



ARRIVE ALIVE

A PUBLIC SAFETY MEDIA CAMPAIGN

CREATED BY

THE SOLDOTNA POLICE DEPARTMENT

WITH SUPPORT FROM

THE ALASKA HIGHWAY SAFETY OFFICE



OCTOBER 2010 TO SEPTEMBER 2011

Featured Media:

- The Peninsula Clarion and Dispatch
- The Kenai Radio Group
(KSRM, KWHQ, KKIS, KSLD, & KSFE)
- The Redoubt Reporter





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Eighteen year old Lexie Kirsch of Soldotna was the first prize winner of the ARRIVE ALIVE caption contest.. She won a Kenai Brown Bears hockey jersey which was awarded by Chief Lucking in June.

ARRIVE ALIVE....A Public Safety Media Campaign



SOLDOTNA ENFORCEMENT STATISTICS

2007 Traffic Statistics /Overall department citations issued: 2521

Speeding citations: 522

DUI: 113, Refusal: 15 DWLS-C-R: 106

No Insurance: 152 (criminal) No Proof Insurance (citation) 472

No Seatbelt: Adult-862 Child-5

Traffic Collisions: Total 204; Damage 127, Injury-25, Fatality-0, Hit & Run-52.

2008 Traffic Statistics /Overall department citations issued: 2,645

Speeding citations: 595

DUI: 86 Refusal: 13 DWLS-C-R: 17

No Insurance: 77 (criminal) No Proof Insurance (citation) 492

No Seatbelt: Adult-865 Child-5

Traffic Collisions: Total 241: Damage 183, Injury-22, Fatality-0, Hit & Run-36.

2009 Traffic Statistics /Overall department citations issued: 2267

Speeding citations: 493

DUI: 117 Refusal: 2 DWLS-C-R: 19

No Insurance: 61 (criminal) No Proof Insurance (citation) 571

No Seatbelt: Adult- 601 Child- 7

Traffic Collisions: Total: 268 Damage, 200 Injury-16, Fatality- 0, Hit & Run- 52.

2010 Traffic Statistics Overall department citations issued: 1987

Speeding citations: 349

DUI: 66 Refusal: 3 DWLS-C-R: 45

No Insurance: 38 (criminal) No Proof Insurance 390 (citation)

No Seatbelt: 748 Adult-734 Child- 14

Traffic Collisions: Total: 235, Damage, 165 Injury- 24, Fatality-0, Hit & Run- 46 .

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Organization: Soldotna Police Department	Total Expenditures: \$173,069.90 AHSO Grant Dollars Received :\$ 81,098.81 Donated Media and Donated labor value: \$91,971.09
Grant Number: 154AL 11-01-16	Date: October 12, 2011
Project Manager's Signature: 	AHSO Use Only:

Overview:

The ARRIVE ALIVE media campaign was a year-long effort which addressed a broad range of traffic safety topics and attempted to be responsive to the most common contributing factors of crashes. The campaign integrated a variety of techniques including radio and newspaper ads, community education, contests, sports advertising, surveys and other methods to drive home the message that everyone should strive to ARRIVE ALIVE when traveling on local roadways.

All of the radio Public Service Announcements (PSAs) were recorded by Soldotna police officers and all but one were written by the project management team. Newspaper ads were designed in both black and white, and color formats, and rarely repeated, in order to keep the messages fresh and appealing.

In addition to paid media we achieved three pieces of earned media in the local newspaper which included the ARRIVE ALIVE message. The Peninsula Clarion further supported our project by providing more than \$9,000 worth of unexpected bonus value in the form of a newspaper and internet caption contest designed to engage the community, and get them to think about safe driving. The Kenai River Brown Bears Hockey team partnered with the project in the creation of a safety poster, and donated a hockey jersey as

**Planned vs. Actual Expenditures:**

There were no big surprises with regards to expenditures on this project. The Grant included costs for a third year of wireless service on a previous AHSO funded project called technology on Patrol. These wireless costs were somewhat lower than had been anticipated, which allowed revision of the grant to expand the promotional items which could be acquired and distributed to reinforce the ARRIVE ALIVE message.

