MassDOT New Statewide Safety Campaign
“Scan the Street For Wheels and Feet”

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From Massachusetts Strategic Highway Safety Plan (SHSP)

Strategies in Pedestrian and Bicyclist Emphasis Assess

“Educate public on pedestrian and bicycle safety.”
“Integrate pedestrian and bicyclist safety activates with other plans.”

Campaign Partners:
Campaign Funding and Budget

• HSIP fund - $555,000 for two years

• EOPSS assisted with “Scan the Street” campaign for placement of outdoor signings

• MBTA, PVTA, WRTA help provide advertisement space for the campaign

• City of Boston used the tagline

• Due to the current status of the “Fast Act”, this type of program will not be funded in the future using HSIP
**Campaign Process**

**STEP 1**  
- Planning  
- Strategy

**STEP 2**  
- Branding  
- Marketing  
- Implementation

**STEP 3**  
- Evaluation – Measurement & Analysis

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**Strategy and Planning**

Don’t blame any one type of road user, just share a message for everyone to pay attention to each other and the task at hand.

**Our Target Audience**

- All roadway users in high crash areas *(Boston, Springfield, Worcester)*
- All roadway users age: 18-69

**Our Market**  
Statewide

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**Campaign Run Date**

**2017**

- June 16 - June 30
- July 10 - July 31
- August 7 - August 31
- September 1 - September 30

**2018**

- April
- May
- June
Geography Target

Major High Crash Cites Roadway Users

Springfield
154,074

Worcester
184,508

BOSTON
673,184
Campaign Branding

- Attract attention
- Easy to remember
- Require different graphic design creativity
- Numbers of outtakes

...then

...the quest is to put the “brand name” in front of as many relevant users as possible!
SCAN THE STREET
FOR WHEELS AND FEET
BE AWARE OF PEOPLE BICYCLING & WALKING
**SCAN THE STREET FOR WHEELS AND FEET**

**TOP 5 TIPS FOR PEOPLE BICYCLING**

1. **BE SEEN**
   - Use lights, especially at night.

2. **WATCH FOR DOORS**
   - On both sides of stopped cars.

3. **AVOID DANGER ZONES / BLIND SPOTS**
   - Don't ride to the right of trucks and buses.

4. **PAY ATTENTION**
   - Put your phone away and focus on the road.

5. **BE AWARE AND COURTEOUS OF EVERYONE ON THE ROAD!**
   - Common courtesy gets you far.

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**THE STREET FOR WHEELS AND FEET**

**WALKING**

1. **TAKE YOUR EYES OFF THE ROAD**
   - Don't look down at your phone and take your eyes off the road.

2. **BE SEEN**
   - Carry a light or wear reflective clothing, especially at night.

3. **DON'T BLOCK THE ROAD**
   - Be aware of your surroundings and stay on the right.

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**THE STREET FOR WHEELS AND FEET**

**PEOPLE DRIVING**

1. **STOP CRASHES INVOLVING PEOPLE WALKING OR BICYCLING**
   - Look for pedestrians and bicyclists before you turn.

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**WE ALL NEED TO PAY MORE ATTENTION TO KEEP OUR FAMILIES, FRIENDS, AND CHILDREN SAFE.**

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Scan the Street One Pager Displays
Social Media Marketing

Scan the Street

Blog Displays

30s Video Screenshots

2017 MOVING TOGETHER CONFERENCE
## Campaign Performance

<table>
<thead>
<tr>
<th>Platform</th>
<th>Video Views</th>
<th>Impressions</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>196,845</td>
<td>1,758,360</td>
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<td>Instagram</td>
<td>61,866</td>
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<td>Twitter</td>
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<td>Pandora</td>
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<td>Total Traffic</td>
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<td>Google AdWords</td>
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**Mobilefuse Sample Displays**
“MassDOT your new campaign is awesome – may other states learn from you. There are way too many cyclist/vehicle accidents.”

- Facebook “Do Your Part!” video comment

“Good video! Should be viewed by everyone from 10 to adult. The cell phone users are the most scary!”

- Facebook “Scan the Street” video comment (shared by Ludlow PD)

“We need a massive traffic enforcement campaign, and it has to include us bicyclists. If we want to get to 0 traffic fatalities, we all have to follow the rules.”

- Facebook “Scan the Street” video comment

“Wheeled vehicles/bike are supposed to follow the rules of the road. All the pedestrians need to learn their right of way is in crosswalks.”

- Facebook “Do Your Part!” video comment

“MA has some of the most deplorable drivers in the country. Walking? No, Thanks, I’ll invest in an armoured vehicle.”

- Facebook “Be Careful When Approaching Crosswalks” banner comment

“Just because ‘you’re in the crosswalk’, doesn’t mean you can step directly in front of a moving car!”

- Facebook “30% of fatal…happen in crosswalks” banner comment
Lessons Learned

From Traffic Safety

- Personally, I learned I am NOT a marketing person!!!!
- Bringing in the different perspectives was critical!
- Design a campaign not to blame any specify roadway user and then go back to the drawing board!!!
- Things take longer than expected. Jump start next year.
- The Commonwealth’s push for standardization limited the ability to fully utilize all aspects of the campaign.

From HATCH

- The contract process took a long time compared to what we are used to.
- We love the way engineers think about marketing!
- The campaign language had to be very precise, which wasn’t always the best option creatively. Humor and irony did not work in this case.
- The end product was so much better due to the many stakeholders that were so passionate about the message!
Upcoming Plans for Year 2

2017 MOVING TOGETHER CONFERENCE
THANK YOU!