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SALEM POLICE DEPARTMENT

JCOM 472: PUBLIC RELATIONS CAMPAIGN
SCHOOL OF JOURNALISM AND COMMUNICATION

Safe Streets, Safer Salem: Salem Police Department Traffic Safety Campaign

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Image credit: Salem Police Department



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This report represents original student work and recommendations prepared by students in the University of Oregon's Sustainable City Year Program for the Salem Police Department. Text and images contained in this report may not be used without permission from the University of Oregon.

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About SCI

The Sustainable Cities Institute (SCI) is an applied think tank focusing on sustainability and cities through applied research, teaching, and community partnerships. We work across disciplines that match the complexity of cities to address sustainability challenges, from regional planning to building design and from enhancing engagement of diverse communities to understanding the impacts on municipal budgets from disruptive technologies and many issues in between.

SCI focuses on sustainability-based research and teaching opportunities through two primary efforts:

1. Our Sustainable City Year Program (SCYP), a massively scaled university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals; and

2. Our Urbanism Next Center, which focuses on how autonomous vehicles, e-commerce, and the sharing economy will impact the form and function of cities.

In all cases, we share our expertise and experiences with scholars, policymakers, community leaders, and project partners. We further extend our impact via an annual Expert-in-Residence Program, SCI China visiting scholars program, study abroad course on redesigning cities for people on bicycle, and through our co-leadership of the Educational Partnerships for Innovation in Communities Network (EPIC-N), which is transferring SCYP to universities and communities across the globe. Our work connects student passion, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a yearlong partnership between SCI and a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches

to difficult, persistent problems. SCYP's primary value derives from collaborations that result in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

Community partnerships are possible in part due to support from U.S. Senators Ron Wyden and Jeff Merkley, as well as former Congressman Peter DeFazio, who secured federal funding for SCYP through Congressionally Directed Spending.

About Salem Police Department

The City of Salem is Oregon's capital city and the second largest with nearly 177,567 residents (2024). A diverse community, Salem has well established neighborhoods, a family-friendly ambiance, and a smalltown feel.



Image credit: Salem Police Department

Law enforcement was established in Salem in 1857, two years before Oregon was admitted into the union. Marshals on horseback served the residents of Salem before the city police department was established in 1889. In its 167-year history, the Salem Police Department has greatly expanded its professional services.

Today, the agency's three divisions comprise field operations, investigations,

and support with 196 budget authorized officers and 64 nonsworn staff operating round the clock.

The department's mission is to provide superior service to keep Salem safe while enhancing trust. In service of that mission, the department's ongoing strategic plan focuses its collective efforts on safety, trust, and excellence.

Course Participants

Eleanor Allen
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Course Description

JCOM 472: PUBLIC RELATIONS CAMPAIGN

Public Relations Campaign is the capstone course in the sequence of instruction offered in public relations. It provides students with an opportunity to apply the fundamentals of what they have learned over their course of study to actual client work and business problems. The course is designed to build professional experience and prepare students for the world after graduation.

Memorandum

To: Angie Henrick and Deputy Chief Treven Upkes, Salem Police Department

From: Salem PD SOJC PR Team

Date: June 11, 2025

Subject: Final Project

We hope this memo finds you well. As part of our capstone class, J 454, we have had the pleasure of working on a comprehensive communications campaign for the Salem Police Department (SPD). We are excited to present a summary of our campaign, including strategies, deliverables, and recommendations.

Campaign Overview

The overarching goal of our campaign was to enhance traffic safety in Salem by reducing distracted and impaired driving incidents. To achieve this goal, we developed three key strategies:

1. Raise public awareness through emotionally resonant messaging and educational outreach.
2. Increase community engagement and strengthen connections between residents and SPD.
3. Improve actual driver behavior through targeted messaging and community-driven tactics.

Campaign Deliverables

1. Situational analysis, including SWOT and stakeholder identification
2. Market research and audience profiling
3. Communication strategy and tactical plan
4. "One Text, One Story" video series mock-ups
5. Distracted driving AR filter and quiz challenge
6. Recognition Spotlight social media series
7. "A Walk for Every Life Lost" event plan and promotional materials
8. Sidewalk signs with community-generated designs
9. Brand guidelines and visual identity recommendations
10. Detailed timeline and budget overview
11. Performance evaluation and tracking plan

Next Steps

Building on the deliverables provided, we recommend SPD:

- Activate the social media strategies, including the “One Text, One Story” video series and the Distracted Driving AR Quiz Challenge.
- Coordinate and implement the “Walk for Every Life Lost,” fostering community participation and emotional resonance.
- Launch the sidewalk sign contest and strategically place signs in identified high-risk areas.
- Integrate the established brand guidelines across all SPD communication channels to ensure consistency.

Long-term Recommendations

Moving forward, we recommend that the Salem Police Department:

- Establish ongoing partnerships with Salem-Keizer Schools and local organizations for continuous engagement.
- Regularly evaluate and adapt communication strategies based on community feedback and engagement metrics.
- Continuously utilize emotional storytelling to reinforce safe driving behaviors.
- Seek further funding opportunities through ODOT and national safety grants.
- Consider hiring or designating a communications specialist to ensure sustained engagement and effective message dissemination.

We are confident that these strategies and deliverables will significantly contribute to SPD’s mission to enhance public safety, decrease traffic incidents, and build a culture of responsibility among Salem residents.

Thank you for this rewarding opportunity to collaborate on such an impactful initiative.

Best regards,

Karli, Bella, Eleanor, Sara, Ava, Addie, and Bryan

Briefing Overview

This campaign directly supports the Salem Police Department's mission to enhance public safety by tackling a critical and timely issue: the alarming rise in serious and fatal traffic accidents.

More than just a public information effort, this initiative is designed to shift behaviors and attitudes around impaired and distracted driving.

OUR OBJECTIVE

- 1. Raise Awareness** about the real dangers on Salem's roads.
- 2. Promote Responsible Driving** through relatable, emotionally resonant messaging.
- 3. Prevent Future Tragedies** by encouraging community-wide adoption of safer habits.

What sets this campaign apart is its community-first approach. Rather than merely enforcing traffic laws, we are

actively involving residents, from new teen drivers to parents, in creating a safer driving culture. We aim to make traffic safety a shared community value by sharing real stories and building local partnerships.

Ultimately, this campaign is not just about communication; it's about connection. When people feel personally invested, they're more likely to act. We can save lives by making Salem's roads safer for everyone.

Situational Analysis

BACKGROUND

The Salem Police Department (SPD) has a longstanding presence in Salem, Oregon. Over time, SPD has expanded its operational capacity and community engagement, establishing itself as a model for transparency and trust in modern policing. The department’s core mission is to deliver superior law

enforcement and public safety services while fostering community trust through transparency, preparedness, and compassion. SPD operates primarily through municipal funding, supplemented by targeted traffic-safety grants from the Oregon Department of Transportation for public service announcements.

