

Watch The Road Campaign Fact Sheet

Throughout Los Angeles County over 700 Angelenos are killed every year on our roadways. This means two people are killed each day, 365 days a year! These deaths are the result of traffic crashes and for the most part are caused by bad behaviors that contribute to traffic collisions.

"Watch the Road" is a public education and awareness campaign designed to reduce the bad behaviors of roadway users, such as drivers, bicyclists and pedestrians. Our goal is to reduce crashes, which in turn reduces fatalities, injuries and congestion

Campaign Strategies

- Develop a mass media campaign to influence attitudes and change behavior
- Utilize a "grass-roots" approach targeting schools and neighborhoods to leverage community support
- Make campaign brand synonymous with good road-user behavior
- Optimize effect of campaign messages
- Manage campaign to achieve desired results

Top Ten Roadway User Bad Behaviors

- Driving too fast for conditions (speeding)
- Aggressive driving
- Inattentive driving
- Driving or cycling through red traffic light
- Driving under the influence (DUI)
- Not yielding to pedestrians
- Walking without looking
- Walking outside crosswalks
- Bicycling against traffic
- Not buckling up-"Click It or Ticket"

Target Audiences

- Los Angeles County motorists, bicyclists and pedestrians

Desired Results

- Raise awareness of basic traffic and pedestrian safety precautionary measures
- Modify the behavior of our target audiences
- Reduce fatal and injury crash rates
- Reduce traffic congestion

Measuring Results

- Awareness of Campaign – Conduct Random Digit Dial Telephone Surveys
- Changes in behaviors - Observational Field Data
- Reduction in crashes – Collision Data Collection



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Duration

- The campaign was launched in May 2004 and a media program is scheduled through March 2006.

How To Get Involved

You can get more information about Watch the Road program by contacting the City of Los Angeles Department of Transportation at (213) 972-8444. Some ways to become involved include:

- Place campaign messages on billboards, magazines, newspapers, newsletters, public areas, television, and other communication medium
- Make presentations to stakeholder groups on behalf of the **Watch the Road** campaign
- Distribute Watch the Road material to community groups, schools, neighborhood associations, customers and other stakeholders
- Publish an article in your local paper, newsletter, or other publication that can be distributed to residents countywide
- Place bumper stickers on fleet vehicles that are visible in the community
- Place the WatchTheRoad.org website as a link on your home page website
- Underwrite the production and development of supplemental campaign material
- Sponsor campaign ads on the radio, television, internet and outdoor ads
- Raise funds for the campaign
- Make a tax deductible contribution for the campaign
- Identify potential campaign sponsors

Info On The Net

A copy of this Fact Sheet and other information can be downloaded from watchtheroad.org