

Question 2 Response: Communication Campaign

76 respondents mentioned this solution.

97.37% were for using a communication campaign, and 2.63% were against this solution.

For	Against
Post stats on distracted driving events & consequences.	Education if for people who want to be educated. People that drive carelessly do not want to be educated about how they can drive more safely. They do not care. Education will be in one ear and out the other. We need physical barriers that cause them to pay attention.
Ongoing Social Media campaign. Occasional unique and fun signage around the Lake. Maybe held by volunteers. (think sign spinners)	
Public Safety Campaign.....signs, painted notices on road	
Swan/Duck crossing signs - Make Way for the Swans! Run a campaign in schools - children educate their parents. Encourage schools to take children on trips to the lake to see/feed the swans and ducks. Have an annual Swan Day parade and get the community involved. Research what other cities do to protect swans/ducks.	You must change the environment to change the driver's habits. Education drives may have an effect when first introduced but that will quickly fade, and over time drivers will become immune to the repetition of what they have already heard multiple times.
FB ads directed towards distracted/aggressive driving. Or set up booths at the numerous events that are held in Lakeland to educate everyone on repercussions of bad driving choices.	
I like the Drive like your Swan plays here.	
PSAs, tickets, signage. If drivers aren't cited, they won't care. It's just like seat belts. Maybe setup a check point with uniformed officers reminding people to keep their devices off and their eyes on the road. A conversation with a friendly uniformed LEO can go a long way to helping people be aware. Signs reminding drivers to check sidewalks for pedestrians and cyclists in both directions as well as looking for cars. For PSAs, tell a story. Put them on social media. An animated clip of a swan being hit and dying. Have the pedestrian victim share her story and her continued recovery. The signs from First Methodist are nice, too. People may think they're cheesy, but they get the message across.	
I wish there was a good solution for this, however, it is such a big problem to keep drivers off their phones. Social Media is a great and inexpensive way to push an agenda and capture attention.	
Notices on water bills, fliers in car windows at churches, college campus, downtown areas, signage will just get ignored. Enforcement will solve the problem. Random days random times have the LPD issue tickets not warnings	
Maybe some campaigns about distracted driving, not negative scolding ones, but encouraging people to look up and enjoy the pretty drive. Every time I drive around that lake it's to look at the birds.	
Maybe flyers in mailboxes would be a good start.	
Social media is a great tool.	

For	Against
<p>I think turning the road back to a Brick Road will automatically make drivers think and pay attention to what they are doing. Obviously social media, stories about swan and pedestrian accidents, and in the Electric Bills as well.</p> <p>I would also consider having people that cause incidents (even if they don't hit a person or a swan/duck), be fined, then assigned community service like "school-guard" crossing person, where they wear a vest and/or safety clothing with a Stop/Slow sign.</p>	
<p>Ticket them.</p> <p>Promote in many places a specific (basic) driving statute each week and ticket people for not obeying it. Then do it again. I use the proceeds to create crosswalks.</p>	
<p>Add advertising in local news media and on social networks about this issue</p>	
<p>Signs. General education. Facebook, city webpage, info on the LE bill, maybe collaborate with tax collector for a local Lakeland branch flyer about safe driving in our community. Ad awareness campaign about water fowl and PEOPLE being hit, injured or killed? Again- thanks for asking!</p>	
<p>I am really concerned about the swans. As a pedestrian, I feel Lake Morton is one of the easiest places to walk and cross the street safely; I have never had a problem. The animals are so low to the ground and slow moving at times that if someone were speeding and/or texting they could easily hit them.</p> <p>Maybe there is a need for more of those animal crossing signs. Maybe people need education on the legal consequences of hitting a swan (please tell me they exist!). Our swans are our treasure and people need to know that if they drive carelessly they will end up on Grady Judd's list.</p>	
<p>Public safety campaign</p>	
<p>Increased law enforcement. Advertisements on Facebook, etc to explain the impacts on the swans and people in general. Tell people to stop feeding the birds next to the road to help keep them out of the road.</p>	
<p>Protect the lakes campaign, more police presence near the lake at high traffic times</p>	
<p>Perhaps you could have a city employee who walks around the lake, engaging with locals and helping with awareness. This person could also have the authority to stop traffic if wildlife is in the roadway. If you want to get really tough, put some cops on the beat to ticket speeders/distracted drivers.</p>	

