

DECEMBER 2021



# *Safe Neighborhood Speeds Campaign*

FINAL REPORT



City of Lawrence



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# Executive Summary

## Background

In 2021, the City of Lawrence Neighborhood Traffic Management Program (NTMP) launched the City's first traffic safety education and outreach campaign. This campaign became a necessary component of the NTMP because of frequent community concerns about unsafe driving and the anticipated speed limit reductions across the city's neighborhoods. **The Safer Neighborhood Speeds campaign aimed to help make neighborhood streets safer, more comfortable, and accessible for all in Lawrence.** Specifically, the campaign focused on reducing three unsafe driving behaviors on neighborhood streets that community members most commonly report to the City:

- Speeding
- Driving while distracted
- Drivers failing to yield to people trying to cross the street

## Messaging & Implementation

To shift these three behaviors, the campaign team engaged the public, multimodal transportation commissioners, and City staff to help shape the campaign. More than 1,000 community members helped to determine what the campaign looks like and what it says, including the slogan, "It starts with us." The messages that Lawrencians selected to accompany the slogan were:

- We **slow down** for each other.
- We **look out** for each other.
- We **stop** for each other.

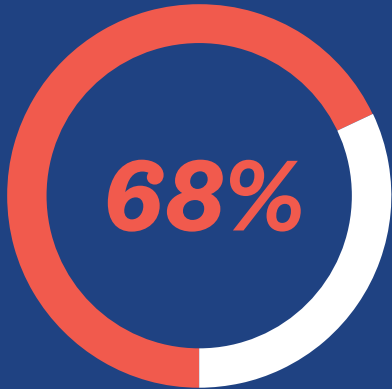
Together, the campaign slogan and messages emphasize personal responsibility and accountability to each other and to the Lawrence community. They call all Lawrencians to do their part in creating safe, comfortable streets for everyone to walk, roll, play, and drive.

Though the COVID-19 pandemic forced the campaign team to adjust the campaign timing and approach, the team pivoted and delivered creative strategies to engage residents and students. The City showcased the community-focused, friendly, and solutions-oriented messages using a comprehensive suite of outdoor, print, web, and social media outlets. The campaign team coordinated with neighborhood associations, public and private schools, universities, parks and recreation centers, and local businesses to spread awareness and disseminate campaign messages. Sixty community ambassadors helped to promote the campaign in their neighborhoods.

## Key Findings

To evaluate the campaign's effectiveness, the City conducted pre-and-post campaign surveys to gather the public's baseline perceptions and feedback. Over 1,000 community members responded to the baseline survey and 240 responded to the follow-up survey. Survey results provide insight into the campaign's reach and impact. A third survey effort took place in Fall 2021 to gather feedback from high school and university students.

# Survey Results



of respondents say they **have positively changed their driving behaviors** as a result of seeing the campaign.



**49%**

say they **stop more often** for people trying to cross the street since seeing the campaign.



**40%**

say they **drive more slowly** in Lawrence neighborhoods since seeing the campaign.



**40%**

say they **set aside or ignore distractions more often** since seeing the campaign.

**50%**



of respondents want the City to continue or **expand on traffic safety outreach and education efforts** like this campaign.

**32%**



of survey respondents conveyed that this campaign **successfully encouraged** people to slow down, look out for each other, and stop for people crossing the street.

See Fall Summary beginning on page 28 for additional implementation details and results.

# Campaign Overview

## Background

The City of Lawrence developed the Neighborhood Traffic Management Program (NTMP), a comprehensive initiative that aims to enhance neighborhood livability by improving traffic safety through application of the 5 Es:

- Education,
- Encouragement,
- Enforcement,
- Evaluation,
- and Engineering

The Safer Neighborhood Speeds education and outreach campaign was a critical component of the overall NTMP, working to educate and remind people driving about safe driving practices.

The campaign reached people who live, work, study, and play in Lawrence with the overarching goal of improving traffic safety in neighborhoods so that everyone can get around more safely and comfortably. After the COVID-19 pandemic pushed the campaign from 2020, two phases of the campaign occurred. The first phase ran from January - April 2021 and the second in August - September 2021 to specifically reach students returning to campuses.

## Funding & Project Management

The City of Lawrence's NTMP was established in 2018 via Resolution 7272. Under the NTMP, the City reduced the speed limit on all local streets, purchased vehicle speed data collection equipment and temporary traffic calming devices, implemented enhanced speed enforcement efforts, and gathered community input on the neighborhood street speed limit reductions. The City contracted a consulting firm, Alta Planning + Design, to assist in the development, implementation, and evaluation of the campaign.

The campaign implementation aligned with the speed limit reductions along many neighborhood streets in Lawrence. The Lawrence Police Department used campaign materials to educate people speeding or violating traffic laws about the importance of safe driving behaviors.



## Campaign Goals and Behaviors

The City of Lawrence Municipal Services and Operations Department is working to create more welcoming neighborhoods so that people can walk, bike, or roll<sup>1</sup> to get where they need to go. The primary goal of the campaign was to help make neighborhood streets safer, more comfortable, and accessible for all people. To do so, the campaign focused on shifting three specific unsafe driving behaviors on neighborhood streets:

- Reduce speeding on neighborhood streets
- Decrease distracted driving
- Improve driver yielding to people walking

The campaign messages were selected to address these three focus behaviors.

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<sup>1</sup> Roll refers to using active wheeled modes such as bikes, wheelchairs, kick-scooters, skateboards, roller blades, and other wheeled mobility devices.

## Focus Audiences

The Safer Neighborhood Speeds campaign was designed to reach all people driving in Lawrence neighborhoods. To help focus the campaign efforts, the City of Lawrence considered community concerns and comments to identify three key audiences:

- Drivers driving along neighborhood streets, especially where the City planned to reduce speed limits
- Drivers under 30 years of age, including students at local high schools and universities
- Adults dropping off and picking up students at K-12 schools

With fewer students on university campuses due to the pandemic, the Spring 2021 launch of the campaign emphasized neighborhood and K-12 school engagement with some university outreach. The Fall 2021 effort focused on reaching university students.

# Campaign Messaging & Design

Creating an engaging, bright, and homegrown campaign was a critical part of the NTMP. **The Lawrence community guided the campaign messaging and design.** Once the focus audiences and behaviors were determined, the project team crafted a menu of slogan and messaging packages, along with a suite of options for color palettes, typography, and illustration styles. The City of Lawrence helped to pare down options to bring to the public and Multimodal Transportation Commissioners for input. The messaging options for public input were categorized by theme: direct and detailed; community and responsibility; and personal and reflective. Over 1,000 neighbors across Lawrence helped to decide what the campaign should say, choosing messages that emphasized community and responsibility. See Appendix A for community input on design questions.