Strengths:	Weaknesses:
<ul style="list-style-type: none"> ▪ Established Community Presence: SPD has a longstanding history of public service, with deep institutional knowledge and recognized leadership under Chief Womack. ▪ Dedicated Traffic Safety Team: Although small, SPD’s traffic team specializes in enforcement and education, including partnerships with ODOT and Salem Health. ▪ Recent Grant Funding: SPD secured a \$25,000 Bloomberg/ODOT grant for public education, enabling immediate campaign funding without additional city expenditure. ▪ Digital Footprint: Active on platforms like Facebook, Instagram, and Nextdoor, with existing engagement from the community, especially around public safety and crime news. ▪ In-House Production Capability: SPD has limited but useful internal media and studio resources for social content and video production. 	<ul style="list-style-type: none"> ▪ Severe Staffing and Budget Constraints: PR and outreach duties fall primarily on one staff member, limiting campaign scope and adaptability. Officer time is a sensitive resource. ▪ Negative Perceptions Post-2020: While community support remains, SPD faces public skepticism, especially on the use of time and resources for outreach vs. enforcement. ▪ Outdated Public Perception: Residents often view SPD as a “small town” department, despite growing urban challenges and a population near 200,000. ▪ Technology Restrictions: City policies restrict new social media platforms (e.g., TikTok), and engagement is sometimes limited by mandatory post policies or disabled comments.

TABLE 1
SWOT Analysis

Opportunities:	Threats:
<ul style="list-style-type: none"> ▪ Community-Generated Messaging: Tactics like Sidewalk Signs with a Mission offer visible, creative, and participatory methods for outreach and behavior change. ▪ Digital & Experiential Campaigns: Augmented reality (AR) filters, short videos, pledge campaigns, and contests resonate with young adults and can be low-cost but high-impact. ▪ Youth and School Engagement: Working with Safe Routes to School and the Salem-Keizer School District to reach youth and parents for pedestrian and traffic safety education. ▪ Strategic Partnerships: Collaborations with ODOT, NHTSA, Safe Routes, and local health organizations can amplify SPD’s message with credibility and shared resources. ▪ Data-Driven Targeting: SPD can leverage internal crash data to identify hotspots and tailor messaging to high-risk zones, enhancing credibility and effectiveness. 	<ul style="list-style-type: none"> ▪ Distracted and Impaired Driving Trends: With 22 fatalities in 2024 alone, including 48% due to impairment, behavioral change is urgent yet difficult to accomplish quickly. ▪ Competing Narratives: National and local distrust of policing institutions, fueled by broader sociopolitical events, may undermine campaign messages, even safety-focused ones. ▪ Digital Fatigue and Misinformation: Overload from social content and misinformation campaigns (or lack of trust in police messaging) can reduce campaign effectiveness. ▪ Infrastructure Challenges: Areas like NE Salem suffer from sidewalk scarcity and poor pedestrian infrastructure, compounding risks for vulnerable populations. ▪ Perception of Misallocated Resources: Some community members view engagement events or creative PR as “non-essential” uses of officer time, creating PR backlash.

INDUSTRY OVERVIEW & STATISTICS

The Salem Police Department (SPD) is facing a rise in severe and fatal traffic accidents, with many linked to impaired and distracted driving. In 2023, Salem saw 15 fatal incidents, nearly half involving drugs or alcohol. With limited staff and

budget, SPD struggles to reach high-risk groups, those behind the wheel, primarily ages 18-35, effectively. They seek strategic, low-cost communication solutions to improve public safety and engagement.

<ul style="list-style-type: none"> ▪ Global Road Safety Market Size: 2023: \$3.73 billion; 2030 (projected): \$11.7 billion ▪ In 2021, there were 42,939 deaths (the highest since 2005). ▪ Oregon had 1.37 deaths per 100M vehicles (top 25% nationally). ▪ Safe System Approach: Human error is inevitable; design systems to prevent fatal consequences. This is emphasized in the U.S. National Roadway Safety Strategy. ▪ There is a lack of standardization, resulting in variability in traffic safety regulations across states and countries, which complicates the development of a cohesive system. ▪ There is poor infrastructure, including inadequate signage, unclear lane markings, and aging roadways, which hinders safety improvements, particularly in lower-income regions. 	<ul style="list-style-type: none"> ▪ Growth of devices, 5G devices, 5G connectivity, vehicle-to-vehicle communication, and advanced driver assistance systems. ▪ Automated speed enforcement and automatic number plate recognition systems are gaining traction. ▪ Increased reliance on crash and demographic data to guide investments and interventions ▪ Real-time reporting and transparency campaigns (e.g., Bogota’s corridor crash tracking). ▪ Policies are increasingly prioritized for the safety of pedestrians, cyclists, and motorcyclists. ▪ High costs with advanced technologies, with a significant upfront investment.
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TABLE 2
Metrics surrounding impaired driving

CORE INSIGHTS

The Salem Police Department generates a significantly higher community response on Facebook posts related to criminal behaviors, such as theft (1,200 interactions) and possession (739 interactions), compared to the promotion of crosswalk safety tips (49 interactions) and reports of pedestrians hit by a vehicle, resulting in one death and one hospitalization (132 interactions).

White residents (77%) are more satisfied than people of color (54%). Residents aged 55 and above (83%) are more confident than those aged 35-54 (76%) and 18-34 (55%). Residents who have lived in Salem for 11+ years (77%) are more satisfied than those who have lived in the city for 0-5 years (57%) or 6-10 years (51%)

TABLE 3
Satisfaction rates for Salem police and fire, ambulance, and 911 services.

Response Category n=400	Very Satisfied	Somewhat satisfied	Not too satisfied	Not at all satisfied	Do not know
Police	40%	32%	14%	8%	6%
Fire, Ambulance, and 911 Services	58%	29%	3%	2%	7%

STAKEHOLDERS

1. Salem Residents

Community members directly affected by SPD’s traffic safety efforts; their behaviors and support are essential for campaign success.

2. Local Government Officials (City Council, Mayor’s Office)

Oversee SPD operations, approve funding, and support public safety policy implementation.

3. Commuters and Workers in Salem

Regular road users are impacted by distracted and impaired driving risks, the target audience for safety messaging and engagement.

4. SPD Public Information Officer (Angie Hedrick)

Leads SPD’s public communications, social media content, and campaign coordination with limited staffing capacity.

5. Deputy Chief Treven Upkes & SPD Leadership

Guide campaign alignment with SPD’s mission and strategic plan; approve partnerships, content direction, and resource use.

TARGET AUDIENCE

Our campaign targets young adult drivers ages 18–35, primarily focusing on individuals in the Northeast and Downtown Salem areas identified as high-risk zones for distracted and impaired driving. This demographic includes new and experienced drivers likely to engage in risky behaviors behind the

wheel, especially during evening and weekend hours. Secondary audiences include families, local commuters, and community members impacted by traffic safety concerns, all of whom play a role in reinforcing safe driving behaviors through peer influence and community engagement.

City	Strategies	Results
Arlington, Texas	Safe Roads Initiative; Safe Streets Action plan; heavy use of social media for community engagement	Goal of zero fatalities by 2050; 70% of fatal crashes occur on 6% of streets
Eugene, Oregon	Vision Zero strategy: Be Safe, Be Seen Campaign	Community-focused education, increased pedestrian and cyclist visibility
Los Angeles, California	Traffic Enforcement Alternatives Study promoting unarmed enforcement	Shift toward civilian-led enforcement, focus on racial equality
Bogota, Colombia	Speed management through corridor-specific interventions, speed reductions, and real-time public updates	21% reduction in traffic deaths; increase in public trust

TABLE 4
Competitive Analysis

STRATEGIC PARTNERSHIPS

Our campaign relies on meaningful, local, and mission-aligned partnerships to expand reach, increase credibility, and drive implementation. These partners contribute technical expertise, access to key audiences, or on-the-ground support that Salem PD would be challenged to achieve alone.

Oregon Department of Transportation (ODOT)

- As a primary funder of SPD's \$25,000 public education grant, ODOT is a central partner in enabling campaign execution. They also support data-sharing, infrastructure planning, and school-focused safety programs through Safe Routes to School.
- **Role:** Funding, safety data provider, educational alignment, and co-branded visibility on materials.