For	Against
TV news, facebook, signs around Lake Morton posting speed limit and cost of speeding fine.	
Require Lakeland police officers to set a good example by using turn signals. Posters in shop windows equating texting and driving to drunk driving.	
Flashy announcements on news/media/social media periodically, so that all age groups are aware.	
Maybe a news segment on the swans. Include the history, why they're important, how they're cared for, recent troubles and proposed solutions. Social media exposure, signs downtown and around the lake, etc. I'd even recommend making sure the local FSC and SEU students are aware.	
Occasional reminders included with our monthly utility bill.	
Not sure, but roadside signs are ugly. Unless maybe we do something unconventional and aesthetically pleasing, like small concrete or wooden signs that can be made really beautiful (but probably expensive). A public awareness type campaign would probably be somewhat effective.	
More media attention - Heavy fines.	
Lake/duck/swan "adoption" campaign targeting LHS/Harrison students and FSC so there is investment there. Strong social media posts. I think the community can do a good job of peer pressuring others. Reward for reporting swan hit and runs.	
In my opinion it's counter-intuitive to put out signs because people will be looking at the signage instead of the road so I suggest social media campaigns and press releases.	
A city wide campaign would be helpful.	
PSA, bring light to these occurrences as you have on social media, First Friday, etc.	
Public safety campaign, more signage around Lake Morton, more of an LPD crackdown on distracted driving tickets over an extended period of time.	
Add some LPD enforcement on a weekly basis; this has clearly made a difference in speeders on S FL Ave in Dixieland even though drivers know where the traffic cops wait. Launch an awareness campaign that promotes this as a pedestrian friendly lake for wildlife and people, so NO TEXTING / DISTRACTED DRIVING on Lk Morton Dr (e.g., do a PSA at the Cobb Theater, do same via social media; maybe hold an art contest with school kids on why safety on this lake matters and put winning on exhibit at city hall and copy outside where people wait in line like coffee shops or bakeries or bars...and email it to every FSC student residing along the lake, all the Neigh. Associations nearby etc.)	
I always see people texting and driving. Somehow we must educate people not to text and drive and have law enforcement back that up.	

For	Against
<p>Flashing lights and signage. Particularly during high volume times of the day. More media attention maybe? People also need to realize that quite a few kids play around this lake and go there to see the swans. I know we are looking out for swans, but we definitely don't want to see another person get hit, or a child, because someone isn't paying attention and is driving too fast to stop.</p>	
<p>Million dollar question! I really like the swan signs going up but clear message to SLOW down and be aware/alert is also good</p>	
<p>Provide driving stats and education plaques around the lake.</p>	
<p>Banners on light posts. Local citizens as Morton guides handing on pamphlets about Swans and thanking people for taking notice.</p>	
<p>Work with First UMC to get their take, especially because of all the children they have there. Signage, "please be aware..."</p>	
<p>Pictures of swans with cell phones calling you to be aware.</p>	
<p>Use social media, local radio, or print media to let drivers know of updates, enhancements, and priority of keeping water fowl safe.</p>	
<p>Maybe mail out pamphlets to downtown businesses and residents?</p>	
<p>I would not put up signs because eventually the signs, for those that travel the area frequently, will just blend into the rest of the scenery. You have to target the motorists not the pedestrians (or the birds, ha!). PSA on the t.v., reminders on anything the City distributes on paper?</p>	
<p>maybe a "Swan Accidents this year" tracker... you see that sometimes on highways. Also Financial Penalties doubled for speeding?</p>	
<p>Post swan crossing signs around town. (I've never seen one if there even are any) People will see these and realize they probably should pay attention or they will hit these creatures. Do something on social media like create a profile photo frame for protecting the swans and our citizens. Get people thinking even before they get behind the wheel. Other than that all you can do is create obstacles like roundabouts and speed bumps to get people to slow down.</p>	
<p>The newsletter helps but only for those receiving it. Mass mailings maybe, a simple flyer letting people know???</p>	
<p>The roads leading down to the lake should have warning signs, maybe even with a yellow flashing light. Active bird lake ahead...drive with caution. Make announcements in the paper, on the radio, billboards close to lake access roads or maybe in the yard of the library and other public access buildings. Flyers at events. Advertisement blocks in Lakeland publications. More social media notations. Do facebook ads for Lakeland demographics. You need a grass roots, word of mouth, and public campaign.</p>	

For	Against
<p>Keep increasing the conversation (like what has been done with this survey) in the community to increase the commitment to greater driving care around the lake. Reach groups through the churches and nearby colleges. Get kids talking about the need to protect the swans (go into schools) and have them bring awareness and sensitivity to their families.</p>	
<p>A tv ad campaign that begins with flying feathers in the air and the screech of tires (scene 1).....etc, etc. Use social media to spread the word. Check the stats to see what time of day record the most accidents. If it is at dusk, put flashing collars on the swans :).</p>	
<p>Commericals.</p>	
<p>I think it is interesting that all the incidents over the past weeks happen to have occurred closely after Southeastern University and Florida Southern (and other colleges and high schools in Lakeland) have started up. It might be worth having targeted education for new college students about the unique driving situation around Lake Morton. Visibility is bad coming down South ave and Success, partly due to the brick wall from the condo complex between the two streets.</p>	
<p>Enforce the parking signs and rules and increase officer presence. I walk lake every day and the cars were definitely slower when the electronic speed limit warning sign was in place. Also, ask FSC to include an education session at the beginning of the school year. Starting the Saturday before school (Move-In Day) you could tell many of the drivers around the lake were not familiar with the roads, the speed limit, the swans, the ducks, the walkers, the joggers, etc. Thank you for working to fix this!</p>	
<p>TELL THEM TO STOP LOOKING AT THE SWANS AND DRIVE</p>	
<p>Show the average costs - both financial and personal - for someone that gets in an accident while texting or using their phone.</p>	
<p>Visitors who feed the swans should be educated to feed them on the inside, or not at all, rather than attracting them to the outer edge of the road, causing dozens of birds to slowly cross the road as they realize there is food to be had. Most drivers will stop when the birds initially cross, but they have to cross back over to the water later.</p>	
<p>Signs and commercials, perhaps increase police presence around lake. Might help to see someone pulled over from time to time. I never see police around this leak.</p>	
<p>PSAs on all the available media. Possibly a mailing to Lakeland Residents with their Electric Bill. Parks Staff being on site to educate on a certain day and time. Police are probably best the deterrents of bad behavior.</p>	
<p>Signage, posters downtown, electronic and snail mail "heads up" campaign.</p>	