As a result of this process, the City approved the public's selection of the slogan, "It starts with us!," along with the following messages that call each person to do their part:

- We **slow down** for each other.
- We **look out** for each other.
- We **stop** for each other.

The City helped to break a tie on the color palette, opting for a bright color palette to accompany the public's overwhelming selection of block text typography and graphics.

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*Survey respondents told us:*

*"I like the community voice aspect of it when you see neighbors also caring about this idea."*

*"It conveys a sense of community—we all do this together."*

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Left: mockup of Safer Speeds Campaign reflective stickers; Top: yard sign displayed in the Alvamar neighborhood; Right: City of Lawrence Facebook ad

# Campaign Implementation

## Campaign Approach

The Safer Neighborhood Speeds campaign was grounded in research-backed traffic campaign practices, including utilizing personalized communications and engaging leaders within existing community networks. Because the Spring 2021 campaign launched amidst the COVID-19 pandemic, the campaign team shifted away from in-person outreach. Instead, the team amplified distributing materials digitally and through personal networks. To do so, the campaign approach emphasized engaging a breadth of stakeholders and organizations across Lawrence. Three key approaches helped spread the message:

1. **Campaign Ambassadors** distributed materials to neighbors, friends, and customers
2. **Parks & Recreation centers** offered materials to individuals
3. **K-12 school and University channels** promoted the campaign through newsletters, digital media, and print materials

## CAMPAIGN AMBASSADORS

The consultant team reached out to over 95 stakeholders representing neighborhood associations, local businesses, community organizations, city commissions, and schools and universities. The team invited stakeholders to help promote the campaign among their constituents by signing up as a campaign ambassador.

Sixty leaders throughout Lawrence registered as campaign ambassadors—receiving print and

digital materials to share among their networks. These ambassadors requested bundles of materials through an online ordering form, available publicly throughout the duration of the campaign. While the campaign team could not host events during the pandemic, a few ambassadors participated with the City or organized their own community poster day in downtown Lawrence and in North Lawrence.

## PARKS & RECREATION CENTERS

Lawrence Parks & Recreation Department partnered with the campaign team to distribute materials. Individual patrons could pick up a yard sign or poster, along with educational handouts or reflective stickers, at one of three recreation centers across Lawrence: the Sports Pavilion Lawrence, Holcom Park Recreation Center, and East Lawrence Recreation Center. Additionally, the recreation centers provided space for campaign ambassadors to pick up their customized bundles.



*Campaign distribution efforts through Lawrence Parks & Recreation Department.*

## K-12 AND UNIVERSITY EFFORTS

The campaign team reached out to all K-12 schools in Lawrence with 70 or more pupils, offering materials for digital communications and backpack mail. The K-12 schools helped to spread the word, sharing messages digitally through newsletters, social media, and even digital reader boards. USD 497 partnered with the campaign team to distribute educational cards and reflective stickers to every family with an elementary school student attending in-person learning in Spring 2021. Additionally, the team worked with several departments at the University of Kansas to reach students and staff living on campus or coming to campus during the partially remote Spring 2021 semester.

## Materials & Outputs

The consultant team produced a suite of digital and print materials to spread the campaign messages throughout Lawrence over the course of the campaign and beyond. The print materials included yard signs, community posters, magnets on City vehicles, reflective stickers, educational handouts, and bus ads (Table 1). The paid social media advertisements reached approximately 55% of the maximum audience<sup>2</sup>, primarily Lawrencians between the ages of 18-34 across both Facebook (75%) and Instagram (25%) (Table 2). The digital materials included a series of social media ads and organic posts, web tile images, and digital reader board slides for organizations to use (Table 3).



*KU info promoted the campaign on social media and at their campus info booth.*

<sup>2</sup> The audience for Facebook advertisements included anyone living or recently within the City of Lawrence between the ages of 15-65+ and of all genders.

**TABLE 1. PRINT MATERIALS & OUTPUTS**

PRINT MATERIAL	TOTAL DISTRIBUTED	DISTRIBUTION METHOD
Yard signs	1,627	Ambassadors; Parks & Recreation Centers
Posters	401	Downtown postering events at local businesses; Ambassadors; Parks & Recreation Centers
Reflective stickers	4,780	K-5 Schools; Ambassadors; Parks & Recreation Centers
Educational handouts	5,871	K-12 Schools; Police department enforcement and education; Ambassadors; Parks & Recreation Centers
City vehicle magnets	30	City vehicles
Bus panel ads	50	Lawrence Transit serving city residents and KU students
<b>TOTAL</b>	<b>12,759</b>	



From left to right: a Safer Speeds reflective sticker applied to the rear windshield of a vehicle; Lawrence resident, Dot Nary, next to their Safer Speeds yard sign; a yard sign displayed in Old West Lawrence, and a Safer Speeds poster displayed in a store window on Massachusetts Street.

**TABLE 2. SOCIAL MEDIA COMMUNICATIONS & OUTPUTS**

DIGITAL OFFERING	REACH <sup>3</sup>	IMPRESSIONS <sup>4</sup>	POST ENGAGEMENT <sup>5</sup>
<i><b>Paid Advertising</b></i>			
Facebook ad - Launch	48,097	85,381	309
Facebook ad - Mid-Campaign	42,469	81,289	297
Facebook ad - End of Campaign	46,414	70,340	172
<b>TOTAL</b>	<b>85,207</b>	<b>237,010</b>	<b>778</b>
<i><b>Organic Social Media</b></i>			
City Facebook Accounts 11 posts across the City’s MSO, Parks & Recreation, and Police Facebook pages	50,600 collective followers		64 reactions 31 shares to organization pages and personal accounts
City Twitter (5 tweets)	17,100 followers		16 reactions 5 shares
City Nextdoor (3 posts)	17,550 members	10,857	98 comments 42 reactions
KU Info Instagram (2 posts)	120 followers		16 reactions
<b>TOTAL</b>	<b>67,869</b>		<b>96</b>

<sup>3</sup> Reach refers to the total number of people who saw the advertisement for paid media and maximum people who could have seen the posts for organic content.

<sup>4</sup> Impressions accounts for the total number of times the audience saw the advertisement.

<sup>5</sup> Post Engagement refers to the number of interactions the audience had with the post, including likes, shares, and comments. Many comments were positive about the campaign; however, some comments expressed dislikes regarding the campaign.

