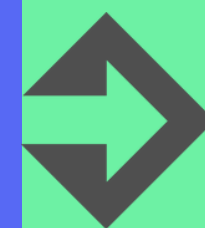




# Creative Community Engagement on a Budget

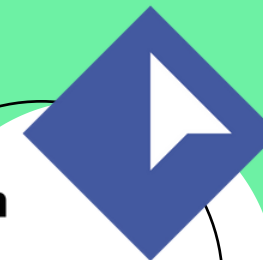
Tracy Anderson

Traffic Safety Communications Team Lead



**ITRE**

Institute for Transportation  
Research and Education



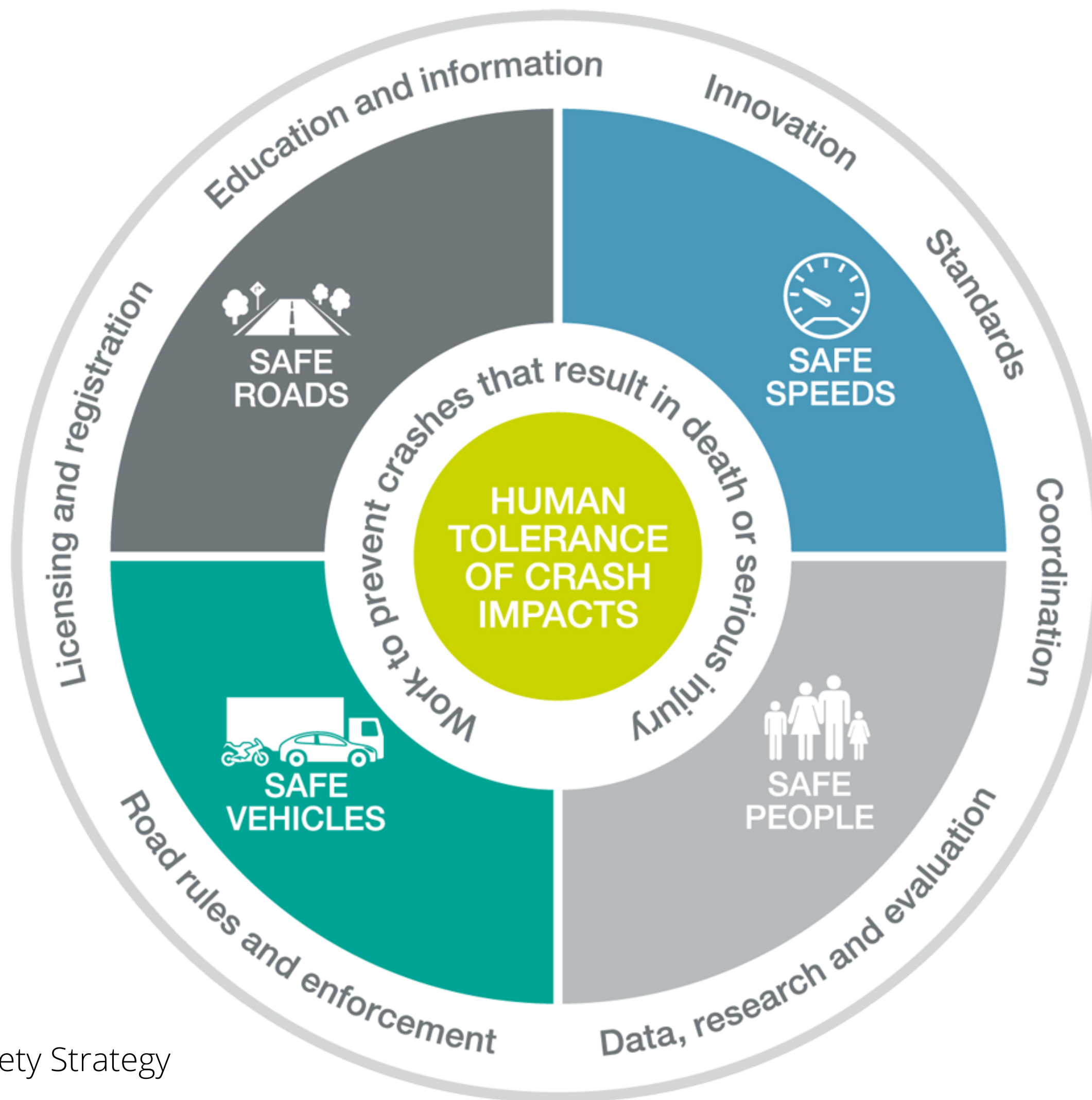
**TSMP**

Traffic Safety Marketing & Programs



Building a Message  
Cost-effective tools for reach  
Tips for engagement  
Free resources

**[itre.ncsu.edu/trafficsafety](https://itre.ncsu.edu/trafficsafety)**

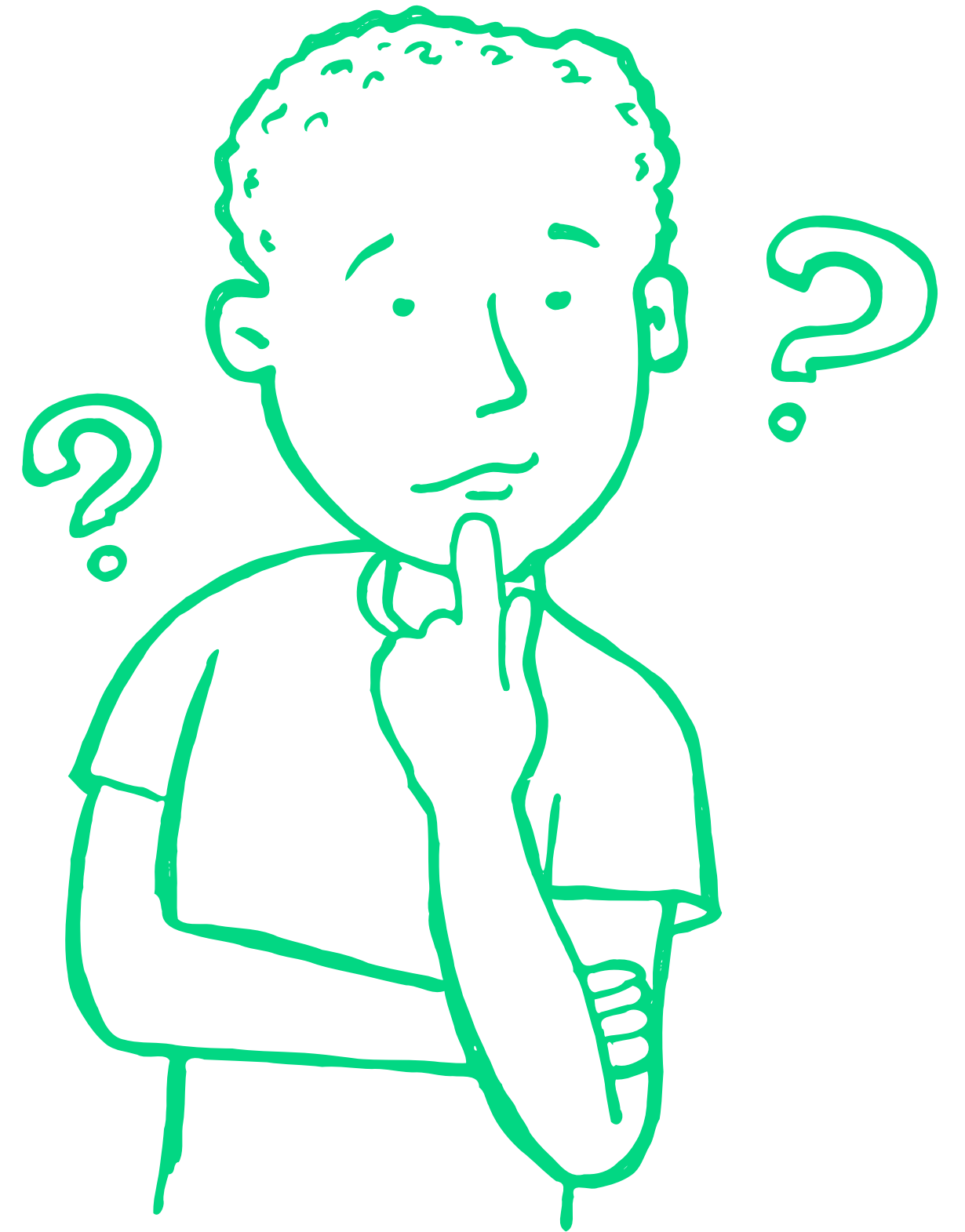


Source: National Road Safety Strategy

# Building your message

WHAT CONCERNS DO PEOPLE  
HAVE?

