

# **Speeding-We Can Live Without It Campaign Update**

**Presentation to Public Safety & Health Committee**

**October 3, 2024**

# Agenda

1. Campaign Objectives
2. Research Summary
3. Tactics & Results
4. Next Steps

# Campaign Goal and Objectives

**Long-term Goal:** To reduce speeding behaviors of drivers in highly impacted Milwaukee neighborhoods.

## **Campaign objectives:**

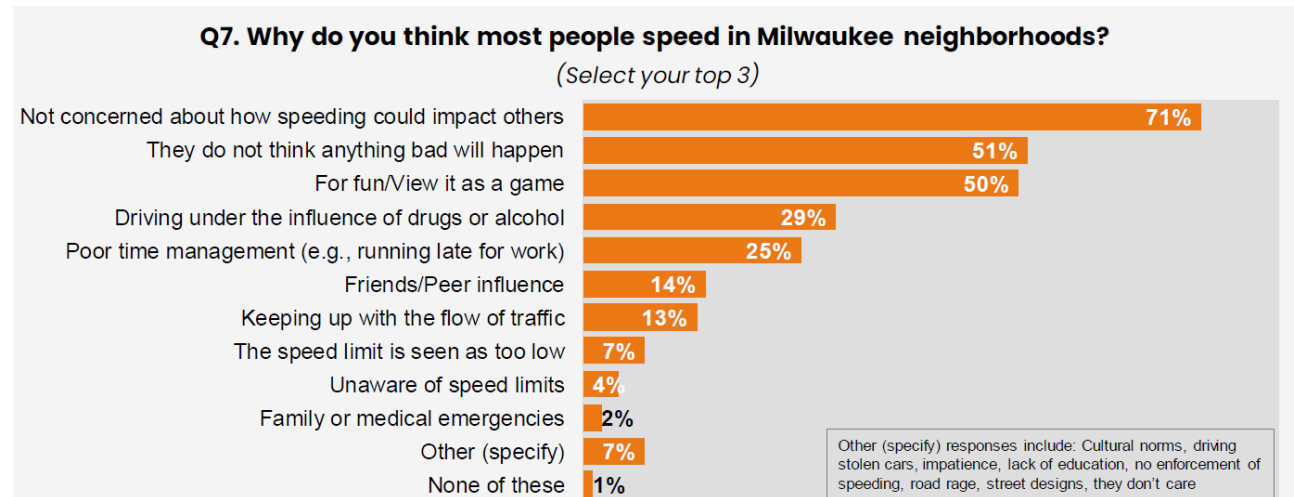
- **Increase awareness** of speed-related crashes in Milwaukee.
- **Increase the beliefs** that:
  - Speeding can cause severe consequences to others.
  - People who speed are personally responsible for severe consequences.
  - People who speed can reduce the risks of severe consequences by slowing down.
- **Increase the intentions** to:
  - Slow down
  - Encourage others to slow down and join in community efforts in speed reduction

# Research Summary

## Target Audience:

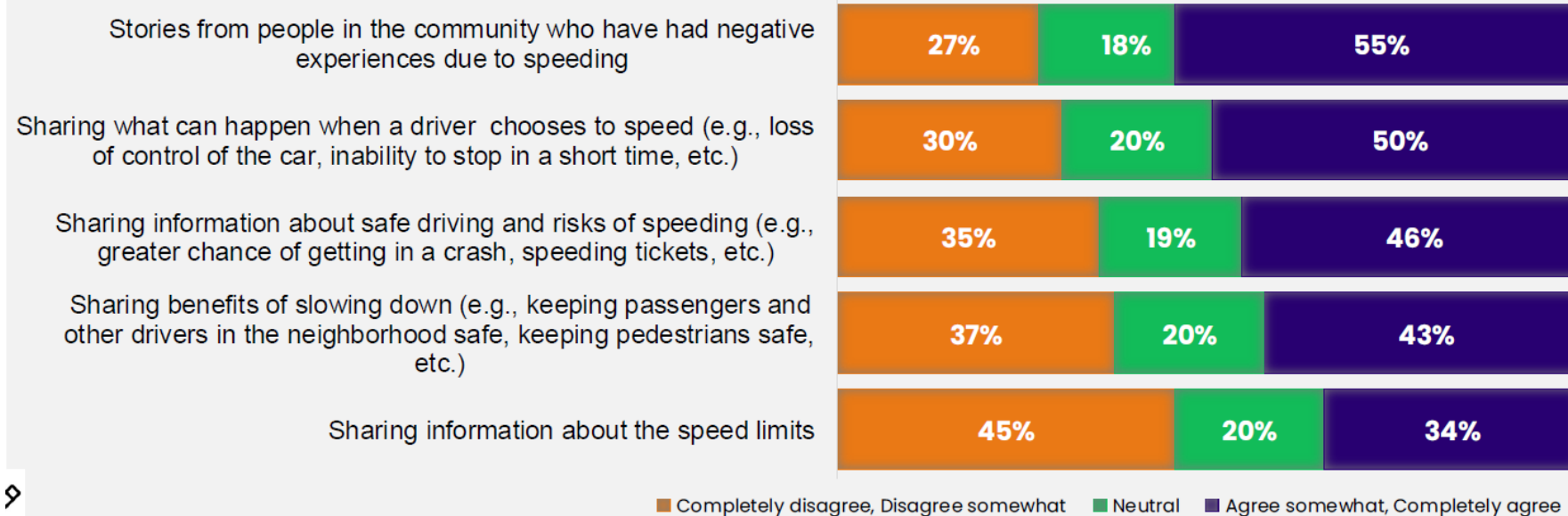
- Residents who live in Neighborhood Revitalization Strategy Areas (NSRAs) that overlap with High Injury Networks – *more than half of all crashes in the City of Milwaukee occur within these areas*
- Ensured representation of drivers ages 18-44, males, and Black and Hispanic residents – *these drivers are overrepresented in crash data within NSRAs*
- Ensured representation of residents who perceive speeding is acceptable

