

JUNE 2017



OREGONIAN CROSSING CAMPAIGN

FINAL REPORT



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01

EXECUTIVE SUMMARY



Executive Summary

The *Oregonian Crossing* campaign, initiated in the fall of 2015 by the Oregon Department of Transportation (ODOT), aimed to increase awareness of Oregon traffic laws, promote safe and responsible travel behavior, and ultimately reduce the number of people hit or killed by vehicles in Oregon. Metro partnered with ODOT and regional partners to expand the campaign through targeted marketing efforts that included identifying three high-crash corridors in the Metro region, video production, social media promotion, a digital media purchase, community outreach, and an evaluation component.

Eight *Oregonian Crossing* outreach events were held during the summer and fall of 2016 to educate communities about the campaign's messages and goals. During these events, staff from Oregon Walks and Metro provided information to the public about Oregon's traffic laws and disseminated safety lights and other campaign materials. Metro and partners built off the themes of the original campaign to create a successful commercial video. A crosswalk education and enforcement media event was also implemented during the campaign to promote safe travel behavior at crosswalks near schools. Digital ad buys were purchased through KGW to target motorists traveling through the identified high-crash corridors.

The project team collected social media analytics from the Oregon Crossing video, which received 339,742 views, 3,000 shares, 2,603 likes, and 454 comments. The high number of views and shares indicates the video was successful in reaching intended audiences.

To evaluate the effectiveness of the campaign, an online post survey was promoted via Metro's Facebook page following the online campaign. Results from survey participants indicated a high level of awareness of the campaign and changes in pedestrian and driver habits. The major survey findings are described below:

- » **90% responded "True"** to the following question: True or False: Oregon law says every intersection—marked or unmarked—is a crosswalk ("True" is the correct answer)
- » **41% were aware of the *Oregonian Crossing* campaign**
- » **Nearly one-half of respondents (46%) changed their habits while walking**, such as properly indicating their intention to cross streets
- » **More than two-thirds of respondents (67%) changed their habits while driving**, such as being more aware of pedestrians at intersections
- » **71% thought the campaign helps make streets safer**
- » **Over one-half (53%) of respondents agreed that drivers are more aware of pedestrians now than they were before the campaign**
- » **86% think there is value in continuing a campaign like the *Oregonian Crossing***

The *Oregonian Crossing* campaign was viewed favorably by the public and encouraged drivers to change their travel habits by becoming more aware of people crossing the street. The targeted digital marketing approach was effective at disseminating important messages about Oregon's traffic laws and promoting safe and responsible travel behavior to communities adjacent to high-crash corridors, leading to safer places for people to walk.



02

BACKGROUND



Background

The main goals of the *Oregonian Crossing* Campaign were to:

- » **Enhance the existing ODOT Oregonian Crossing campaign through social media promotions and community outreach events**
- » **Increase the public's awareness of Oregon traffic laws**
- » **Promote safe and responsible travel behavior**
- » **Test and evaluate marketing and outreach approaches**

In partnership with a variety of government and nonprofit partners, ODOT created a campaign in 2015 to address pedestrian safety in ODOT Region 1. ODOT and partners concluded that a single message, addressing a data-supported issue, was the best approach to reach that goal. Additionally, the partners agreed to focus on a campaign that directly addressed driver behavior as an approach that could best lead to improving safety. The partners honed in on a messaging theme that addressed Oregon's law OR 811.028 which states that every intersection is a crosswalk where pedestrians have the right-of-way. The campaign was designed and implemented by ODOT's Traffic Safety and Active Transportation divisions and was disseminated through online resources, donated transit advertising, yard signs, and hand-outs available for partners to distribute.



Sasquatch leads a child and parent safely across a school crosswalk.

In an effort to enhance and promote the existing *Oregonian Crossing* campaign in the Portland Metro Area, Metro collaborated with ODOT staff to devise tactics to extend the reach and impact of the campaign during the summer and fall of 2016. Metro proposed using Collaborative Marketing Group (CMG) resources to create digital collateral for Metro and partners to disseminate through their communications outlets. An outreach plan was agreed upon that directed Metro to create a commercial video, digital and social media purchases, a community outreach effort, and safety materials purchases.

“Drivers need constant training to reflect changing laws. I feel like I have to work to keep up with it and know many who don't bother. I think Sasquatch is effective in the campaign.”

-SURVEY RESPONDENT



Sasquatch was a popular character during the Oregonian Crossing media event.

The primary regional partner in the effort was Oregon Walks, a non-profit pedestrian advocacy group, which conducted outreach at various community events. Alta Planning + Design, a Portland-based transportation planning and design firm, was contracted to analyze safety data, document campaign social media and video analytics, assist with flyer and yard sign

distribution, and conduct an evaluation of the campaign's effectiveness at increasing awareness of the campaign and changing travel habits among drivers and pedestrians. Other partners included the Portland Bureau of Transportation and the Portland Police Bureau, who were tasked with conducting a fall crosswalk enforcement and media event.



Oregon Walks outreach staff tabled at community events.

The outreach strategies employed for this campaign specifically targeted drivers and pedestrians in neighborhoods and schools adjacent to the identified high-crash corridors. Community outreach and portions of the digital campaign focused on three high-crash corridors, selected based on the number of crashes and fatalities of people walking due to failure to yield at an intersection by a person driving. Crash data was analyzed by Alta, ODOT, and Metro staff.

Working closely with ODOT staff, Metro led the production of an ad that brought Sasquatch, a character in the original print campaign, to life in a live-action 30 second video. Metro worked with its contractor Brink Communications to produce the video and hire local actors, including the professional visual effects team Ravenous Studios who regularly contribute to the Portland produced TV show Grimm.

To promote the campaign video and accompanying messaging, Metro provided partners with a social media toolkit, purchased a \$15,000 digital advertising buy, promoted the campaign via Metro's communication channels and community events, and distributed yard signs and flyers. To ensure an equitable and community-based approach, Oregon Walks and Metro staff tabled at eight outreach events throughout the summer and fall of 2016 and reached thousands of people with the *Oregonian Crossing* message. Campaign materials and over 1,000 safety lights and 5,000 reflective arm bands were distributed to event attendees who stopped by the booths.

03

RESEARCH



Research

Prior to implementing the campaign, Alta staff researched 2013 and 2014 safety data (provided by ODOT and Metro) to identify three high-crash corridors across the Metro region that would be effective in reaching people impacted by dangerous intersections. Moderate and severe pedestrian crashes, in addition to pedestrian fatalities, were among the criteria for developing the corridor boundaries. Alta staff conducted the analysis and met with Metro and ODOT staff to decide which corridors should be targeted for outreach. The chosen target areas included a 5-mile radius around the identified high-crash corridors:

- » 82nd Ave. and NE Glisan
- » 148th Ave. and NE Division St.
- » SE Baseline St. and SE 10th Ave. in Washington County



Outreach staff placed Oregonian Crossing signs near school crosswalks.