**TABLE 3. CITY, PARTNER, AND EARNED DIGITAL MEDIA**

DIGITAL DISPLAY BOARDS	DIGITAL NEWSLETTERS	WEB AND PRINT NEWS
<i>K-12 and University Partners</i>	<i>Partner Newsletters</i>	<i>City and Earned</i>
KU Daisy Hill Residential Halls KU Memorial Union and DeBruce Corpus Christi Catholic School	Lawrence Association of Neighborhoods KU Residential Life KU Student Involvement and Leadership Center Lawrence Public Schools all-staff newsletter Raintree Montessori	LJ World The Flame - print and digital City of Lawrence Press Release

*“You only have to read the [yard] sign once. After that it’s easily recognizable out of the corner of one’s eye, and when that happens it reminds one to slow down.*

*I first saw one as I was coming East on 9th towards Iowa. It had been a long day full of unexpected complications and I was eager to get home. I was going faster than I should have been. Reading the sign took me all of half a second, but it successfully reminded me to consciously reduce my speed for the 10 minutes it took me to get the rest of the way home.”*

*— Mark, Facebook Comment*

## Outreach & Education

The Safer Neighborhood Speeds campaign team shifted outreach and education strategies dramatically as the COVID-19 pandemic swept the nation. Instead of conducting in-person outreach and education at local events, the team refined and focused the approach to (1) spread awareness along neighborhood streets and destinations using yard signs and posters and (2) repeat the messaging digitally through social media advertising, newsletters, and digital reader boards.

Campaign ambassadors were essential in helping promote the campaign within their networks. Each campaign ambassador received a “Campaign Toolbox,” which included campaign FAQs, simple checklists for ways to get involved, and outreach tips.

Lastly, the City partnered with community leaders to hang up posters throughout the downtown business district, engaging with business owners and staff to discuss the campaign and provide materials.

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*“A byproduct of the campaign is that the signs also fostered neighborhood connection.*

*Neighborhoods where people know each other, talk and are connected are less likely to experience violence.”*

*— survey respondent*

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City Commissioner, Lisa Larsen, helps distribute posters along Massachusetts Street.

# Results

## Community Surveys

To evaluate the campaign’s effectiveness and learn about how Lawrencians experienced the campaign, the project team conducted two surveys associated with the Spring 2021 efforts (Table 4). Both surveys were available online, open for three weeks, and promoted using social media, newsletters, and stakeholder emails. The survey asked respondents to answer the same question on perceived driving behaviors in Lawrence neighborhoods in both the pre-and-post campaign surveys. Survey respondents were asked to identify if they live, work, and/or study in Lawrence, for which both surveys resulted in comparable responses.



**TABLE 4. COMMUNITY SURVEYING EFFORTS**

SURVEY	PURPOSE	RESPONDENTS	DEMOGRAPHICS
Pre-campaign Survey	Obtain baseline perception of neighborhood driving behaviors Gather feedback on the campaign messaging, color palettes, and graphic design	1,015	98% live in Lawrence year-round 27% work in Lawrence 2% study in Lawrence (university) 0.5% study in Lawrence (high school)
Post-campaign Survey	Collect feedback on perceptions, behaviors, and attitudes associated with the campaign and neighborhood driving	240	96% live in Lawrence year-round 26% work in Lawrence 5% study in Lawrence (university) 0.5% study in Lawrence (high school)



## Key Findings

### CAMPAIGN REACH

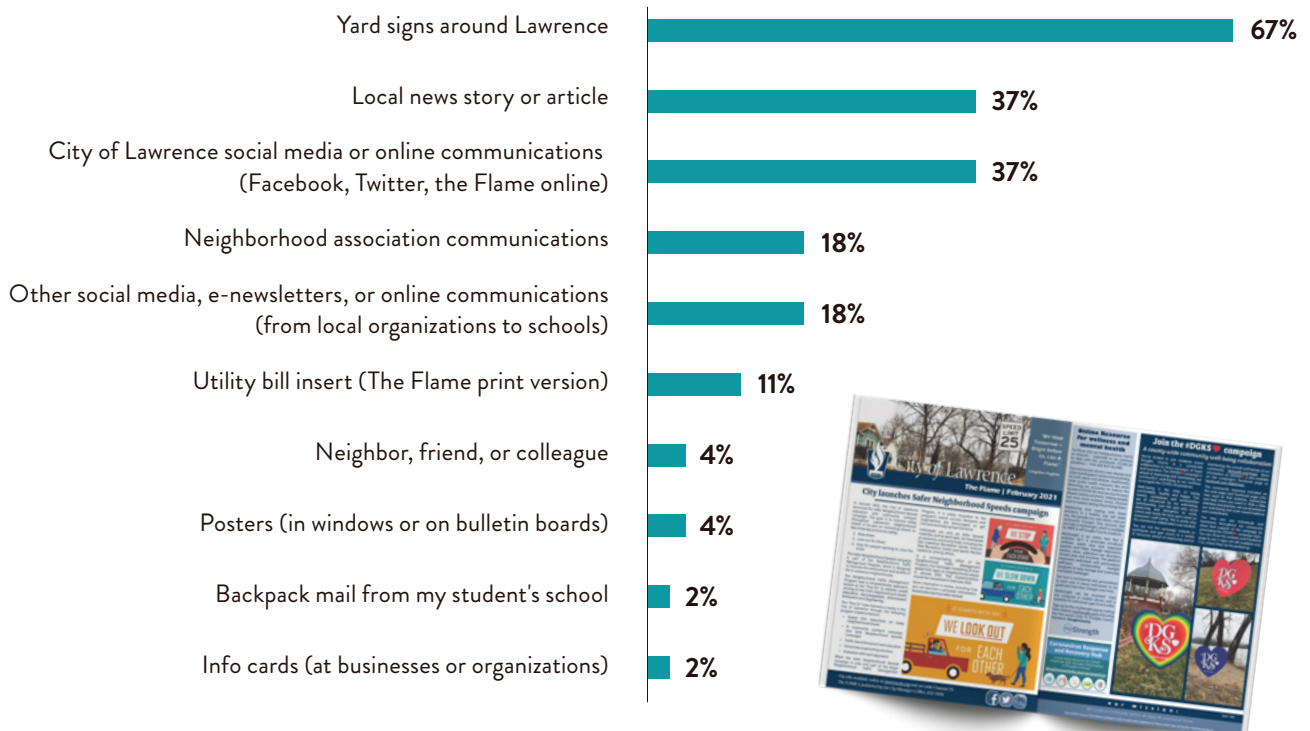
Of the 240 post-campaign survey respondents, 88% had seen the Safer Neighborhood Speeds campaign and 85% were aware of the speed limit reduction prior to taking the survey. Two out of three respondents who were familiar with the campaign reported first seeing it on yard signs. Figure 1 provides insight into how community members learned about it.