What do they do about those concerns?







# trends.google.com

Google Trends

Explore

speeding

Search term

+ Compare

North Carolina

Past 12 months

All categories

Web Search

Related topics

Rising

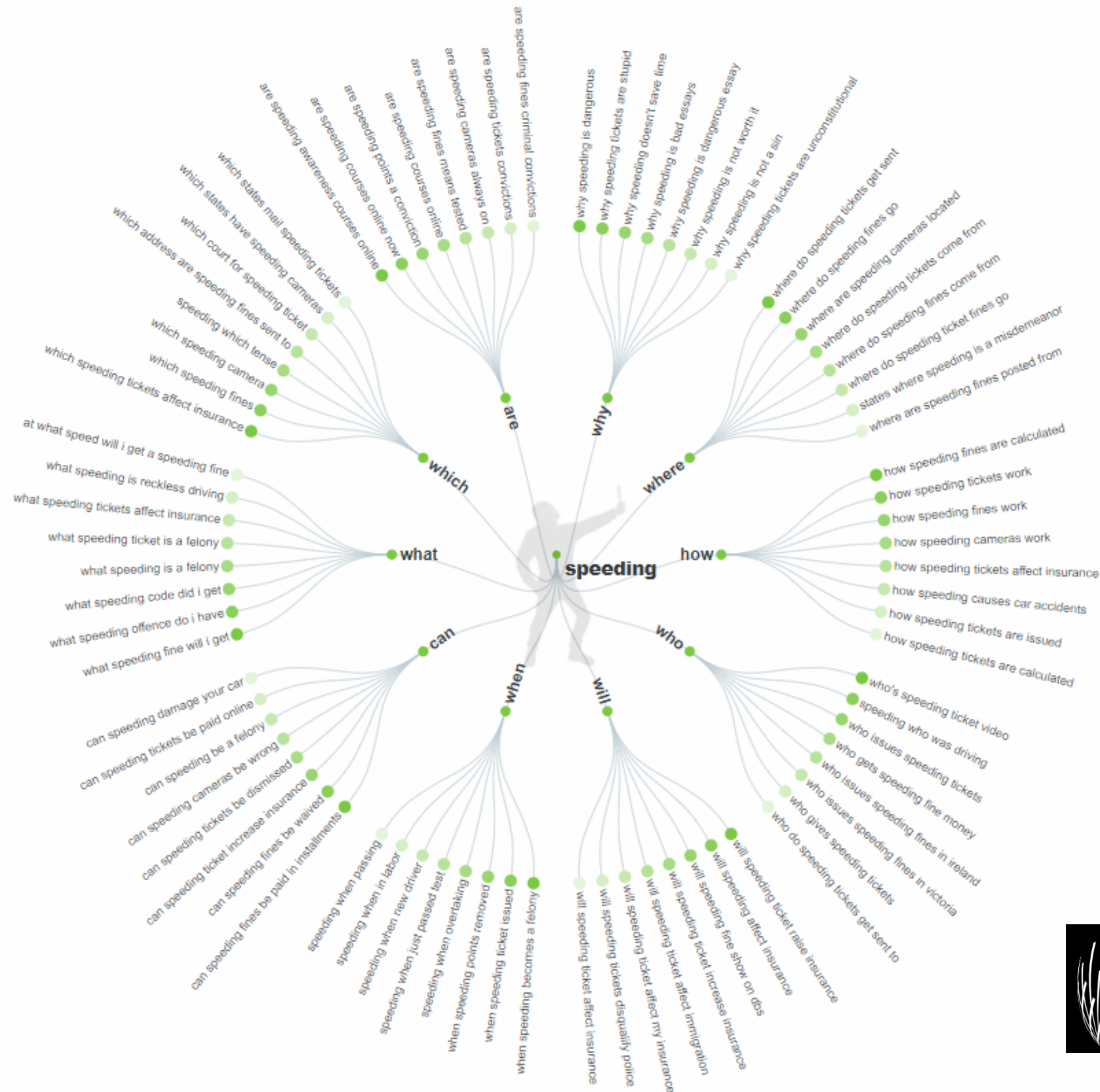
|   |                     |          |
|---|---------------------|----------|
| 1 | School zone - Topic | Breakout |
| 2 | Particle - Topic    | Breakout |
| 3 | Fee - Topic         | Breakout |
| 4 | Felony - Topic      | Breakout |
| 5 | Highway - Topic     | +200%    |

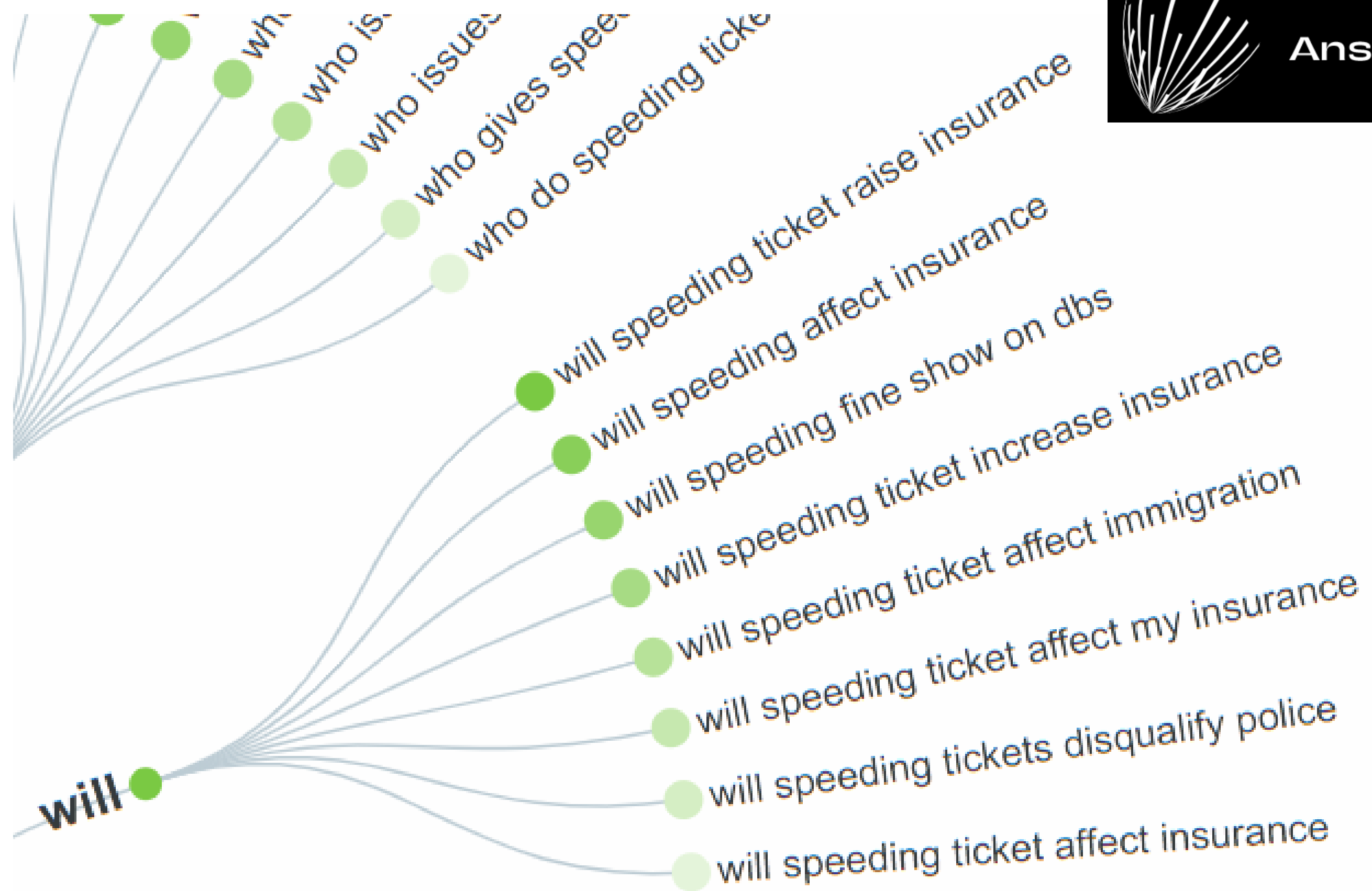
Showing 1-5 of 15 topics

"AnswerThePublic listens into autocomplete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around your keyword.

