City of Glendale
Safety Education Initiative
August 14, 2019

Presented by: T&T Public Relations

The Approach

Behavior Change Process

Awareness
There is a problem

Education
We have solutions

Empowerment
You can do it, here's how

Action
Change your behavior, do it now

Sustainability
Keep it up!
Goals

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

Research & Discovery

- Pedestrian Safety Surveys
- Data Review & Analysis
- Community Meetings
And the SURVEY said…

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

What the DATA Told Us…

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

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

Planning

- Messaging
- Focus Groups
- Branding

Spanish-speaking focus group participants being asked to rate options for the campaign logo and tagline.
What the FOCUS GROUPS Told Us…

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

Armenian Focus Group
Education & Awareness

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

[SLOW DOWN] THESE COULD BE YOUR FRIENDS CROSSING

[1000x1000] SLOw D0wn
Incentive Items
Community Outreach

Public Works Open House

CicLAvia

Social Media

BeStreetSmart doll... 8/22/17
#BackToSchool means more kids walking & biking near schools. DriveDown & give yourself extra time to get through #shorthorizons, #DriveSmart

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

Sidewalk Decals

Multilingual Materials

Trilingual Enforcement Cards
Results

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

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

- 2019 Sustainability Award of Merit
  SCAG

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THANK YOU