“I wish this question about crosswalk laws was on every single driving test (written & driven). I also wish enforcement was more frequent & fines significantly higher, after all, it’s a human’s life & wellbeing that’s at risk.”

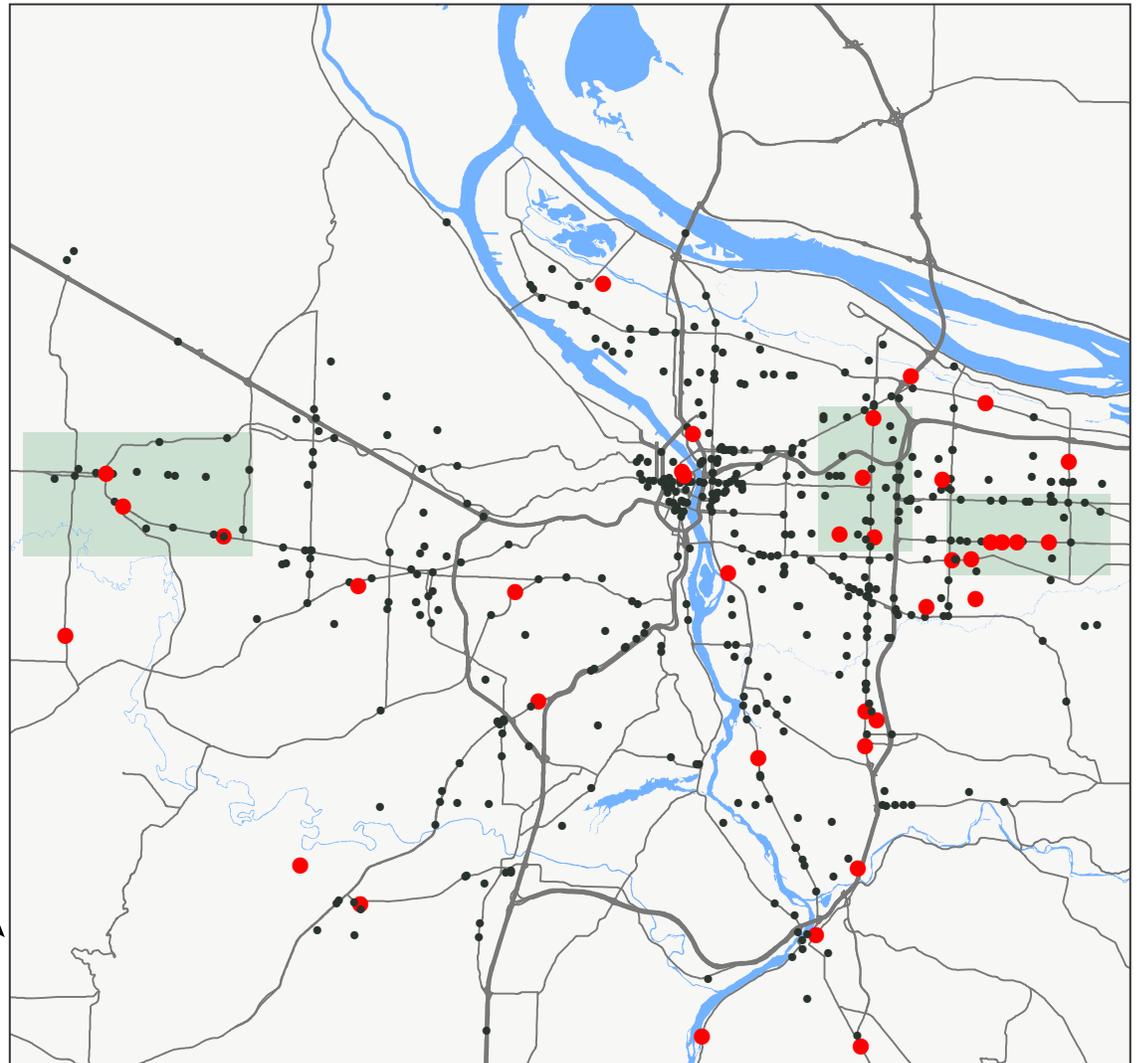
-SURVEY RESPONDENT

Figure 1: Regional Overview Map

OREGONIAN CROSSING CAMPAIGN

REGIONAL OVERVIEW

- Moderate and Severe Pedestrian Crashes
- Pedestrian Fatalities
- Campaign Target Areas



0 1.5 3 MILES

Data Source: ODOT and Metro's Regional Land Information System. Map produced May 2016. Crash data is from 2013 and 2014.



Figure 2: 82nd Avenue Corridor

**OREGONIAN
CROSSING
CAMPAIGN**
82ND AVENUE

PEDESTRIAN CRASH INDEX

- No Crashes
- Low
- Medium
- High

- Moderate and Severe Pedestrian Crashes
- Pedestrian Fatalities
- Community Centers
- Libraries
- Schools
- Campaign Target Area

0 0.25 0.5 MILES

Data Source: ODOT and Metro's Regional Land Information System. Map produced May 2016. Crash data is from 2013 and 2014.