It's a goldmine of consumer insight you can use to create fresh, ultra-useful content, products and services."













Speeding. I'm sure I'm not the first to say it. I'm sure I won't be the last. Please slow down in our neighborhoods. I live on Askham and multiple times a day I witness driving as if this were the Walnut Hills 500.

Just about ten minutes ago a black car, possibly a Mazda 6 or similar, not just speeding but accelerating in front of my house. No I don't have a speedometer but you don't need one to know if someone is going over 25 MPH. It's not just young drivers. When I can catch a glimpse of the drivers they have been all ages and usually on their phone.

Every 15 minutes or so I see people walking their dogs and enjoying their families as they walk along Askham. Don't end an entire generation of someone's family because you are too cool to drive safely. It's too easy to slow down.

Please slow down.

Posted in **Safety** to **Anyone**



105 Neighbors



47 Comments



Like



Comment



Share

traffic



Process with city to request for Guardrail

...You may want to reach out regarding traffic calming - <https://raleighnc.gov/SupportPages/requesting-traffic-calming-project>.

8 Feb · 7 Replies



Carmel Valley

Local Firefighter Survives Crash => What Saved Him

...Kathy H. Possibly you misunderstood, or he is just that ignorant to traffic laws for whatever reason.....Its 2021, information like that is at your fingertips.....

24 Mar · 209 Thanks · 292 Replies



Social Media Specialist James Summers

Raleigh Police Investigate !-440 Traffic Fatality

Raleigh Police Department officers are investigating a traffic fatality on I-440W at Lake Boone Trail. Officers were dispatched to the location at approximately 5:05 a.m. For more information visit <http://bit...>

16 Mar · 4 Thanks





Kaplan Rd and Melbourne Intersection

...right! I was driving there on a rainy night and sure enough, a car was stuck in there and held up traffic trying to get towed out. It is a hazard, especially on a rainy night. I would get stuck in there...

14 Feb · 24 Thanks · 23 Replies



North Carolina Department of Transportation

NCDOT Aaron Schoonmaker · 10 Jan



Bike Helmet Initiative. Hey neighbors!

Did you know: Wearing a bike helmet can reduce the risk of severe brain injuries 88%! The Bicycle Helmet Initiative has equipped thousands of children with a helmet – a simple and essential means of reducing bicyclist injuries and fatalities.

Learn about how you can get your community or organization involved to donate helmets to kids!

 Apply by 1/15 >> <https://www.ncdot.gov/initiatives-policies/safety/bicycle-helmets/Pages/default.aspx>

Thanks for helping to keep our kids and our communities safe!

Aaron

Posted to **Subscribers of North Carolina Department of Transportation** in 37 areas



110 Neighbors

92 Comments



Like



Comment



Share

[See 1 previous comment](#)





# reddit



## North Carolina

r/NorthCarolina

Joined



## Chapel Hill, NC

r/chapelhill

Joined



## Asheville, NC

r/asheville

Joined

↑  
309  
↓

 r/raleigh · Posted by u/Navynuke00 Charlotte Native 1 year ago

### A Word for People Using the Greenway

I know that there are a lot of folks out and about making use of public spaces to avoid going stir-crazy, and I know a lot of folks aren't familiar with the typical etiquette that is expected when using the greenway system throughout Raleigh. With that in mind, I thought I'd share a few pointers to keep in mind. They can all be summed up in one main point:

DON'T BE A  SHARE THE TRAIL.

↑  
149  
↓

 r/raleigh · Posted by u/Living\_In\_Wonder 2 years ago

### We need more sidewalks/crosswalks/ped crossings

Police want pedestrians to take precautions following fatal Raleigh crash: <https://www.wral.com/police-want-pedestrians-to-take-precautions-following-fatal-raleigh-crash/18104423/>



For the Raleigh, NC and surrounding area communities.

r/raleigh

Joined

↑  
365  
↓

r/raleigh · Posted by [redacted] 1 month ago

Another encounter with the shoulder passer on 540W this morning. That makes 5 times.

[youtu.be/SbpGII...](https://youtu.be/SbpGII...)

PHOTO



246 Comments Give Award Share Save Hide Report

97% Upvoted

reddit.com/r/raleigh

## Highway Patrol arrests reckless Raleigh driver caught on camera

CBS 17 Digital Desk

4 weeks ago



RALEIGH, N.C. (WNCN) – The driver captured on camera driving recklessly in Raleigh has been arrested, the Highway Patrol said Friday.

↑ ncphoto919 165 points · 26 days ago

↓ Mission accomplished! We got him, boys!

🗨 Reply Give Award Share Report Save

↑ atat4804888 67 points · 26 days ago

↓ It is rare to see such a good example of internet justice. Satisfying!

🗨 Reply Give Award Share Report Save

↑ NCSUGrad2012 18 points · 26 days ago

↓ And it's great to see how fast they caught him too. Great job by everyone all around.

🗨 Reply Give Award Share Report Save

# Framing your message

WHO BEARS THE BURDEN  
OF THE ENGAGEMENT?



HOW WILL IT HELP  
THE COMMUNITY?



WILL THE COMMUNITY  
IDENTIFY WITH THE MESSAGE?



# Reach on the cheap.

## Targeted Social Media Ads

Facebook & Instagram:

- Daily budget (no minimum)
- Choose goal:
  - Traffic - send people to your site
  - Engagement - more comments, reactions, shares, etc.
- Target Audience
  - Location (counties, zipcodes, etc.)
  - Demographics
    - parents, tourists, etc.
  - Interests
    - transit, biking, etc.
  - Behaviors (frequent commuters, mobile device users, etc.)





# \$4/day


Reach: 14,820


Engagement: 188

Link clicks: 169


Cost per click: \$1.22

Post shares: 6

Institute for Transportation Research and Education -  
ITRE...

Sponsored · 

Your children look up to you and absorb your behavior. They learn how to act on the road from you.



**KIDS ARE COPY CATS.**


What kind of driver are you raising?