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*“When I see the yard signs, I instantly look for kids playing.”*  
 – survey respondent

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**FIGURE 1. WHERE SURVEY RESPONDENTS REPORTED LEARNING ABOUT THE CAMPAIGN (N = 432 RESPONSES, 201 RESPONDENTS)**

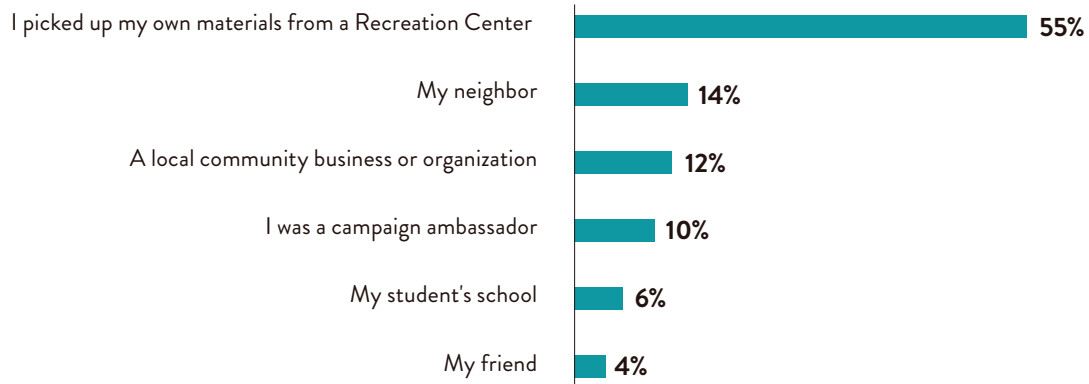




Sixty ambassadors helped to spread awareness of the campaign, instructed their networks about where to pick up materials, and directly shared materials with their neighbors. Figure 2 displays how Lawrencians received their materials.

The Safer Speeds Campaign educational handout.

**FIGURE 2. WHERE SURVEY RESPONDENTS REPORTED RECEIVING CAMPAIGN MATERIALS (N = 51 RESPONSES)**





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### **Why did you want Safer Neighborhood Speeds Materials?**

*A sample of survey respondents had this to say:*

*“I wanted to show my support for this initiative and to be reminded myself”*

*“I have children and neighbors who are out and about and I want them to be safe.”*

*“It’s important that drivers be reminded to be safe to protect our kids.”*

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## CAMPAIGN IMPACT

Since seeing the campaign, respondents reported their driving behavior has changed in the following ways:

- 40% say they **drive more slowly**.
- 40% say they **set aside or ignore distractions more often**.
- 49% say they **stop more often** for people who want to cross the street.

The campaign team also compared pre-campaign responses to post-campaign responses about other's driving behaviors in their neighborhoods. Specifically, community members were asked to rate their level of agreement with statements about yielding, distracted driving, and speeding.

When asked about the impact of the campaign, survey respondents who expressed an opinion stated the following:

- 10% agreed or strongly agreed that people are driving more slowly since before the campaign, whereas 26% were unsure.
- 32% perceive the campaign to be somewhat or very successful. Of the 43% who thought it was unsuccessful, respondents overwhelmingly asked for stronger police enforcement of speed limits. The remaining 25% of respondents were unsure.
- 50% would like the City to continue or expand traffic safety outreach and education efforts, whereas 19% are unsure.



*Above: A Jayhawk stuffed animal appears alongside the Safer Speeds educational handout; Right: the Safer Speeds Campaign figure shows the percentage point changes in perception of specific driving behaviors.*

# Safer Speeds Campaign

The Spring 2021 education campaign resulted in shifting driver behavior. Survey respondents perceived the following on their neighborhood streets:



**-10%**

People driving too fast.



**-10%**

People driving distracted.



**+4%**

People driving yielding to people trying to cross.



**+6%**

People driving yielding to people biking.



IT STARTS WITH US!

## SPEED LIMIT SIGNS AND ENFORCEMENT



The post-campaign survey also asked for feedback about the NTMP efforts overall including the new 25 mph signage and speed limit enforcement efforts.

Since the 25mph speed limit signs were installed:

- 46% of respondents report driving slower always or very often, with an additional 26% sometimes doing so.
- 5% report noticing others drive slower always or more often, and 31% sometimes doing so, with 64% reporting others never or rarely drive slower.

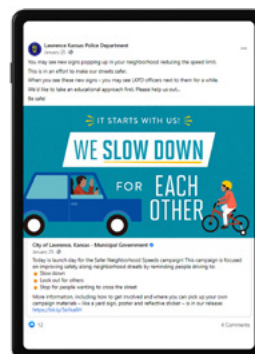
The majority of respondents requested police enforcement of speed limits, while a few community members voiced concern over increased enforcement. Three-quarters of respondents reported not yet noticing the speed limit enforcement efforts in their neighborhoods, although the survey launched within one month of speed enforcement starting.

The 2021 Neighborhood Traffic Management Program included three phases of enforcement effort that were completed following the enforcement plan that was approved by the City Commission. In the first six weeks of the campaign, the Lawrence Police Department focused on education by distributing informational handouts about the program and discussing the speed limit change with drivers. Following the six weeks of education-focused effort, the Lawrence Police

Department turned to higher profile enforcement, including citations and warnings for twelve weeks. The enforcement effort then entered a maintenance phase until the Fall relaunch of the education and outreach campaign, when effort was again ramped up to help reinforce the campaign efforts. The total effort included 414 hours of enforcement yielding 215 citations, 337 written warnings, 141 verbal warnings and 677 informational handouts distributed.

