

## **Butterfield Corridor Safe Streets Public Outreach Campaign Committee**

**January 12, 2015**

### **Meeting Summary/Next Steps**

**Meeting Attendees:** Karen Baigrie, Kelley Podboy, Mat Johnson, Ronda Lundbaek, David Swaim; Nancy Vernon; (unable to attend – Deb Merten)

**Purpose of Meeting:** to plan public outreach campaign to communicate variety of relevant safety messages to Butterfield Corridor drivers

### **Meeting Summary**

Committee discussed/agreed on the following campaign elements:

#### **Communication Tools:**

- Add following to communication tools: separate page on SHHA website, magnetic car signs, series of rotating 3x5 “tree” signs, Next Door (potentially), flier for use with cars blocking bike lane/route
- Delete from list: postcard mailing, direct mail to parents on San Francisco Boulevard that commute to HV

#### **Messaging**

- Develop broad message for Butterfield corridor that can also be tailored/added to for specific schools/areas
- Additional messages - seasonal (Back to school), targeting young/new drivers, swim team communication to visiting teams re: parking situation

#### **Timing**

- Run campaign for two weeks twice a year to correspond when school is back in session after summer and after spring break; timing to complement other Safe Routes efforts
- Consider rotating tree signs throughout year to correspond with seasons/relevant timing

#### **Campaign Timing**

Meeting and campaign timing for Spring 2015:

- Butterfield Safe Streets Web Page on **SHHA Website (February)**
- Announcement Article in **SHHA Newsletter (March)**
- Committee Meeting to review plan/materials: **Monday, February 23, 9:30am**, Karen’s house on Butterfield (981 Butterfield)

- Butterfield Safe Streets committee mtg to review restricted parking options and Public Outreach Campaign (committee to get input and support of addtl members, including Sheriff, CHP, DPW): **Week of March 8**
- Butterfield Safe Streets Campaign to run **Weeks of April 20 and April 27**

**Next Steps:**

- Nancy to contact Norma (SHHA Bulletin) to reserve article space for March and full page with pictures for April
- Nancy to contact/work with Jay Frantz to create Safe Streets web page on SHHA Site (Jan/Feb)
- Nancy to determine date/time for Safe Streets Committee meeting the week of March 8
- Rhonda to secure funding for rotating tree signs and work with Cindy Goefft on design and Deb/Karen on messaging
- Kelley to be liaison for Little Mountain Preschool and Karen to be liaison with Sleepy Hollow Swim Team
- Karen to contact Deb Merten to write broad messaging email for SHHA, schools, bulletin that can also be tailored per school/area