TARGET AUDIENCES

- Non-English speakers
- “Vulnerable Road Users” – Youth, Seniors
- OCTA Bus Riders
- General Public - Drivers
RADIO PSA

▪ 4 week run
▪ Peak drive-time hours
▪ Spanish, various Asian languages, English
PRINT MATERIALS

- **Youth Brochure**
  - Simple
  - Educational
  - “Gamification”

- **Senior Brochure**
  - Simple
  - Informative
  - Graphic - oriented

> Both brochures will be incorporated to our Outreach team’s presentations at schools, senior centers and community centers
BUS ADVERTISING

- **Exterior**
  - For Drivers
    - Street side of the bus
  - For Pedestrians
    - Curb side of the bus

- **Interior**
  - For Pedestrians
    - Simple quiz questions
    - Captive audience, encouraged to finish quiz online
Distracted driving causes pedestrian fatalities. 

**DRIVE RESPONSIBLY!**

Learn more at BeRoadSmart.net

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7 out of 10 pedestrian fatalities occur outside of crosswalks. 

**USE THE CROSSWALK!**

Learn more at BeRoadSmart.net
TEST YOUR STREET SMARTS

Cars will always stop for a pedestrian in the crosswalk

True or False

Answer more questions for a chance to win a 30-Day Bus Pass at BeRoadSmart.net

TEST YOUR STREET SMARTS

It is safe to cross the street anywhere that is easy for you

True or False

Answer more questions for a chance to win a 30-Day Bus Pass at BeRoadSmart.net
ONLINE QUIZ

- Interactive
- Adds “gamification” to education
- Easy to share via social media
- We’re able to collect email addresses
- Different quizzes for youth, adults and drivers
- BeRoadSmart.net
ONLINE QUIZ

1. A pedestrian is:
   a. A person that is walking
   b. Anyone you don’t know
   c. A person that is running
   d. A person that is driving

   CORRECT!
4. While crossing the street, you should:

- [x] a. Always pay attention to traffic
- [ ] b. Try to make eye contact with the driver
- [ ] c. Run as fast as you can across the street
- [x] d. Both A and B

WRONG!