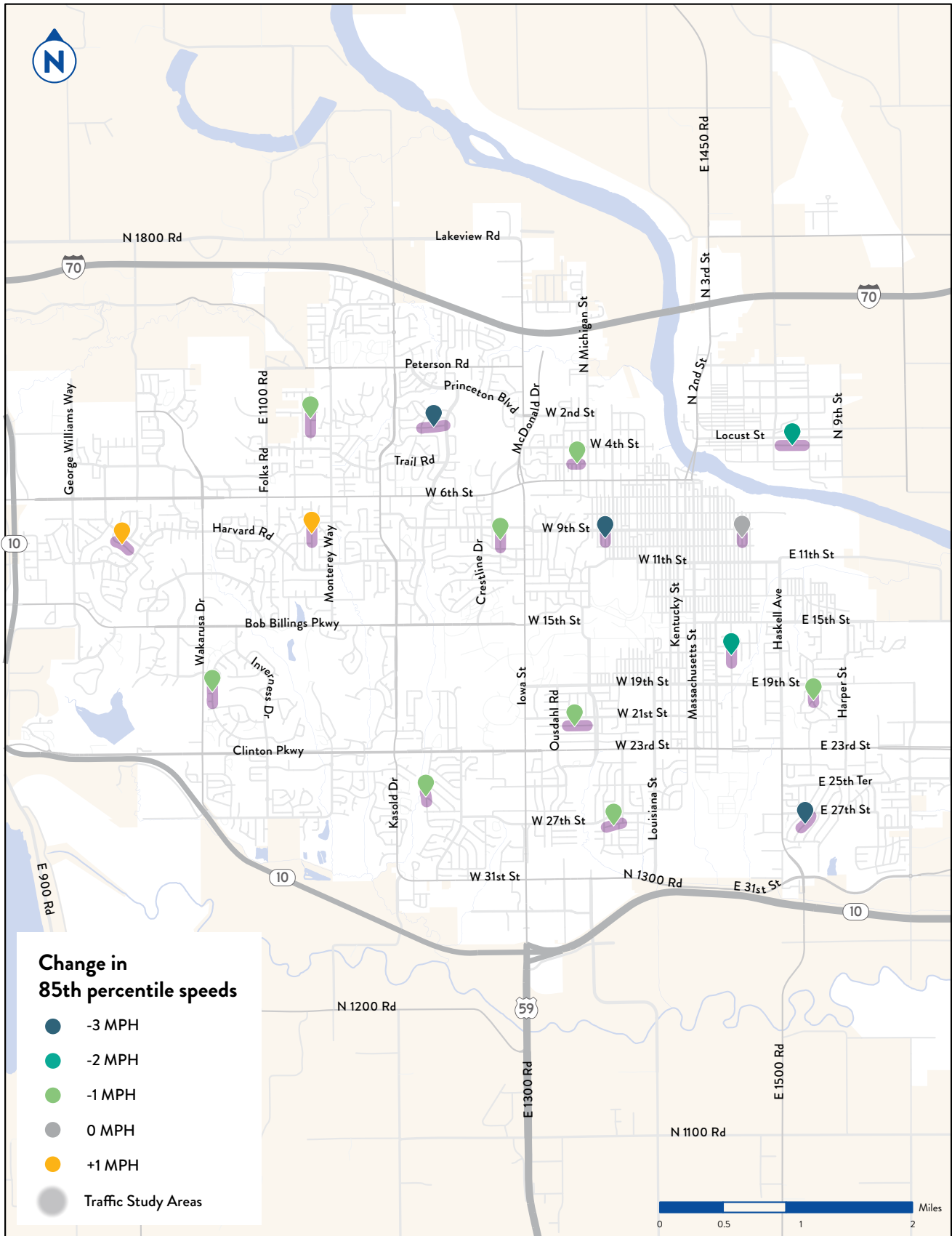
Figure 3 displays the change in 85th percentile speeds before and after enforcement of the new 25 mph speed limit. Traffic speed and volume data was collected in study area locations that were identified as representative of the different types of streets in Lawrence. The type of street was based on characteristics like street width, adjacent land use, level of pedestrian activity, number of access points and traffic volumes. A table containing the data represented in Figure 3 is available in Appendix B.

With respect to the NTMP overall, over a quarter of respondents think these efforts are somewhat or very effective in helping make neighborhood streets feel safer.



*The Lawrence Police Department helped to spread the word prior to enforcement efforts.*

**FIGURE 3. NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM ENFORCEMENT ACTIVITIES**



# Lessons Learned Spring 2021

## Early Engagement with Community Partners

### LESSON LEARNED:

- Involving strong campaign partners early in the process enhanced the reach and credibility of the campaign.
- The City should seek to engage additional partners at the universities and in community based organizations early on for an even greater impact on future campaigns.

The success of the Safer Neighborhood Speeds campaign had much to do with strong involvement from ambassadors and community partners. Identifying nearly 100 potential partners early in the campaign development process made it possible to involve them quickly once the campaign launched, and they were able to rapidly involve their networks throughout the campaign. However, engaging the university partners earlier on could have provided more opportunities to reach students throughout the full campaign. Identifying and connecting with the correct university partners and student groups earlier could have helped the team take advantage of channels to reach students earlier in the campaign. Partners who widely distributed materials and communications in the Spring 2021 campaign included the Parks & Recreation Centers, USD 497, Lawrence Association of Neighborhoods and independent neighborhood associations, KU Residential Life, and KU Memorial Union.

## Yard Signs are Effective Collateral

### LESSONS LEARNED:

- When making yard signs, consider adding text that people walking by can use to get more information, such as a website URL or QR code.
- Streamline resources by requesting short stakes only from the vendor and ordering in larger quantities.

Based on the survey results and anecdotal feedback from community members across Lawrence, the yard signs that ambassadors and individual community members placed seemed to be the most effective collateral. Yard signs not only offer a nudge for the desired driving behavior in the moment, but when people see them consistently while driving, it signals a community social norm for safe driving.

However, the project team quickly learned that the tall yard sign stakes did not hold well against the wind and replaced all stake inventory with shorter ones. Additionally, some community members would have liked to see text on the signs about where to get more information, such as a city website, so that they could learn more about the campaign. Lastly, the campaign team coordinated several rounds of printing given the yard sign popularity. Streamlining the printing process by ordering larger batches upfront can save resources by reducing unit costs and coordination.



## Reaching Students and School Families

### LESSON LEARNED:

- Partnering with schools to distribute backpack mail is the best way to reach families with young children, whereas creating digital content for school reader boards, Twitter, and Instagram is ideal for reaching younger drivers.

The project team connected with several operations and student-services teams throughout KU and local schools as all institutions were navigating pandemic-related complexities. Identifying and working with interested school partners was essential to reaching university students and K-5 families. While events could not occur, and yard signs and residential hall posters were not allowed throughout KU in Spring 2021, digital reader boards, social media advertising, and organic social media content were key channels to reach university students. For K-5 families, in contrast, physical materials such as the educational handout and reflective stickers were more appropriate.

Many university student groups are on Instagram, yet the City’s organic content occurs on Twitter and Facebook. The team partnered with the KU Memorial Union to distribute information on Instagram, in addition to the paid advertisements.



*A variety of yard signs, including two Safer Speeds Campaign yard signs, prominently displayed in a Lawrence resident’s yard.*

## Incorporate a Safer Speeds Pledge

### LESSON LEARNED:

- Encourage campaign ambassadors to make a pledge associated with the campaign and use a hashtag to share their pledge with their social networks.

The project team prompted a few campaign ambassadors and social media followers to share why they supported the campaign. However, the call to post about the campaign was not associated with a pledge and hashtag. Offering a digital or physical pledge card with a hashtag to share about one's pledge could harness greater public awareness and further signal a community social norm for safe driving.

## Navigating limited In-Person Outreach Opportunities

### LESSON LEARNED:

- Utilize trusted networks as distribution methods, such as parks & recreation centers, neighborhood associations and neighbors, and schools to get the word out, particularly when popular in-person events are not feasible.

The campaign team was unable to host or attend high-profile events to bring attention to the Spring 2021 campaign and provide a platform to talk with community members due to the pandemic. However, reaching community members where they were comfortable going or remaining was crucial. Partnering with the open Parks & Recreation Centers and local K-12 schools helped the team distribute materials in ways that felt safe for the public. The campaign team knew that while traffic safety is crucial, it was likely not the most pressing concern on everyone's mind at the time. Therefore, remaining flexible and taking partners up on their open channels using safety precautions was an asset.