National Highway Traffic Safety Administration (NHTSA)

- NHTSA provides toolkits, messaging frameworks, and statistical resources specific to impaired and distracted driving. Their campaigns (e.g., "Drive Sober or Get Pulled Over") can be adapted for local distribution and messaging consistency.
- **Role:** Source for campaign-ready assets (videos, slogans, visuals), credibility anchor, and alignment with national standards.

Salem Fire Department

- As a respected public safety organization with deep community ties, the Fire Department enhances campaign visibility and legitimacy, especially during events like the Walk for Every Life Lost. Their firsthand experience responding to traffic accidents adds gravity to public safety messaging.
- **Role:** Event collaboration, outreach support, and media availability for campaign storytelling.

Oregon Driver Education Center (ODEC)

- ODEC trains hundreds of young drivers annually in Salem. Integrating campaign messages into their curriculum or physical space extends our reach to the 18–25 age group—a key high-risk demographic.
- **Role:** Message distribution to new drivers, event participation, and possibly incorporating campaign videos or pledges into student materials.

Salem-Keizer Public Schools

- Through Safe Routes to School, Salem-Keizer can connect our campaign to youth and families. Schools serve as anchor institutions for the sidewalk sign design contest and broader education initiatives.
- **Role:** Contest facilitation, family engagement, and outreach channels for safety messaging.

Neighborhood Associations

- Seventeen active associations in Salem serve as trusted messengers and liaisons to residents. They assist with survey distribution, sign installation coordination, and promote events such as the safety walk.
- **Role:** Community outreach, physical campaign implementation, and local feedback loop.

Vision Zero (Portland)

- While Portland's Vision Zero project is city-specific, it serves as a strong precedent and inspiration for strategy. Their creative signage, cross-sector partnerships, and emphasis on behavior change offer a roadmap for campaign sustainability.
- **Role:** Strategic model, creative inspiration, and potential for future alignment should Salem adopt its own Vision Zero framework.³

Research Methods

FOCUS

To develop a strategy grounded in local realities, we used primary and secondary research methods to evaluate traffic safety concerns in Salem and identify effective communication tactics. Our research helped define our audience, messaging tone, and outreach approach.

PRIMARY RESEARCH

Community Survey:

We created and distributed a nine-question survey to Salem residents via the Nextdoor platform. The survey assessed attitudes on driving behaviors, perceptions of SPD, and preferred communication formats.

Client briefs & Interviews:

Our team conducted multiple interviews with SPD leadership, including Public Information Officer Angie Hedrick and Deputy Chief Treven Upkes. These briefings informed our understanding of internal capacity, tone considerations, existing communication gaps, and strategic goals.

Field Observation & Briefing Visit:

We visited SPD facilities and engaged with the Traffic Team to understand operational challenges, gather storytelling ideas, and verify high-risk pedestrian and traffic zones.

SECONDARY RESEARCH

Social Media Content Audit:

We analyzed engagement trends across SPD's platforms. Posts involving criminal enforcement received significantly higher engagement than traffic safety messages, revealing opportunities for improved storytelling and emotional appeal.

Traffic & Safety Data Analysis:

Using data from ODOT, the National Roadway Safety Strategy, and Salem Reporter, we evaluated local crash trends and identified strategic alignments with national safety benchmarks.

Comparative Case Studies:

We reviewed public safety campaigns from cities like Arlington, TX, and Eugene, OR, which successfully used community engagement and emotional messaging to drive behavioral change.

Final - PR Strategy

FOCUS

Our strategy focuses on creating messages that emotionally connect with residents and reinforce the idea that traffic safety is a shared responsibility. We aim to reduce distracted driving by combining educational outreach, creative messaging, and community events to empower residents to take action. By linking safety to personal and collective well-being, we're not just raising awareness; we are building a culture of care and accountability across Salem.

GOALS & OBJECTIVES

1. Raise Public Awareness

Our primary goal is to raise public awareness around the dangers of distracted driving by focusing on education and visibility. Specifically, we aim to educate 10,000 Salem drivers by the end of November. This will be achieved through a combination of strategic tactics, including city-wide yard signs, targeted social media content, local partnerships, and emotionally impactful community events. The goal is not just to inform, but to create a lasting emotional connection that motivates behavior change. Success will be measured through key performance indicators (KPI) such as website traffic, attendance at events, and the total number of educational materials distributed throughout the city.

2. Increase Community Engagement

This goal is centered on building trust and strengthening the connection between Salem residents and the Salem Police Department. We aim to increase community engagement with the department's traffic safety initiatives by 25% over the next six months. When people feel more connected to their local police, they're more likely to get involved, spread awareness, and actively participate in promoting safer roads. To track our progress, we'll use May 2025 as our baseline and monitor engagement from June through November using metrics like social media interactions, newsletter subscriptions, and turnout at events. The ultimate goal is to turn passive audiences into active, invested community members who champion traffic safety.

3. Improve Driver Behavior

While raising awareness is important, this goal focuses on creating real behavior change behind the wheel. We're aiming for a 10–15% reduction in distracted and impaired driving incidents in Salem between June and November. This will be assessed using local crash data and police reports from this year compared to the same period next year. To achieve this, we'll lean on education, community engagement, and encouraging messages, not just enforcement. Even small improvements in driver behavior can lead to big wins for road safety.

KEY MESSAGES

These are the key messages that are the heart of our campaign. They're what we want people to remember long after they've seen a sign or scrolled past a post.

1. Together, we can help prevent distracted driving.

This is about building a sense of community responsibility. It reminds people that this issue affects all of us, and the solution starts with each of us working together.

2. Your choices behind the wheel impact more than just you.

This message hits the emotional appeal. We want drivers to think about who is in the car with them, pedestrians, and the families in the cars next to them. A moment of distraction can change someone else's life forever, and we want Salem drivers to remember that.

3. Every safe drive saves a life.

This final key message is simple and to the point. Driving safely isn't just a personal win; it's a ripple effect that helps protect everyone on the road.

Tactic 1: “Eyes Up, Salem” & Community Engagement Initiative

This Public Relations plan outlines a strategic approach to promote community safety, specifically focusing on distracted driving awareness (“Eyes Up, Salem” campaign) and fostering positive community-police relations through recognition and storytelling (“Recognition Spotlight” & “One Text, One Story” series). Leveraging both traditional media and digital communication assets, this plan aims to enhance public safety, encourage responsible behavior, and highlight the Salem Police Department’s commitment to the community.

SOCIAL MEDIA INITIATIVES

Social Media Idea #1: “One Text, One Story” Series

Objective

Humanize the statistics around distracted driving by sharing authentic, local stories that emotionally resonate with viewers and motivate behavior change.

Overview

This weekly video series will feature real Salem residents impacted by distracted driving: nurses, first responders, teen drivers, teachers, crash survivors, or family members of victims. The videos will be short (30–60 seconds), vertical, and optimized for social media platforms like Instagram, Facebook, and TikTok. Each clip centers around a personal narrative, putting a face and voice to the often-abstract danger of distracted driving.

Tone & Style

Authentic, raw, and emotional. This is not a polished PSA; it’s real people talking

honestly about real loss, fear, or lessons learned. Visuals can be shot on a phone, with natural lighting and subtitles to maximize accessibility and reach.

Example

“One text. That’s all it took to change everything. My sister never made it to her graduation.”

