarin.org>

<http://www.streetSMARTSMARIN.org/>

<http://www.fhwa.dot.gov/environment/bikeped/ntp/ir1807safetealu.pdf>

- **Bicycle Friendly Communities Award**

Category:

- Active Transport Facilitation and Enablement

Country:

- USA

What is it?

- An endorsement award given to communities who achieve certain standards and actively support being 'bicycle friendly'
- Bestowed by the League of American Bicyclists
- Has four award levels – platinum, gold, silver, bronze – only two cities have achieved platinum so far
- Communities are judged on their performance in the 5 E's – engineering, education, encouragement, enforcement and evaluation and planning

Reason Chosen:

- Targets communities, rather than individuals to achieve change at the community level
- Provides technical assistance as well as advocacy

Target Audiences:

- Local bodies

Key Messages:

- Communities benefit in 5 ways:
 - Opportunity to **recognise** people who have worked to improve conditions for cycling
 - A way of **promoting** the city, particularly for tourists, or for new residents on a quality of life basis
 - Provides a **benchmark** of their efforts compared to other towns
 - Communities receive **technical help** in how to further improve
 - Communities receive help in how to **inspire** cycling action in the community

Components:

- Communities apply, and are judged on the 5E's
- An audit is conducted which gives ways to improve to gain certification or move to the next level

Evaluation:

- Evaluated by the number of communities involved, and how they move through the stages
- Increasing bicycle use in the communities
- Some monitoring of the health/traffic/environmental benefits these communities have achieved

Effectiveness:

- At an individual case study level there is evidence of programme effectiveness:
 - Increasing number of cyclists
 - Reducing crash rates
 - Increase in physical activity
- No statistics for overall programme

For more information:

http://www.bikeleague.org/programs/bicyclefriendlyamerica/communities/bfc_five-Es.php

- **Complete the Streets Programme**

Category:

- Active Transport and Safety Facilitation
- Safety

Country:

- USA

What is it?

- A resource for communities wanting to improve engineering in their communities to provide access for cyclists, pedestrians, and other forms of transport apart from the private car
- A broad coalition of advocates and transportation professionals working to enact complete streets policies across the country

Reason Chosen:

- Works to address one of the primary issues working against share the road, active transportation and safety in the US – street design

Target Audience:

- Community interest groups and individuals interested in making their environment better

Key Messages:

- Benefits of complete streets – financial, health, safety
- You can get help to complete the streets in your community

Evaluation:

- Programme is evaluated on how uptake of complete streets policies, rather than increases in safety or active transport usage

For more information:

<http://www.completestreets.org/>

- **TravelSmart Bikeability Toolkit**

Category:

- Active Transport resource

Country:

- Australia

Country:

Australia

What is it?

- A toolkit for local and state governments, developers and communities to help them develop more bicycle friendly communities
- Basically a series of easy to use checklists that identify:
 - barriers and opportunities to create physical environments which encourage cycling
 - areas where improvement can be made to encourage and promote cycling
 - ideas and 'easy to access' resources for further information

Reason Chosen:

- National initiative designed to be used at local/state level

Target Audiences:

- Bicycle User Groups and community advocates
- Local/state government
- Developers

Components:

- Checklists and resources available on website

Effectiveness:

- No information available

For more information:

<http://www.travelsmart.gov.au/bikeability/>

- **The National Cycle Network**

Category:

- Active Transport Enablement

Country:

- UK

What is it?

- A project, lead by Sustrans, to create a national network of routes for cycling (and where possible also for walking) passing through all major population centres and designed to serve all significant local destinations
- First begun in 1995 and is still continuing – now up to 16,000km.

Reason Chosen:

- Primarily an engineering solution which has had measurable success
- Strong partnership component – Sustrans (a charitable organisation), government transport sector and local bodies. Collaboration with health sector began in 2000, but is still limited.