*A Safer Speeds Campaign yard sign displayed in Old West Lawrence.*

# Fall 2021 Summary



## Overview

In Fall 2021, the Safer Neighborhood Speeds campaign continued with an emphasis on reaching young people returning to school at the University of Kansas, Haskell Indian Nations University, and local secondary schools. With the **focus of reaching drivers 30 and younger**, the campaign team optimized the campaign strategies to reach and speak to this audience.

The campaign approach was modified from the original campaign and implemented in the following ways:

## REVISED CAMPAIGN GRAPHICS AND MATERIALS

The campaign team modified one campaign illustration to include two characters that would resonate more with local university students. Based on input from student interns, this included updating the driver and bicyclist to look more like students through their clothing and accessories, as well as updating the vehicle from a hatchback to a Jeep. (The other two campaign illustrations already incorporated student characters and therefore were not updated.)

The campaign team modified the campaign materials using the new image, and designed and printed a t-shirt to enhance engagement with students.



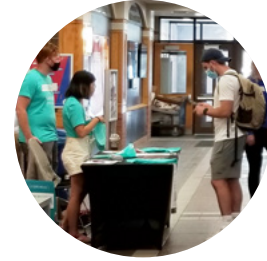
# 229

individuals pledged to drive less than 25 MPH on neighborhood streets



# 6,300

yard signs, posters, reflective stickers, educational handouts, and t-shirts distributed



# 275

people engaged at 5 community events

## DIRECT OUTREACH AND MATERIALS DISTRIBUTION

The fall campaign refresh reached students directly through on-campus outreach and worked with school champions to distribute campaign materials on campuses.

City of Lawrence staff and student interns tabled at four campus events (two at KU and two at Haskell) and one citywide event, engaging over 275 individuals (mostly students). A personal pledge was a key engagement strategy during these events, where **229 individuals pledged to drive less than 25 MPH on neighborhood streets** and stated personal reasons for doing so.

Additionally, the campaign team coordinated with more than 30 school and university contacts to distribute more than **6,300 yard signs, posters, reflective stickers, educational handouts, and t-shirts** to Haskell administrators, various locations across the KU campus, USD 497 schools, and individuals across Lawrence through the events and Parks and Rec Centers pick-up locations.

## MEDIA AND COMMUNICATION CHANNELS

The fall refresh utilized well-used school and university communication channels and social media, including:

- On-campus digital display boards and posters at KU Daisy Hill Commons, KU residence halls, Haskell Health Center, the nine USD 497 middle and high schools, Corpus Christi Catholic School, and 10 student off-campus housing complexes
- KU Student Involvement and Leadership Center Twitter
- KU Sorority & Fraternity Life Instagram

The City of Lawrence also utilized social media (organic Facebook and Twitter posts and paid Facebook and Instagram ads) to reach students and community members. The paid ads targeted 15-30 year olds in Lawrence with more than 112,000 impressions. Overall, **organic and paid social media reached more than 80,000 people and garnered 121 post engagements.**

## Campaign Reach

In August and September 2021, the Safer Neighborhood Speeds fall campaign distributed over 6,300 campaign materials, reached more than 80,000 people through social media, engaged 275 people at five community events, and collected 229 Safer Neighborhood Speeds pledges from students and community members. The following table summarizes the numbers of people engaged and materials distributed during the fall campaign refresh.

## Survey Results

In an effort to understand the effectiveness and impact of the fall campaign, the campaign team conducted a short online survey following the fall efforts. The campaign team promoted the survey through a paid City of Lawrence Facebook ad, emails to individuals who completed pledges, and several of the communication and social media channels used for the campaign efforts. The survey also offered a prize drawing for a \$50 gift card to Downtown Lawrence businesses to encourage participation among students, which appears to have been effective.

**TABLE 5. SAFER NEIGHBORHOOD SPEEDS FALL 2021 CAMPAIGN REACH**

PRINT MATERIALS	TOTAL DISTRIBUTED	EVENTS	PEOPLE ENGAGED	PLEDGES COMPLETED
Yard signs	334	KU Memorial Union	170	149
Posters	558	Haskell Kick-it With Us Kickball	15	8
Reflective stickers	2,696	KU Burge Union	20	17
Educational handouts	2,505	Haskell Welcome Back Pow Wow	20	12
T-shirts	229	Busker Festival	50	43
Bus panel ads	50			
<b>TOTAL</b>	<b>6,372</b>	<b>TOTAL</b>	<b>275</b>	<b>229</b>

## CAMPAIGN REACH RESULTS

The survey results below reflect the responses of the **218 respondents** who remember seeing or may have seen the campaign. Of those respondents, **48% are students and 63% live in Lawrence year round**. Given the goal of reaching students, the large proportion of student respondents (relative to 3-6% in the earlier surveys) allows the campaign team to better evaluate the fall campaign efforts.

Similar to the primary campaign, **most fall survey respondents reported learning about the campaign from yard signs** (79% of all fall respondents compared to 69% of primary campaign respondents); among university students responding to the fall survey, 76% learned about the campaign from yard signs. This finding speaks to the effectiveness of the neighborhood yard signs as an awareness tool, even among students (yard signs were not placed on campuses, so students would have seen them on neighborhood streets).

Among university students, the following awareness channels also performed well:

- Posters (39%)
- City communication channels (29%)
- Campus tabling events (22%)
- Interior bus ads (22%)
- KU social media and communications (21%)

## FALL CAMPAIGN IMPACT

Since seeing the campaign, respondents reported their driving behavior has changed in the following ways:

- 71% say they stop more often for people who want to cross the street.
- 54% say they set aside or ignore distractions more often.
- 41% say they drive more slowly.

Further:

- 68% of respondents say they are more aware that the way they drive affects their community, and
- 42% say they feel more connected to the Lawrence community since seeing the campaign.

Among university students only, responses were very similar; however, it is worth noting that:

- 76% of university student respondents say they stop more often for people wanting to cross the street, and
- 75% of them say they are more aware of how their driving affects their community.





# Fall 2021 Campaign Impact

## Respondents Overall



**71%**

say they **stop more often** for people trying to cross the street.



**41%**

say they **drive more slowly**.



**54%**

say they **set aside or ignore distractions more often**.



**68%**

say they **are more aware that the way they drive affects their community**.



**42%**

say they **feel more connected to the Lawrence community**.

---

## University Student Respondents



**76%**

say they **stop more often** for people trying to cross the street.



**75%**

say they **are more aware that the way they drive affects their community**.

# Lessons Learned Fall 2021

## Leverage Student Knowledge and Relationships

### LESSON LEARNED:

- Work with student contacts, such as City interns, to conduct outreach to their peers and inform campaign imagery and strategies when focused on university audiences.