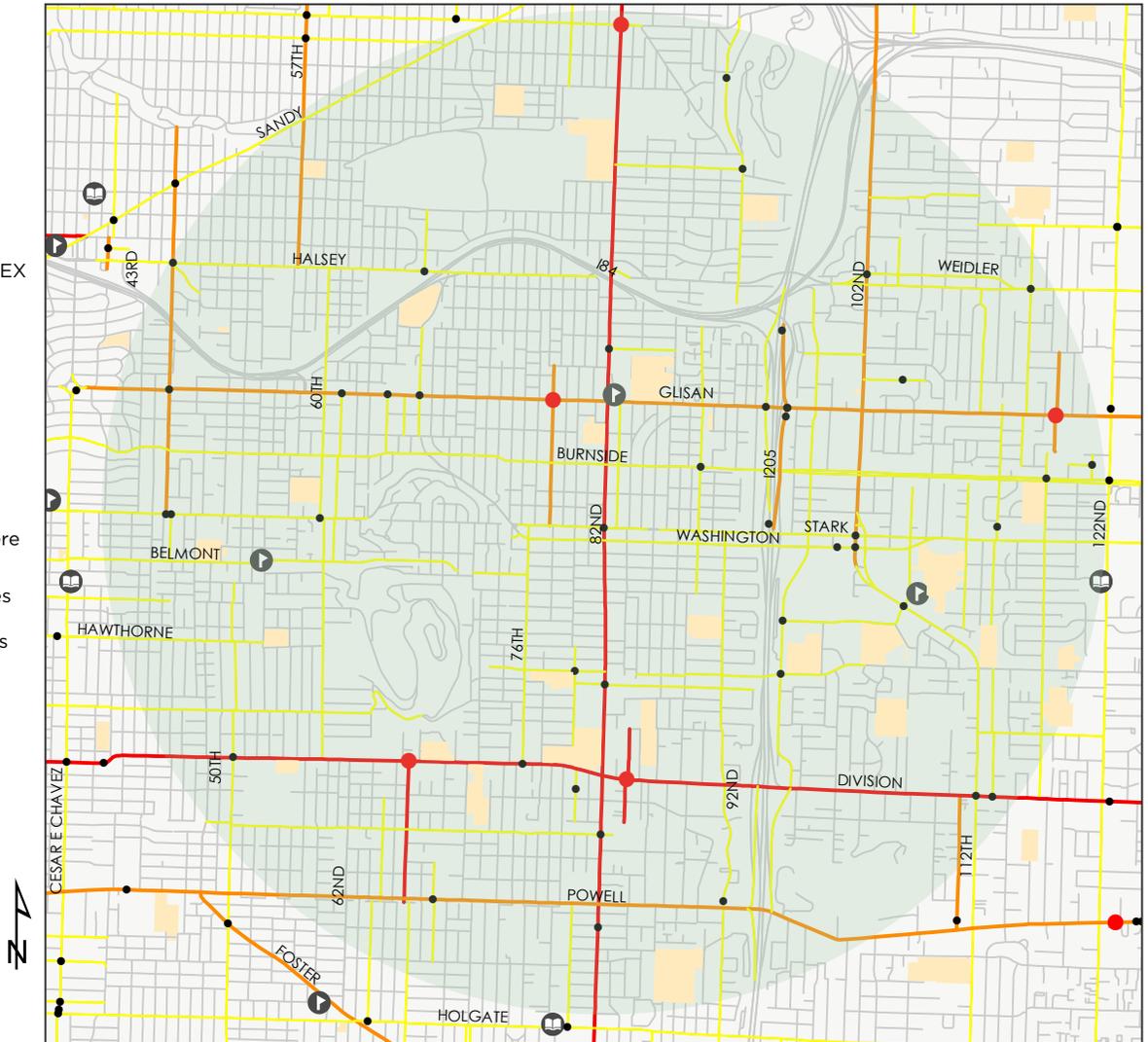


Figure 3: SE Stark, Division, and Powell Corridor

OREGONIAN CROSSING CAMPAIGN

SE STARK/SE DIVISION & SE POWELL

PEDESTRIAN CRASH INDEX

- No Crashes
- Low
- Medium
- High

- Moderate and Severe Pedestrian Crashes
- Pedestrian Fatalities
- Community Centers
- Libraries
- Schools
- Campaign Target Area

0 0.25 0.5 MILES
 Data Source: ODOT and Metro's Regional Land Information System. Map produced May 2016. Crash data is from 2013 and 2014.