## Methodologies: Focus Groups & Qualitative Survey

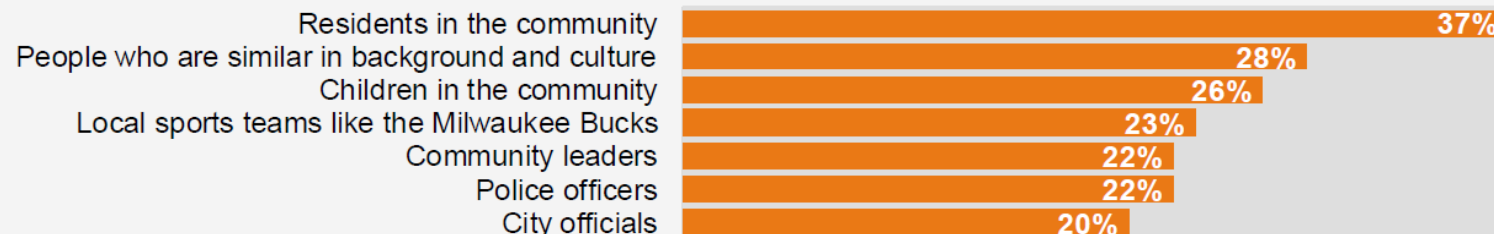


# Research Summary

## Q9. How strongly do you agree that the following information would motivate drivers to slow down/not speed in Milwaukee neighborhoods? (Select one)



## Q11. Whom would you trust to share information about slowing down/not speeding in Milwaukee neighborhoods? (Select your top 3)



# Testimonials from Milwaukee Residents Impacted by Speeding

## Alecia



## Mariah



### YouTube:

Campaign	Impressions	Reach	Link Clicks	View Rate	CTR	Video Views
Traffic	1,643,131	N/A	11,400	38.55%**	0.69%*	170,491

**\*\*View Rate platform average: 10-15%**

# Social Media

DPW Milwaukee  
Sponsored · 🌐

Mariah Johnson lost her little brother, Jerrold, when an illegal street racer crashed into his car. At only 22, his life and dreams were ...See more



my.walls.io/slowdownmke  
Drive Change: Your Choices Save Lives [Learn more](#)

DPW Milwaukee  
Sponsored · 🌐

Los residentes de Milwaukee están enfrentando una epidemia de violencia de tráfico que mató a más de 80 ...See more



my.walls.io/slowdownmke  
¡Detén el exceso de velocidad – Puedes salva... [Learn more](#)

## Meta (Facebook/Instagram): 7/15/24 - 8/31/24

Campaign	Impressions	Reach	Thru plays	CTR
English Traffic	793,381	155,188	22,099	8.86%*
Spanish Traffic	742,683	76,915	6,224	4.49%*
Awareness	1,748,933	398,991	2,146	0.20%
<b>Total</b>	<b>3,284,997</b>	<b>468,403**</b>	<b>30,469</b>	<b>N/A</b>

\* Meta's platform average CTR is 0.90%

\*\* Metrics pulled directly from Facebook, as there may be Reach overlap in campaigns.