Implementation Details

- **Production Tools:** SPD’s mobile devices; editing with CapCut, Canva Video, or iMovie.
- **Subtitles:** Created using free tools like Veed.io or YouTube autocaptioning.
- **Story Sourcing:** Work with schools, hospitals, youth groups, and community organizations to identify storytellers. Encourage public submissions via social media or email.
- **Publishing Schedule:** One story per week for two months (total ~8 videos).
- **Promotion:** Organic posts on SPD’s platforms, cross-shared by community partners.
- **Measurement of Success:** Video views, shares, comments, and story submissions will be tracked monthly. A mid-campaign survey may assess changes in community sentiment.

Value

This tactic elevates local voices and reframes the distracted driving issue as one that affects everyone, not just reckless drivers. It builds community ownership and aligns with Salem PD’s emphasis on legitimacy and emotional resonance.

Social Media Idea #2: Distracted Driving Simulations

Objective

To educate youth and young adult drivers on the dangers of distracted driving through an interactive, immersive, and gamified Augmented Reality (AR) experience on Instagram, Facebook, and TikTok.

Overview

An Instagram AR filter simulates distracted driving through an engaging, firstperson visual. As users “drive” on a simulated Salem street, pop-ups like fake text messages, sound effects, or blur effects interrupt their screen, demonstrating how dangerous even short distractions can be. After the filter runs, users are linked to a short quiz that reinforces what they’ve learned in a playful, interactive format.

Tone & Style

Educational, gamified, and visually engaging. Think “fun but serious” — designed to draw people in with novelty but leave them thinking about their real-life behavior.

Examples

- “True or False: You can legally hold your phone while stopped at a red light.”
- “How many distracted driving crashes occurred in Salem last month?”
- “How far do you travel blind when distracted for 5 seconds at 55 mph?”

Gamification & Rewards

- Quiz scores generate a digital badge (e.g., “Safety Star” or “Distraction Rookie”).
- Participants are encouraged to post their results to their Stories.
- Top scorers can be featured on SPD’s pages as weekly “Challenge Champs.”

Implementation Details

- **Filter Creation:** Partner with a local media/design student or class (e.g., Chemeketa CC or Willamette University) to develop the AR filter in Meta Spark Studio (free).
- **Quiz Platform:** Google Forms or Typeform (free tier).
- **Promotion Channels:** Instagram, Facebook, QR codes on sidewalk signs, schools, and via local influencers or student leaders.
- **Publishing Schedule:** Launch in August with promotion and re-shares throughout the campaign for 2 months.
- **Measurement of Success:** Number of filter uses, quiz completions, Story tags, and participant shoutouts.

Value

This tactic brings cutting-edge tools into public safety education. It positions SPD as youth-aware, creative, and community-driven. It’s also inherently shareable, extending campaign reach beyond followers to peer networks.

Social Media Idea #3: Recognition

Spotlight Series

Objective

Reinforce positive behavior by celebrating residents who demonstrate safe, proactive driving choices. This series focuses on community trust, social reward, and peer modeling.

Overview

Each week, SPD will highlight one local “Safe Driver,” someone spotted or nominated for practicing responsible behavior behind the wheel. Examples include pulling over to use a phone, yielding for pedestrians, or encouraging safe habits among peers. These social media spotlights flip the script from enforcement to encouragement.

Tone & Style

Uplifting, encouraging, community-oriented. Each post includes a photo (if permitted) or a stylized graphic with a short caption and a “#EyesUpSalem” badge.

Example

- “Shout-out to Ana M. for pulling over instead of texting behind the wheel. Small choice, big impact. #ItStartsWithUs #SafeDriverSalem”

Implementation Details:

- **Nominations:** Community members and SPD officers submit via a simple Google Form (name, action, reason).
- **Creative Assets:** Canva templates are designed upfront for reuse each week.
- **Incentives:** SPD will partner with local businesses (e.g., coffee shops, bookstores, pizza places) to provide small rewards in exchange for tagged shoutouts — win-win for business visibility and community engagement.
- **Publishing Schedule:** One post per week starting in October (total ~8 recognitions).
- **Promotion:** Shared by SPD, nominated individuals, and business partners.
- **Measurement of Success:** Engagement metrics (likes, shares, comments), number of nominations received, and growth in safe driving pledge participation.

Value

This tactic builds goodwill and nurtures a sense of shared responsibility. Instead of only focusing on what not to do, this campaign shows what positive action looks like and celebrates it. It humanizes enforcement by connecting it to community pride and positive reinforcement.

Tactic 2: A Walk for Every Life Lost

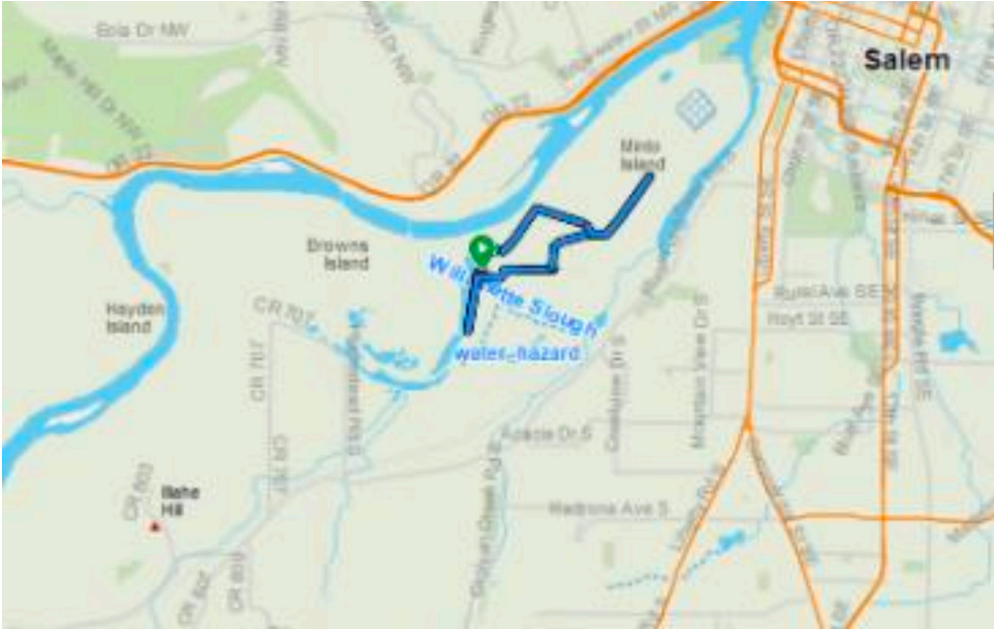
To support our campaign's focus on empathy and prevention, we're organizing a "Walk for Safety" during National Safety Awareness Month in August. The goal is to raise awareness about distracted and impaired driving while bringing the Salem community together powerfully and emotionally.

This is more than just a walk. It's a symbol. Every step represents a life lost or forever changed because of reckless driving. It's a chance for the community to come together, reflect, and stand for something that affects all of us.

We're partnering with trusted local organizations like Salem-Keizer Public Schools, the Salem Fire Department, and the Oregon Driver Education Center. These partners help us reach families and young people who are often most impacted.

The walk will take place at Minto-Brown Island Park and will include food trucks and live music to create a warm, welcoming atmosphere. Below is the route mapped out:

FIG. 1
Proposed route



Along the walk route, we'll have large images and short bios of local victims of traffic violence. These tributes remind people why this matters. It gives a face to the numbers and helps participants connect on a deeper, emotional level.