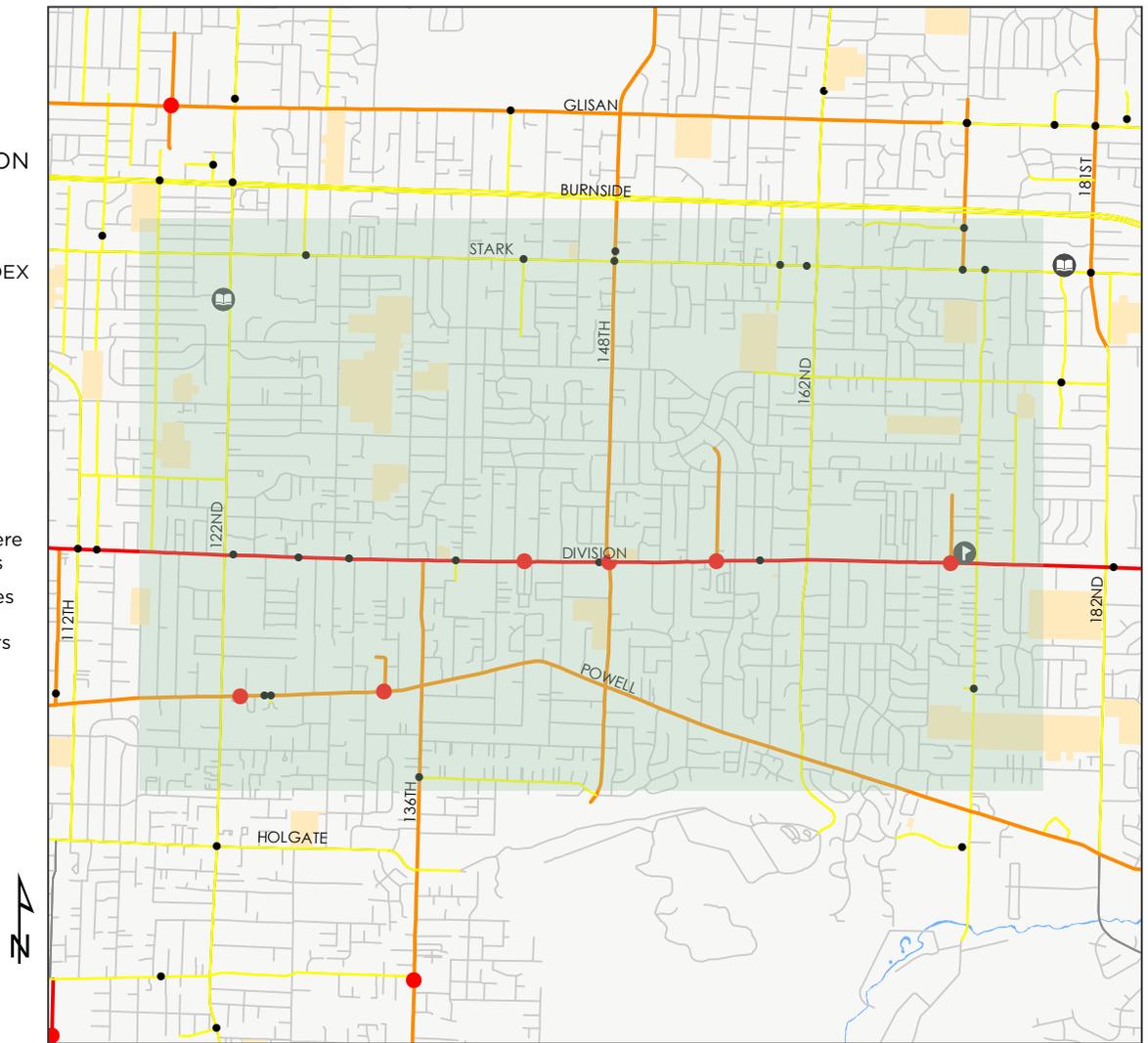


Figure 4: SW Baseline and Tualatin Valley Highway Corridor

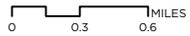
OREGONIAN CROSSING CAMPAIGN

SW BASELINE & TUALATIN VALLEY HWY

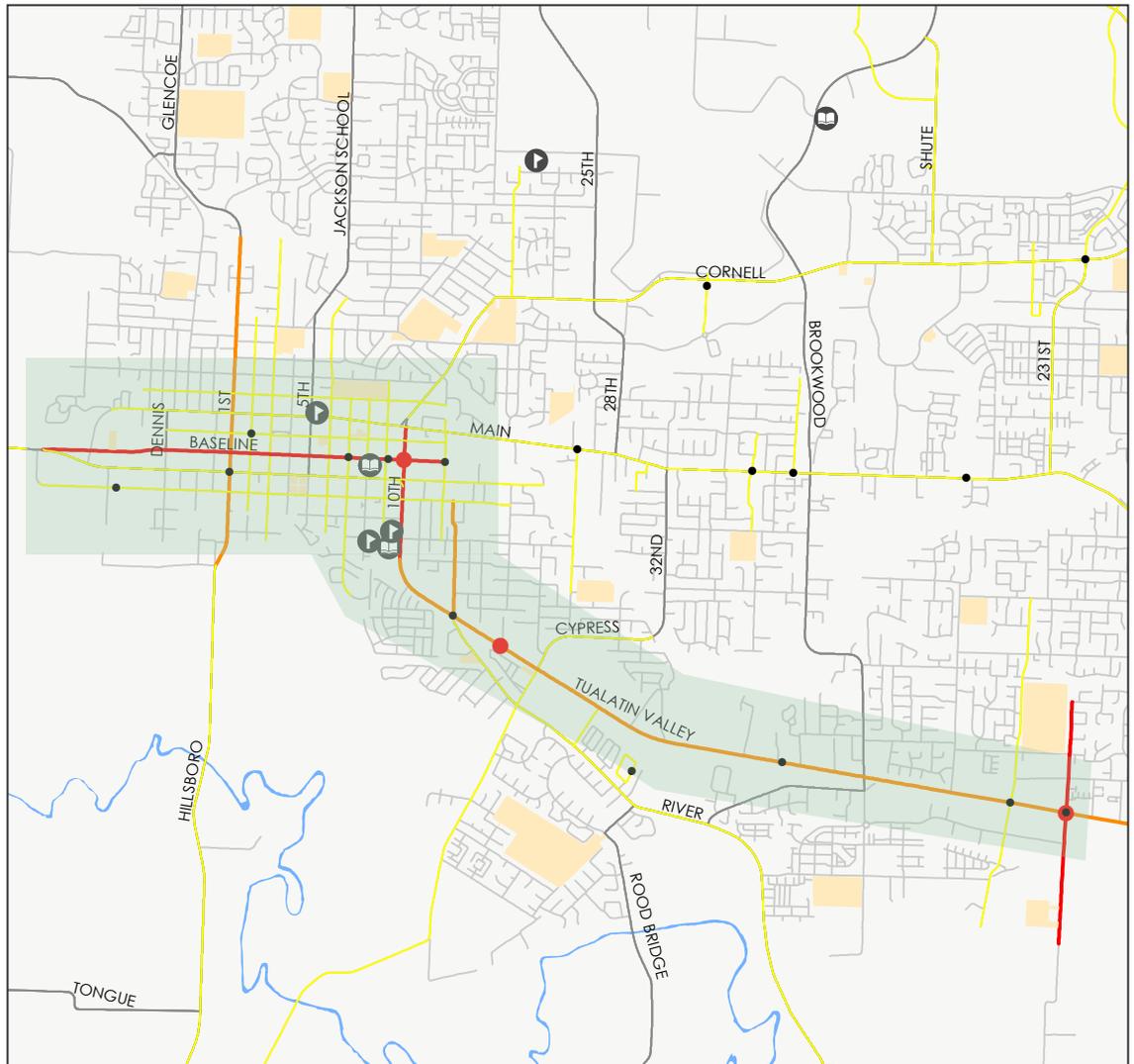
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- No Crashes
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- Pedestrian Fatalities
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- Libraries
- Schools
- Campaign Target Area



Data Source: ODOT and Metro's Regional Land Information System. Map produced May 2016. Crash data is from 2013 and 2014.



04

TARGETED MARKETING STRATEGIES



Targeted Marketing Strategies

Metro staff implemented a series of targeted marketing strategies for the *Oregonian Crossing* campaign:

- » Digital ad buys
- » Social media
- » Outreach events
- » Posters, flyers, and yard signs
- » Partner toolkits

“The campaign has a good message with a humorous tone to help catch people’s attention.”

-SURVEY RESPONDENT

DIGITAL AD BUYS

To promote the *Oregonian Crossing* video and educational messaging, Metro purchased digital ad buys through the local television station KGW that targeted residents and motorists traveling through the identified high-crash corridors. The ads used geofencing technology (location-based targeted messaging) and appeared on the KGW web site, online video pre-roll, and in web browsers (e.g. Google, Yahoo, Bing). Location-based technology, while still in its relative infancy, was an experiment by Metro to discover practical purposes to using hyper-targeted advertising to communicate to residents that frequently travel or live near specific transportation infrastructure or resources.

Drivers that traveled through the targeted areas would later receive an *Oregonian Crossing* video advertisement on their desktop computers and/or mobile device. Future uses of this technique could include engaging residents who travel a corridor every week day or use a Metro park facility. While the advertising could have been purchased through any number of digital media placement companies, KGW provided the opportunity for unique earned media, as the station is the affiliate carrying the TV show Grimm and the ad was highlighted in both noontime and evening news segments. Advertising directed users to the Metro-managed WalkBikeRoll.org web site, which provided visitors with information on the crosswalk law, safety tips, and resources to promote the campaign in their community.



SOCIAL MEDIA

Through paid and unpaid posts Metro placed Facebook posts through its channel to promote the *Oregonian Crossing* video in the region, with a focus on a variety of online behavioral determinants, including checking for traffic, auto services, transit schedules, and walking activities. This inexpensive (\$500) promotion garnered the most significant reach of the campaign, with over 300,000 views of the video in two posts. Additionally, the posts were shared more than 3,000 times, making the *Oregonian Crossing* campaign a highly successful Metro and ODOT digital advertising campaign.

OUTREACH EVENTS

Oregon Walks and Metro staff participated in a series of events to raise awareness of the campaign, and focused on communities surrounding the high-crash corridors. The following is a list of outreach events for the campaign:

- » Rock the Block, Gresham – June 3 & 4
- » Hillsboro Farmers Market – July 23
- » Portland Sunday Parkways – June 26, July 24, August 21
- » Oregon Walks/Better Blocks Open Park Blocks – August 20
- » iCully Camina! – September 18
- » Crosswalk enforcement press event

PARTNER TOOLKITS

Metro provided *Oregonian Crossing* toolkits to regional partners to disseminate information about the campaign through their social media channels. The toolkits provided the following content:

- » Locations of targeted high-crash corridors
- » Background information about the campaign
- » A link to the video and Metro's original Facebook posts
- » Fact sheet and talking points

“I have always been aware of and watched for pedestrians when driving and of vehicles when I am a pedestrian. Many people aren't though, so the campaign is a good thing.”

-SURVEY RESPONDENT



Outreach staff placed Oregonian Crossing signs near crosswalks at schools adjacent to high-crash corridors.

YARD SIGN AND FLYER DISTRIBUTION

Posters and flyers (provided by ODOT) were distributed to community centers and schools in the target area. Yard signs were placed in right-of-way locations adjacent to dangerous crossings and intersections that were identified in the safety data. Outreach staff distributed approximately 1000 postcards to schools and libraries located in close vicinity to the identified high-crash corridors. A large number of postcards were also printed and delivered in Spanish.