# Out of Home



**Total Impressions over 7 weeks**

**17,009,657**



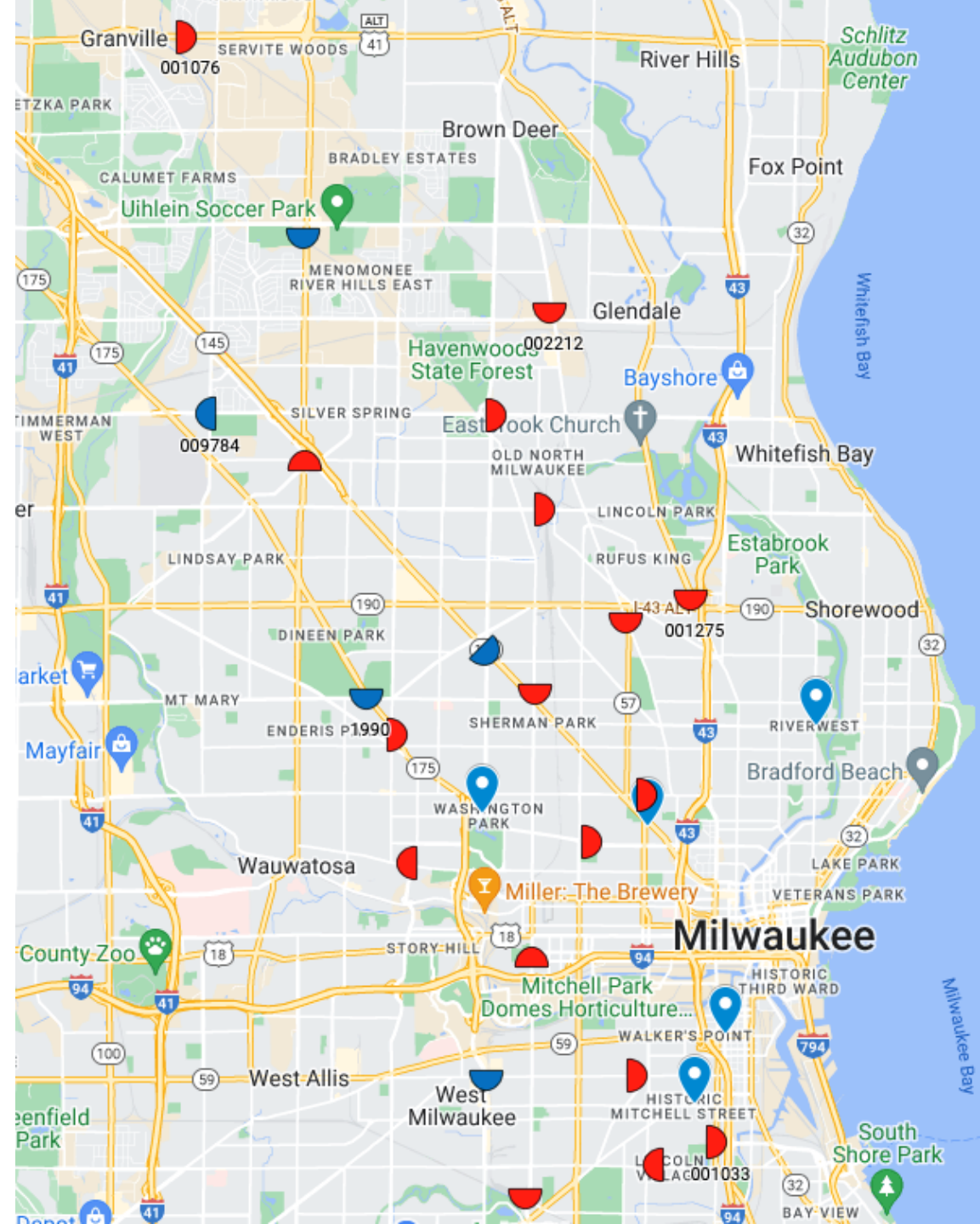
**The billboards are now running through November 10th thanks to a \$20,000 contribution from WisDOT!**



# Out of Home

7/15/24 – 8/31/24

Out-of-Home 7/15-8/31	Media Quantity	Total Impressions 7 Weeks	Reach	Frequency
Billboards	18	12,745,677	30%	12.3x
Bus Wrap	1	595,658	n/a	n/a
Bus Super Tails	20	2,586,332	n/a	n/a
Bus Kings	10	1,081,990	n/a	n/a
BublR Bike Stations	5	n/a	n/a	n/a
BublR Bikes	25	n/a	n/a	n/a
<b>Total</b>		<b>17,009,657</b>		



# Other Campaign Activities



- **Outreach at community events**
  - Safe Streets Block Party, Garfield Days, PEAK Block Party, Indaba-St. Anne's Outdoor Series, Black Arts Festival, Center Street Daze, Summer of Soul, Washington Park Wednesdays, Silver City Fest & more!
- **Story Wall** to capture lived experience of Milwaukee residents
- **Campaign Website**

# Community Partners

This campaign is a community call-to-action focused on decreasing speeding in Milwaukee this summer and beyond. This is why our partners are a critical part of the success of this campaign. They help to build awareness about the city's reckless driving epidemic and reach broader audiences.





# Next Steps

- **Speeding – We Can Live Without It** campaign is ongoing until all materials are given out
  - **Paid ad buys through November**, free overrun possible
  - Continue to **share campaign materials** on website and in-person
  - **Collect campaign metrics** through the end of runs
  - **Evaluation survey** currently being distributed to assess campaign impact
- **Use analytics to inform any future public education campaigns**
- **Gather victim impact stories for possible updates to campaign**
- **Build on partnerships** developed throughout this project