Target Audience:

- Potential cyclists – when the project began in 1995 cycling was in decline as an activity

Components:

- National Cycle Network
- Online and paper based maps
- Advice on Sustrans website

Evaluation

- Number of miles completed
- Number of journeys
- Surveys of users

Effectiveness:

- 201 million journeys in 2004 – 50:50 walking and cycling
- Two thirds of users say the existence of the NCN has led them to increase their levels of physical activity
- More than 25% of trips made on the NCN could have been made by car
- Since 2000 usage of the NCN has grown faster than network length
- Aspects of the programme have been transferred to other projects in Europe

Key Success Factors:

- Initial hypothesis that walking/cycling would increase if provision was made for these modes in transport planning and infrastructure

For more information:

<http://www.sustrans.org.uk/default.asp?sID=1089735289781>

http://www.euro.who.int/Document/HEPAN/casestudiesT&H/E90144_annex_35.pdf

- **Bike Ed Challenge – Victoria**

Category:

- Active Transport Promotion and Safety Promotion

Country:

- Australia

What is it?

- A programme for use in schools developed by Vic Roads and VicHealth
- Part of the wider Bike Ed education programme
- Teaches and reinforces lessons in safe bicycle riding in a fun environment

Reason Chosen:

- Encourages active transport and safety in one programme
- Works at the local school level but can be elevated into municipal or state challenges – involving wider areas
- Introduces a competitive element – useful given boys make up majority of cyclists and cycling casualties

Target Audiences:

- School children aged 9 -13
- Schools

Key Messages:

- It's easy to run a Bike Ed Challenge in your school
- Programme develops more than just safe riding.
 - Programme gives children confidence
 - Makes them better equipped for learning
 - Health and environmental benefits

Components:

- A resource for schools that shows them how to plan and run a Bike Ed Challenge at local and municipal level

- Gives full equipment and activities description, as well as templates

Evaluation and Effectiveness:

- No information available on effectiveness or uptake

More information:

<http://www.vicroads.vic.gov.au/Home/RoadSafety/RoadSafetyEducation/PrimarySchools/>

<http://www.vicroads.vic.gov.au/NR/rdonlyres/B78DD904-9172-4ED4-8AA0-2F04AAFEE98B/0/BikeEdChallengeV21.pdf>

- **Transport for London**

Category:

- Pedestrian and cycle safety
- Active Transport Promotion

What is it?

- Transport for London's overall programme to reduce cycle and pedestrian casualties, and encourage active transport, in the greater London area

Reason chosen:

- Not so much a campaign as a series of programmes and strategies – comprising all aspects of education, encouragement, engineering, enforcement and evaluation
- TfL recognised as best practice in UK in this area
- Very successful – 40% reduction in casualties target by 2010 already met by 2004, so have set more challenging targets
- Increased number of cyclists on the road – 91% since 2000, 4.5% growth between 2006-7
- TfL has vision of making London one of the world's most walkable cities.

New active transportation programmes announced in 2008

- Bike Hire in central London from 2010
- Cycling corridors for commuters into central London, with clear signage on and off
- Bike Zones for short trips. Zones to cover a 5km radius around town centres, with 20mph speed limits on all appropriate roads, cycle priority streets where cars give-way to bikes, greenways, and a clearly signed network of cycle-friendly routes, linking schools, stations, residential areas and workplaces.
- Expansion of Legible London – the first comprehensive pedestrian wayfinding system to help people navigate London
- Streets of Gold – 200 premium walking areas, linking key local destinations such as stations, schools and shops in Inner and Outer London

Key Learnings:

- Leadership and commitment to vision
- Using many avenues to encourage active transportation and increase safety – a multitude of programmes from research, planning, evaluation, advertising, social marketing, enforcement, and a strong engineering components
- Target specific markets directly – especially young people
- Continual reporting against progress
- Strong use of creativity in approach and media

Specific campaigns:

- Some specific campaigns are shown here, but for a full list of programmes and overall effectiveness, see

<http://www.tfl.gov.uk/assets/downloads/collisions-casualties-londons-roads-2007.pdf>

- **Active Transport Safety Campaigns**

- **Don't die before you've lived**

Category:

- Pedestrian Safety for Teenagers

Country:

UK

What is it?

- Transport for London Road Safety campaign focussing specifically on teenagers
- Aims to get young people to take extra care and pay more attention where near or using roads
- Idea: shows successful young people on their way to stardom – but their lives are ended by road accidents before they even get the opportunity to experience the celebrity world.

