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Introductions

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RS3

Traveler Safety Concerns

RS2

- Transportation agencies challenged to keep traveling public safe
- Despite implementing solutions and laws to improve safety, crash fatalities continue to hover around 350/year
- Alarming trends with vulnerable road users

15-20% Motorcycle Fatalities

+20% ATV/UTV Fatalities MF1

10% Pedestrian Fatalities

43% Belted in Fatal Crash

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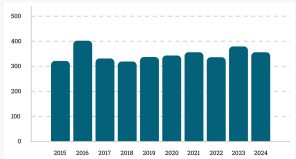
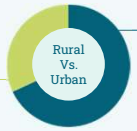
Iowa Crash Fatalities



32% Rural Deaths (elevated risk)



68% Urban Deaths

Slide 3

MF1 Add icon with stats and move to right window under fatalities graph (keep the bullets in the left window; just duplicate the information via infographic to the right). May need to shrink the fatalities graphic some (I could cut out the 0-200 range).
Forsberg, Mike, 2025-09-12T18:11:26.200

RS2 Did you know % - panels
Radil, Sara, 2025-09-16T21:58:00.125

RS2 0 option slide to hide
Radil, Sara, 2025-09-16T21:58:09.859

RS3 Urban vs rural stat here
Radil, Sara, 2025-09-16T22:02:03.028

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Goals & Objectives

- Improve safety through public awareness, behavior change and compliance
- Educational videos explaining the use and benefits of treatments or how to safely navigate situations
- Provide customizable materials toolkit to local entities to promote safety while maintain mobility

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Topic Selection

1. New transportation safety solutions in local communities and unfamiliar drivers
2. Addressing severe crash situations
3. Public questions/comments – social media review

- ✓ Pedestrian Hybrid Beacon
- ✓ Rectangular Rapid Flashing Beacon
- ✓ Roundabouts
- ✓ Reduced Conflict Intersections
- ✓ Move Over or Slow Down
- Roadway Departures (COMING SOON)
- Driving in Severe Weather (COMING SOON)

TRAVELER SAFETY SERIES

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Who Was Involved

- Public information/communication professionals
- Traffic safety planners
- Traffic engineers
- Former law enforcement officers
- Graphic designers and motion artists

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Process & Production

Planning & Development

- Topic selection – collaborative discussion
- Scriptwriting
- Storyboarding
- Animation
- Distribution

Video Style

- Fully animated, 2D vector with voiceover narration

Production Timeline

- 3-4 months from topic selection to distribution per video

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Campaign Commitment

"Reduced Conflict Intersections"

"Move Over or Slow Down"

March 2023 – "Pedestrian Hybrid Beacons" & "Rectangular Rapid Flashing Beacons"

June 2024

August 2024 – "Roundabouts"

January 2025

December 2025 – "Driving in Severe Weather" & "Roadway Departures"

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Public Rollout Strategy

- Local Department & Agency Partners
- DOT Website
  YouTube Playlist
- City & County Municipalities Toolkits
- Public Information Meetings
- Social Media Campaigns

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Lessons Learned & Next Steps

SUCCESS

CHALLENGES

STRATEGY

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Questions?

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