

Community Education Campaign

One of the critical strategies for changing road safety outcomes through behavior is the Community Education Campaign. These campaigns should be multi-faceted and provide a wide range of ways for community members to get involved. Including:

- A strong website to direct traffic, clarify the message, and provide additional background, FAQs, and opportunities for engagement
- Surveys as an entry point for involvement, easy to promote at tabling events and community gatherings
- Door-to-door flyering and one-on-one conversations, particularly effective in small rural communities
- Using a mix of media, including radio messages, social media, and imagery from local artists.
- Listening to communities to find the best way to increase participation, whether by providing food, childcare, or choosing event locations
- Identifying key community leaders and co-create an effective outreach strategy.

Successful campaigns require strategic planning, clear messaging, and active engagement with local communities. Campaign messages should be simple, use stories and testimonials to make the message relatable, and include a call to action to encourage participation. Partnering with other organizations and empowering local leaders or champions (schoolteachers, parents, and daily walkers) can be a great way to strengthen the message. This section expands these ideas to provide everything needed to develop a robust and impactful Vision Zero aligned Community Outreach Campaign.

Developing Regional Vision Zero Branding

Creating a cohesive regional Vision Zero brand across Humboldt County is an important component of the Educational Campaign because it makes safety messages recognizable, relevant and actionable. Consistent branding helps residents quickly recognize Vision Zero campaigns, which creates a shared identity of road safety culture across Humboldt County. It communicates a commitment to road safety initiatives across the region and reinforces that safety is a collective responsibility, part of a sustained, coordinated commitment and partnership across cities, schools, non-profits, transit agencies, and advocacy groups. Regional branding provides continuity across jurisdictions and campaigns while giving residents a visual and emotional connection to the region's commitment to eliminating traffic deaths and serious injuries.

Branding Identity

A cohesive regional branding identity includes consistent Humboldt County Vision Zero logos, color schemes, fonts, messaging, and taglines that resonate with the community. Humboldt County Vision Zero branding can be used by each jurisdiction for various local educational campaign efforts that are specific to individual communities while connecting to the broader Vision Zero goal of eliminating traffic fatalities and serious injuries from Humboldt County. Repeated exposure to consistent messaging helps the public understand that different regional campaigns are part of a larger safety strategy, which builds local recognition and a culture of safety. A well-articulated brand can strengthen the impact of multiple campaigns, because consistency reinforces safety messages and will more likely be remembered.

Vision Zero Messaging

- **Messaging must be human centric, empathetic,** and highlight the key message that traffic violence is a preventable public health problem and is not inevitable.
 - Refer to traffic incidents as “crashes or collisions” rather than accidents. Accidents imply that a crash is a random, unavoidable act of God or stroke of fate. A crash recognizes that traffic accidents are predictable and preventable.
 - Vision Zero campaigns are about creating a culture of safety and shared identity of collectivism by making dangerous road behaviors (like speeding and aggressive driving) socially unacceptable. Messaging should center themes around replacing individual rights to drive fast and unsafe with a collective responsibility to take care of one another and protect our most vulnerable community members.
- **Center a Safe Systems Approach:** Crashes will happen, but they do not have to end in fatalities
 - Make safety prevention be the central message; while human error cannot be avoided, serious injury can. Crashes will happen because humans always make errors, but they do not have to end in fatalities
 - “Slowing down protects our neighbors, children, and pets”
- **Avoid Passive Blame:** emphasize people, safety, and shared responsibility rather than blame. Specifically, messaging should never blame vulnerable road users and those who are typically road violence victims (pedestrians, cyclists, disabled community member, etc.). Avoid language that shields drivers from responsibility but do not explicitly blame drivers. Messaging should emphasize a collective effort to protect the entire community.
- **Center storytelling and diverse representation** to increase engagement, especially for those who experience the most road violence: houseless, disabled, and communities of color

Framing Messaging to Change Behavior

Campaign messages work better to change behavior when they do more than communicate danger. They need to make the safer behavior feel personally relevant, socially supported, achievable, and worthwhile. Significant academic social science across psychology, public health, conservation, and transportation planning has been devoted to understanding how to change human behavior through educational messaging. Here are some evidence-based suggestions for framing educational messaging in Vision Zero campaigns:

- **Perceived Surveillance** can change behavior and reduce speed. When drivers are aware they are entering a community that is being watched over, they will reduce driving speeds. Indicating to drivers that speeding will be detected can shape behavior even more than telling drivers that speeding is dangerous.
- **Social Norms (Leveraging Peer Pressure)** Drivers believe in the perceived norm that everyone speeds, and therefore their own speeding behavior is justified. Research shows that reframing the social norm around speeding can be effective. Messages that shift focus from traffic law compliance to human vulnerability (pedestrians, cyclists, road workers) trigger empathy, which overrides the impulse to hurry.
- **Positive Framing.** Research shows that extreme language describing the dangers of speeding or reckless driving is often ineffective in changing behavior. It is more effective to focus messaging on positive outcomes or by what can be gained by a behavior change, than fear tactics. Focus communication on protecting loved ones, enjoying the drive, or arriving safely.

Tagline suggestions:

"Neighbors are watching. Slow down and get there safely"

"We are watching you speed. Please slow down"

"Most people drive through at 15mph. Be a good neighbor, protect our cats"

"Our community drives slowly. Protect our children and pets"

"Your friends trust you to get them home safe"

"Life is valuable. Please drive safe"

Branding Guidelines

- Use clean, consistent legible fonts for clear messaging. Font suggestions include Ariel Regular and Poppins regular and medium (semi-bold, bold & extra bold).
- Use plain, direct, and consistent language; avoid technical terminology and jargon
- Ensure logos maintain high contrast with dark text on light backgrounds
- Use established Humboldt County Vision Zero Action Plan color palettes, icons and logos
- Accessibility: ensure messaging follows federal and state accessibility laws. Use legible fonts, maintain appropriate font scale & contrast, provide accessible versions of printed and digital materials, do not rely on color alone to communicate, etc.



Visibility: Campaign Concepts & Engagement Strategies

Increase visibility by incorporating the branding into all outreach materials, social media profiles, and public communications. However, standalone campaigns rarely change driver behavior on their own, and work best when paired with policy changes, high-visibility enforcement, and built infrastructure projects. Some ideas to maximize visibility and impact include:

- Branding-aligned merch to be distributed at safety events like bike rodeos, walk audits, road safety presentations, speakers and workshops
- Conduct outreach during infrastructure construction utilizing posters with QR codes to a survey, banners, tables with interactive posters
- Table at community events including Farmer's markets, cultural events (Salmon Festival, Wiyot Days), Holiday events (Eureka Fourth of July Celebrations), community events (Loleta Community Celebration Day), Bike Month celebrations
- Interagency Coordination: Partnering with other organizations and local leaders with similar goals is a good way to amplify messages. Work with local organizations already working on road safety

projects to expand outreach including nonprofits (Jefferson Community Center, Peninsula Community Collaborative PCC Peninsula Moves, The Eureka Bike Kitchen, Uplift Eureka, Humboldt Housing and Homeless Coalition, Tri County Independent Living, Centro Del Pueblo, Coalition for Responsible Transportation Priorities CRTP, City Councils, Humboldt Transit Authority (HTA), Caltrans, Chamber of Commerce, Rotary Groups, Humboldt County Safe Routes to School Task Force (SRTS)

- Partner with schools to promote campaigns. Encourage students to make safety signs, develop messages, record radio spots, plan and implement a campaign-coordinated Walk/ Bike to School Day while teaching lessons on pedestrian and cyclist safety
- Consider hosting a regional road safety project update workshop bringing together all the current road safety planning and implement projects where community members can be informed at once and learn about the educational campaign
- Work with a Community Champion to expand outreach network and gain local knowledge. Identify key community leaders and co-create an effective outreach strategy in partnership with the community.
- Door-to-door flyering and one-on-one conversations can be key in small rural areas. Listen to communities to find the best way to increase participation, whether by providing food, childcare, or choosing event locations.

Proximity, Timing of messaging can be key to behavioral changes. The effectiveness of a campaign is heavily influenced by when and where the message is received. While television, news and social media may be good additions to a campaign, research shows that messages received while people are driving or while carrying out a behavior are the most impactful. The most effective messaging is delivered via dynamic roadside VMS signs, speed radar signs, banners near a new improvement, radio, student's hand painted school zone sign, etc.

