

**Lane County - Service Option Sheet - FY 21-22 Adopted**

SOS 45: **Traffic Safety Messaging Campaign**  
 Dept: Public Works  
 Contact: Tanya Heaton

Service Category: General Government

<b>Mandate</b>	<b>None</b>	Related	SHALL
<b>Leverage</b>	<b>None</b>	Some	HIGH

**Executive Summary**

Traffic Safety Messaging Campaign to reduce dangerous driving behaviors that contribute to serious injury crashes and fatalities on rural Lane County roads.

**Service Descriptions**

	Revenue	Expense Total	General Fund	FTE
<b>Adopted Budget Total</b>	\$0	\$12,000	\$12,000	0.00
<b>Addition</b>	\$0	\$12,000	\$12,000	0.00

Work with a local public relations firm to create a campaign with a high-quality video that ties into other materials with one central message that can be tailored to certain times of the year or calendar events. Flexibility in any completed materials will increase the longevity of their use and allow us to make much smaller future investments in the campaign.

Materials to develop:

- A video with 30-second, 60-second and 2–4-minute versions
- Still imagery developed alongside the video for non-video advertising and use
- Branding materials to ensure future efforts are in alignment with the campaign
- Point of sale messaging materials

**State/Federal Mandate**

N/A

**Leverage Details**

The General Fund portion of this program leverages the following:

_____	\$0	back to the Discretionary General Fund into other non Discretionary County Funds directly to community members
_____	\$0	
_____	\$0	