Oregonian Crossing yard signs were available to partners and the public through online requests from ODOT to place in the right-of-way near intersections and street crossings. As part of Metro efforts, a total of 27 yard signs were placed along high-crash corridors and at the following schools:

- » **Vestal Elementary School**
(NE 82nd Ave. and Glisan)
- » **Arleta K-8 School**
(SE 65th Ave. and Raymond)
- » **Bridger K-8 School**
(SE 80th and Market)
- » **Witch Hazel Elementary**
(SE Davis and Brookwood Ave, Hillsboro)

05

MEDIA COVERAGE





Sasquatch taught children how to safely cross at intersections.

Media Coverage

The *Oregonian Crossing* story and video were covered multiple times by local media. A crosswalk education and enforcement activity at Cesar Chavez K-8 school was picked up by all five local news stations, including the local Spanish language station. Additionally, affiliate stations from around the country, including Austin, Chicago, and Newark, picked up the story and ran the segment. Earned media coverage and on-site education opportunities taught children how to safely cross the street and educated motorists about Oregon's traffic laws. The following section highlights media outreach efforts associated with the enhanced campaign.

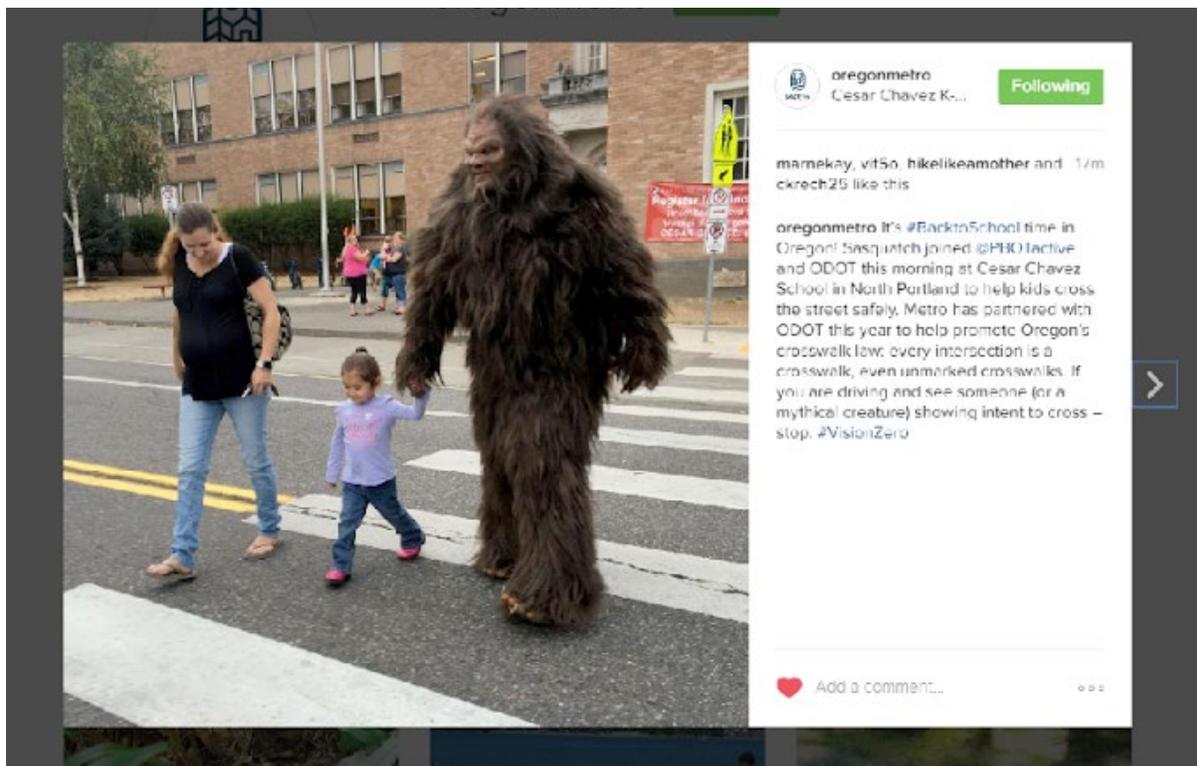


Oregonian Crossing Campaign press events were posted on Metro's Instagram page. This allowed for increased campaign exposure through Metro's existing social media channels. Fox News and KGW News also posted images from the event and a link to the story in their newsfeed, which helped the campaign achieve earned media.

Metro also worked with the Portland Bureau of Transportation (PBOT) to publish a news release regarding the crosswalk enforcement event. As part of the action, PBOT Active Transportation Manger Leah Treat, ODOT Region 1 Manager Rian Windsheimer, and Sasquatch all crossed the street with children at school. A total of four citations and five warnings were given to drivers during the one-hour event. Education and enforcement actions are a key part of the City of Portland's citywide effort to reach its Vision Zero goal of eliminating traffic fatalities and serious injuries in Portland's streets.



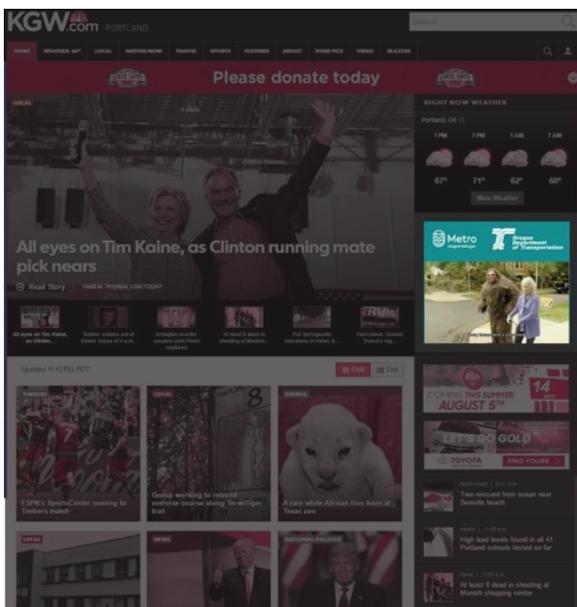
The crosswalk education and enforcement activity story was picked up by local new stations.



Images of the crosswalk education and enforcement activity were posted on Metro's Instagram page.



The Sasquatch character was very popular on social media.



The Oregonian Crossing video was featured prominently on the KGW website.

The following links identify articles about Sasquatch and the *Oregonian Crossing* campaign. The links were accessed on 5/18/17:

[KGW News Sasquatch Live Update at Cesar Chavez K-8](#)

[KOIN News Sasquatch's New Job -Portland Crossing Guard](#)

[KPTV News Bigfoot Assists In Crosswalk Enforcement Effort In SE Portland](#)

[KATU News Sasquatch Helps Portland Kids Cross The Street To Get To School](#)

06

ANALYTICS



Analytics

A key campaign evaluation goal was to track and document analytics related to the digital media buy. Working with Metro, Alta staff documented analytics related to number of views, impressions, and click-through rates (when applicable) for web news, advertising, and videos. The following tables show the number of views, shares, likes, and comments across different social media and video formats.