Vision Zero Reframing of Previous Educational Road Safety Campaigns in Humboldt and California

Past Humboldt Campaigns:

- Go Slow, Watch the Road
- Heads Up Eureka
- I Give 3 Feet for Safety
- I Drive 45 in Manila
- Go Slow in School Zones
- Share the Road- Arrive Alive
- Safer 4th and 5th Streets

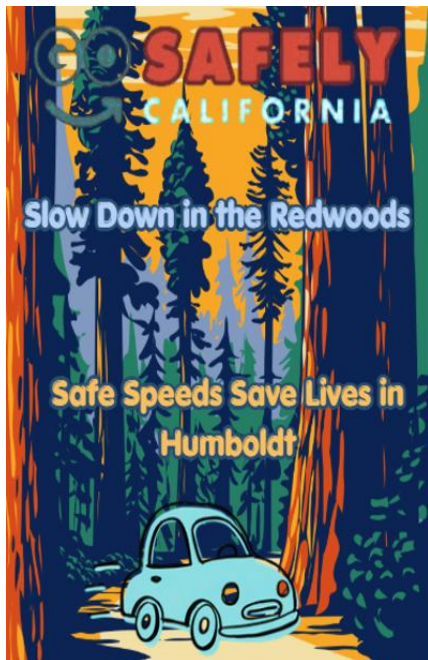
California Campaigns:

- Go Safely California

Vision Zero Examples:

- Go Slow, Watch the Road to Save Lives
- Go Slow, your Neighbors are Watching
- Go Slow, Protect our community
- Heads Up Eureka: Pay Attention for Zero Deaths

- Heads Up Eureka: Protect our Kids
- I Give 3 Feet for Safety, Because No Death is Acceptable
- I Give 3 Feet for Zero Deaths
- I Drive 45 in Manila for Zero Deaths on the Peninsula
- I Drive 45 in Manila to Protect our Kids and Cats
- Go Slow in School Zones- 15 Miles or Less for Zero Deaths
- Share the Road, So Everyone Arrives Alive
- Safer 4th and 5th Streets: A Vision for Zero Deaths on 4th and 5th Streets
- Go Safely California, Drive Slow in the Redwoods, for Zero Traffic Deaths in Humboldt
- Go Safely California, take it Easy in Humboldt
- We Take it Easy in Humboldt



Educational Materials

- **Flyers:** Create one informational flyer that highlights key safety messages and trips for different road users (drivers, pedestrians, cyclists)
- **Posters, Banners and Yard Signs:** Design one eye-catching poster, banner, and yard sign or equivalent following the Vision Zero brand guidelines and revised Go Slow, Watch the Road Campaign
- **Infographics:** Develop infographics that visually convey important safety statistics and information for press and social media
- **Survey:** Develop a survey as a good entry level of involvement and promote during tabling events, workshops, gatherings, and flyers attached near construction.
- **Campaign Project Webpage or StoryMap:** An online Project website or Esri StoryMap local High-Injury Network (HIN) corridors, active and past safety projects, and link to Street Story (a free online community engagement platform created by UC Berkeley's Safe Transportation Research and Education Center ([SafeTREC](#)) to collect local feedback on transportation safety). Websites can direct

traffic, clarify the message, and provide additional background, FAQs, and opportunities for engagement including event calendars.

- **Radio Scripts** in partnership with teachers and students
- **Social Media posts & ads**
- **Tabling Engagement:** Interactive maps and boards, reflective gear and sticker prizes with campaign slogan

Developing a Press Toolkit

- **Press Releases:** Prepare press release to announce campaign initiatives, events and milestones
- **Media Kits:** Create media kits that include background information, key messages, pre written social media posts and infographics ready to use during an event, safety awareness weeks, or during infrastructure construction
- [Humboldt County Vision Zero Media List 2026](#)
- **Training for Public Information Officers and other information networks:** Provide guidance for Public Information Officers (PIOs) and other key community leaders on how to effectively communicate Vision Zero messages to the media. PIOs are communication professionals who serve as primary media spokespersons. They typically work for government agencies, police departments, public health organizations, and sometimes consultants and nonprofits.