Reason Chosen

- Multifaceted with strong above the line component
- Specifically focussed on at risk audience

Target Audience:

- Teenagers

Key Message:

- Not paying attention will shatter your future brilliant life

Components:

- TV ads
- Online placement
- Cinema
- Radio
- Posters
- Partnership with Channel 4 and Bebo for a series of programmes “Debutantes” showcasing young people's brilliant futures – and what might happen

Effectiveness:

- Credited for helping to reducing child casualties in London

For more information:

<http://www.tfl.gov.uk/corporate/projectsandschemes/roadsandpublicspaces/2297.aspx>

- **Pedestrian Crossing Installation Advertising**

Category:

- Pedestrian Safety Installation Campaign

What is it?

- Two different European campaigns (Portugal and France) using pedestrian crossings as the device to raise awareness
- Portugal – 25% of car accident victims are pedestrians – painted the names of victims as part of the crossing
- France – pedestrian crossings with shapes of corpses underneath

Reason Chosen?

- Creative use of pedestrian crossings
- Portugal example used people to create the stencils/crossings as a publicity device

Target Audience:

- Drivers
- Pedestrians

Key Messages:

- Watch for pedestrians

Evaluation:

- No information available

For more information:

http://osocio.org/message/25_of_car_accident_victims_are_pedestrians/

- **Think! Travel Safety – Teenagers**

Category:

- Pedestrian and Cycle Safety Advertising Campaign

Country:

UK

What is it?

- Three tv ads – one cycle, two pedestrian, designed to promote safe cycling and walking behaviour among teenagers – getting them to take responsibility for their actions
- Part of a general road safety campaign specifically targeting teenagers from Department of Transport – all road safety campaigns are grouped under the Think! Banner.
- Works in conjunction with website
- Think! Also provide resources for local government

Reason Chosen:

- In 2008/2009 Department for Transport decided to change their strategy to focus on children/teenagers separately from adults. The reason for separation is that in the case of children and young people they are trying to influence the formation of habits, whereas with adults they are trying to persuade people, mainly drivers, to change sometimes entrenched habits.
- Advertising works in conjunction with training programmes
- Used teenagers to generate the content of the ads through a competition

Target Audiences:

- Teenagers aged 12 - 16

Key Messages:

Objective is to encourage teenagers to take responsibility for themselves and others on the road, specifically by avoiding distractions.

- Think about what they are doing when cross the road
- Listening to music is distracting when walking or cycling
- Don't take chances
- Use a pedestrian crossing
- Be visible when cycling by wearing light/bright clothing
- Wear a helmet

Components:

- TV ads generated by running a competition in which the winners helped to make their own ad
- Posters
- Radio
- Web gives advice and tips and ability to download resources for teachers, journalists, road safety professionals

For more information:

<http://www.dft.gov.uk/think/mediacentre/237144/teenagers>

Evaluation:

- The levels of public awareness and recognition of the Department for Transport's THINK! road safety publicity campaign is tracked by monthly surveys of the general public. The surveys also monitor attitudes to key road safety issues and measure the impact of THINK! on these attitudes and on the public's knowledge of road safety.

Effectiveness:

- Research showed that teens who had seen the ads had stronger recognition of the dangers on the road, and that pedestrians/cyclists were often responsible for accidents.

For more information:

<http://www.dft.gov.uk/think/mediacentre/237144/teenagers>

- **Do the Test**

Category

- Cycle safety awareness

Country:

UK

What is it?

- Videos aimed at showing people they don't always see what is in front of them, and to use this to make raise their awareness of cyclists on the road
- Run by Transport for London

Target Audiences:

- Motorists
- Cyclists

Reason Chosen:

- Unique way of showing cyclists and motorists that they need to watch out for each other – making them think rather than telling them what to do
- Use of viral marketing
- Use of creativity to encourage viewing
- TTL rate as one of their more successful initiatives

Key Messages:

- To motorists – you need to watch for cyclists
- To cyclists – motorists won't always see you, so be aware

Components:

- TV and Cinema ads with strong viral strategy
- Dedicated website
- YouTube 'embed' code built into design making it as easy as possible for people to copy the video onto their own blogs and websites
- Link through to TfL site with cycle safety tips

Implemented via:

Digital strategy was to seed the video to:

- Blogs and forums for cycling enthusiasts
- General interest blogs, forums and video sharing sites
- Encourage click through to cycling tips on TfL site

Evaluation:

- Viewership and website hits

Effectiveness:

- TfL rate as one of their most successful projects
- 4 million hits to websites in first 2 weeks

For more information:

<http://www.tfl.gov.uk/roadusers/cycling/8966.aspx>

• Give Motorcyclists a Second Thought

Category:

- Motorcycle Safety Awareness Campaign

Country:

UK

What is it?