A campaign summary of analytics and demographics for the entire digital ad buy was also produced by KGW news. Results indicate 510,000 total impressions, 339,742 views, 3000 shares, and 2,603 likes. A click-through-rate of 1.37% was achieved during the campaign, which is slightly above average for a paid advertisement.

Table 1: Oregonian Crossing Video Analytics

AGENCY	OUTLET	DATE (2016)	VIEWS	SHARES	LIKES	COMMENTS
ODOT	Facebook	July 20	19,378	344	136	21
ODOT	YouTube	July 19	13,624	N/A	25	2
Metro	Facebook	Aug. 29	95,656	567	801	88
Metro	Facebook	July 14	207,615	2089	1,600	343
Metro	Vimeo	July 14	3,469	N/A	N/A	N/A
Oregon Walks	Facebook	July 14	N/A	N/A	41	N/A
Total			339,742	3000	2,603	454

“I have a 15-year old son learning to drive and a 10-year old son that wants so badly to walk and ride to and from school independently. Both have led to many conversations and heightened awareness around what the laws are and how often they are broken. Teaching them the rules of the road and to be alert for others not obeying are both important.”

-SURVEY RESPONDENT



07

EVALUATION



Evaluation

An overarching *Oregonian Crossing* campaign goal was to measure potential increases in the public’s awareness of the campaign, existing crosswalk laws, and changes in pedestrian and driver behaviors. Various survey instruments (e.g. baseline counts and online surveys) were used to measure awareness and satisfaction of the campaign and Oregon crosswalk laws.

It is important to note the *Oregonian Crossing* campaign was already implemented across the Portland region when Metro purchased the digital ad buys. While this evaluation measures the effectiveness of the enhanced outreach and digital advertising campaign conducted by Metro and partners during the summer and fall of 2016, ODOT’s original campaign promotions and messaging likely added to increased awareness.

AWARENESS TALLY

During community engagement and prior to targeted marketing efforts, the project team measured baseline awareness of the crosswalk law via partner outreach events. A simple evaluation effort involved participants placing beans in jars in response to the following question:

Did you know that every intersection is a legal crosswalk? Yes or No

The question was printed and placed directly under two Mason jars – one that included a “Yes” answer choice and another that included a “No” answer choice. Participants were directed to put a bean in the jar that corresponded with their answer. Outreach staff tallied the metrics for each event and reported back to Metro with the results. The following table shows the bean jar tallies from four separate events.



Bean jar tallies were used during outreach events to measure baseline awareness of a crosswalk law.

Table 2: Baseline Awareness Outreach Tally

OUTREACH EVENT	YES	NO
Sunday Parkways June	132	38
Hillsboro Farmer’s Market	31	11
Sunday Parkways July	160	61
Rock the Block	60	40
Total	383 (72%)	150 (28%)

POST CAMPAIGN SURVEY

An online post survey was developed to capture information related to potential increases in awareness of the campaign, in addition to other qualitative metrics. The survey was offered via an online link through a Facebook ad containing the video. The ad was targeted to the same demographics as the original digital media buy to ensure the survey went to a similar group of people who initially viewed the campaign video. A \$50 prize drawing incentive was offered to allow for maximum response rates to the online survey. The post survey was launched on October 21, 2016, and was open for three weeks. A total of 133 people responded to the online post survey.

SURVEY RESULTS

Results from the online post survey are included in the following section. The data suggests the campaign was effective at promoting Oregon’s crosswalk laws and changing driver and pedestrian travel behaviors.

Ninety percent of survey respondents indicated they were aware (by answering “TRUE”) that Oregon law says every intersection – marked or unmarked – is a crosswalk (Figure 5). Only 6% indicated this statement was false and another 4% did not know. When the same question was asked during the baseline bean jar tally at outreach events prior to the digital marketing, 72% of attendees reported knowing that Oregon law says every intersection is a crosswalk. When compared to the post-survey findings, there was a 12-percentage point increase in awareness of the existing crosswalk law following the outreach efforts; however, the two samples are not directly comparable and results should be interpreted with caution.

Figure 5: Awareness of an Existing Oregon Crosswalk Law

TRUE or FALSE? Oregon law says every intersection—marked or unmarked—is a crosswalk? (N=133)

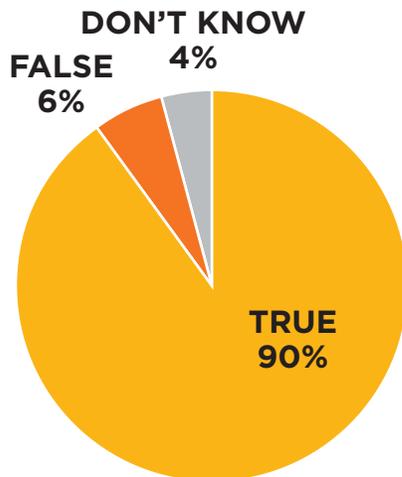
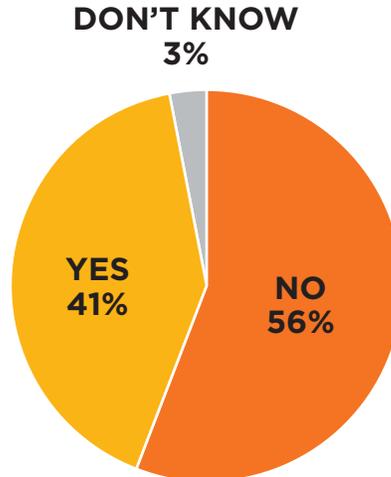


Figure 6: Awareness of the Oregonian Crossing Campaign

Before today, had you ever heard, read, or seen anything about the Oregonian Crossing Campaign? (N=133)



Roughly four out of 10 survey respondents (41%) were aware of the *Oregonian Crossing* campaign before they participated in the survey (Figure 6). The high percentage of awareness can likely be attributed to the targeted Facebook ads and published media stories from the campaign.