City interns and consultant team interns were invaluable in informing the student-focused fall campaign by providing their insights into appropriate campaign imagery, campus events, active student groups, and effective outreach strategies (such as offering t-shirts as incentives).

## Build University Relationships

### LESSON LEARNED:

- Identify university traffic safety champions and build and maintain campus relationships with university contacts, departments, and/or student groups over time to improve future collaboration.

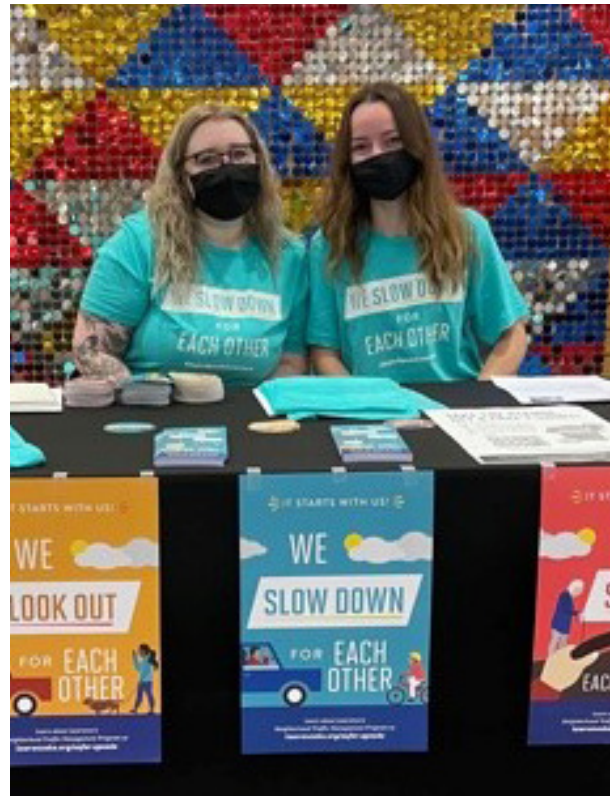
Relationships with university staff and student groups are key to successfully engaging university students on campus, particularly for in-person engagement and tapping into existing, well-used communication channels. Key contacts at the time of this campaign are University Services at Haskell University (Freda Jo Gipp), Transportation Services at KU (Donna Hultine), KU Student Involvement and Leadership Center, KU Sorority and Fraternity Life, KU Residence Life, and the KU This Week on Campus newsletter.

## Use Diverse Strategies

### LESSON LEARNED:

- Reach students not only on campus but also through off-campus channels, such as neighborhood signage, social media, and citywide communications.

Neighborhood yard signs, City communication channels, and interior bus ads were more effective in reaching university students than initially expected. Targeted social media advertising is also a cost-effective method for reaching specific demographic audiences. These methods are not substitutes for in-person engagement or calls to action from trusted sources, but these awareness tools were noticed by student survey respondents and can be used in concert with on-campus methods to better reach and engage student audiences.



# Appendix A.

## Community Guidance on Campaign Design

FIGURE A1. COMMUNITY INPUT DETERMINED THE CAMPAIGN SLOGAN AND MESSAGING

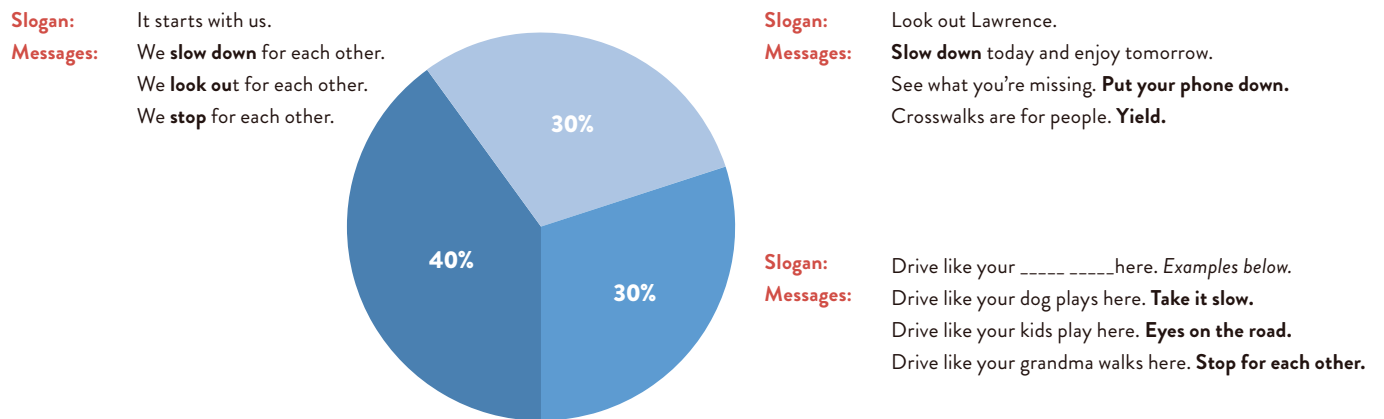
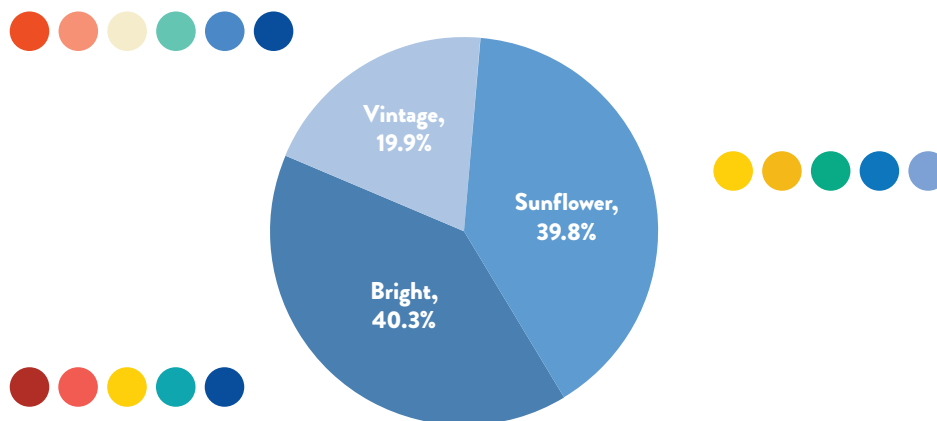
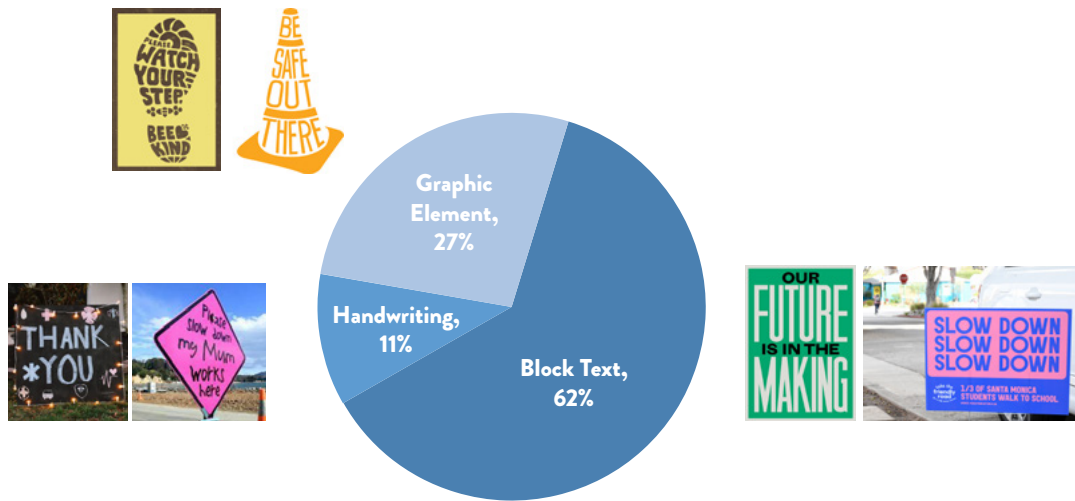