- Two campaigns for motorcycle safety from Transport for London and Think!
- 2006 – “The day you went to work” urges drivers to watch out for motorcyclists when opening car doors
- 2009 – “Give motorcyclists a second thought” aims to make drivers aware of the ‘optical effect’ that can lead to collisions with motorcyclists (smaller objects look farther away than they really are)

Reason Chosen:

- Similarity to cycling type accidents
- Aims to educate on specific problem
- Use of creativity

Target Audience:

- Drivers
- Motorcyclists, moped, scooter riders

Key Message:

- 2006 – pay attention to your immediate surrounds – most accidents happen on familiar roads
- 2009 – be aware at junctions

Components

- Television
- Radio

Evaluation:

2006 campaign has measured awareness of key messages

Effectiveness

- Increase in key messages pre and post campaign

For more information:

<http://www.tfl.gov.uk/tfl/corporate/media/newscentre/motorcyclist-awareness.shtml>

• Melbourne City Council Pedestrian Safety

Category:

- Pedestrian safety

Country:

Australia

What is it?

- Campaign by Melbourne City Council to reduce the number of pedestrian collisions in the CBD
- Includes three phases
 - Information
 - Cinema advertising
 - Video game

Reason chosen:

- Narrow target group and area – CBD
- Includes a specific component for an at risk group – intoxicated walkers
- Creativity

Target Audiences:

- All pedestrians in the CBD
- Intoxicated pedestrians

Key Messages:

- Follow the pedestrian rules, especially red and green men rules
- Alcohol effects ability to cross the road safely

Components:

- Phase 1 – Information leaflets educating the public about the risks in not following the road rules
- Phase 2 – Redman and Greenman pedestrian safety ad shown in CBD cinemas
- Phase 3 – Interactive computer game called “Grogger – Don’t Get Smashed” highlighting the dangers for pedestrians when under the influence of alcohol

Evaluation and Effectiveness:

- No information available

For more information:

<http://www.melbourne.vic.gov.au/info.cfm?top=183&pg=4348>

• StreetSmart Campaign – Washington DC and surrounds

Category:

- Pedestrian and Cycle Safety Campaign

Country:

- USA

What is it?

- Annual public education, awareness and behavioural change campaign in the wider Washington DC area.
- Running since 2002
- Emphasis is on public awareness and education, but also uses added law enforcement initiatives over the course of the campaign

Reason Chosen:

- Runs across 17 local bodies
- Incorporates a enforcement component but only a small amount of engineering improvements
- Strong above the line component
- Car-centric ,fear based approach – does not encourage active transport

Target Audiences:

- Males drivers 18-49
- Cyclists and pedestrians of all ages
- Targeted in areas with high Hispanic populations, as well as areas that had high pedestrian casualties

Key Messages:

- Pedestrians die as a result of negligent or careless behaviour, or competitive road actions

Components:

- Television, radio and outdoor advertising
- Increased law enforcement over campaign period
- Internet advertising and website
- Community resources
- PR

Evaluation:

- Pre and post surveys of key messages
- No behavioural outcomes

Effectiveness:

- Surveys showed increase in awareness of key messages
- No decrease in fatalities over the period campaign has run
- No data available in decrease in casualties over the period

For more information:

<http://www.mwcog.org/transportation/activities/planning/safety.asp>

<http://www.mwcog.org/uploads/committee-documents/aV5fV1tX20080410140019.pdf>

Compare with:

Canada – Toronto – We're all pedestrians campaign

- Very similar campaign to Washington's Street Smart but more pedestrian centric
 - Children's Traffic Club

Category:

- Road Safety – Pre-schoolers – includes in-car safety as well as pedestrian safety

Country:

- UK

What is it?

