



## **EXECUTIVE SUMMARY**

Overall, the City of Portland's Vision Zero campaign seems to have been a success—quantitative and projectional research shows the campaign had an impact on Portland residents, both in their perceptions of safe driving, and intent to shift driving behaviors.

- About 50% of Portland residents indicated they were definitely aware of the program, with about 53% of people aware of the correct intent of the City of Portland's Vision Zero program to help make transportation safer— with about 30% of these specifically speaking about reducing speeds on the road in and an effort to eliminate both pedestrian and traffic fatalities.
- Clear and succinct message-- 60% spontaneous message comprehension among Portland residents. This demonstrates a clear understanding of the message. The emotional resonance of the campaign was clear in many of the open-ends, and the reaction to the video was very positive, with few detractors.
- Impact on driving behavior-- 56% of those who had previously-seen the campaign in Portland said it impacted their driving behavior, and 60% of those viewing the campaign for the first time said it would impact their driving behavior in the future.
- General enthusiasm for the message communicated-- 91% of Portland residents expressed a general enthusiasm for the message communicated.
- Not only were impressions impacted in the City of Portland— it appears that most residents showed some re-commitment or commitment across 4 key safe driving behaviors, either as a result of seeing the campaign previously or viewing the video in the course of the survey.

## **SUMMARY**

### **Overall Awareness of City of Portland's Vision Zero Campaign**

In an aided awareness question, survey participants were asked directly if they were aware of the City of Portland's Vision Zero program. Among the 254 respondents, 47% indicated definitively that they were aware of the program. The remaining 53% indicated they were not sure, or unaware. This indicates that City of Portland's Vision Zero obtained about a 50% awareness in the Portland area over the life of the campaign.

### **Spontaneous Recall of City of Portland's Vision Zero's Goal**

Those who indicated awareness of the program were asked in an open-ended question to describe, without prompting, what they thought City of Portland's Vision Zero might be about. About 53% of those who said they were aware wrote responses involving safe transportation, with about 30% of these responses understanding that slower speeds was the goal, while the remainder wrote about general traffic safety or generic safety on the roads.

About 22% said they were “not sure” or didn’t know what the program was about, unsurprising given the question was posed to both those definitively aware and those who answered ‘not sure’ in the overall awareness question.

The name “City of Portland Vision Zero” appeared to cause a little bit of confusion for about 1 in 10 respondents, with 9% recalling ‘vision-based needs’ or optometry as the mission of the program. About 6% believed that City of Portland’s Vision Zero was about addressing the homelessness crisis, always a topical issue in the Pacific Northwest. This misattribution was potentially driven by the use of the words ‘City of Portland Vision Zero’ campaign in the research, vs. the more telegraphic ‘Portland Bureau of Transportation’s Vision Zero Program.’

Examples of responses from the most frequent content-specific areas are shared below.

Focus Area		Examples from Data
<b>Safe Transportation</b>	53%	<p><i>“Reduce speed in certain areas to 20mph. Studies show a higher rate of success of survival when hit by a car going 20 instead of 25.”</i></p> <p><i>“Vision zero is the city's commitment to have zero traffic fatalities within the city limits by the year 2020. It includes plans to modify roads with lots of accidents to better accommodate walkers and lowering speeds to make them safer.”</i></p> <p><i>“It is about envisioning the city of Portland in the future with safer streets where people do not get hit and die.”</i></p> <p><i>“I think it might pertain to bicyclists in the city and having no injuries/fatalities in traffic.”</i></p> <p><i>“I believe it is to stop all pedestrian vs. car deaths.”</i></p>
<b>Addressing Vision-based Needs</b>	9%	<p><i>“It's a program that helps with optometry wear.”</i></p> <p><i>“Its insurance that help people eyes health with low cost.”</i></p> <p><i>“Eyecare coverage for people who live in Portland.”</i></p>
<b>Housing and Homelessness</b>	6%	<p><i>“Zero homelessness.”</i></p> <p><i>“I think it has to do with housing in the Portland metroplex, but I have not heard anyone say anything detailed about it in any form, just heard the name.”</i></p> <p><i>“No homeless on the streets.”</i></p>

### **Awareness of Vision Zero Campaign Communications, Past 30 Days**

About one-third of Portland Residents (32%) said they had seen a Vision Zero communication in the past 30 days, and 30% said they were unsure if they had seen one.

38% indicated they had definitively not seen a communication from City of Portland's Vision Zero.

### **Impression of City of Portland's Vision Zero Video (after viewing)**

After viewing the City of Portland's Vision Zero video ad (exposed within the survey), when asked for their impression, about 60% of respondents correctly re-stated the message, talking directly about the impact of speed in pedestrian collisions. Within the open-ends, the researcher could see this message seemed to deeply resonate with the Portland resident respondents, as about 32% of people expressed an emotional and positive response to the message.

The double-impact of accidents was also noted by many respondents, who talked about the two-fold message of lives being damaged, showing a depth of understanding and processing.