ITRE AARP


NCVISIONZERO.ORG


Pass Down Safety

Learn More

 Like

 Comment

 Share

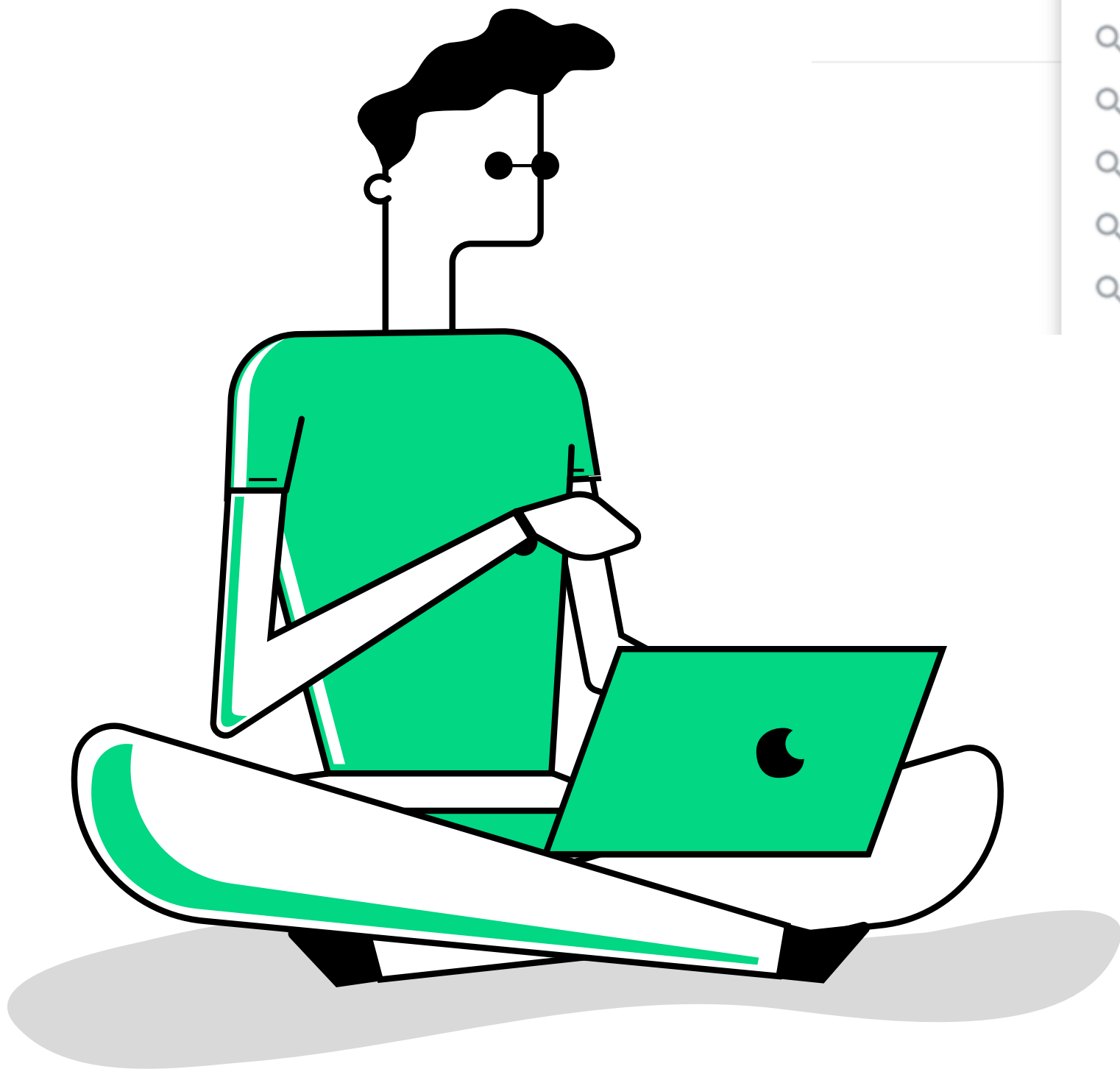




# Google Ads

- Monthly budget (no minimum)
  - Set a maximum CPC (Cost per Click)
- Choose goal:
  - Traffic - send people to your site
  - Take Action on website (e.g., fill out a form)
- Target Audience
  - Location (counties, zipcodes, etc.)
  - Demographics
  - Interests and Habits
- Show ads to people searching for similar topics





Google



kid car seat



child car seat laws nc



child car seat



child car seat laws



child car seat laws north carolina



child car seat guidelines

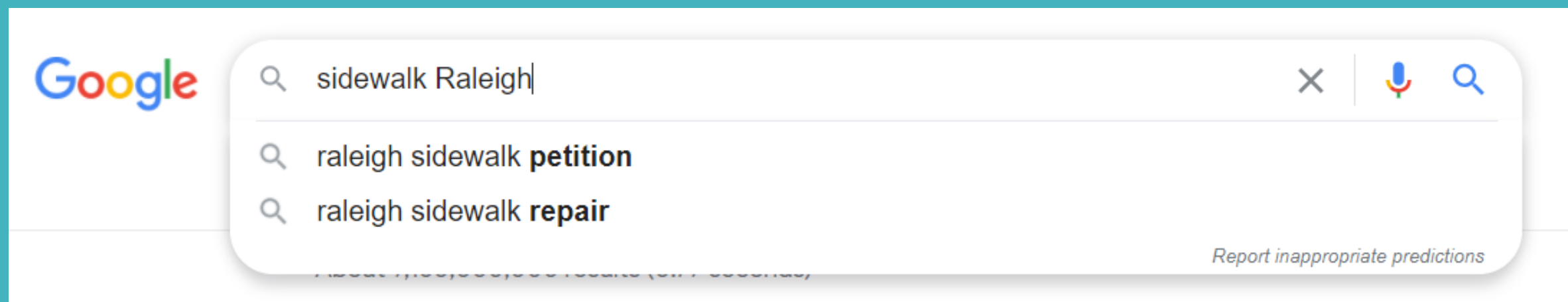


child car seat requirements



Child Passenger Safety | NC Vision Zero  
[ncvisionzero.org/Child-Passenger/Safety](https://ncvisionzero.org/Child-Passenger/Safety)  
Child Passenger Safety. Join Us In Our Goal Of  
Zero Road Deaths.

Child Passenger Safety | NC Vision Zero  
[ncvisionzero.org/Child-Passenger/Safety](https://ncvisionzero.org/Child-Passenger/Safety)  
Is Your Child In The Right Car Seat?



## Safe Streets for Raleigh | Virtual Community Engagement

**Ad** [www.example.com/ppc-services](http://www.example.com/ppc-services)

Tell us your vision for your community. Your voice counts!



✓ North Carolina Department of Transportation

NCDOT Aaron Schoonmaker • 27 Jun 19

Please contact NCDOT with any issues, questions or comments. Hey I wanted to take a minute to remind you that the NCDOT, as a public agency on Nextdoor, we can see your replies to our posts, as well as private messages that you send to us. We cannot see conversations you and your neighbors are having on your Nextdoor sites.

That said, we always want to hear from you.

If you and your neighbors are having conversations that are relevant to us, we would love to hear about them. You can let us know by sending us a private message or contacting us directly through our Contact Us web link:

<https://bit.ly/2NbJ1MT>

Thank you,

Aaron Schoonmaker

N.C. Department of Transportation

Social Media Coordinator

Posted to **Subscribers of North Carolina Department of Transportation**



1043 Neighbors



Like



Comment



I am really concerned about the first curve on Turnpike Rd. in Raeford. When it rains, half of the road is flooded. It is a real danger of hydroplaning.

30 Mar

[Like](#)

[Reply](#)

[Share](#)



1



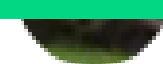
Joyner Drive in Havelock is riddled with potholes - we are a county road and not part of the city of Havelock.

7 Jun

[Like](#)

[Reply](#)

[Share](#)



Hi Aaron , have not seen any action taken on Taber rd and Oak Grove cornered with Spartenberg Hwy yet in Flat Rock . Islands need to be painted with reflective paint. We have spoken before on this. I think it may been 2 months ago ? Dot engineering was supposed to check it out , Thank you

20 Mar 20

[Like](#)

[Reply](#)

[Share](#)



Hello, could you please consider installing street light at the intersection of campground road and Catawba buris road? It is very dark and dangerous. Tks!