- A programme to teach road safety to pre-school children, operating since 1994
- Based on a Scandinavian programme established in 1969
- Based on the principles that children are best influenced when very young and that good habits established early, can last a lifetime
- At the centre are six books which parents use to teach road safety to their children
- Club costs to join (joining cost covers books), but many UK local authorities including London make joining free for their residents

Reason Chosen:

- Proven performance – thought to be so effective that many councils offer to cover the costs
- One of the most researched and evaluated schemes on road safety education.
- Many years of operation
- Targets very young children (3-4) and their parents

Target Audience:

- Preschoolers and their parents

Key Messages:

- Hold hands when crossing road
- Use safe places to cross
- Stop, look, listen
- Always wear seatbelts
- Wear bright colours to be seen
- Always play away from traffic

Components:

- Parents join traffic club (often free depending on local authority), and are sent a series of six books over time to read to their children about different safety messages
- Website, with safety games for children to play
- Resources for nurseries, traffic professionals

Evaluation:

- Extensive research into ongoing effectiveness
- Parents and traffic professionals
- Reduction in child casualties

Effectiveness:

- Areas when club is running report a 12 percent reduction in overall child casualties

For more information:

<http://www.trafficclub.co.uk>

- Think! Hedgehogs

Category:

- Pedestrian and Cycle Safety

Country:

- UK

What is it?

- Year round Road safety campaign focussing on crossing the road safely, cycle safely and wearing seatbelts
- Has seasonal variations depending on specific needs

Reason Chosen:

- Has run for 10 years with evidence that it has helped to increase awareness of road safety issues among children
- Multifaceted campaign including TV, cinema, children's website
- Narrow age target

Target Audience:

- Children aged 7 – 11 with special emphasis on at risk groups within this group:
 - boys
 - children from lower socio-economic groups
 - children from some ethnic minorities

Key Messages:

Campaign objectives:

- informing children and their parents of the key aspects of the Green Cross Code
- equipping children with the skills needed to help them to travel safely and become responsible road users

Pedestrian Messages:

Key messages were influenced by the fact that most casualties occur on roads near home during the school holidays, on the school run and as evenings get darker in the autumn.

- Cross at the safest place possible, for example: at zebra, pelican, puffin and patrolled crossings.
- Use the Green Cross Code
- Be careful even on the roads you know
- Make sure you can be easily seen
- If you are out at night, choose routes that are well lit

Cycling Messages:

- Training in conjunction with www.Bikeability.org.uk
- Visibility
- Always wear a cycle helmet
- A child's bike should be the right size
- Children's bikes should be well maintained, especially lights
- Children should use special cycle routes, paths and lanes
- They should not listen to personal stereos or use mobile phones while cycling

Components:

- TV and cinema ads
- Interactive online ad
- Website where children can play games
- Leaflets and posters
- Resources for teachers
- Advice for parents

Evaluation:

- Tracking surveys
- Number of child casualties on the road

Effectiveness:

Over 2000 – 2007 the number of children killed or seriously injured on the road fell by 55% compared to the 1994-1998 period.

Programme and materials are used by many different local councils around the UK

Note:

November 2008 Hedgehogs has been replaced by a new campaign – Tales of the Road.

Key messages are the same – but the new campaign uses animated characters to tell a series of cautionary tales each focusing on a different aspect of road safety. Tone is more fear based than hedgehogs.

Uses similar elements to Hedgehogs – website, games, resources etc.

Campaign includes both pedestrian and cycle safety.

For more information:

http://www.dft.gov.uk/think/focusareas/children/childpedestrians?page=Campaign&whoareyou_id=

- FHWA – Pedestrian Safety Campaign Planner

Category:

- Pedestrian Safety

Country:

USA

What is it?

- A national resource for use at community/local level to raise awareness of pedestrian safety
- A step by step guide on how to run a pedestrian safety campaign from inception to evaluation
- Contains FHWA produced television, print and radio public service announcements which can be used in any community

Reason Chosen:

- A set of resources that can be used at local level
- Some communities have also used in conjunction with engineering initiatives to measure the cumulative effect of engineering on top of education

Target Audiences:

- Local government
- National and local pedestrian safety advocates
- End audience is pedestrians and motorists

Key Messages:

- Everything you need to run a successful pedestrian safety campaign

Components:

- Advertising materials
- Marketing campaign templates
- Project management information
- Media management information
- Evaluation information

Effectiveness:

- Current plan in place to research users of pedestrian and bike-related products that FHWA has previously developed to determine what level of use these products reached and if they ultimately were effective in helping to improve pedestrian safety and accessibility.

Evaluation:

- No specific information available yet

For more information:

<http://www.fhwa.dot.gov/environment/bikeped/trb2008.htm>

http://safety.fhwa.dot.gov/local_program/pedcampaign/ped_safety_campaign.pdf