A Community of Transportation Professionals

Transportation Safety Campaign Resource Hub

Database User Guide

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Why Have We Created This Database?

Our Pitch:

***"Only You" can prevent forest fires** – that was a message of personal responsibility to address a very specific, significant safety challenge.*

But when we are discussing the unique conditions of transportation safety:** with our transportation network, with our children, young drivers, senior community member, people with limited mobility, and many other vulnerable roadway users who are at risk… **the problem feels too big for "only you".

***When searching for safety campaign information, safety advocates will experience the following challenges:** 1) campaign information is disaggregated, 2) readily available information is incomplete, and 3) there is very little sharing of lessons learned/outcomes.*

***So let's make it a we…** only TOGETHER can we equip advocates and professional with information, resources, and tools to make this BIG problem smaller and more manageable.*

***ITE is investing in the development and curation of a comprehensive safety campaign resource hub**. This resource hub will help safety advocates better understand what other programs are out there, illuminate what has been successful and impactful, and build a community and conversation around safety culture, connecting people, points of contact, budgets, and more…*

Ultimately, this resource hub will help people learn from other programs to more easily launch their own or to identify strategies to make their own programs more effective.

Connecting People to Data & Information:

This resource hub will help safety advocates see what other programs are out there, review focus areas and materials, compare data/effectiveness, identify points of contact, and more… and ultimately learn from other programs to make their own more effective.

Just imagine that you are a parent *who is concerned about the safety of your children and you're able to look and find campaigns in the resource hub that were launched by other parents like you - to make positive changes in their communities, and now you understand that safety is within your reach*

Just imagine that you are a transportation professional *who has been tasked with addressing the safety crises on your local streets, and with the resource hub, you have found the PERFECT campaign that's just want your community needs and now you have access to people to call, the budgets they used, and the strategies that they used to assess performance.*

Just imagine that you are the ITE Safety Council *and the next time the US Department of Transportation issues a call for action with respect to transportation safety, you can say that we have crowd-source and curated the most comprehensive safety campaign resource hub that has been inspiring our members to build a safety culture and conversation beyond jurisdictional boundaries.*

At the click of a button, this resource hub can help to connect people to the transportation safety campaign data and information they want and need.

Our Intended Audiences:

We have designed this resource hub for a broad range of technical and non-technical audiences:

- Transportation Professionals
- Local/State Government Staff
- Research/Academics
- Law Enforcement
- Construction/Contractors
- Safety Advocates
- Educators
- Community Members

What's Included in this Database?

Types of Transportation Safety Campaigns

Long-term, there are two campaign types that we are interested in including in the resource hub:

- Outreach/Educational Safety Campaigns (behavioral change, informational, awareness, etc.)
- Technical Traffic Safety Campaigns (infrastructure-related, operations-related, etc.)

Right now, we are starting by focusing on outreach/educational safety campaigns. The hope is that we can then later expand the hub to include technical traffic safety campaigns.

Sources of Transportation Safety Campaigns

These campaigns are submitted by transportation professionals and safety advocates across our communities. ITE has put out a "call to action" for more campaign information to be submitted.

Once a campaign is submitted through our online survey, ITE Safety Council volunteers review the submitted information to make sure the information is complete and then add it to the database.

Campaign Information

The ITE Transportation Safety Campaign Database includes the following data fields for each campaign:

- General Campaign Information
  - Campaign Name
  - Lead Agency, Partner Agencies
  - Point of Contact
  - Campaign Status & Dates
- Campaign Scale
  - Reach (local, state, national, global)
  - Ties to Larger Campaigns
- Detailed Campaign Information
  - Description
  - Objective(s)
  - Subject(s)
  - Approach
  - Audience(s) – Age & Type
  - Slogan and/or Mascot
  - Media Type(s) Used
  - Website Link
  - Materials Developed
- Technical Content
  - Transportation Modes Affected
  - E's Incorporated
  - Safe System Approach
- *Optional: Performance Metrics, Targets, & Outcomes*
  - *Metrics*
  - *Targets*
  - *Before/After Study*
  - *Outcomes*
- *Optional: Campaign Funding*
  - *Cost*
  - *Funding Source(s)*

How to Use this Data & Information:

The ITE Transportation Safety Resource Hub is designed to help users quickly access and apply information from a wide range of safety campaigns. Whether you're planning a new campaign, benchmarking best practices, or looking to collaborate, the database provides an accessible foundation of campaign knowledge.

Below are common ways to use the database and tips on how to navigate it effectively.

1. Find Example Campaigns on a Specific Topic

To identify campaigns that focus on particular issues such as distracted driving, pedestrian safety, speed management, or any other number of topics, we recommend using the "Find" function of Excel.

The "Find" function helps you to search for keywords across the spreadsheet. Simply type CTRL+F, enter the key word, then click "Find Next". Continue clicking on "Find Next" to see all the different cells in the spreadsheet that use that keyword.

It may help for you to focus your search on the most relevant columns: **Campaign Objectives** (column Q) and **Campaign Subjects** (column R). To do that, simply select those two columns, then use the "Find" function of Excel.

2. Explore Implementation Details, Costs, and Performance

Review the following columns:

- **Campaign Approach** (column S), **Media Types** (column Z), **and Materials Developed** (column AB) – for insight into how the campaigns were delivered
- **Campaign Cost** (column AO) **and Funding Sources** (column AP) – for budget and financial planning information
- **Performance Metrics** (column AK), **Targets** (column AL), **and Outcomes** (column AN)– for details on evaluating success and impact

These details may help guide your own campaign planning and resource allocation.

3. Identify Contacts for Collaboration or Questions

Review **Point of Contact** (columns C & D), **Lead Agency** (column B), **and Partner Agency** (column E) to identify people or organizations who have worked on similar campaigns. These contacts may be valuable resources for sharing lessons-learned or for forming potential partnerships.

4. Compare Effectiveness of Campaigns

Review the **Performance Metrics** (column AK), **Targets** (column AL), **and Outcomes** (column AN). If campaigns included information on outcome metrics or before/after studies, these can be compared to identify what strategies and approaches have produced the most meaningful results.

5. Find Campaign Template Documents and Materials

Review the campaign entries with links in the **Campaign Website** (column AA) or entries listed in the **Materials Developed** (column AB). These can include PDFs, videos, flyers, or webpages that can potentially be adapted or repurposed.

Note: if you see something you like, but a link is not provided, reach out to the **Point of Contact** (columns C & D).

6. Discover the Range of Topics Covered

Review the **Campaign Subjects** (column R), **Primary Audience** (columns T and U), and **Modes Affected** (column AC) to explore the variety of focus areas in the safety campaign landscape. This is especially helpful for understanding emerging trends or for identifying potentially underserved safety issues.

7. Build a General Understanding of Safety Campaigns

For those new to safety outreach, browsing the full database can provide a broad education on what campaigns look like, how they are structured, and the diverse methods used across communities.