



## Introduction-Goal-Objectives

How do state departments of transportation improve traffic safety culture?

**Project Goal:** Improve traffic safety culture by displaying traffic safety videos in waiting areas of Motor Vehicle Division drivers license stations and County Treasurer Offices

### Objectives:

- 1) Identify and acquire safety content; purchase and deploy equipment to display content
- 2) Survey the public – are they paying attention?
- 3) Did the messages have an impact?



### Purchase & Deploy Equipment

- 7 options considered
- Chosen: off-the-shelf
- Total cost: ~\$450 each

### Video display deployment locations

- 3 Motor Vehicle Division offices
- 2 County Treasurer Offices

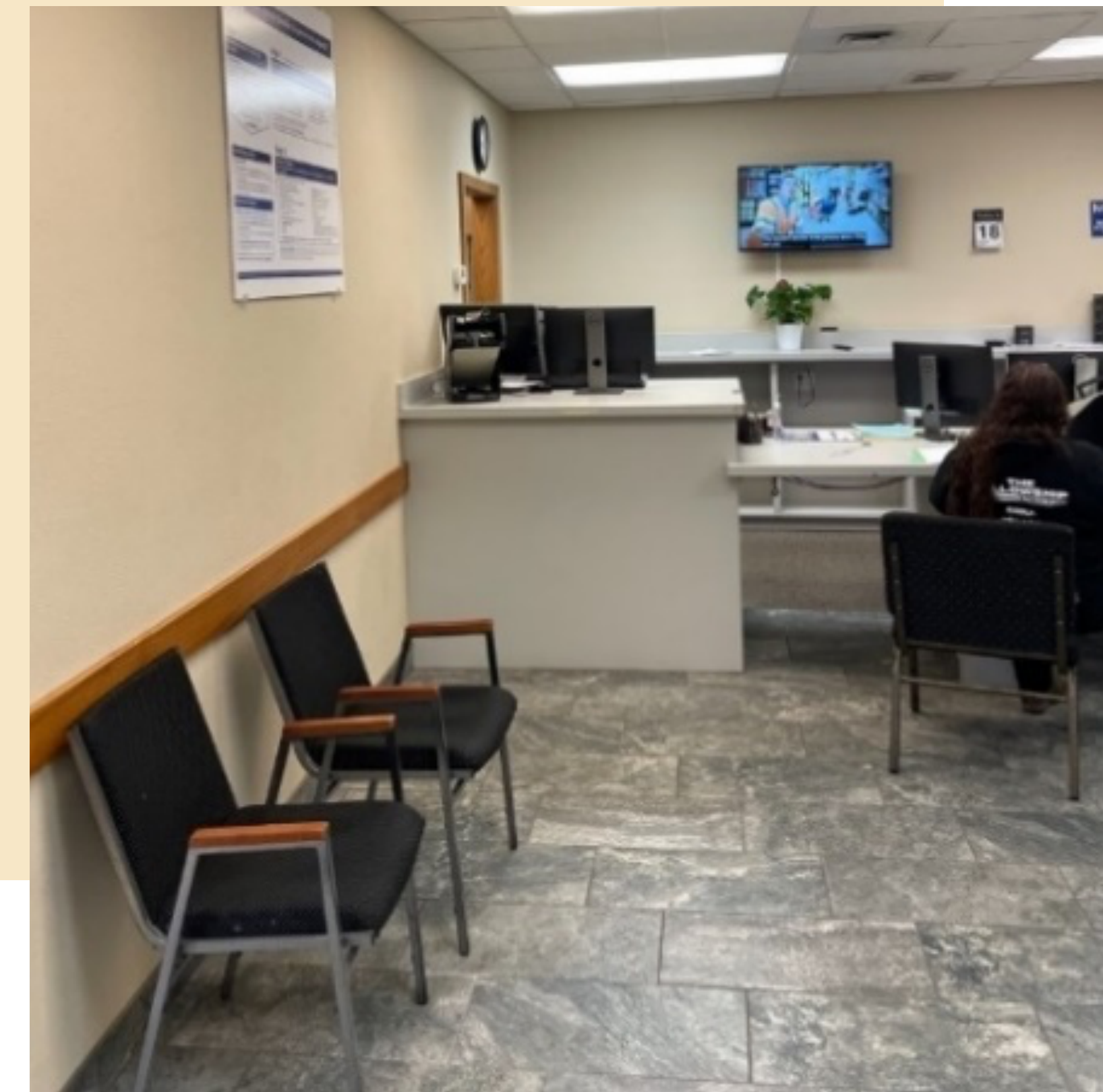


## 1. Overall, the traffic safety videos had an impact

- Considered a low-cost solution for educating the public
- Reached the desired age and gender demographic (male, aged 18-34) that MDT's media campaigns are targeting