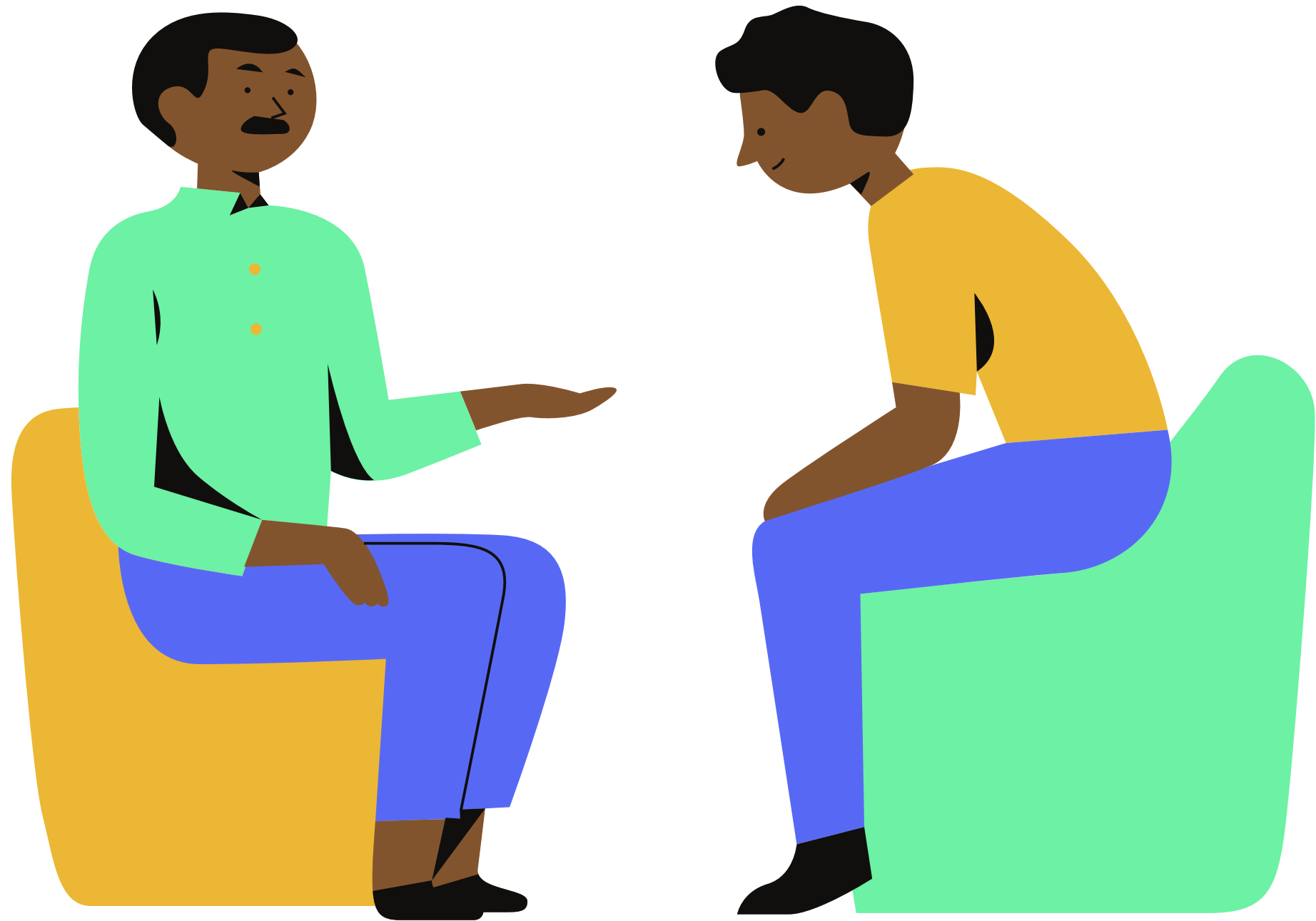
1 day ago

[Like](#)

[Reply](#)

[Share](#)





**It's not engagement if  
it doesn't include  
listening.**





# Meme Game

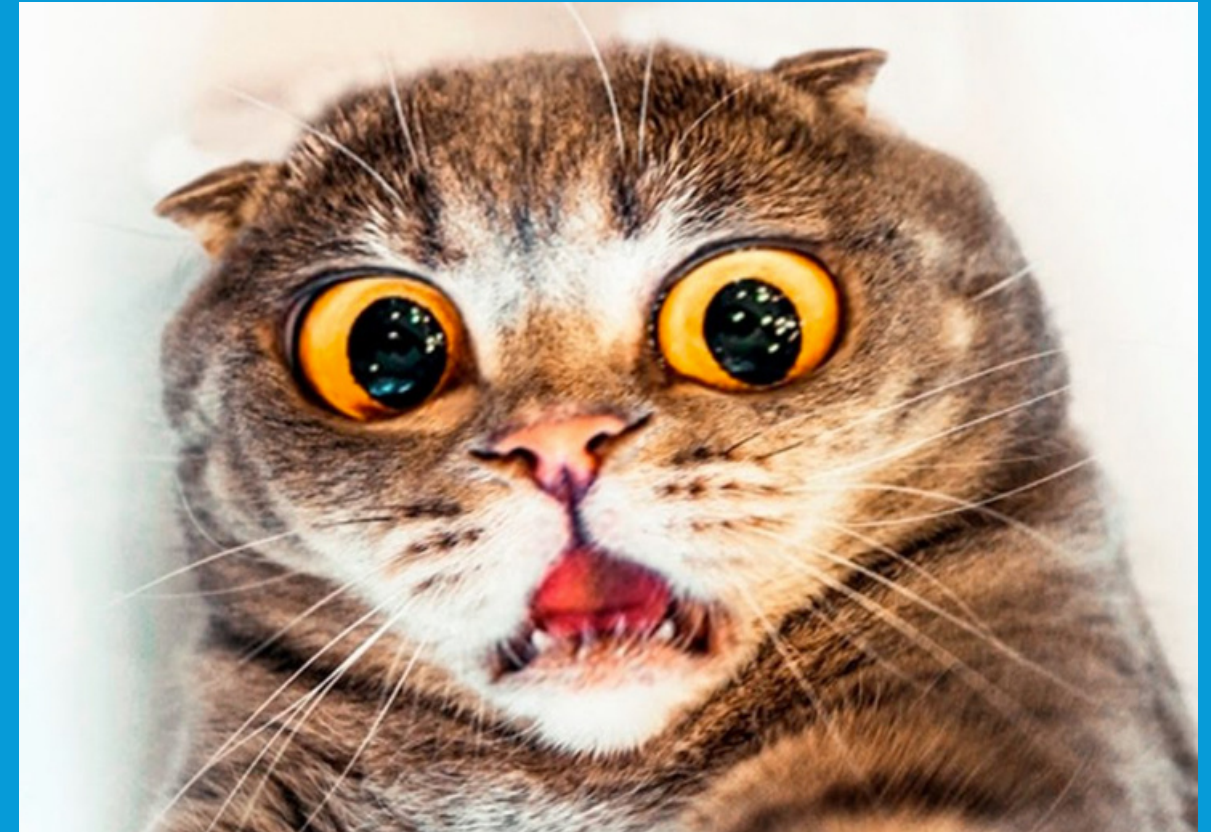
at the North Carolina State Fair



**WHEN SOMEONE GETS MAD AND  
SPEEDS PAST YOU BUT YOU BOTH END  
UP AT THE SAME RED LIGHT ANYWAY**



**YOUR FACE WHEN YOU SEE SOMEONE  
USING THEIR PHONE WHILE DRIVING**







- Ask, don't tell
- Don't be afraid to use pop culture



# Free Scavenger Hunt Adventure for Kids!

**Safe Routes to School Day  
at Dowdy Park**

**Saturday  
October 9, 2021**

**10am – 2pm**

**FREE GIVE-A-AWAYS!**



**SHOW**  
safe choices.



**EXPLAIN**  
your decisions.



**PRACTICE**  
traffic safety together.



# SHOW

Children learn through imitation. By setting a good example when you walk, ride, or drive, you are ensuring their safety for years to come.

**Kids notice and absorb your habits.** Protect your child by modeling safe choices on the road.



## Try It:

- 1 Keep both hands on the wheel (and off of your phone).
- 2 Buckle up, every trip.
- 3 Slow down and drive with patience.



# EXPLAIN

Describe your decisions and observations as you travel to help your child understand your thought process. As you explain your choices, you help them build safe habits which will stay with them for life.