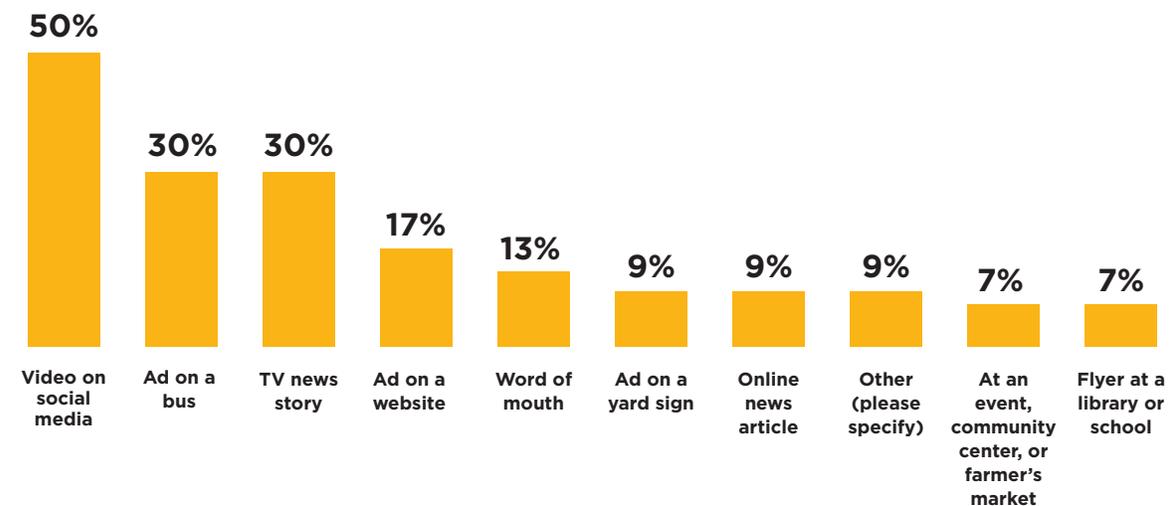
When asked where participants saw or heard about the campaign, the video (50%), bus ad (30%), and TV news story (30%) were the top three answers; respondents were allowed to select more than one answer choice (Figure 7). It is important to note that 9% saw the ad on a yard sign and another 7% saw or heard about the campaign at an event and via a flyer at the school, which were all major components of Metro’s enhanced outreach strategy.

“I remember Sasquatch (and that the ad was funny) from the first ad I saw online. Keep it up! We have asked for many years for PSA’s like this, and in print and on bus stop benches. These ads are great for pedestrian and bicyclist safety too! These ads need to go national!”

-SURVEY RESPONDENT

Figure 7: Where Survey Respondents Saw or Heard about the Campaign

Where have you seen or heard about the Oregonian Crossing Campaign?
(Check all that apply, N=54)



To measure potential changes in travel behavior due to the campaign, survey participants were asked if they changed any habits while walking, such as making sure to properly indicate their intention to cross streets. Forty-six percent of participants said “Yes,” 37% said “No,” and 17% did not know (Figure 8). Responses to this question indicate the campaign had a positive influence on changing pedestrian travel habits.

More than two-thirds of survey respondents (67%) changed their driving habits as a result of the campaign (e.g. being more aware of pedestrians at intersections), whereas 22% did not and 11% did not know (Figure 9). This result is impressive and indicates that successful crosswalk safety campaigns have potential to change driving and pedestrian travel habits.

“I have always been aware of and watched for pedestrians when driving and of vehicles when I am a pedestrian. Many people aren’t though, so the campaign is a good thing.”

-SURVEY RESPONDENT

Figure 8: Change in Pedestrian Travel Habits

Since seeing or hearing about the campaign, have you changed any habits while WALKING (e.g. making sure you properly indicate your intention to cross streets)? (N=54)

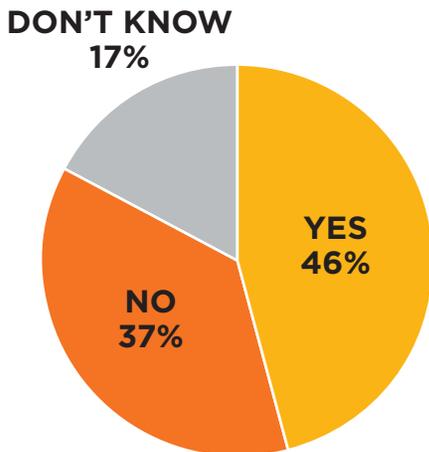
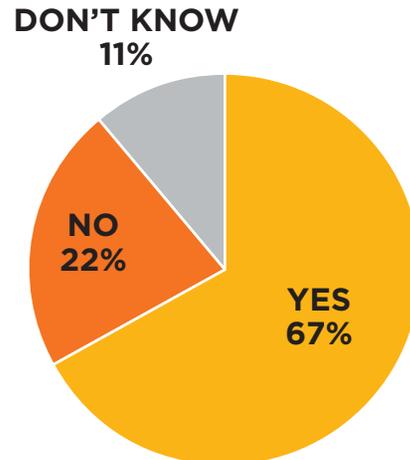


Figure 9: Change in Driving Habits

Since seeing or hearing about the campaign, have you changed any habits while DRIVING (e.g. being more aware of pedestrians at intersections)? (N=54)



Nearly three-quarters of respondents (71%) thought the *Oregonian Crossing* Campaign helps make our streets safer (Figure 10). This data indicates the campaign was successful at educating the public about Oregon crosswalk laws and encouraging them to change their habits while driving and crossing streets.

More than one-half of respondents (53%) either strongly or somewhat agree that drivers are more aware of pedestrians now than they were before the *Oregonian Crossing* campaign. Thirty one percent either somewhat or strongly disagreed with the statement and 15% did not know (Figure 11).

Figure 10: Helping Make Streets Safer

Do you think the Oregonian Crossing Campaign helps make our streets safer? (N=56)

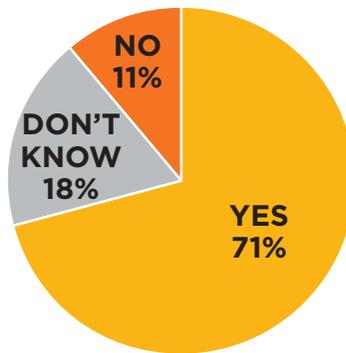
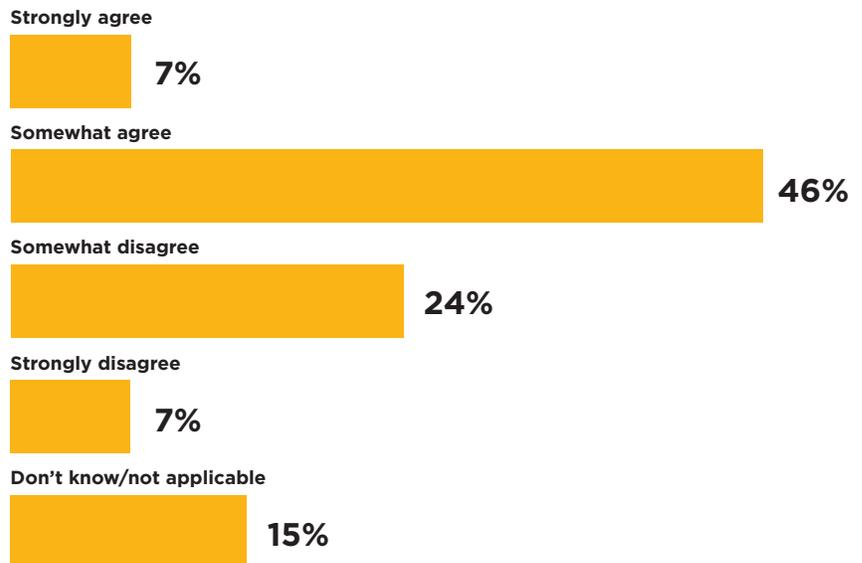