FIGURE A2. COMMUNITY INPUT NARROWLY FAVORED THE CAMPAIGN'S SELECTED COLOR PALETTE



**FIGURE A3. COMMUNITY INPUT ON EXAMPLE GRAPHIC STYLES GUIDED THE CAMPAIGN'S GRAPHIC STYLE**



# Appendix B.

## 25 MPH Speed Limit Study: Data Summary

2021 NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM 25 MPH SPEED LIMIT STUDY											
Location	Pre-sign Installation					Post-Sign Installation					
	Data Collection Start Date	Total Vehicles	Maximum Speed (MPH)	85th Percentile Speed (MPH)	10 MPH Pace	Data Collection Start Date	Total Vehicles	Maximum Speed (MPH)	85th Percentile Speed (MPH)	10 MPH Pace	Change in 85th Percentile from Pre-Sign
1924 Carmel Dr	1/12/2021	645	49	35	25-35	2/3/2021	477	49	35	17-27	0
1702 Learnard Ave	1/19/2021	549	53	34	23-33	3/24/2021	698	62	34	22-32	0
2432 Atchison Ave	1/13/2021	441	41	33	23-33	2/3/2021	351	45	32	17-27	-1
746 Elm St	1/19/2021	571	42	33	23-33	3/2/2021	600	53	32	23-33	-1
922 Missouri St	1/19/2021	366	42	33	22-32	3/2/2021	592	46	32	23-33	-1
3022 Longhorn Dr	1/14/2021	229	75	33	18-28	2/3/2021	254	43	35	25-35	2
1505 W 5th St	1/19/2021	752	45	32	21-31	3/24/2021	764	42	32	21-31	0
1528 W 21st Terrace	1/13/2021	147	49	32	20-30	3/2/2021	182	46	31	20-30	-1
1938 Maple Ln	1/19/2021	618	43	32	23-33	3/24/2021	731	52	32	23-33	0
1102 W 27th Terrace	1/13/2021	224	41	31	21-31	3/24/2021	223	41	31	22-32	0
925 Centennial Dr	1/13/2021	577	49	31	20-30	3/2/2021	746	41	31	20-30	0
136 Tumbleweed Dr	1/13/2021	253	46	30	18-28	2/3/2021	181	38	30	17-27	0
922 Pennsylvania St	1/19/2021	254	40	29	18-28	3/24/2021	285	44	30	20-30	1
1040 Stone Creek Dr	1/12/2021	116	34	27	17-27	2/3/2021	82	37	30	17-27	3
2715 Maverick Ln	1/19/2021	121	37	27	17-27	3/24/2021	107	34	27	16-26	0
829 Prescott Cir	1/13/2021	266	38	27	17-27	2/3/2021	171	42	29	17-27	2

2021 NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM 25 MPH SPEED LIMIT STUDY											
Location	Data Collection Start Date	Post Enforcement					Enforcement Effort				
		Total Vehicles	Maximum Speed (MPH)	85th Percentile Speed (MPH)	10 MPH Pace	Change in 85th Percentile from Pre-Sign	Hours	Citation	Written Warning	Verbal Warning	Info Handout
1924 Carmel Dr	8/31/2021	683	45	34	24-34	-1	13	15	19	6	37
1702 Learnard Ave	8/31/2021	674	46	32	23-33	-2	9	8	9	3	19
2432 Atchison Ave	8/31/2021	431	43	32	23-33	-1	10	3	24	1	27
746 Elm St	8/31/2021	568	46	31	22-32	-2	13	7	17	0	24
922 Missouri St	8/31/2021	683	50	30	20-30	-3	1	0	0	0	0
3022 Longhorn Dr	9/1/2021	268	37	30	22-32	-3	4	0	0	2	2
1505 W 5th St	8/31/2021	776	44	31	19-29	-1	2	0	0	1	1
1528 W 21st Terrace	8/31/2021	253	45	31	20-30	-1	1*	0	0	0	0
1938 Maple Ln	9/2/2021	705	44	31	21-31	-1	1*	0	0	0	0
1102 W 27th Terrace	9/2/2021	281	43	30	22-32	-1	1*	0	0	0	0
925 Centennial Dr	9/2/2021	801	41	30	21-31	-1	1*	0	0	0	0
136 Tumbleweed Dr	9/2/2021	300	35	29	20-30	-1	1*	0	0	0	0
922 Pennsylvania St	9/2/2021	389	43	29	19-29	0	1*	0	0	0	0
1040 Stone Creek Dr	9/2/2021	146	36	28	19-29	1	1*	0	0	0	0
2715 Maverick Ln	9/2/2021	212	37	24	16-26	-3	1*	0	0	0	0
829 Prescott Cir	9/2/2021	243	39	28	19-29	1	1*	0	0	0	0

\* All study locations had at least one hour of enforcement. If no violators were observed, the enforcement efforts were re-prioritized to locations with higher volumes of violators.

# Appendix B. Cont'd

SUMMARY OF SPEED CHANGES, WEIGHTED BY VEHICLE VOLUME		
Weighted Avg Pre	32.0 MPH	Δ%
Weighted Avg Post Sign	32.0 MPH	0.11%
Weighted Avg Post Enforcement	30.6 MPH	-4.49%

The table on pages 38-39 includes data from the sixteen study locations where before and after data was collected. The study locations were identified beforehand as representative of the different types of streets in Lawrence.

Data was collected at 47 total locations and enforcement was performed at approximately 90 total locations across the City. The total enforcement effort included 414 hours of enforcement yielding 215 citations, 337 written warnings, 141 verbal warnings and 677 informational handouts distributed.



