

Building

Better

Campaigns

April 23, 2026

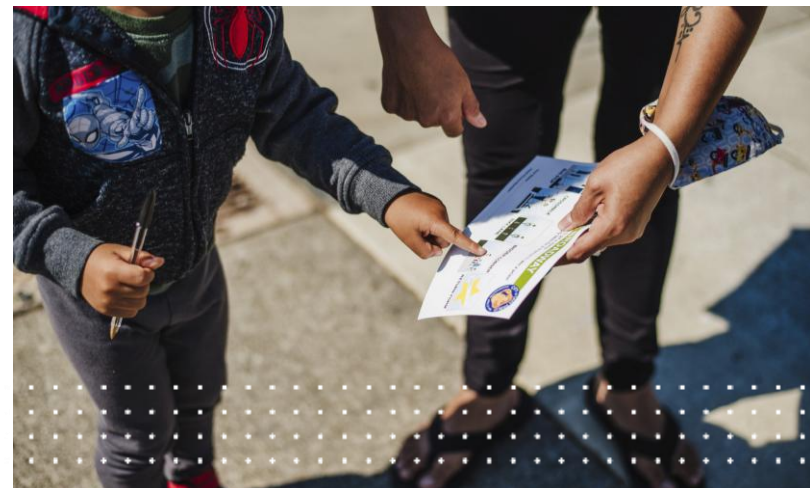


GROUNDBREAKING
WORK THAT
MOVES PEOPLE.