Figure 11: Awareness of Pedestrians by Drivers

How much do you agree or disagree with this statement? DRIVERS are more aware of pedestrians now than they were before this campaign. (N=54)



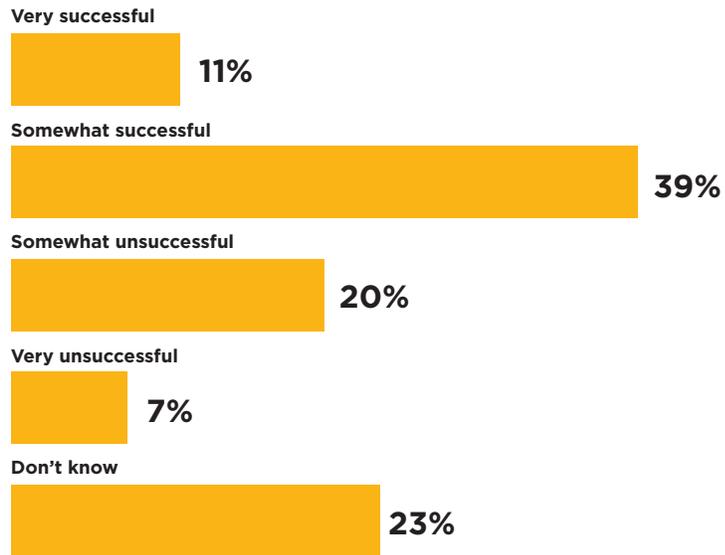
"I absolutely feel that this campaign has made an impact on people."

-SURVEY RESPONDENT

Exactly one-half of survey respondents indicated the main goals of the *Oregonian Crossing* Campaign were either very or somewhat successful. Twenty-seven percent thought the campaign’s goals were either somewhat or very unsuccessful and nearly one-quarter (23%) did not know (Figure 12).

Figure 12: Successfulness Of Reaching Campaign Goals

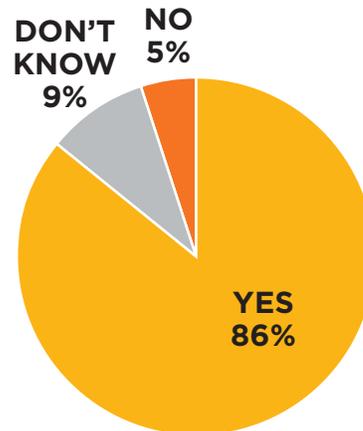
The main goals of the *Oregonian Crossing* campaign were to increase awareness of Oregon traffic laws and promote safe and responsible travel behavior. How successful do you think the campaign was at meeting these goals? (N=122)



Nearly 9 out of 10 survey respondents (86%) think there is value to continuing a campaign like *Oregonian Crossing* (Figure 13). This result indicates the campaign was highly valued by the public.

Figure 13: Value in Continuing the Campaign

Do you think there is value to continuing a campaign like *Oregonian Crossing*? (N=122)



Nearly one-half (47%) of survey respondents were in the 45-64 age range, 38% were in the 30-44 age range, 9% were in the 18-29 age range, 4% were over 65 years old, and 3% were under 18 years old (Figure 14).

A majority of respondents were female (53%). Males represented 43% and another 4% preferred not to state their gender (Figure 15).

Figure 14: Age of Respondents

What is your age? (N=113)

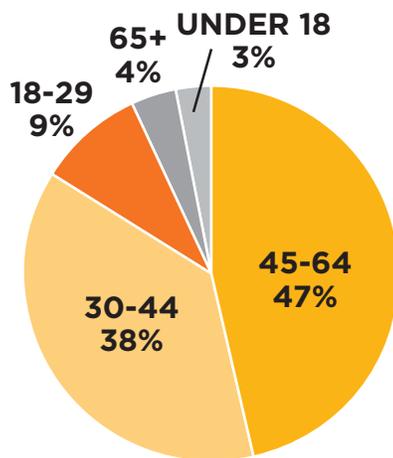
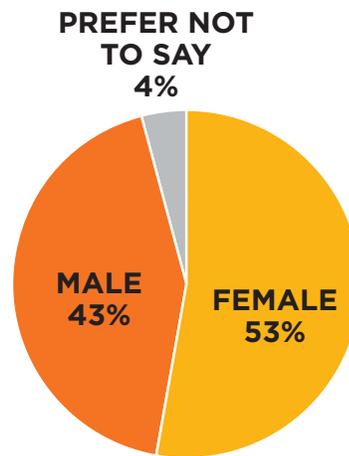


Figure 15: Gender of Respondents

With which gender do you indentify? (N=113)



“This campaign is very helpful so that innocent people can stop losing their lives.”

-SURVEY RESPONDENT

08

CONCLUSION



Conclusion

The *Oregonian Crossing* campaign was successful in meeting the goals of enhancing an existing crosswalk safety campaign through digital advertising, increasing the public's awareness of Oregon's traffic laws, and changing driver and pedestrian travel behaviors throughout identified high-crash corridors.

The *Oregonian Crossing* Sasquatch video was viewed by hundreds of thousands of people and was shared thousands of times. Outreach and education events—coupled with a robust digital advertising through Metro's social media channels—were successful at increasing awareness of the campaign to many different audiences within the Metro region and beyond.

Analysis of the *Oregonian Crossing* video shows a high level of engagement via social media. The video received 339,742 views, 3,000 shares, 2,603 likes, and 454 comments. An online post survey was developed and promoted on Facebook following the digital advertising buy to measure campaign awareness and potential travel behavior changes. Evaluation efforts showed:

- » **Following the campaign, there was high awareness (90%) of the Oregon law that says every intersection—marked or unmarked—is a crosswalk**
- » **Four out of ten post-survey respondents indicated they were aware of the *Oregonian Crossing* campaign**
- » **The campaign resulted in positive changes in travel habits for both pedestrians and car drivers**
- » **Seven out of ten post-survey respondents thought the campaign helps make streets safer**

- » **More than one-half (53%) of respondents agreed that drivers are more aware of pedestrians now than they were before the campaign**

- » **86% think this is value in continuing a campaign like the *Oregonian Crossing***

The *Oregonian Crossing* campaign provides a good example for how regional travel options agencies and organizations can enhance statewide campaigns through local partner outreach and hyper-targeted digital advertising. Metro was well suited to take on this effort—the agency has a robust social media network and was able to successfully push out the campaign messaging through Collaborative Marketing Group partners' communications channels and during summer outreach events. The inexpensive (\$500) Facebook promotion garnered the most significant reach of the campaign, and was one of the most successful social media campaign ever conducted by either Metro or ODOT.

The enhanced campaign also produced earned media content and offered opportunities for Metro, PBOT, and ODOT to collaborate on a crosswalk enforcement event at a local school. Furthermore, campaign materials of reflective bands and lights provided an opportunity to improve the personal safety of event attendees who stopped by the booths.

“I think it definitely raised awareness of the intersection law. As someone that works with the visually impaired, I am grateful for the increased awareness.”

—SURVEY RESPONDENT

