

Vision Zero Communications Summary & Analytics

| Speeding is Speeding | | |
|---|-----------------------------|---------------------------|
| Date: March 2019 | | |
| Advertising Spend: Approx. \$50,000 | | |
| Summary: The "Speeding is speeding" safety campaign reminded Hamilton motorists to pay close attention to the speedometer and adjust speeds based on road conditions and surroundings. Controlling vehicle speeds decreases the likelihood of collisions and reduces the severity of impact when they occur. | | |
| Website: www.hamilton.ca/safespeeds | | |
| Website Visits: 9,486 pageviews | | |
| Social Media Metrics: | Organic impressions: 27,013 | Paid impressions: 100,134 |
| Advertising Summary: To target motorists in their vehicles, this campaign was heavily focused on radio, bus advertising and billboards (digital and static). It also included traditional print ads in the Hamilton Spectator, Hamilton Community Newspapers, and in City Parent. Additionally, a heavy focus on digital ads pointing people to the dedicated website. | | |




| Distracted Driving | | |
|---|-----------------------------|--------------------------|
| Date: April 2019 | | |
| Advertising Spend: Approx. \$50,000 | | |
| Summary: Every 30 minutes someone is injured in a distracted driving collision, recently surpassing drinking and driving as the number one cause of motor vehicle collisions in Ontario. The "Don't Get Distracted" safety campaign advised motorists to drive attentively and refrain from any activity that may impact their response time such as texting, eating, smoking or grooming. | | |
| Website: www.hamilton.ca/distracteddriving | | |
| Website Visits: 12,208 pageviews | | |
| Social Media Metrics: | Organic impressions: 17,312 | Paid impressions: 94,445 |
| Advertising Summary: This campaign also targeted motorists in their vehicles using radio and digital billboard advertising. As well, there was a significant online digital component, given a large portion of the target audience would be people who are "addicted" to using their phones and other devices. The campaign also included traditional print ads in the Hamilton Spectator and Hamilton Community News, as well as the McMaster Campus newspaper (the Silhouette). | | |



| Pedestrian Crossovers | | |
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| Date: May 2019 | | |
| Advertising Spend: Approx. \$10,000 | | |
| Summary: The pedestrian crossover safety campaign informed motorists, cyclists and pedestrians of the differences between pedestrian crossovers and crosswalks. By law, drivers and cyclists must stop and yield to pedestrians at crossovers and wait for them to completely reach the other side before driving. | | |
| Website: www.hamilton.ca/pedestrian-crossovers | | |
| Website Visits: 3,751 pageviews | | |
| Social Media Metrics: | Organic impressions: 22,251 | Paid impressions: 53,823 |
| Advertising Summary: This smaller campaign was a follow up to larger pedestrian crossover campaigns from 2017 and 2018 and included mostly digital, radio and print ads. The goal of this campaign was to reach a wide audience of motorists, cyclists and pedestrians. Two YouTube videos explaining how to properly use a pedestrian crossover were promoted on social media. | | |



| Cycling Safety | |
|---|-----------------|
| Date: May 2019 | |
| Advertising Spend: Approx. \$13,000 | |
| Summary: The Cycling Safety campaign was launched in June to coincide with Bike Safety Month and reminded motorists and cyclists of their responsibilities on the road. It also outlined the various cycling features around Hamilton that make the city more cycle-friendly, including bicycle detection at traffic lights and painted sharrows. | |
| Website: www.hamilton.ca/cyclingsafety | |
| Website Visits: 7,399 pageviews | |
| Social Media Metrics: | Not applicable. |
| Advertising Summary: The campaign targeted both motorists and cyclists with a message of sharing the road. A print ad in the special cycling edition of VIEW along with radio, online and other print publications rounded out this campaign. | |




We're all going somewhere.

SHARE THE ROAD

Hamilton

VISION ZERO



| Slow Down, Move Over | | |
|---|-----------------------------|-----------------------------------|
| Date: July 2019 | | |
| Advertising Spend: Approx. \$20,000 | | |
| Summary: The "Slow down, Move over" safety campaign educated drivers about roadside emergency vehicle protocol. The law requires drivers to slow down and pass parked emergency vehicles with caution. When travelling on a multi-lane road, drivers are required to move around and leave one lane between their vehicle and the stopped emergency vehicle. Drivers who fail to do so risk facing fines as high as \$2,000. | | |
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| Website: www.hamiltonpolice.on.ca/move-over-campaign | | |
| Website Visits: Not available. (Hosted by Hamilton Police) | | |
| Social Media Metrics: | Organic impressions: 20,290 | Paid impressions: Not applicable. |
| Advertising Summary: With a focus on motorists in their vehicles, this campaign included a heavy focus on radio advertising. Online ads rounded out this campaign. | | |

| Back to School | | |
|---|----------------------------|-----------------------------------|
| Date: August/September 2019 | | |
| Advertising Spend: Approx. \$16,000 | | |
| Summary: The "Back to School" safety campaign provided safety tips to motorists, pedestrians and cyclists travelling through neighbourhoods and school zones. The campaign also reminded residents about school bus protocol, speed limits in school zones, and how to safely use a crosswalk. | | |
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| Website: www.hamilton.ca/backtoschool | | |
| Website Visits: 4,693 pageviews | | |
| Social Media Metrics: | Organic impressions: 6,411 | Paid impressions: Not applicable. |
| Advertising Summary: With a wide target audience, this campaign included traditional print advertising, digital ads and radio advertising as well. | | |

| Roundabouts | | |
|---|-----------------------------|--------------------------|
| Date: October 2019 | | |
| Advertising Spend: Approx. \$20,000 | | |
| Summary: The "Roundabout Safety" campaign focused on educating drivers about the rules of the roundabout. Newer neighbourhood developments are choosing roundabouts over traditional intersections because they offer fewer points of conflict and their slower speeds decrease the risk of serious car crashes or injury. | | |
| Website: www.hamilton.ca/roundabouts | | |
| Website Visits: 19,564 pageviews | | |
| Social Media Metrics: | Organic impressions: 16,602 | Paid impressions: 35,160 |
| Advertising Summary: The goal of this campaign was to educate motorists, cyclists and pedestrians on how to use a roundabout. A YouTube video and infographic were used to help illustrate the right way to use roundabouts. Traditional print, radio and online ads were used to reach a large target market. | | |



| Red Light Cameras | |
|--|--------------------|
| Date: November 2019 | |
| Advertising Spend: Approx. \$20,000 | |
| Summary: The “Use your head: Stop at the Red” campaign aimed at educating drivers about the importance of obeying red lights. The campaign focused on the emotional and economic tolls on victims of collisions and warned drivers of the legal risks associated with running a red light. The City currently has 29 red light cameras across Hamilton and help change driver behavior and make streets safer. | |
| Website: www.hamilton.ca/redlightcameras | |
| Website Visits: Not yet available. | |
| Social Media Metrics: | Not yet available. |
| Advertising Summary: Similar to other Vision Zero campaigns, this campaign was targeted to motorists. Radio ads and online digital ads were used, in addition to traditional print ads in the Hamilton Spectator, and Hamilton Community News. | |

| RED LIGHT CAMERAS | |
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| Use your head, STOP at the RED | |
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