Engineering + Planning
Landscape Architecture + Urban Design
Research + Training

TOOLE
DESIGN

tooledesign.com



Today's Presenters



Sara Schooley

Principal Planner



Precious Bugarin

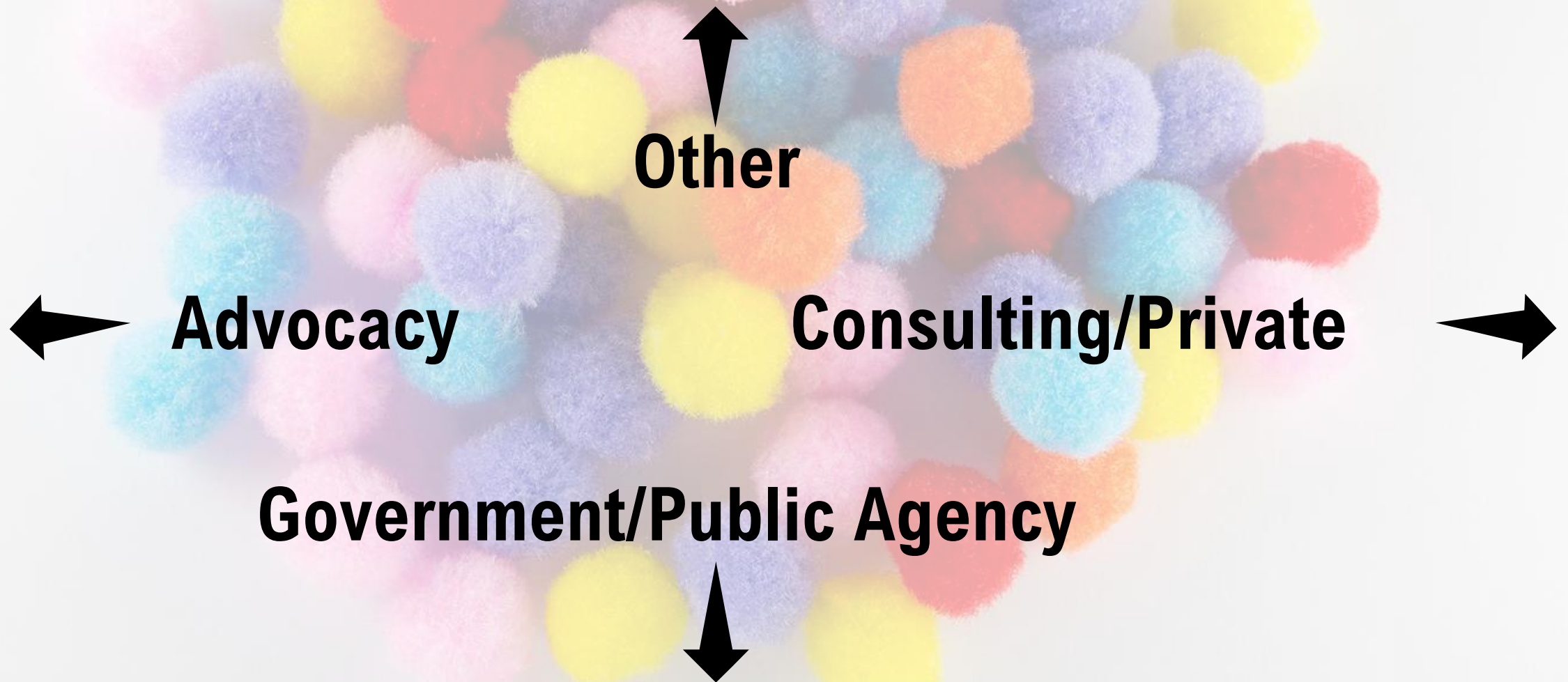
Art Director



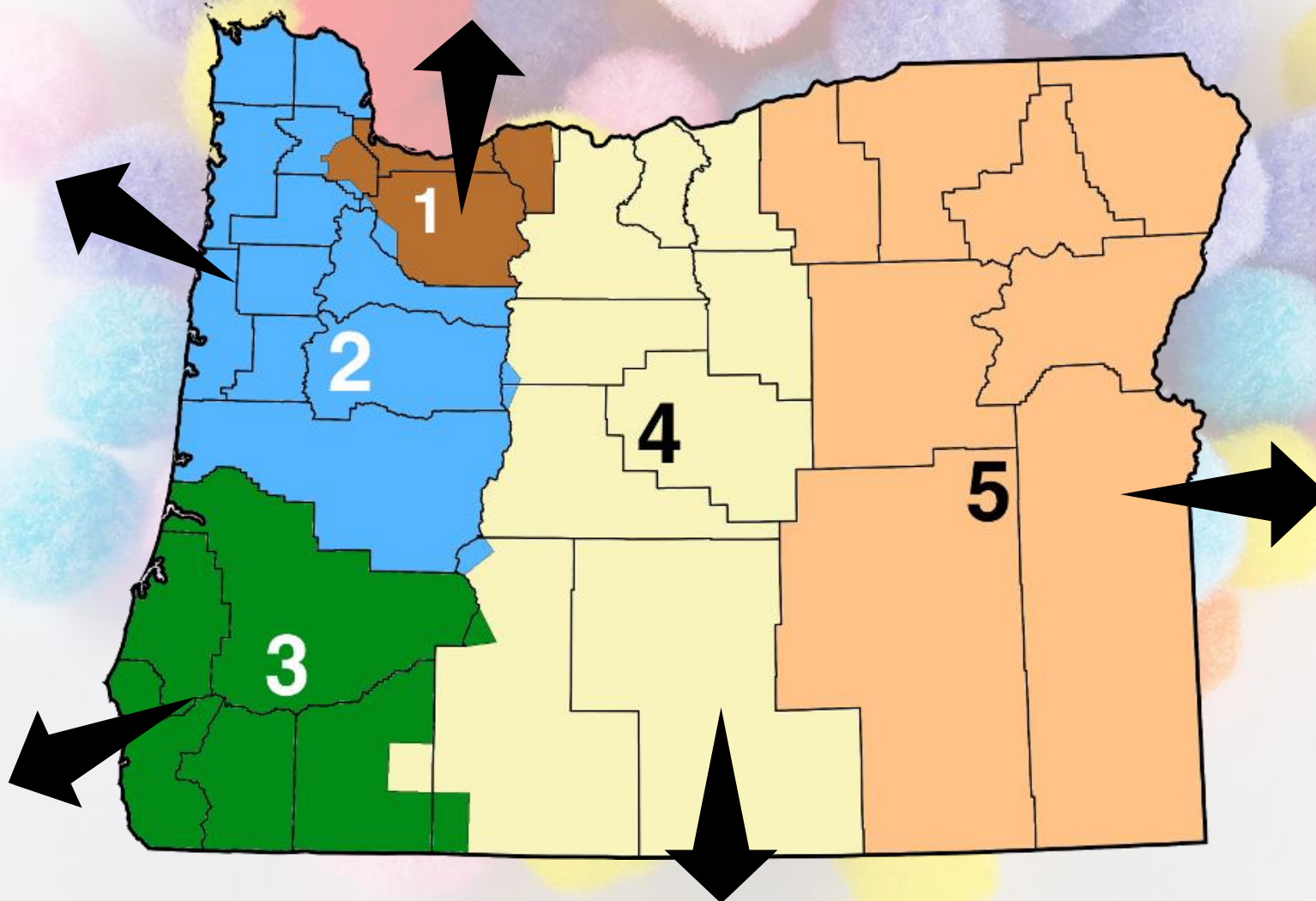