## Try It:

- 1 “Oh look, there is a person waiting to cross the road. I’ll stop and wave so they know it’s safe to cross.”
- 2 “Looks like the cars ahead of me are braking. I will slow down too.”
- 3 “It’s raining! I better turn on my headlights so that other people can see me.”
- 4 “Sounds like someone is calling me. I’ll find a place to stop and then call them back.”

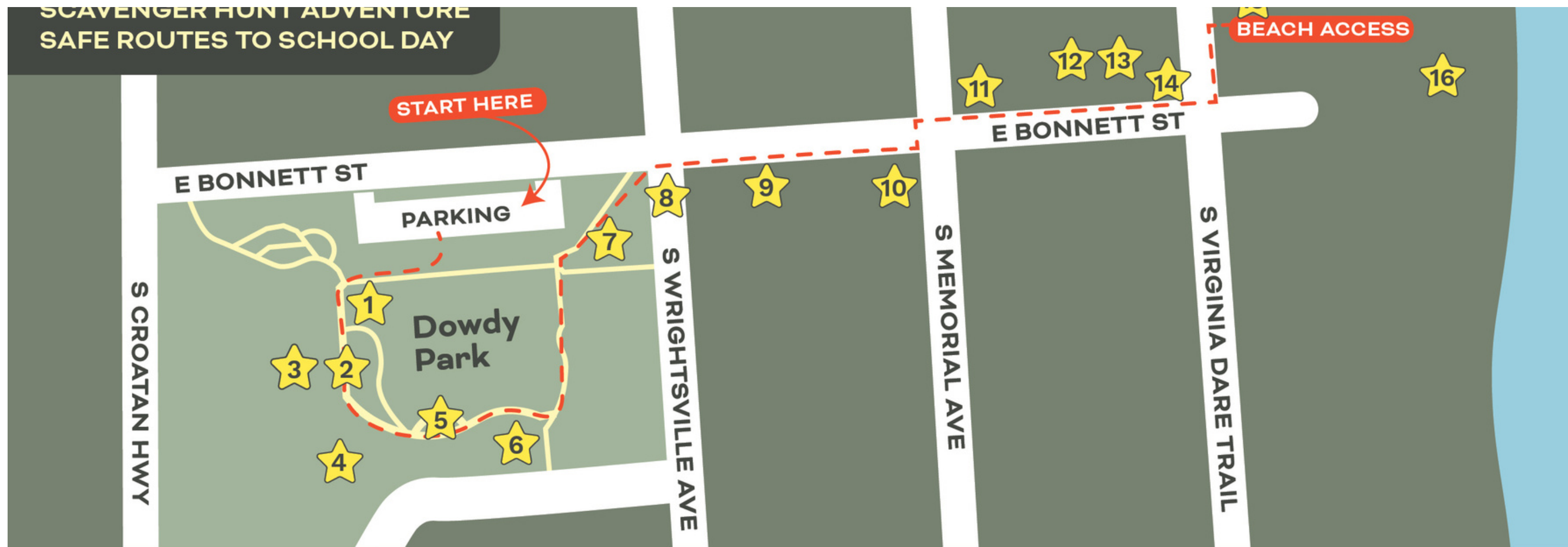
# PRACTICE

As you travel, ask your child questions about what you see and practice a variety of situations together. This will build your child's confidence and prepare them for real-life situations in the future.



## Try It:

- 1 Before crossing a street, ask your child: "What should we look for? What should we listen for?" Then practice looking, listening, and crossing safely.
- 2 While driving, ask your child to point out people that they see. Talk about how to notice people walking or crossing.
- 3 Practice walking to places that you visit regularly. Plan times to walk with your child so they can practice being safe in parking lots, crossing roads, using crosswalks, etc.



## START: DOWDY PARK, NAGS HEAD, NC

Walk around the park, play,  
explore! Can you solve the riddles  
and find all the items below?  
Scan the QR codes for the answers.



Grab a book, leave a book  
Open my doors and take a look  
What am I?

---



Run through the tunnel that looks like bark  
I look like a fallen tree in the park  
What am I?

---



This red box is not for mail  
But to deposit hope along the trail  
What am I?

---

11



Look both ways and wait for cars  
Follow the white lines and if needed, pause  
**Where is the best place to cross the road?**

---

Grown-ups – kids learn by observation. Let's practice the SEP method (please see the brochure you received).

SHOW: Show your child how to look both ways for cars and how to listen for traffic.

EXPLAIN: Have a short discussion about why you look both ways and listen for cars. Ask questions and listen to your child to see if they understand.

PRACTICE: Now, holding hands, practice looking both ways, listening, and then crossing together. If a car approaches, practice waiting in a safe spot and making eye contact with the driver.

As you practice the SEP method with your child, they will build healthy and safe habits which will last a lifetime.



12



I tell cars how fast to go  
People are most safe when they drive slow  
What am I?

---



It's really important for drivers to always follow the speed limit – especially when there are people walking or biking in or near traffic. All road users are safer when cars are traveling slower.



Next we cross to get to the sand  
Look both ways, hold a grown-ups hand  
**What do we do to safely cross the road?**

---

15







At this crosswalk, let's practice the SEP method again and focus on eye contact.

SHOW: Demonstrate how to look at drivers and make eye contact before crossing.

EXPLAIN: Talk with your child about why eye contact is so important. Ask your child the following questions:

Why is it safer to make eye contact with a driver before crossing? (Establish that they have seen you and are paying attention)

What kind of gesture will a driver make if they want to show me that they have seen me and it is safe to cross in front of them? (Wave, smile, raise hand, etc.)

PRACTICE: Hold hands with your child, make eye contact with a driver and wait for them to indicate it is safe to cross. Do this for both sides of traffic. Practice looking at the driver in both lanes as you cross.







He inherited your  
smile.



Make sure he  
inherits your safe  
driving habits too.

