Data Driven Communications
Vision Zero New York City

Lifesavers National Conference on Highway Safety Priorities
Session 1: Messaging that Drives Behavioral Change
March 31, 2019

Michelle Kaucic, MPA, CPST
Director of Strategic Communications
New York City Department of Transportation
mkaucic@dot.nyc.gov
Multi-Disciplinary Approach

- The success of Vision Zero programs comes from their multi-disciplinary approach.

- Engineers and planners utilize crash data to define priority intersections and corridors for safety improvements. Like targeted engineering and enforcement, Vision Zero education and communication must be driven by data.

- Messaging that is aligned with your Vision Zero actions and data-driven is messaging that will drive behavior change.
Integrated Marketing Communications

• The whole is greater than the sum of its parts.

• Integrated Marketing is an approach that creates a unified experience for consumers to interact with a brand. It melds all aspects of marketing communication so they work together as a unified force. thedma.org

• New York City’s Vision Zero slogans and calls to action are consistent across paid media and are integrated in partnerships, direct outreach, press events, and often overlooked opportunities such as apparel and fleet.
Integrated Marketing Communications

- Much like moving a consumer toward a purchase, the marketing funnel – customer, sales, or conversion funnel can demonstrate how messaging moves people to change behavior.

- Early Vision Zero ads built awareness and established the problem and solutions. Later messaging included facts that built familiarity and increased understanding of priority issues. NYCDOT tests and adapts messaging to continue moving New Yorkers to consideration and action.

- Consistent and frequent interactions improve message retention and encouraging behavior change.
Data-Driven Concept Development

• “I’ve got a great idea for an ad…” Feel confident that your great idea will get the job done by testing.

• NYCDOT conducted focus groups to measure clarity, relevance and motivation of various ad concepts.

• Concepts were strengthened by with credible statistics.

• The graphic imagery of this campaign established a sense of warning and understanding of consequences.

• The tagline “Your Choices Matter” emphasized personal accountability.
Assess & Adapt

• Study your media market and test your messaging so you know when it’s time to make a change.

• NYC’s current campaign “Signs” builds upon previous behavior change messaging and captures a new, ideal tone.

• In testing, “Signs” outperformed other concepts and was viewed as “simple, direct, and unobjectionable”.

• Relevant and believable, the concept acknowledges the complexities of driving in an urban environment, while recognizing that simple behaviors can save lives.
Data-Driven Ad Placement

- Vision Zero campaigns are installed in outdoor locations that align with the city’s Borough Pedestrian Safety Action Plans.

- The campaign’s radio ads air frequently during autumn evening hours, aligned with analysis of the seasonality and timing of pedestrian crashes.

- The use of digital ads allowed for significant geographic, demographic, and behavioral targeting.

- The majority of crashes that kill or seriously injure pedestrians involve male drivers and private automobiles, therefore ads are targeted to this population.
Performance Metrics
Annual Tracking Study of 1,000 New Yorkers, 2015 - 2018

Visibility
• 79 percent of drivers are aware of Vision Zero
• 82 percent of drivers support Vision Zero as a valuable government program

Driver Comprehension
• 86 percent understand they’re required to yield to pedestrians in the crosswalk
• 82 percent identify driver behavior as the primary cause of fatal crashes

Driver Behavior (Male Drivers, 25-54)
• 81 percent report that the ads convinced them to “pay more attention to pedestrians and cyclists while driving” +9%
• 83 percent will “give more thought to their speed when approaching crosswalks” +13%
• 82 percent are “encouraged to be more responsible drivers of drivers” +18%
• 80 percent “expect more enforcement of traffic laws” +8%

Pedestrian Behavior
• 78 percent said the ads made them a “more careful pedestrian” +10%
Media! Paid, Owned, Earned, & Social

Here are a few examples from NYC’s integrated marketing communications approach:

• Successful paid media targets drivers in the environment, such as bus tails and gas pumps.

• Owned media typically refers to sites and publications under the organizations control. NYC includes our expansive fleet, including Vision Zero decals and truck side guards.

• Earned media, gained through press conferences with our City’s leadership, and active social media are key to Vision Zero’s success.
Youth & Seniors

Our Safety Education & Outreach division works with over 600 schools annually.

- DOT provides curriculum for educators and workshops for parents.
- Our educators offer a variety of experiential learning opportunities for children and youth of all ages.
- Safety Education examines the data behind child-involved crashes and design interventions accordingly.

Seniors currently comprise half of NYC pedestrian fatalities.

- DOT provides focused outreach at over 125 senior centers annually.
- We hold planning workshops with seniors to gain information on street design and enforcement.
- We activate networks that interact with senior populations.
Sports Partnerships

• Approximately 80% of pedestrian fatality and serious injury crashes involve male drivers, and our sports outreach is designed to reach the target audience through brand alignment.

• Sports arenas are successful venues for building brand awareness and loyalty, and reach captive, receptive audiences.

• Parking lot/garage messaging allows for targeted messaging to drivers. Venues that are points of sale and consumption of alcohol are ideal for DWI prevention messaging.
Street Teams

• New York City’s innovative Street Team program brought rigorous education with coordinated multi-precinct enforcement to high crash corridors across the City.

• The materials distributed by NYC DOT and NYPD at these events match Vision Zero media materials in order present consistent communication.

• Street Teams events are unique opportunities for New Yorkers to interact with marketing materials in the places where they drive, bike, and walk.
NYC’s Vision Zero Home Page:
www.nyc.gov/visionzero

Vision Zero Plans & Reports:

Vision Zero View:
http://www.nycvzv.info/

Select Vision Zero Press Releases:

- Mayor de Blasio Launches Interagency Working Group to Implement 'Vision Zero,' Prevent Pedestrian Fatalities
- Mayor de Blasio Releases ‘Vision Zero’ Action Plan, Launching Citywide Effort to Prevent Traffic Fatalities
- Mayor de Blasio Signs New Law Lowering New York City’s Default Speed Limit to 25 MPH
- NYC DOT Invests $2.5 Million For Vision Zero Multi-Cultural Media Campaign Funded By the City Council
- Vision Zero: De Blasio Administration Announces Major Dusk And Darkness Safety Initiative At Start Of Most Dangerous Season On City Streets
- Vision Zero: Mayor de Blasio Announces More Than Two Years Without a Fatality on Queens Boulevard, as Next Phase of Redesign Moves Forward
- Vision Zero: Mayor de Blasio Announces That Traffic Fatalities Are Expected to Drop for Fifth Straight Year
- Mayor de Blasio Announces New Vision Zero Action Plan To Make Most Dangerous Streets Safer

NYC DOT Social Media Links:
www.youtube.com/nycdot
www.flickr.com/nycstreets
www.facebook.com/nycdot
www.twitter.com/nyc_dot
www.instagram.com/nyc_dot