Challenges
What challenges are we facing?

Population

Traffic & congestion
What challenges are we facing?

Modes of transportation, emerging technologies

Devices entering buildings
What challenges are we facing?

Laws, regulations, best practice  Conflict points *(map from Mobility Master Plan)*
A campaign is born
Campaign overview

- Campus-wide university initiative
- Supported by President Welsh
- Official MarComm project
- Transportation Services is the leading contributor/SME
- Stakeholder and partner engagement
Campaign objectives

- Increase awareness of transportation safety
- Reduce transportation-related accidents & injuries
- Encourage responsible and respectful transportation behavior
- Make information engaging and relatable to students while fostering a sense of community responsibility
TS talking points and resources
TS talking points

- When I am...
TS resources

USE GREEN LANES TO TURN LEFT

The green bike lanes provide a safer option to turn left than using the vehicle lanes to turn across the face of traffic. Yield to pedestrians and moving vehicles when riding through intersections.
Partners and stakeholders
<table>
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<th>Expressed interest or concern</th>
<th>Potential partners or amplifiers of message</th>
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MarComm deliverables
University website, partner websites

BIKE SAFETY

- Safety tips
- Preventing theft
- Contact University Police
- Programs and Resources

BICYCLE SAFETY TIPS

Keep bike in good repair, checking tires, spokes, brakes, pedals, and chains.

Be sure bell or horn works properly.

Be sure light is visible for 500ft and reflector for 300ft when riding at night.

Obey all traffic signs and signals.

Always give hand signals before turning.

Yield to pedestrians at crossings or on sidewalks.

Never race or play games on public streets.

Wear a helmet for best protection.

More tips  Avoiding cars
Texas A&M mobile app
Logo and branded graphics package
Digital signage and a-frames
Social Media

- **Post 1**: "Happy Sunday Aggies! Go take a Veo for a free ride using our promo code "lock2rack"!"

- **Post 2**: "Remember to back in your Veo, wrap the orange cord around the rack, position the cable loop over the bike lock, and close the bike lock through the cable loop! #tamu #sustainabletamu"

- **Post 3**: "When you don’t lock a Veo correctly & the bike rack is 5 feet away..."

- **Post 4**: "When a Veo isn’t locked correctly & the bike rack is two feet away...

- **Announcement**: "A random field Miss Rev Your Prof

Any building A car Yell Leaders Aggiespirit bus Bike Rack In a tree

Post Insights

- 16.7k views 95% 8.5k views 12

- 3070 views 95% 13 Comments 8.5k views 12

- 78 likes 95% 8.5k views 12

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Engagement
Moving forward
Current status and next steps

- Campaign kickoff meeting tomorrow, March 7
- Engage partners and stakeholders at appropriate stages
- Targeting Family Weekend to formally announce campaign
- Targeting NSCs for (near) full implementation
- Identify other onboarding and engagement opportunities
Questions?