

**DATE:** January 29, 2025

**TO:** Bicycle/Pedestrian Advisory Committee

**FROM:** Karen Gauss, Transportation Planner  
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**VIA:** Jennifer Ng, Public Works Director

**SUBJECT:** Vision Zero Outreach, Marketing, and Engagement, Project 20-99—Update

**RECOMMENDATION**

Receive an update on the Vision Zero Marketing and Outreach campaign and evaluation and provide feedback for follow-up efforts.

**BACKGROUND**

On [October 22, 2019](#), the City Council adopted the Sustainability Action Plan (SAP-4) and approved a spending plan for the Sustainability Fund that encompassed 81 new actions and several new staff positions. Transportation actions included:

- T2.1: Conducting assessment to apply for Measure B grant funds—\$15,000
- T3.1: Creation of dedicated funding for active transportation outreach—\$240,000
- T3.2: Development of guidelines and infrastructure for e-scooter share pilot—\$50,000
- T5.1: Adoption of a Vision Zero Policy and development and implementation of a Vision Zero Action Plan (VZAP)—\$750,000

On [December 10, 2019](#), Council adopted a Vision Zero Policy, which established the goal of eliminating fatal traffic collisions by 2030. To achieve this goal, staff have advanced Vision Zero actions including establishing a multi-departmental Vision Zero Working Group, prioritizing projects on the high-injury network as part of the City’s Capital Improvement Program (CIP) process, and successfully obtaining Measure B and other grants for these priority projects. Staff also hired a consultant to help prepare an integrated Vision Zero Action Plan (VZAP) and Local Road Safety Plan (LRSP).

The BPAC reviewed aspects of the VZAP/LRSP at meetings on meetings on [January 27, 2021](#); [March 30, 2022](#); [August 22, 2022](#); [February 22, 2023](#); and [March 27, 2024](#). On [September 10, 2024](#), Council approved the Vision Zero Action Plan which identified the City's Safety Corridors and eight emphasis areas of:

1. High-Injury Network
2. Equity Priority Locations
3. Safe Routes for Schools and Older Adults
4. Pedestrian Crossings
5. Bicycle Safety
6. Driver Behavior
7. Speed Management
8. Data and Technology

The VZAP also outlined infrastructure and noninfrastructure recommendations for moving toward the vision of zero traffic fatalities, including the following recommendations:

- RU-4: Conduct multilingual Vision Zero Outreach and Marketing with behavior change campaigns and targeted media buys on emphasis areas.
- SR-15: Provide periodic progress reports on implementation of VZAP and LRSP recommendations to the BPAC and CTC.

This memo responds to the VZAP commitment listed above as well as the BPAC Work Plan item related to reviewing progress on Vision Zero implementation. Staff also reports to the Council Sustainability Committee (CSC) on this work since it is funded by SAP-4.

To support implementation of this action, the City hired MIG, Inc., to assist with development of the City's first Vision Zero Marketing and Outreach (VZMO) campaign.

## **ANALYSIS**

The VZMO campaign aimed to implement outreach and education elements of the Vision Zero Action Plan and to cultivate an active transportation culture in Mountain View. The campaign goals included increasing awareness of the Vision Zero policy and traffic safety issues and encouraging safe driving. The project was led by Transportation staff in collaboration with staff from Communications, Traffic Engineering, and the Police Department.

***Campaign Development***

Campaign development included:

- Development of an outreach playbook;
- Compilation and review of Vision Zero campaigns from other cities;
- Visioning and development of themes, tone, images, and a brand book for the VZMO campaign;
- Development and beta testing of draft campaign concepts for Mountain View; and
- Refinement of the preferred concept.

Draft concepts were beta tested via intercept surveys at La Plaza Market, Concerts on the Plaza, and Summer Outdoor Movie Night where the team presented three draft campaign examples. Survey participants in all languages overwhelmingly preferred the owl design.

***Collateral and the Physical Campaign***

After refining the preferred concept, the campaign translated that concept into various materials for distribution and advertising. Key products included ads at bus shelters, campaign posters at the Downtown Mountain View light rail station, yard signs at schools, banners on fire stations, and roadway flags on El Camino Real over State Route 85. Additionally, Mountain View residents and road users who traveled through Mountain View saw the digital animation and social media ads on Facebook and Instagram. Campaign materials are listed in Table 1 and Figure 1 provide some visual examples.