Humboldt County Public Information Officers (PIOs):

- Arcata: City of Arcata, Communications Specialist & Public Information Officer: Cati Gallard
- Eureka: City Clerk: Pamela Powell, Eureka Police Department: Laura Montagna
- Trinidad: City of Trinidad, City Clerk: Gabriel Adams
- Fortuna: City of Fortuna, City Manager: Amy Nilsen, City Clerk: Siana Emmons
- Ferndale: City Manager: Kristene Hall, City Clerk: Brenda Taylor
- Garberville: California Highway Patrol (CHP), Humboldt County Sheriff's Office, Humboldt County Administrative Officer, Elishia Hayes

Communication Leaders

- **High School Students:** Provide training on defensive driving; safe vehicle training, including phone distraction while providing campaign communication training
Elementary & Middle Schools: Provide pedestrian & bicycle education, collaborate with students on campaign, Walk to School Day with campaign materials
PE teachers, parents: Provide outline for how to implement Bike Rodeo in coordination with campaign
Community Champion: identify and train a local champion to be the voice of the campaign, mobilize their community, and help plan events, lead walk audits

Training Protocols

- **Vision Zero Language:** Train the use of "crash," "collision," or in all press releases, social media posts, and educational materials and eliminate "accident"
- **Human Centric Perspective:** Train communication leaders to describe human actions rather than attributing crashes solely to the inanimate object (Use: "a driver struck a pedestrian" instead of "a car struck a pedestrian" or "a pedestrian was involved in a collision").
- **Avoid Victim-Blaming:** Train officers limit victim details in initial media releases such as what clothing a pedestrian was wearing or whether a cyclist had a helmet unless directly relevant to an

active criminal investigation. Including these details, shifts focus onto victim responsibility rather than roadway conditions, speeding or another factor.

- **Safe System Approach:** Train for communication that links a crash to Safe System Approach solutions (such as street design, speed management, or policies) rather than focusing solely on individual faults.
- **Crisis Communications:** Equip PIOs with key messaging prompt cards for high-profile crashes involving a fatality or severe injury that expresses empathy while redirecting the focus toward safety initiatives and the educational campaign
- Refer to **Vision Zero Messaging** for all communication training guidance

Implementation Timeline: 3-Year Road Safety Campaign \$20,000 Budget over 3 years

Year 1 \$10,000: Develop and deploy

- Identify safety challenges/concerns to base campaign, develop messaging, target community
- Develop & mobilize media toolkits to communication networks
- Table community events
- Design and purchase merch and educational materials
- Recruit local champions
- Reach out to other local agencies, identify where interagency collaboration can occur, and where multiple projects can align. Example: Food for People “Move to End Hunger” event
- Plan street events: bike rodeos, pop-up demonstrations, walk audits
- Identify communication networks and strategize effective, coordinated outreach/ media release
- Plan campaign outreach with school administration and staff to collaborate campaigns with Walk to School Day, Ruby Bridges Day, Bike Month, assembly and other events. Meet with teachers to identify strategies to get students involved
- Work with Cal Poly students to identify additional campaign strategies
- Hire local artists to develop campaign images. Budget for a competitive application process that pays artists to develop application designs

Year 2: \$6,000: Direct Engagement

- Implement street events: pop-up demonstrations, bike rodeos, walk audits
- Give away campaign merch: reflective gear, safety lights during events, workshops, schools
- Implement campaign outreach with school events and assembly presentations: Walk to School Day, Ruby Bridges Day, Bike Month
- Implement coordinated campaign and road safety project workshops, presentations, speakers, etc. in collaboration with other agencies leading planning, implementation or education-based projects
- Coordinate and train PIOs, local champions, communication leaders

Year 3: \$4,000: Scale and Sustain

- Continue engagement at outreach events and workshops, and communication with PIOs and community leaders
- Work with community champions to identify additional strategies
- Plan and implement a final celebration event with clear strategy for how the campaign will continue
- Work with local schools, College of the Redwoods Cal Poly Humboldt to implement a plan for continuing the campaign message