#KidsAreCopyCats  
#PassDownSafety



slowing down  
**SAVES LIVES**





# Earned Media





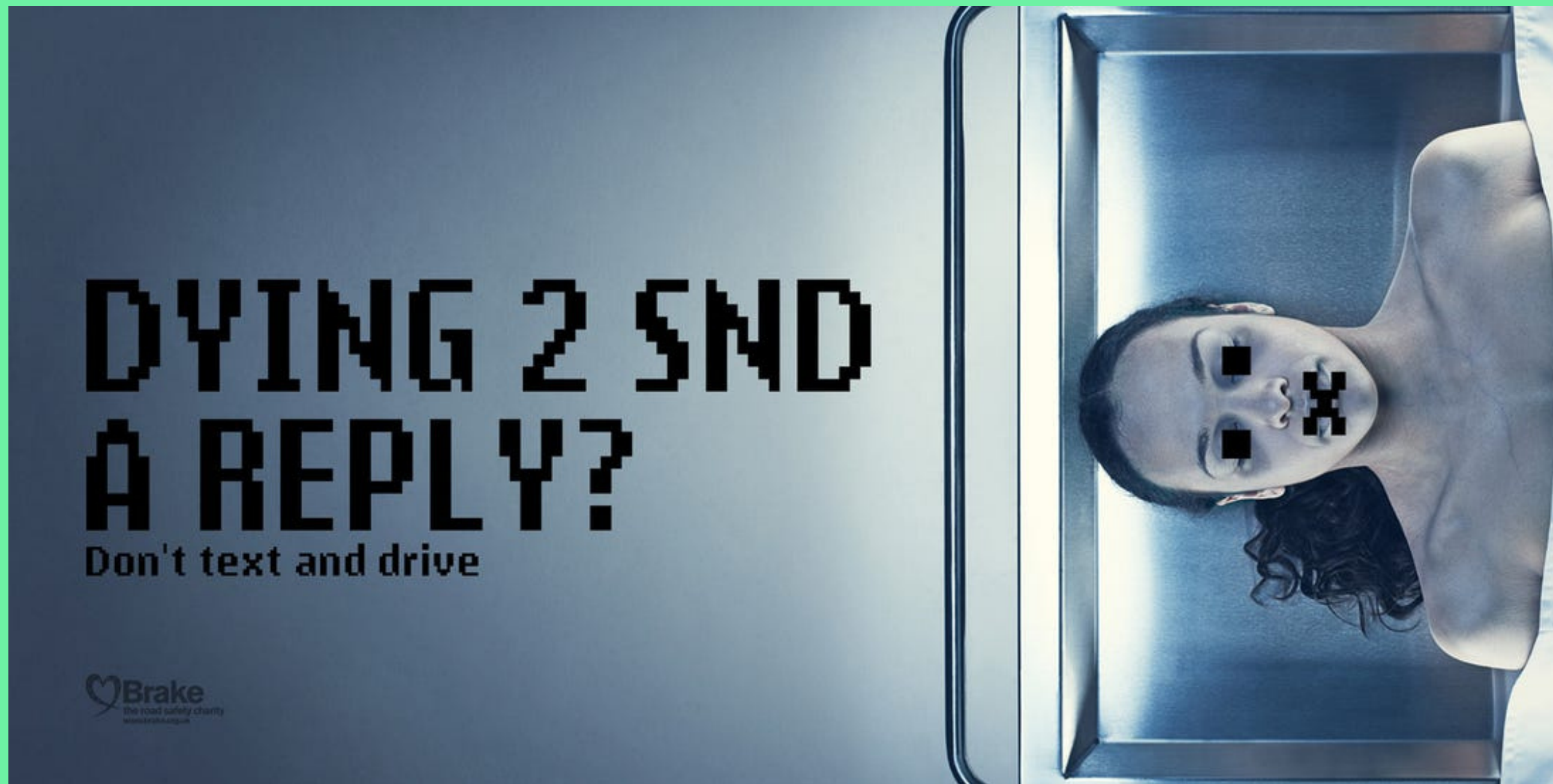


[ncvisionzero.org/WDR](http://ncvisionzero.org/WDR)





**Focus on  
empowering  
solutions**



- Manage fear instead of managing the threat to health
- Use past experience to discount message
- Neutralize ("won't happen to me")



# ENCOURAGE GOOD HABITS.

KEEP YOUR LOVED ONES SAFE BY NOT  
CALLING OR TEXTING THEM WHILE  
THEY'RE DRIVING





are the most  
important safety  
feature in your  
vehicle.

NC Vision Zero

Life goes by ~~—~~ **faster**  
than you think.



**SLOWING DOWN  
SAVES LIVES**

**NC** VISION  
ZERO



If you feel unsafe because  
of a dangerous driver,  
speak up!

**Be a PEACH.**

**P** Mention the  
**OLICE**

**E** Speak from  
**XPERIENCE**

**A** Try to be  
**MUSING**

**C** **LEAR**

**H** and  
**ELPFUL**

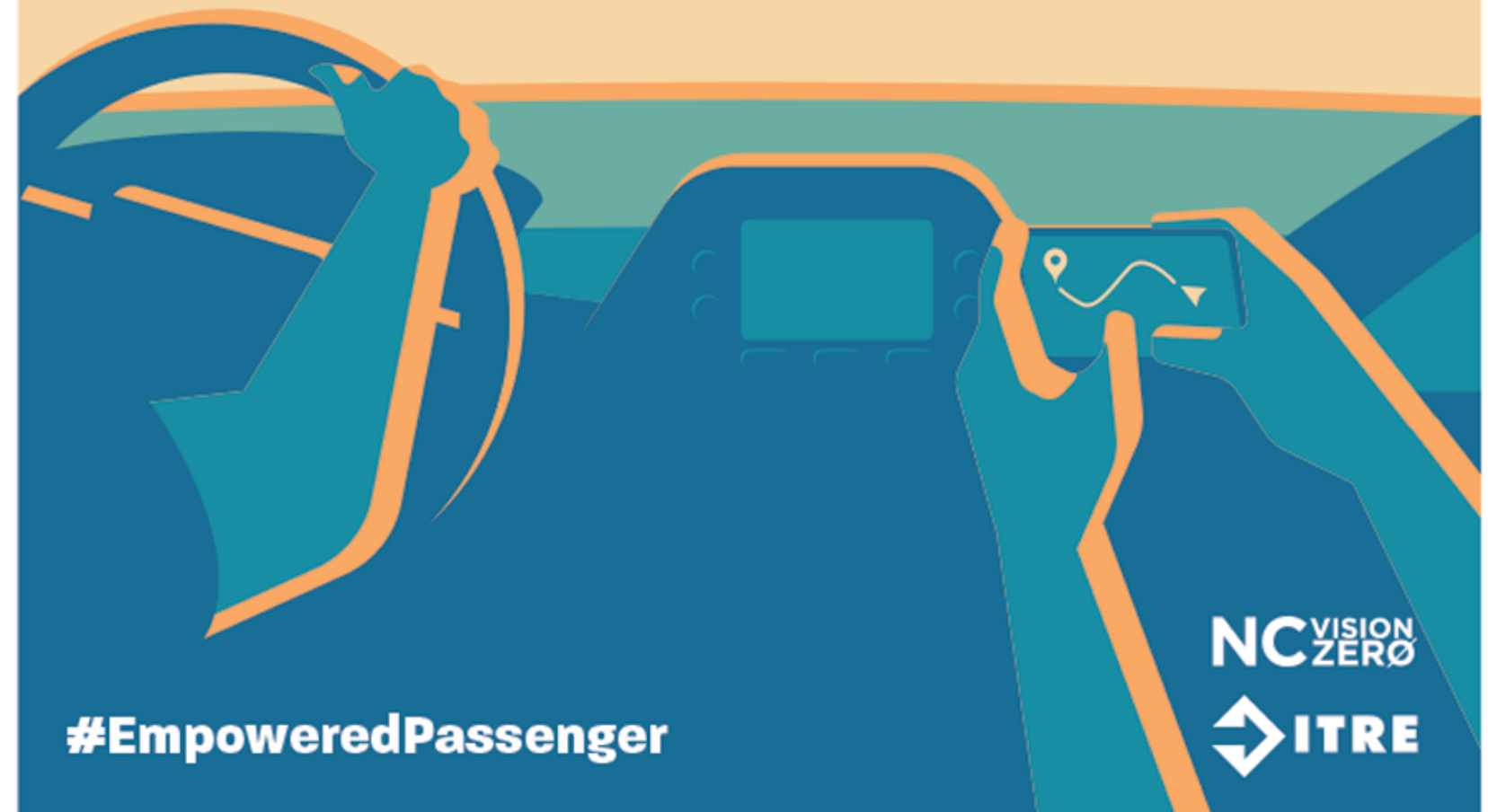
NC VISION  
ZERO



Feeling unsafe in a vehicle?

Try to be  
**HELPFUL**

Offer to help with tech so the  
driver can stay focused.



#EmpoweredPassenger

NC VISION  
ZERO



[ncvisionzero.org/peach](https://ncvisionzero.org/peach)



Your child will follow  
in *your* footsteps.

Teach them **safety**  
early and they'll carry  
it *for* life.



He inherited your  
sense of humor.

make sure he  
inherits your good  
driving habits.

#KidsAreCopyCats  
#PassDownSafety

**WE FOCUS BETTER  
WHEN WE MOVE!**



Physical activity can improve  
children's academic performance.