For**Against**

Do a traffic stop in the area for a few days with police officers and hand all drivers a flyer and a postcard sized paper that explains the issue on one side and it a pledge card on the other side. Have them sign a pledge card to be aware of swans and people in the area. You take back the postcard - they keep the flyer. Get a business to co-sponsor this and give out a coupon for free sandwich, free movie, free \$10 of groceries, free coffee, free donuts, or something if they sign the pledge. I'm sure a lot of businesses are upset about this too and would be willing to help. Also give each driver a back window sticker / bumper sticker to put on their car and have the officer place it on before they leave the stop (if they sign the pledge). Send a thank you postcard and reminder of their pledge to their house, email, etc. Also, make an e-copy of the pledge available and share on Facebook, Twitter, Instagram, etc. Get it out there on social media.

My Junior level Girl Scouts (4th -5th grade) just earned their Bronze Award by doing a project to try and reduce the amount of roadkill. They were focusing on deer and sand hill cranes cause that's what they see a lot of around here. I'd be happy to send you the flyer if you are interested, it could be easily tweaked to add swans, and I'd be happy to do that. I live in Land O Lakes now, but used to live in Auburndale and I know that lake very well. My Girl Scouts also wanted to try and get a National Roadkill Awareness Day designated - could you guys help start that by designating a Roadkill Awareness Day for Pasco County - and have a festival around the lake with a lot of animal rescue and sanctuary type organizations all promoting Roadkill Awareness? We'd be happy to help with that too and potentially get other Girl Scout Troops involved.

Perhaps using billboards to alert people of the current issues via "save the swans" campaign would get the word out to a larger audience. I also think many people do not know the history of the swans and how the original swans were gifts from the Queen of England. Maybe if it was more widely publicized, people would understand the importance of keeping our swans safe.

Periodic media blasts/campaigns reminding drivers of laws protecting the Lakeland swans. Traffic signs (regarding swan protection/violators ... different short messages) placed at stop signs for the streets that run into road around Lake Morton. Other signs could be placed around the lake with short messages 'did you know' signs for facts or consequences for violators.

I think that using your phone and driving is a big problem in todays society. First, i think it needs to be more talked about and taught about more. On top of that, adding speed bumps or raised crosswalks will also help those driving to pay attention to the road in front of them.

For		Against	
As previously stated, this is a NEW problem, so what is new and different about this picture? The young adults are the main abusers of distracted driving! When FSC purchased the apartment buildings on the West side of Lake Morton and moved many college students into the immediate area of the swans - formula for disaster with the birds in the area!!! Maybe re-educating the young people with the consequences of distracted driving is a large part of the solution.			
Public service announcements. Maybe create a catchy safety slogan and market it onto tee shirts, bumper stickers etc. Perhaps run a slogan creating contest with a prize for the one selected.			
School and senior center hand outs. Movie clips, and wrecked cars displayed in public places.			
keep the subject going on social media and the news every single time a swan or person is hit by a car. Example, "another swan killed today by a careless driver." If people keep hearing it they will pay attention driving around the lake because they know people will be watching and willing to take tag numbers and pictures of them because the matter is on facebook etc all the time.			
advertisers are good at this. run PSA announcements use Facebook and other social media			
Speak at local schools about the dangers of distracted driving			
Social media and nice signs saying Swan zones etc			
Large signs to educate, flashing lights on all stop signs and speed limit signs, regular postings on the lakeland police armed city of lakeland social media regarding the swans and the dangers. Also postings naming the swans and giving some "personal" information about them to generate positive news about the swans and helping to engender them to the population. Feel good animal stories and posts are very popular and can increase exposure for the swans and the city itself.			
Put up traffic cams, use the internet and tv to communicate new laws to public.			
Free at City events like First Friday, utilize local businesses and/or Chamber of Commerce. It may be beneficial for LPD to do some education by increasing awareness of the laws by increasing patrols and becoming more aggressive with citations.			
Sub Total	For = 74	Against = 2	
Grand Total	76		