We'll pitch this to local media as a heartfelt story, not just an event. Reporters will have the chance to speak with people who've been directly affected, parents, teens, and first responders, whose stories make the message stick.

Leading up to the event, we'll promote it with storytelling. You'll post short videos and quote graphics on Facebook, Instagram, and Nextdoor, using real voices from the community. That emotional connection will help build interest and turnout.

We also created a flyer to promote the event. It frames the walk as a family-friendly way to kick off National Safety Awareness Month. The tagline "Drive Safe. Walk Together." Reflects the message of unity between drivers and pedestrians.

This tactic brings people together. It turns grief into action and shows that change can start with one step.

COMMUNICATION ASSETS FOR "A WALK FOR EVERY LIFE LOST"

We created a set of mock communication assets that support the tone and goals of our campaign. These materials are designed to educate, engage, and emotionally connect with our target audience, especially families, teens, and community members who have been impacted by traffic-related tragedies.

The centerpiece of this set is a flyer promoting the Walk for Safety at Minto-Brown Island Park. The design is clean, friendly, and community-focused.

It highlights key event details like time, location, and purpose, but also emphasizes the heart behind the walk. The tagline Drive Safe. Walk Together. Runs across the top and bottom of the flyer to make sure the message sticks. It's meant to represent unity, shared responsibility, and the partnership between drivers and pedestrians.

The imagery includes diverse families, young people, and symbolic visuals like walking shoes and candles to help set a tone that's warm, inclusive, and reflective. There's also a section that briefly explains the meaning behind the walk—each step taken honors a life lost or changed due to reckless driving. That added context helps the flyer stand out from a typical event poster.

We also included ideas for social media content like short testimonial quotes from residents, Instagram story graphics, and Facebook event banners. These assets keep the same emotional tone and storytelling approach. For example, one graphic might feature a parent saying, "I walk for my son," paired with a photo of sneakers tied with a ribbon. Another might show a group of teens with the caption, "We walk for a safer tomorrow."

All of the mock materials work together to build awareness and create a strong emotional pull. Whether someone sees the flyer at a local library or the quote graphic on Instagram, the message is clear: this isn't just an event, it's a community statement.

BRAND GUIDELINES & TONE

The brand guidelines for this campaign emphasize a consistent tone and visual identity to effectively communicate important safety messages while fostering trust and community engagement. The overall tone will remain serious, positive,

and engaging. A serious tone will be used when addressing the gravity of distracted driving and its potential consequences, ensuring the message is taken with the importance it deserves. A positive tone will highlight community successes, recognize police efforts, and showcase proactive safety measures, helping to build morale and reinforce constructive behavior. To capture attention and encourage involvement, an engaging tone will be used through interactive content, compelling storytelling, and approachable language that invites participation and understanding.

Visually, the campaign will utilize a cohesive color palette to reinforce its messages and enhance brand recognition. Blue will be the primary color, symbolizing trust, stability, and authority—values central to law enforcement communication. Dark grey or charcoal will serve as a strong, professional foundation that conveys reliability and seriousness. Gold or yellow will be used strategically to signal caution, boost visibility, and convey a sense of optimism and attention. These colors, as outlined in the communication assets mockup, will be applied consistently across all materials, including yard signs, digital graphics, and video series branding, to ensure visual harmony and immediate recognition by the public.

Tactic 3: Sidewalk Signs with a Mission

DESCRIPTION

“Sidewalk Signs with a Mission” is a community-focused initiative designed to increase visibility and emotional connection around pedestrian and driver safety. This tactic uses bold, community-designed signage placed in high-risk areas, particularly where traffic enforcement is limited. Its purpose is to strengthen SPD’s engagement with trusted organizations and institutions across Salem, while fostering public participation through a design contest that builds awareness and ownership. By blending new and existing outreach methods, the tactic aligns with our campaign strategy, supports Salem PD’s strategic priorities, and reinforces the department’s commitment to community involvement and traffic safety.

OBJECTIVE

To reduce distracted and impaired driving by enhancing public awareness through grassroots-level eye-catching visual reminders in crash-prone neighborhoods, near schools, parks, and intersections.

POTENTIAL PARTNERSHIPS

Partnerships are essential to maximizing reach, legitimacy, and community alignment of this tactic.

Neighborhood Associations (Sign Placement)

These groups have local insight and trust within their neighborhoods, making them ideal partners for identifying high-impact sign locations and volunteer support.

Safe Routes to School (Youth Engagement)

This program already connects with students and families around traffic safety, making it a natural fit for promoting awareness and using youth for campaign messaging.

Salem-Keizer Public Schools (Design Contest)

The school district offers access to a large, diverse group of students. Involving them through a sign design contest ownership, civic learning, and creative participation.

ODOT/Bloomberg (Grant Support)

Both organizations are existing providers of public safety education. Their support ensures financial alignment with broader safety goals.

Salem Fire Department (Event and Public Safety Collaboration)

As first responders, their presence adds credibility and emotional weight. Their involvement in events or promotions can draw attention and reinforce the campaign.

ODEC (Student Audience and Promotional Channels)

The Oregon Driver Education Center connects directly with young drivers, which are a key high-risk demographic, making it a valuable outlet for campaign materials and contests.

IMPLEMENTATION

This step-by-step process emphasizes accessibility, visual impact, and shared ownership.

Host a community-wide design contest targeting students and families

Engaging residents through a contest encourages creative expression and allows community members to shape the campaign's voice. Promoting the contest across all communication channels ensures diverse participation.

Select 5–7 winning designs based on clarity, emotion, and safety messaging

These criteria ensure that final signs are effective, impactful, and resonate with the public while staying on-brand with SPD's messaging goals.

Produce 400–600 weatherproof yard signs with grant funding

The quantity ensures wide visibility across Salem, especially in crash-prone areas. Durable materials ensure the tactic has lasting public presence.

Install signs in partnership with neighborhood volunteers, schools, and SPD's Traffic Team

This collaborative approach reduces labor costs, deepens community buy-in, and strengthens SPD's legitimacy as a team player in public safety.

MEDIA AND MESSAGING

These messages and channels were selected to maximize emotional appeal, clarity, and reach. Which can be related to the social media initiative mentioned in the previous tactic.

Sample messages: "Eyes Up, Salem," "Drive Like Your Kids Live Here," "Slow Down We Walk Here"

Short, emotional slogans that personalize the impact of traffic behavior and invite reflection and action.

Visuals designed to be bold, culturally relevant, and youth-influenced:

These design elements make the signs eye-catching and relatable, particularly to younger drivers and families.

Messaging shared through Instagram, Facebook, and the City of Salem newsletters

These channels have proven reach in Salem and are well-suited for both visual and community-oriented content.

OUTCOMES OBJECTIVES

These goals align with Salem PD's strategic priorities and provide measurable benchmarks for success.

Increase community engagement and awareness in targeted zones:

By embedding signs in familiar places, the tactic fosters repeated exposure and neighborhood-level discussion.

Promote a shared culture of road responsibility and vigilance:

The public co-creation and local placement model signals that traffic safety is everyone's job, not just law enforcement's.

Support SPD's goal of reducing traffic fatalities by 5% by year-end 2025:

This is a concrete benchmark tied to SPD's broader traffic safety initiatives and grant accountability.

Reinforce SPD's legitimacy through proactive, community-rooted initiatives:

This tactic positions SPD as a collaborative, prevention-focused agency committed to visibility and transparency.

COMMUNICATION ASSETS

Assets are designed for consistency, visibility, and adaptability across formats and audiences.