FUN

with pom poms

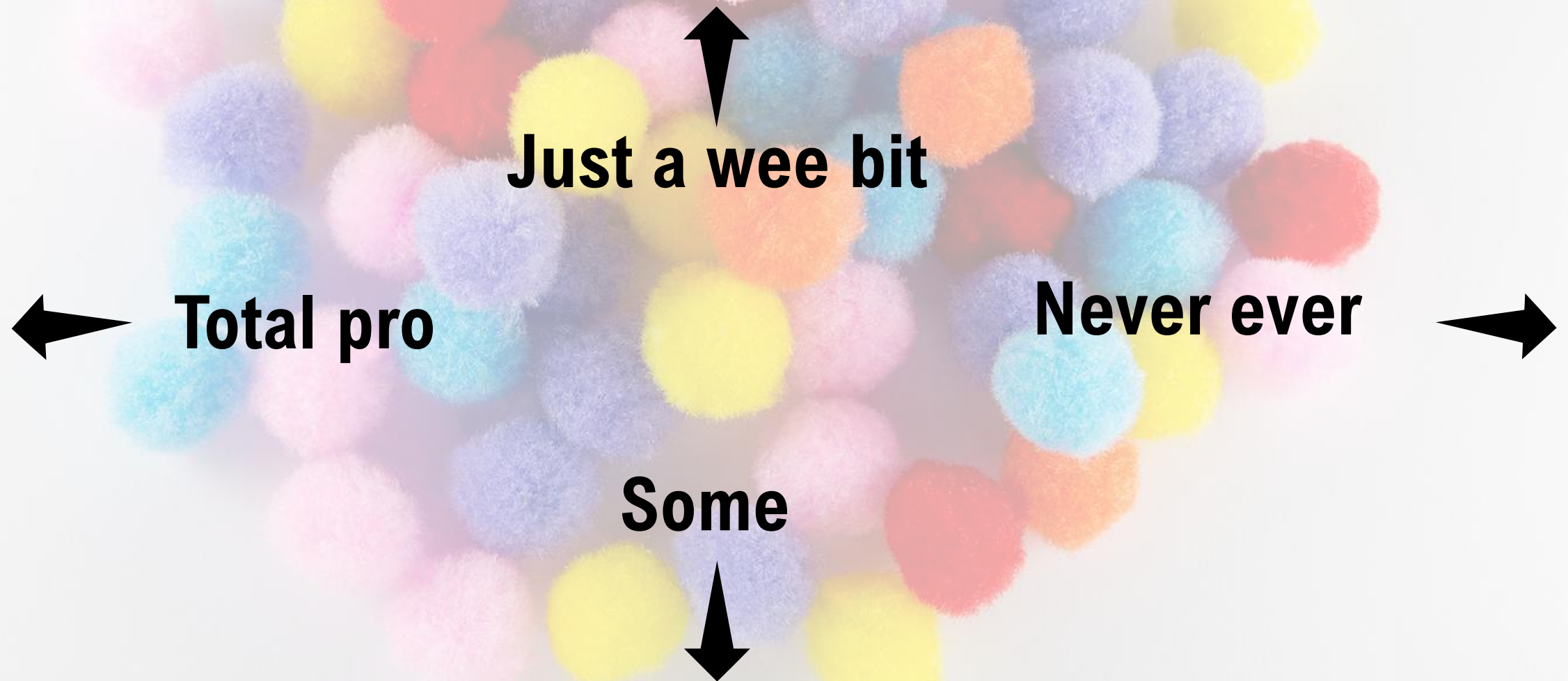
How would you best describe your organization?



Where are you from (ODOT Region Edition)?



How would you describe your experience with campaigns?



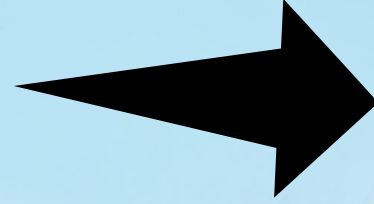
Which do you prefer?