Some notable responses with particularly high emotional resonance:

- *“Devastatingly accurate portrayal of what happens to people in a car/pedestrian accident. I agree that it destroys at least two lives and I think they should also point out that the destruction doesn't stop there, but continues into the families of both people involved.”*
- *“I especially like that it focuses on the driver being so impacted. Many times we forget if we were to be in this situation that nothing would ever be the same.”*
- *“I thought vision zero had something to do with driving. Good straight to the point commercial and the statement is very true. Too bad people never take these things seriously until it's too late. I still see everyday people driving while on their phones it's sad and pathetic just drive.”*
- *“I witnessed an effective communication of the trauma of a collision while keeping it from being graphic. The point being, don't hit pedestrians. Don't hit them by driving slower. We're serious about this.”*

Only about 9% of viewers said they disagreed with the message in some way, wondering if 5 MPH would make a difference, or saying pedestrians were more to blame for accidents, but these comments were in the distinct minority.

Below are some examples of these open-ended comments after exposure.

Impression	Examples from Data
<b>Accurate Interpretation of video, as it relates to Vision Zero</b>	<p>60%</p> <p><i>“Traffic accidents change lives for the victim and the driver. By slowing down driving speed, accidents can be reduced.”</i></p> <p><i>“That people driving need to slow down and people in bikes or walking need to also be aware of cars and use bike lanes and people walking use designated cross walks”</i></p> <p><i>“It’s an actual professional ad encouraging people to slow down when driving. Showing the human impact of a collision involving a motor vehicle, without the motor vehicle included.”</i></p> <p><i>“Slow down and drive safely because you may cause a life to be lost plus your own life to be changed forever.”</i></p> <p><i>“The video makes the dramatic point that killing someone with your car ends their life and ends your life as you know it. The video is attention-grabbing and to-the-point, ending with the message to Portlanders to slow down.”</i></p>
<b>General Positive Impression</b>	<p>31%</p> <p><i>“This is a very serious ad that creates fear but awareness”</i></p> <p><i>“I like this video, it catches your attention with the slowed down graphics and makes it point very clearly.”</i></p> <p><i>“I really liked this ad because it gave a powerful message in a short amount of time. I think it is important to add that both the person who dies and the person who hit that person lives change.”</i></p> <p><i>“I like the “20 is plenty”. I like that they are reducing speeds in residential neighborhoods.”</i></p> <p><i>“I like the ad, makes me think. It shows the consequences of accidents.”</i></p>
<b>Negative Impression</b>	<p>9%</p> <p><i>“Very dramatic, but not really relevant to whether you drive 20 or 25 MPH in residential areas, which seems to be the only concrete goal in the program. The whole idea is naive and silly, even for the Portland City Council.”</i></p> <p><i>“The message is good, the video so-so. I think this puts too much blame on drivers and should also show the responsibility of pedestrians.”</i></p> <p><i>“Wrong message, cars aren’t the problem, distracted, oblivious pedestrians are.”</i></p>

Impression	Examples from Data
	<i>"It just looks like people have been hit by something, although that something is not shown or explained. I am not sure that I would be able to tell what they were talking about without further exploring a website because the video was so vague about what is happening."</i>

**Impact of Campaign on Driving Behaviors (among those previously aware)**

Respondents who indicated some previous awareness of City of Portland Vision Zero communications were asked if it has impacted their driving behavior. Slightly more than half of those respondents (56%) indicated that yes, the campaign they had indicated seeing in the previous 30 days had impacted their intention to drive differently in the future. The remaining 44% indicated it had not impacted their intentions for driving differently.

When asked what specifically they might have done to change their driving behavior, about 50% indicated that each of the four key driving factors were being taken into account, and these residents strove to do better than before as a result of the campaign. About 30% on each key factor said they would continue to practice these safe driving behaviors. Surprisingly, about 17% indicated a total change of behavior from their previous practices, saying they have started driving at slower speeds solely as a response to this campaign.

Ways these previously-aware Portland residents say they have altered their driving behavior:

	<i>Already did this and will try to do better</i>	<i>Already did this and will continue</i>	<i>Have started doing this</i>	<i>Thinking about doing this</i>	<i>Do not plan to do this</i>
<i>Drive within the speed limit</i>	50%	38%	10%	2%	0%
<i>Be more mindful of pedestrians when driving</i>	53%	29%	18%	0%	0%
<i>Drive at slower speeds</i>	50%	32%	17%	2%	0%
<i>Commit to driving with fewer distractions</i>	46%	28%	24%	2%	0%

**Impact of Campaign on Driving Behaviors (among those previously unaware)**

Respondents who indicated they had not previously seen a City of Portland Vision Zero communication (N=96) were asked if the video they just viewed impacted their intentions to drive differently in the future. Almost two-thirds of those respondents (60%) indicated that yes, the video they just watched impacted their intention to drive differently in the future. The remaining 40% indicated it did not impact their intentions to drive differently.

The Portland residents who did not have previous awareness of the campaign were also more mindful of the four key driving factors, saying they would either do better or continue to practice safe driving behaviors— although unsurprisingly, they were slightly less vociferous in their intent to do so than those who had seen the campaign in the past 30 days.

Ways these previously-unaware Portland residents MIGHT alter their driving behavior are below:

	<i>Already did this and will try to do better</i>	<i>Already did this and will continue</i>	<i>Thinking about doing this</i>	<i>Do not plan to do this</i>
<i>Be more mindful of pedestrians when driving</i>	51%	44%	5%	0%
<i>Commit to driving with fewer distractions</i>	48%	45%	7%	0%
<i>Drive at slower speeds</i>	31%	53%	12%	3%
<i>Drive within the speed limit</i>	26%	62%	10%	2%

*Methodology:*  
 254 Portland residents, 6-question online survey  
 Conducted the week of June 4th, 2018

Questions about this report?  
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