Promotional flyers and posters for schools and community centers:

Used to promote the design contest and campaign, placed in high-traffic, trusted community spaces.

Social media content: installation videos, student spotlight posts, and PSA graphics:

These elements allow for digital engagement and create opportunities for user-generated content.

Press release and local news pitch promoting the sign campaign kickoff and contest winners:

Secures earned media coverage, validates the effort publicly, and increases reach through trusted news channels.

MEDIA LIST

This media list outlines potential outlets for press coverage as part of the campaign's earned media strategy. It focuses on leveraging local and regional news platforms connected to Salem PD and its residents. These outlets offer a valuable channel for spreading the campaign's message to those who live in, travel through, or interact with the city of Salem. The list provides a detailed overview of how the "Sidewalk Signs with a Mission" initiative could be featured through traditional media, allowing SPD to engage reporters, secure coverage, and increase public awareness around traffic safety, particularly concerning distracted and impaired driving.

Local News Outlets & Reporters

1. Salem Reporter

- Website: salemreporter.com
- Reporter Suggestion: Ardeshir T. Withycombe – covers city government, traffic safety, and public health
- Why Contact: Previously reported on traffic fatalities and SPD's traffic initiatives.

2. Statesman Journal (USA Today Network)

- Website: statesmanjournal.com
- Reporter Suggestion: Whitney M. Woodworth – covers breaking news, city issues, public safety
- Why Contact: Established platform and strong reach in the Salem metro area.

3. Keizertimes

- Website: keizertimes.com
- Editor Contact: Lyndon Zaitz – Publisher/Editor
- Why Contact: Strong community interest and local focus; ideal for positive policing and school partnerships.

Broadcast & Radio Media

4. KATU News (ABC affiliate, Portland)

- Website: katu.com
- Why Contact: Covers broader regional stories; may cover Salem's innovative public safety campaigns with human interest elements.

5. KGW 8 (NBC affiliate)

- Website: kgw.com
- Reporter Suggestion: Pat Dooris – investigative and safety stories
- Why Contact: Potential for earned media if pitched as a community empowerment and pedestrian safety solution.

6. KMUZ Community Radio (88.5 FM / 100.7 FM)

- Website: kmuz.org
- Why Contact: Community radio with local talk shows; great platform for interviews and awareness-building with a Salem audience.

VISUAL EXAMPLES



FIG. 2
Sample signs and color scheme

Conclusion

This final campaign plan represents an evolution from our original research report. We shifted from generalized outreach recommendations to tactical, creative interventions grounded in both

data and community participation. With a realistic budget, strong partnerships, and clear KPIs, our campaign offers Salem PD a blueprint for impactful, equity-focused traffic safety engagement.

Measurement and Evaluation

OVERVIEW

To assess the campaign's impact and ensure accountability, we will use a combination of existing data tools and newly introduced digital methods. These tools will allow us to track both qualitative and quantitative indicators aligned with our core goals: raising awareness, increasing engagement, and improving driver behavior.

1. EXISTING EVALUATION TOOLS

These are currently available to SPD or through city-wide resources:

Satisfaction Surveys

Annual or semi-annual city satisfaction surveys will provide insight into public perception of SPD and traffic safety initiatives.

Media Reporting & Coverage

Local media mentions, earned news stories, and press coverage will serve as indicators of public visibility and narrative framing around the campaign.

Media Analytics

Internal tracking of media impressions and mentions across digital and broadcast channels to evaluate reach and coverage tone.

2. NEW MEASUREMENT METHODS INTRODUCED BY THE CAMPAIGN

To enhance the campaign's digital footprint and real-time tracking, we're implementing the following:

Social Media Tracking & Strategy

We will use Instagram, Facebook, and Nextdoor analytics to monitor likes, shares, reach, story views, and hashtag usage (#EyesUpSalem). This will gauge audience engagement with content such as student spotlight videos, installation highlights, and PSAs.

QR Code Survey Respondents

QR codes placed on sidewalk signs and promotional materials will link to a short feedback survey and safety pledge page. Respondent numbers and page views will help measure message retention and interaction rates.

3. KEY METRICS FOR CAMPAIGN SUCCESS

These metrics will be tracked during and after the campaign period (June–November 2025):

Awareness & Reach

Impressions

Total number of views across social media posts, flyers, digital press, and email newsletters.

Media Mentions & Stories

Quantity and quality of local press coverage across outlets such as Salem Reporter and Statesman Journal.

Engagement

Public Participation

- Number of sign design contest entries
- Attendance at community events or sign launches

- Social media engagements (likes, shares, comments, hashtag mentions)

QR Code Scans & Survey Responses:

- Total unique scans of campaign-linked QR codes
- Number of survey completions or safety pledge sign-ups

Behavioral Indicators

Citation Comparison

Compare distracted and impaired driving citations from June–November 2025 with the same period in 2024 to assess behavioral trends.

SPD Officer Feedback

Qualitative observations from the Traffic Safety Team on behavior changes in targeted zones.

Timeline

Duration: June - November

Primary Goal: Reduce distracted driving by building awareness, trust, and community-driven behavior change.

Core themes: Emotional storytelling, interactive education, and public recognition.

JUNE: KICKOFF & AWARENESS

- **Campaign launch:** Officially roll out the “Safe Streets, Safer Salem” initiative on SPD’s social media platforms.
- **Tactic 1 Begins:** Start the “One Text, One Story” weekly video series to showcase real Salem residents’ stories of distracted driving consequences.
- **Community Call-to-Action:**
 - > Promote pledge submissions: “Eyes Up Salem” driving safety commitment.
 - > Invite the public to submit story nominations via social, email, or web form.
- **Begin Planning the Walk:**
 - > Meet with initial partners (Salem-Keizer Schools, Salem Fire Dept., ODEC).
 - > Confirm date, location (Minto-Brown Island Park), and logistics for “A Walk for Every Life Lost.”

- **Sidewalk Sign Prep Begins:**

- > Begin conversations with neighborhood associations and Safe Routes to School about location targeting.
- > Identify funding opportunities and confirm alignment with existing ODOT/Bloomberg grants.

Communications Assets:

- Launch video introducing the campaign
- Branded pledge graphics and story submission promos
- Teasers for the upcoming walk and sign project

JULY: COMMUNITY VOICE & PREPARATION

- **Continue Tactic 1:** Release a new “One Text, One Story” video every week.
- **Walk Preparation:**
 - > Finalize event permits, volunteer assignments, route map, and partnerships.
 - > Begin media outreach with a walk angle: personal stories + safety action.
- **Business & School Partner Outreach:**
 - > Engage small businesses for gift card donations for the recognition series.
 - > Begin connecting with school leaders to plan the sidewalk sign design contest launches in September.

- **Signage Prep:**
 - > Develop sample sign templates in English/Spanish using existing communications tools.
 - > Gather neighborhood feedback on where signs would have the most impact.

Communications Assets:

- Short teaser videos/interviews promoting the walk
- Countdown and invite graphics
- Recognition program nomination form launch

AUGUST: ACTION & VISIBILITY

- **Host the Walk for Every Life Lost**
 - > Leverage storytelling and local media to generate earned coverage.
 - > Collect testimonials and visuals for social and recap use.

- **Tactic 2 Launch:** Distracted Driving Simulator AR Filter + Quiz Challenge goes live on Instagram and TikTok.
 - > Promote via QR codes at events, schools, and business storefronts.

- **Tactic 3 Soft Launch:** Begin recognizing residents through the “Caught Doing the Right Thing” series.
 - > Use Canva templates and pre-submitted nominations.