Dogs



Cats



FUNdamentals of campaigns

In four parts

1

2

3

4

1

The campaign is targeted and applicable

YNo deberías necesitar de una banda entera para atraer tu atención. Ten cuidado con los demás.



Ten cuidado con las personas que caminan y montan bicicleta. Cuelga el teléfono. Presta atención.

Fresno Council of Governments

SAFE ROADS SAVE LIVES

Is your driving Furball McFluff approved?

Jennifer Thomas, Hazel Park Animal Control Officer



ALL IN FOR SAFER STREETS
Creating Safer Streets in Southeast Oakland County

Can an antelope fit?

3 feet



If not, give more space.

2

3

4



The message is clear



ALL IN FOR SAFER STREETS
Creating Safer Streets in
Southeast Oakland County



3

You're using the right strategies

1

2

YOU BETCHA BEE-BIKE SAFE

WOWZA NICE E-BIKE

We're thrilled that you use an e-bike to get around. Flip this card over for tips to stay safe and considerate of others while riding your awesome bike.

Scan this QR code to learn more about e-bikes and riding in Minnesota!

N CHURCH & DUKE STREET REBUILD VISION ZERO PROJECT

BEFORE AFTER

THIS PROJECT INCLUDES:

- CURB EXTENSIONS** to make crossing distances shorter
- IMPROVED LIGHTING** to increase visibility
- NEW TREES** to provide shade
- UPDATED SIGNALS** to keep everybody safe
- NARROWER TRAVEL LANES** to slow drivers down

Learn more about this and other Vision Zero projects at www.cityofmadison.com/vision-zero or scan the QR code.

We walk to school!

cityofmadison.com/srts

4

Safe Roads Save Lives PSA #2 - Speeding

SAFE ROADS SAVE LIVES

Scene #1
Audio: Jessica lives in Fresno.

Scene #2
Audio: Jessica's in a band that you might have heard when you took your walk last night.

Scene #3
Audio: Jessica likes to go fast.

Scene #4
Audio: But going too fast on our roads isn't Jessica's jam. Nearly 10,000 people die every year because of speed-related crashes in the U.S.

Scene #5
Audio: Every 10mph faster you drive, the risk of dying in a crash doubles. Thanks, Jessica, for going slower where it counts.

Scene #6
Audio: Crush it at band practice, not on the street. Slow it down.

4

Graphics are sharp and relatable

1

2

3



A group of people are gathered around a table in a workshop or meeting. A man with a beard and a blue shirt is looking at a card with a drawing of a person. A man with a large afro and a brown cardigan is smiling and looking at a laptop. A woman with long brown hair is also looking at the laptop. The background is blurred, showing other people and warm lighting.

Workshop

Time!

You can do it!

THE CAMPAIGNS

Four Oregon Scenarios



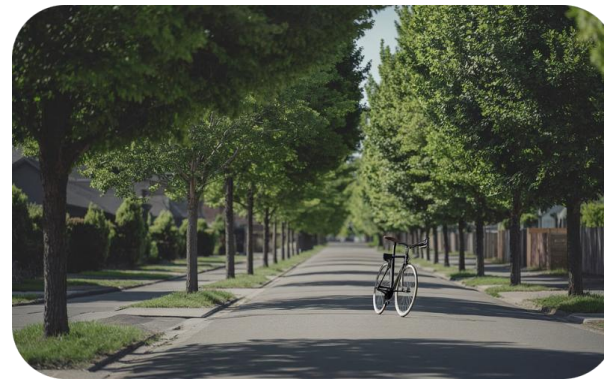
Salem: 20 is Plenty

Lower neighborhood speed limits



Bend: Vision Zero

Eliminate traffic deaths and serious injuries



Pendleton: Greenways

Neighborhood streets for people walking and biking

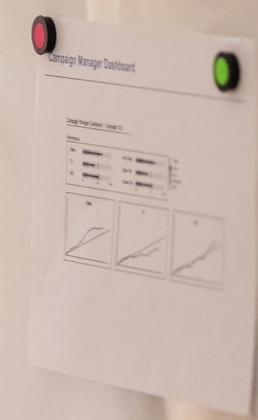


Klamath Falls: Pedestrian Safety

Safer walking across the community

Report out

2 minutes each



Q&A

Discussion & questions



Thank you

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T'OOLE
DESIGN