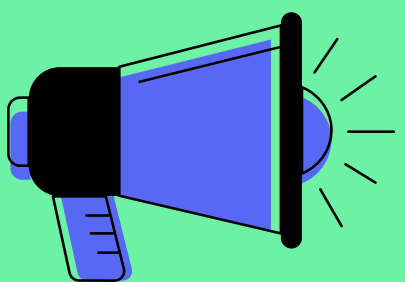
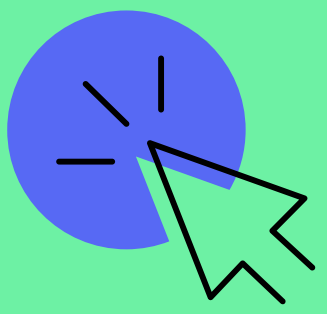
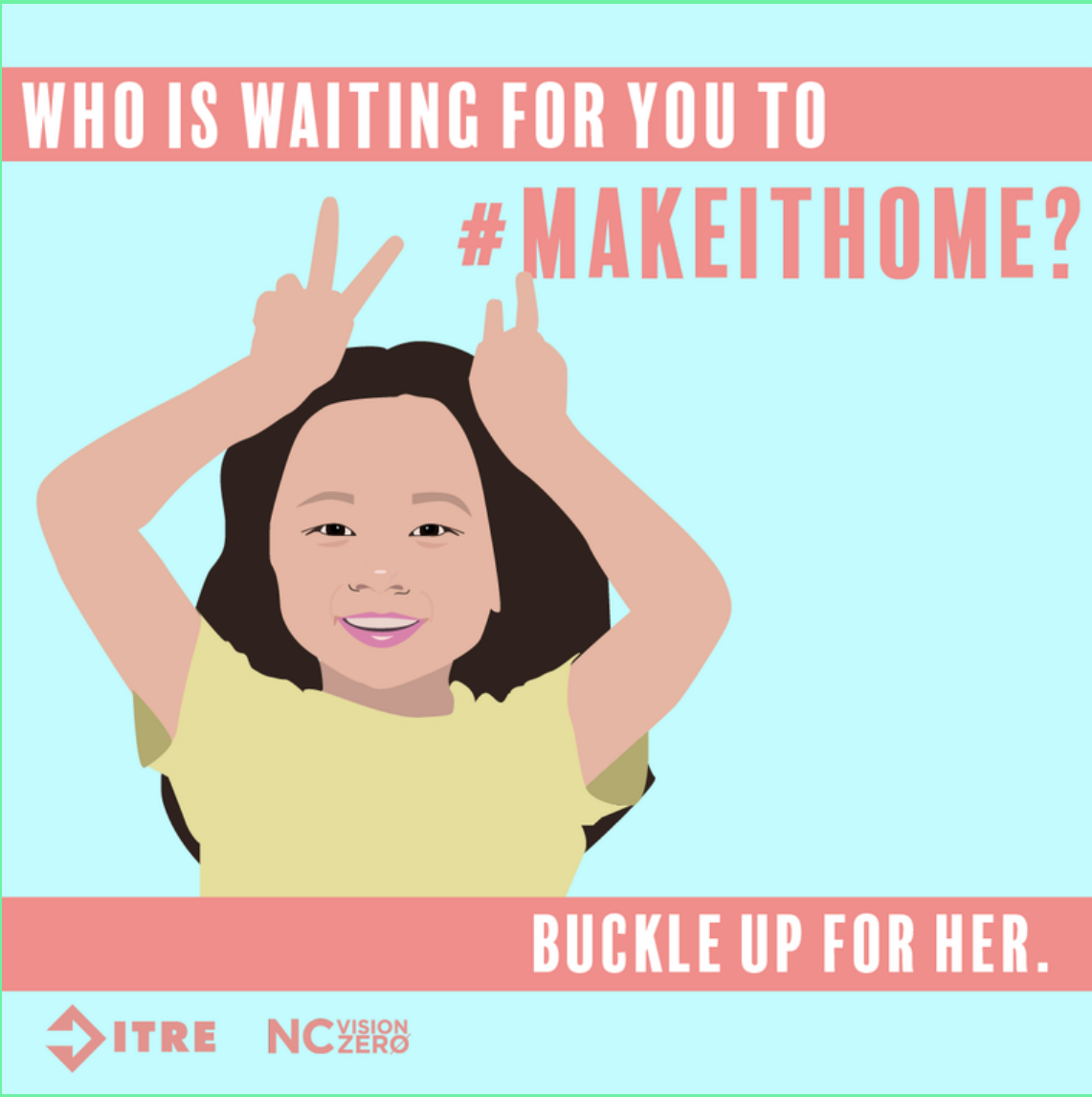
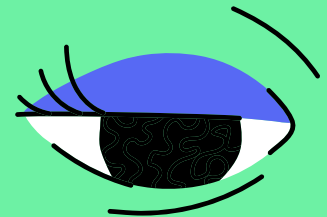
Source: Transportation Research Record, 2010

**FOCUS FOR THEM**



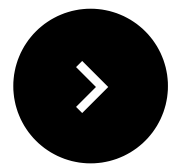
[NCVISIONZERO.ORG/SRTS](http://NCVISIONZERO.ORG/SRTS)





NCVISIONZERO.ORG/IMAGES

# Free transportation outreach resources



**Social  
Media  
Graphics**

[NCVISIONZERO.ORG/IMAGES](https://ncvisionzero.org/images)  
[NCVISIONZERO.ORG/SRTS](https://ncvisionzero.org/srts)

**Videos**

[NCVISIONZERO.ORG/VIDEOS](https://ncvisionzero.org/videos)

**Training**

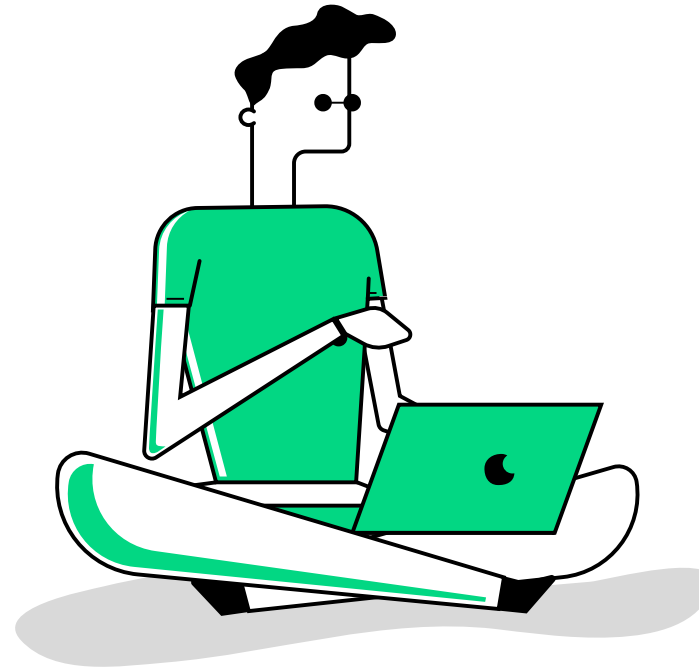
[GO.NCSU.EDU/TRAFFICSAFETYOUTREACH](https://go.ncsu.edu/trafficsafetyoutreach)

# Creative Team

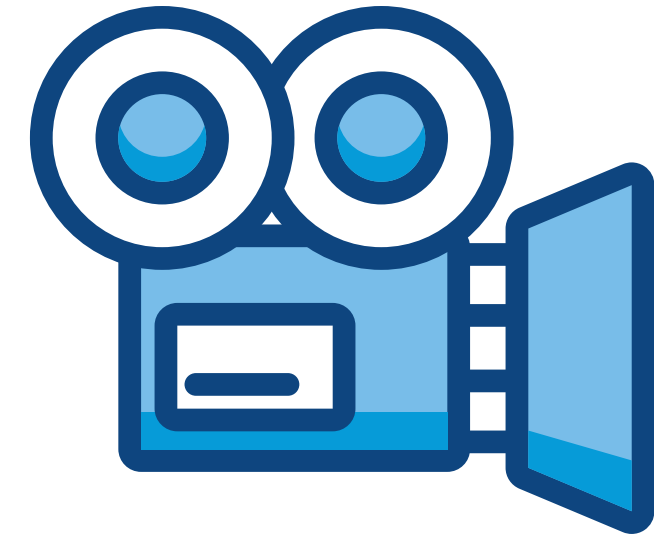
Traffic Safety Marketing & Communications



PROGRAM & CAMPAIGN  
DEVELOPMENT



GRAPHIC DESIGNERS  
NCSU SCHOOL OF DESIGN



VIDEOGRAPHERS  
NCSU FILM STUDIES

Tracy\_Anderson@ncsu.edu  
**ncvisionzero.org/SRTS**  
**itre.ncsu.edu/trafficsafety**