## 2. Influence of the location of the TV cannot be understated

- Direct view for visitors waiting
- Behind examiner desk during data entry



### Impacts of COVID-19 on Study

- Challenges in equipment procurement
- Health and safety protocols were implemented (e.g., masks, hand sanitizer, disinfectant wipes)
- Location seating arrangements were altered for social distancing, negatively affecting monitor viewing
- Concerns it may have resulted in some reluctance to take survey, contributing to low participation rate

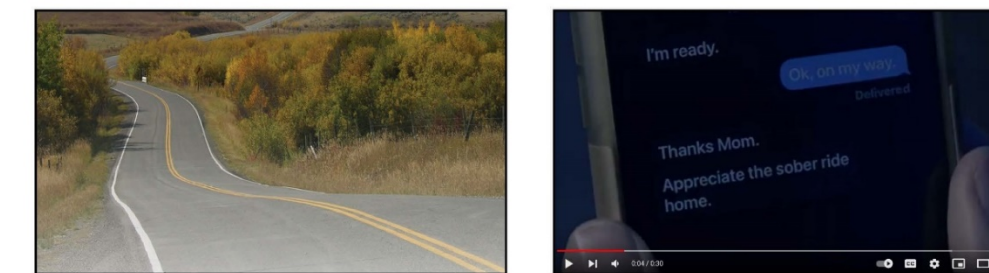
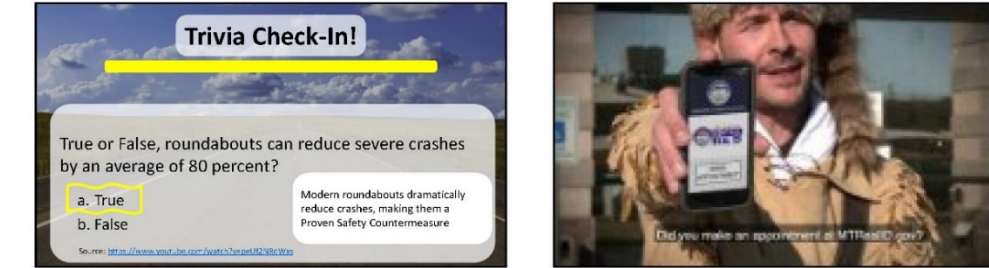
## Safety Content

### Safety Content:

Two video loops without audio produced from storyboards

### Storyboards:

- 4 created
- Media: Videos, photos, infographics, trivia, thank you credits
- Topics: MDT's Comprehensive Highway Safety Plan emphasis areas; safety priorities, Real ID video



### Video loop 1

- 5 minutes, 25 seconds
- July 2021-April 2022
- Two intercept survey data collections: Aug/Sept 2021, Oct/Nov 2021



### Video loop 2

- 7 minutes, 5 seconds
- April 2022-August 2022
- Two intercept survey data collections: Apr/May 2022, Jun/Jul 2022

## Survey Results

1. Survey respondents – 18-90 years of age; equal distribution of male/female responses
2. Low participation rate
3. TV conspicuity – TV location, time spent viewing
4. Recall of screen captures and slogans – more video recall; video length; shocking (in a positive frame)/engaging viewer's empathy; age
5. Trivia - memorable

What is your 5-digit zip code? \_\_\_\_\_

What is your age? \_\_\_\_\_

What is your gender?  Male  Female  Non Binary

Did you look at the TV monitor during your visit?  Yes  No

If you did not watch the TV monitor during your visit, how did you spend your wait time?

Filling out forms  On a phone/smartphone  Other (please specify): \_\_\_\_\_

Which of the following best describes the amount of time you spent at the Motor Vehicle Division (MVD)/County Treasurer's Office?

Less than 15 min.  15 to 30 min.  31 to 45 min.  46 to 60 min.  More than 60 min.

Please circle all of the following that you saw today viewing the videos in the MVD/County Treasurer's Office?

Please share anything particularly memorable that you may recall from the videos in the MVD/County Treasurer's Office:

Which of the following slogans or phrases (check all that apply) did you learn from viewing the videos in the MVD/County Treasurer's Office?

Check for trains  The right seat  Stop spending before it stops you

SAM I AM  Slow down for the curve

Including yourself, how many adults \_\_\_\_\_ and children (under 18) \_\_\_\_\_ live in your household?

Would you be willing to complete a short follow-up survey in two weeks?  Yes  No

The information that you provide will be solely used for research purposes. Personal information about respondents will remain strictly confidential and will not be sold or shared per MDT's IRB.

If yes, please either provide us with your email address (survey will be sent via email) or mailing address:

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_