**Table 1: Summary of Campaign Materials**

<b>Item</b>	<b>Quantity</b>	<b>Description</b>
Yard Signs	200	English, Spanish, and Chinese yard signs along busy thoroughfares in the City and locations where in-language speakers frequent such as ethnic stores or churches.
Bus Shelter Ads	30	Large posters facing drivers and transit riders at VTA bus shelters.
Light Rail Station	8	“Station Domination” where the Downtown Mountain View LRT Station was covered in teal campaign posters in English, Spanish, and Chinese.
Utility Bill Insert	11,765	Bright goldenrod-colored flyer in English, Spanish, Chinese, and Russian was included in the paper utility bill Mountain View utility customers.

<b>Item</b>	<b>Quantity</b>	<b>Description</b>
Palm Cards	1,000	Double-sided postcard-sized card with campaign branding, messaging, and QR code was provided in English, Spanish, and Chinese at various events.
Activity Books	1,000	A four-sided printed activity book for elementary-age children to color and learn about traffic safety with their parents was available in English, Spanish, and Chinese at events such as Back to School Nights and Monster Bash.
Temporary Tattoos	900	Small take-away items were provided to engage elementary-aged children.
Stickers	1,500	Baseball-sized stickers were provided at events to engage middle and high school students and adults.
Horizontal Banners	20	Banners in public places, including the Police Station, Fire Stations, Mountain View High School, McKelvey Ballpark, The View Teen Center, Eagle Park Pool, and Rengstorff Skate Park to publicize to those driving by or frequenting these public places.
Roadway Flags	20	Vertical banners on Caltrans light poles on El Camino Real around the State Route 85 on-ramps.
Community Shuttle Window Ads	7	Decals on the back windows of seven shuttles.



Figure 1: Examples of Campaign Materials



Figure 2: Monster Bash Pedestrian Safety Game

### ***Digital Advertisements***

Digital advertisements allowed the campaign to reach people on their digital devices in the form of ads during internet searches or when visiting a website. The ads reached internet browser and social media users whose mobile devices were inside Mountain View city limits during the ad time period. The digital campaign ads were viewed 11 million times. Digital display ads in all three languages (English, Chinese, and Russian) were notably effective at reaching those audiences in Mountain View. See Attachment 1 for the Mountain View Vision Zero Campaign Performance Summary.

### ***Presence in the Community***

Staff worked with four Community-Based Organizations (CBOs) to provide training for CBO members to give presentations about the Vision Zero campaign to their network of community members. The CBOs included Mountain View Day Worker Center, Sunset Estates Mobile Home Community, Community Action Team (CAT), and the Community Services Agency. The organizations were provided with a stipend for their time.

Staff attended public Back to School Nights, set up a booth at the Farmer's Market during the very well-attended Caltrain Electrification weekend, and developed a pedestrian safety game, which was played with several hundred young people at the Monster Bash and Tree Lighting events.

### **DISCUSSION**

The "Drive Wisely." campaign was the City's first marketing campaign related to Vision Zero and implemented one of the actions from the Vision Zero Action Plan. The campaign was seen by residents and travelers throughout the City, with participants interacting with material at back-to-school events and community events.

An intercept survey was recently completed to determine which campaign materials residents noticed and whether the campaign led to changes in their travel behavior. Key lessons from the digital ad performance summary and intercept survey include the following:

- Yard signs, bus shelter ads, and ads on the back of Mountain View Community Shuttle vehicles were the most noticed pieces of collateral.
- The Light Rail Transit (LRT) Station Domination was noticed by very few people and was less cost-effective than other strategies.

- Digital ads were the most effective ads for reaching people in languages other than English but were not noticed by many English speakers.

Since there is still SAP-4 money available for this topic, staff anticipates producing additional materials in the coming year with similar artwork and different messaging to highlight other safety issues identified in the Vision Zero Systemic Safety Analysis. Potential topics include speeding, driving under the influence of substances, mode shift, parking (blocking bike lanes), or other Vision Zero emphasis areas.

Staff requests BPAC input on the following question:

- **Which topic focus area should the team explore for a future campaign after the current campaign effort concludes?**

#### **NEXT STEPS**

Staff is currently reviewing the results of the Vision Zero intercept survey and will incorporate the feedback into future efforts. A future VZMO campaign is planned using remaining SAP-4 funding designated for this task.

KG/4/PWK

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Attachment: 1. Campaign Performance Summary

cc: PWD, APWD—Arango, TM—Lo, TP—Gauss