- **Sustain Core Content:** Continue weekly video stories and community reposts.

Communications Assets:

- Walk recap videos and community thank-yous
- AR filter use/tutorial post
- Social story stickers for quiz participants
- Recognition posts and business partner shoutouts

SEPTEMBER: EDUCATION MEETS IMPACT

- **Sidewalk Sign Design Contest Launch:**
 - > Coordinate with local schools and youth orgs.
 - > Collect student submissions with support from teachers and community liaisons.
 - > Promote contest citywide with emphasis on emotional connection and civic pride.

- **QR Code Campaign Goes Live:**
 - > Signs link to a landing page with safety tips, pledge links, and campaign videos.

- **Recap from August Initiatives:**
 - > Highlight AR Filter usage stats, quiz winners, and walk impact numbers.
 - > Feature quotes from walk participants and young drivers who took the quiz.

Communications Assets:

- Infographics showing AR Filter and quiz participation
- Social media prompts encouraging sidewalk sign voting
- Campaign-branded PSA using studio assets

OCTOBER: CELEBRATION & REINFORCEMENT

- **Sidewalk Sign Contest Winners Announced:**
 - > Create short feature videos of student designers.
 - > Coordinate citywide installation in high-traffic zones.
 - > Launch media outreach around installation and winning stories.
- **Recognition Series Spotlight:**
 - > Increase frequency to 2 posts per week to maintain visibility.
 - > Start including video testimonials from recognized drivers.
- **Mid-Campaign Impact Report:**
 - > Share progress stats — number of pledges, video views, filter plays, quiz completions.
 - > Use these stats to reinforce success and encourage continued participation.

Communications Assets:

- Winner highlight videos and installation day content
- “Did You Know?” campaign data graphics
- Press release and news coverage coordination

NOVEMBER: WRAP UP & MOMENTUM

- **Campaign Recap Video:**
 - > A 2-minute highlight reel featuring SPD officers, community members, student leaders, and business partners.
 - > Shows video story impact, filter use stats, sign installations, and recognition moments.
- **Final Impact Report – Compile key KPIs:**
 - > Number of community pledges
 - > “One Text, One Story” video views
 - > Quiz completions and AR filter uses
 - > Recognition, nominations, and posts
 - > Walk participation
 - > Crash or behavior metrics, if available
- **Next Steps Message:**
 - > Emphasize that while the campaign wraps, the culture of safe streets continues.
 - > Invite the community to remain involved in Safe Streets initiatives year- round.

Communications Assets:

- “Thank You Salem” graphics and videos
- Final stats carousel post
- Community spotlight posts and testimonials

Budget Plan Overview

TACTIC: LEVERAGING COMMUNITY POWER FOR MAXIMUM IMPACT

Our proposed “Safe Streets, Safer Salem” campaign is intentionally designed to be low- cost, high-impact, relying on existing partnerships, volunteer support, and in-kind contributions. While the initiatives outlined vary in cost, each can be scaled to fit the Salem Police Department’s limited budget without sacrificing effectiveness or visibility.

Social Media Initiatives – Flexible Cost, High Return

Cost: \$0–Flexible

The social media components — including the “One Text, One Story” video series, AR Filter Quiz Challenge, and Recognition Spotlights — are inherently flexible.

These can be executed entirely in-house using smartphones, Canva, and free editing tools, or elevated with modest paid promotion if budget allows. The SPD’s existing digital reach, combined with organic community sharing, means this channel can produce significant awareness even at \$0.

Why it works:

- Cost-effective storytelling
- Uses owned media channels (Instagram, Facebook, Nextdoor)
- Built on authenticity and community voices

TACTIC: WALK FOR EVERY LIFE LOST – \$1,150 (ESTIMATED)

This event is budget-conscious and deeply emotional. The cost includes permits, basic equipment, marketing materials, and speaker support, all of which can be lowered through community partnerships. For example, local businesses can donate water or supplies, community groups can

volunteer logistics help, and speakers may participate pro bono in honor of lost loved ones.

Key budget items:

- Event permit: \$150
- Walk materials & signage: \$200
- Marketing: \$300
- Speakers & equipment: \$350
- Miscellaneous (first aid, snacks, printing): \$150

Community strategy:

Partner with schools, fire departments, and nonprofits to contribute services, volunteers, and outreach, reducing direct costs while expanding reach.

TACTIC: SIDEWALK SIGNS – \$1,950 (ESTIMATED)

This more material-heavy tactic requires upfront investment but offers long-term visibility in Salem’s highest-risk traffic zones. Costs cover sign production, design, and community outreach.

However, through grants like ODOT or Bloomberg, and with neighborhood volunteer support and a youth design contest, we anticipate significant cost-sharing and civic pride in the final product.

Key budget items:

- Sign materials: \$800
- Design cost (contest or contracted): \$600
- Marketing/promotion: \$150
- Miscellaneous/logistics: \$200

Sustainability benefit:

Once installed, signs remain a constant visual reminder of safe driving behaviors, without requiring ongoing spending.

FINAL NOTE

This budget reflects a strategic investment in relationships rather than heavy spending. With thoughtful planning and strong community involvement, Salem can implement all three pillars of this campaign — awareness, visibility, and education — while remaining fiscally responsible and community-driven.

While we recognize that the Salem Police Department and City of Salem operate under a very limited budget, this campaign is specifically designed with community leverage and partner support in mind. Each initiative, from the Walk for Every Life Lost to the Sidewalk Sign campaign and social storytelling efforts, is structured to be scalable, flexible, and highly dependent on relationships over resources.

Rather than relying solely on financial capital, this campaign proposes the use of:

- **Existing community trust and relationships** with schools, local businesses, and civic groups;
- **In-kind donations** (such as event space, printing, or gift cards) from businesses eager to support a public good.
- **Volunteer support** from students, nonprofits, and neighborhood associations;
- **Owned media channels** like SPD’s social media, city newsletters, and school platforms for promotion;
- **Grant alignment** with Safe Routes to School, ODOT, and Bloomberg’s public health and safety funding.

We believe the impact of this campaign far outweighs the cost, and with the help of the community, many of these activities can be executed at little to no expense.

This is a campaign built with Salem, for Salem, where collaboration is the most powerful currency.

Professional Summary

The “Safe Streets, Safer Salem” campaign is a comprehensive public relations initiative designed in collaboration with the Salem Police Department (SPD). It directly addresses the growing concern over fatal and serious traffic accidents in Salem, with a focus on reducing distracted and impaired driving, particularly among drivers aged 18–35 in Northeast and Downtown Salem.

Through community-first storytelling, emotionally resonant messaging, and strategic partnerships, this campaign aims to shift driver behaviors and foster collective responsibility for road safety. Three core tactics, including the “One Text, One Story” video series, a citywide community walk titled “A Walk for Every Life Lost,” and a sidewalk sign campaign featuring student-designed safety messages, form the backbone of the campaign’s public engagement.

Extensive research, including localized surveys, stakeholder interviews, and media audits, informed campaign messaging and tactics. Messaging focused on empathy and community impact, urging drivers to consider how every choice behind the wheel affects others. The campaign’s objectives included educating 10,000 drivers, increasing engagement by 25%, and reducing traffic-related incidents by 10–15% over six months.

Executed with a budget-conscious strategy totaling \$3,000, the campaign was built for flexibility and long-term visibility. Support from local schools, nonprofits, and city departments amplified reach and reinforced SPD’s legitimacy. Ultimately, “Safe Streets, Safer Salem” reframes public safety as a collaborative, culturally resonant mission—empowering Salem residents to drive responsibly and safeguard their community.

