MEMO

DATE: July 23, 2004

TO: Transportation & Communications Committee

FROM: Naresh Amatya, Lead Regional Planner,
213-236-1885 ; amatya@scag.ca.gov

RE: Watch The Road Campaign

RECOMMENDED ACTION: Information Only.

SUMMARY:

Watch the Road is a major traffic safety campaign underway that is designed to reduce the bad behaviors of roadway users in Los Angeles County. The campaign was formally launched in May of this year and is expected to last about 18 months. The attached fact sheet provides the basic information relative to this program.

#101462 v1 - Watch The Road Memo to TCC

SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS

WATCH THE ROAD
OPERATION TRAFFIX

FACT SHEET

In the past five years, 3550 people tragically died on the roadways in Los Angeles County due to traffic crashes. Another 440,000 people sustained injuries. The aftermath of these crashes is heartrending; the cost to society is billions of dollars. Additionally, crashes contribute to millions of hours of unexpected traffic congestion.

Watch the Road is an education and awareness campaign designed to reduce the bad behaviors of roadway users in Los Angeles County that contribute to traffic crashes. The campaign targets drivers, pedestrians and bicyclists; its goals are to save lives, reduce injuries and relieve traffic congestion.

Operation Traffix

Operation Traffix is a collaboration of organizations that founded the **Watch the Road** Campaign. The collaboration is committed to increasing traffic safety and mobility in the Los Angeles region. Membership in the collaborative is open to all organizations – public, private and non-profit. The founding members of the collaborative include:

- Automobile Club of Southern California
- California Department of Transportation
- California Highway Patrol
- City of Los Angeles Department of Transportation
- County of Los Angeles Department of Public Works
- Greater Los Angeles New Car Dealers Association
- Los Angeles County Metropolitan Transportation Authority
- Southern California Association of Governments

Campaign strategies

- Make campaign brand synonymous with good road-user behavior
- Create and leverage broad community support for campaign
- Optimize effect of campaign messages
- Sustain campaign for at least 18 months
- Manage campaign to achieve desired results

Desired Results

- Heightened awareness for responsible driving, bicycling and walking
- Modified behavior of target audiences
- Reduced fatal and injury crash rates
- Less traffic congestion
- Continued Countywide collaboration to leverage resources and promote message

Target Audiences

Los Angeles County motorists, bicyclists and pedestrians

Top Ten Roadway User Bad Behaviors

- Driving too fast for conditions
- Aggressive driving
- Inattentive driving
- Driving under the influence
- Driving through red light
- Not yielding to pedestrian
- Bicycling on left side of road
- Bicycling through red light
- Walking without looking
- Walking outside crosswalk

Duration

The campaign will launch in mid-May 2004. It is anticipated to last for at least 18 months, to January 2006.

How to Get Involved

You can get more information about Operation Traffix, and the Watch the Road Campaign, by contacting the City of Los Angeles Department of Transportation at **(213) 580-5470**. Some ways to become involved include:

- Placement of campaign messages on billboards, magazines, newspapers, newsletters, public areas, television, and other communication outlets
- Distribution of campaign materials to community groups, schools, associations, customers and other stakeholders
- Underwriting the production and development of supplemental campaign material
- Sponsorship of campaign ads on the radio, television, and internet
- Host an awareness fundraiser
- Tax deductible contributions

Info on the Net

A copy of this Fact Sheet and other information can be downloaded from www.watchtheroad.org

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