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Appendix

Final Presentation



OUR AGENDA



- 01 Our Brief
- 02 Situation & Research
- 03 Audience
- 04 Interviews
- 05 Strategy
- 06 Goals & Objectives
- 07 Messaging
- 08 Tactics & Mockups
- 09 Measurement & Evaluation
- 10 Timeline
- 11 Budget



OUR BRIEF

- Our campaign supports the Salem Police Department’s mission to improve public safety by addressing the rise in serious and fatal traffic accidents.
- Aim to raise awareness, promote responsible driving, and prevent impaired and distracted driving.
- By using community-focused messaging, we encourage residents to make traffic safety a shared priority and adopt safer driving habits to save lives.

RESEARCH METHODS

Localized
Surveying

Developed
Distributed
Analyzed

Social Media
Content Analysis

Media
Analysis
Existing
Channels

Client Briefing &
Communication

Data
Application
Budgeting

External Source
Analysis

External
Sources
Community
Partners



SITUATION ANALYSIS

The Salem Police Department (SPD) is facing a rise in severe and fatal traffic accidents, with many linked to impaired and distracted driving.

TARGET AUDIENCE

Young adult drivers: ages 18–35
Focusing on those in Northeast and downtown Salem



**“DRIVING ANYWHERE IS
TREACHEROUS RIGHT NOW. SO
MANY PEOPLE EXCESSIVELY
SPEEDING AND NOT PAYING
ATTENTION.”**

Anonymous survey response



PR STRATEGY

To reduce distracted driving in Salem by creating emotionally resonant safety messages and empowering residents through community events, educational outreach, and creative campaigns that connect traffic safety to personal and collective well-being.

GOALS AND OBJECTIVES

Raise Public Awareness

Educate 10,000 Salem drivers on the dangers of distracted driving by the end of november.

Track website traffic, event attendance, and distribution of printed materials

GOALS AND OBJECTIVES

Improve Driver Behavior

Reduce reported incidents of distracted and impaired driving in Salem by 10-15% over 6 months (June-November).

Compare police reports and crash data from June-November 2024 to the same period in 2025 to assess reduction in incidents.

GOALS AND OBJECTIVES

Increase Community Engagement

Increase community engagement regarding traffic safety by 25% in 6 months.

Use baseline data from May 2025 and compare it to monthly metrics from June to November using social analytics and newsletter sign ups.

KEY MESSAGES



Together, we can help prevent distracted driving.



Your choices behind the wheel impact more than just you.



Every safe drive saves a life.



STRATEGIC PARTNERSHIPS



SafeRoutes

Salem-Keizer Safe Routes to School



SOCIAL MEDIA INITIATIVES

One Text, One Story

Weekly 60-second video series on Reels, Facebook, TikTok

Local individuals can share personal stories about how distracted driving impacted their life or someone they know

Include specific data

QR code/link with CTA pledge

#ItStartsWithUsSalem

SOCIAL MEDIA INITIATIVES

Distracted Driving Simulations

Custom Instagram and Facebook AR filter that simulates distraction, paired with an interactive quiz about safe driving habits

Safe way to experience how unsafe it feels when you're distracted

Offer small prizes for top scorers or randomly selected participants each week

#EyesUpSalem

SOCIAL MEDIA INITIATIVES

Recognition Spotlight Series

Salem PD spotlights residents who were observed or nominated for making safe, respectful driving choices

Launch a nomination form

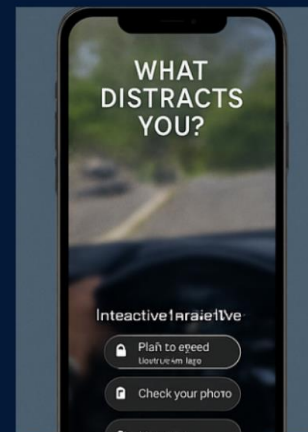
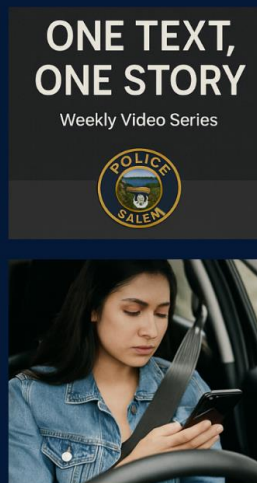
Post weekly photo/video shoutouts of selected individuals

Include incentives: local businesses could donate small prizes

#DriveSafeSalem

MEDIA KIT

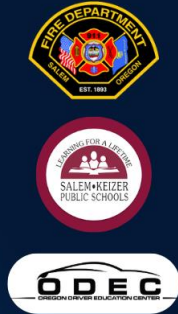
Tone: Serious, Positive and Engaging



A WALK FOR EVERY LIFE LOST

What

Organize a community walk in August for National Safety Awareness Month to raise awareness around safe driving habits. The walk will bring together local residents, schools, businesses, and partners.



How

A walk RELAY route for each life lost in the last year

Partner with local organizations for sponsorships and participation.

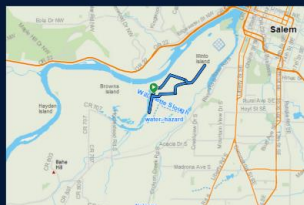
Promote through flyers and social media

Outcome

Public Awareness

Stronger community trust and visibility for the Salem Police Department.

COMMUNICATION ASSESTS



SIDEWALK SIGNS WITH A MISSION

What

Create eye-catching sidewalk signs:

“Eyes up, Salem”

“Drive Like Your Kids Live Here”

How

Implementation and Planning

Production and Placement

Sustainability

Media and Messaging

Outcome

Increased Public Awareness

Higher Youth and Community Engagement

Positive Visibility

SIDEWALK SIGNS WITH A MISSION

What

Create eye-catching sidewalk signs:

“Eyes up, Salem”

“Drive Like Your Kids Live Here”

How

Implementation and Planning

Production and Placement

Sustainability

Media and Messaging

Outcome

Increased Public Awareness

Higher Youth and Community Engagement

Positive Visibility

MEASUREMENT & EVALUATION

Existing Tools

Satisfaction Survey's
Media Reporting
Media Analytics

New Methods

Social Media Strategy
QR Survey
Respondants

Key Metrics

Impressions
Public Participation
Citations

TIMELINE

JUNE

Kickoff &
Awareness

JULY

Community Voice &
Preparation

AUGUST

Action &
Visibility

SEPTEMBER

Education
Meets Impact

OCTOBER

Celebration &
Reinforcement

NOVEMBER

Wrap-Up &
Momentum

BUDGET

Social Media

Large range. Can be completed with \$0 or you can choose to input funds into these initiatives.

Walk for Every Life Lost

Event Permit	~ \$150
Walk Materials	~ \$200
Marketing	~ \$300
Speakers	~ \$150
Equipment	~ \$200
Miscellaneous	~ \$150
	= \$1,150

Sidewalk Signs

Sign Materials	~ \$800
Design Cost	~ \$600
Marketing	~ \$150
Miscellaneous	~ \$200
	= \$1,950

SUMMARY

- Campaign focused on reducing distracted and impaired driving in Salem
- Targeted young adult drivers (ages 18–35) in Northeast and Downtown areas
- Tactics include social media campaign, sidewalk signs, and a community walk
- Goals are to educate 10,000 drivers, boost engagement by 25%, and reduce crashes by 10–15%

SCI Directors and Staff

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