The project proved to be more labor intensive than had been anticipated at its inception, but because the bulk of management labor was provided by a volunteer, the budget and cash flow were not adversely affected by the underestimation and all milestones were accomplished. Creation and review of ads proved to be the biggest time sponge, but the fact that they were being created in-house enabled great flexibility and allowed the project to be contemporaneously responsive to crash factors which were identified in the many deadly collisions which occurred on the peninsula over the summer. It is felt that addressing topics thought to be factors of recent local crashes helps to focus drivers' attention on the importance of the message and magnifies its effect.

Summary and Recommendations:

According to figures provided by the media, our 3000 radio PSAs were heard by a local audience that numbered 50,000 peninsula listeners with an additional 9,000 potentially hearing them in fringe areas; and combined, the 3 newspapers estimated they reached approximately 100,000 readers per week.

While it is not possible to know just how many drivers changed their driving habits as a result of the campaign, the reduction in injury causing crashes in the community to the lowest level in 5 years gives hope that at least some drivers modified their behavior in a positive way.

The following pages contain images of all of the ads and materials used in the ARRIVE ALIVE campaign as well as the earned media articles, distracted driver survey and other items of interest.

Racing muscle with a message

PAGE 11

Local youth races Arrive Alive car, continues family tradition

September 13, 2011

By Brian Smith Copyright 2011 . All rights reserved.



Photo by M. Scott Moon

Joel Williams, a 14-year-old freshman at Skyview High School, climbs out of the 1985 Ford Mustang he races at Twin Cities Raceway after "packing the track" with other drivers before the start of a race series earlier this month. The car's fully functional light bar gets hastily removed before the first race begins.

Racing muscle with a message

Peninsula Clarion

The first time the Williams family raced the car, its junkyard motor smoked.

Bill Williams was behind the wheel of the 1985 Ford Mustang when it overheated during laps around the track.

The stock car, which they had found for sale online in Fairbanks, was built to race.

But, it was the end of the summer last year and ultimately the end of the Mustang's identity as the local racing scene at Twin Cities Raceway would know it.

"I put the wrong gas in ... I put chainsaw gas in it and then it really smoked," Bill said with a laugh. Enter Joel, Bill's 14-year-old son.



Photo by M. Scott Moon

Williams, driving the car at left, out drives his mother Billie Jean during a race earlier this month. Three generations of his family race at Twin Cities.

With limited racing experience, Joel partnered with his father to begin a winter transformation, of sorts, the likes of which local track goers haven't seen as long as Bill can remember.

This summer, stock car racers and fans at the raceway were sometimes treated to a glimpse of two unusual sights — the 14-year-old competitor and the lights of a police car.

The once orange colored Mustang has been transformed into a slightly dented, black and white racing machine designed in the image of a police car — complete with authentic lights and Soldotna Police Department decals on the side.

"The crowd really seems to like that car — we get lots of compliments on it," Bill said.

The most important part, both contend, are the words plastered in red all over — Arrive Alive.

Joel's race car is a facet of the homegrown campaign designed by Soldotna Police aimed at raising awareness of the dangers of distracted driving, SPD Chief John Lucking said.

Lucking, also a longtime friend of Bill's, worked with the Williams to develop and execute the re-vamped car. It was a special thing, he added, to watch a father and son construct something together.

"Last winter I was around the shop enough to observe him and his son and their really healthy relationship building this race car," he said. "It impressed me. Joel is just a really solid young man — he's not out getting into trouble, he is always constructively using his time for positive things and invested in family."

The police chief put two and two together and pounced on the opportunity.



more than write tickets; to be proactive rather than reactive in the community, he said.

"I think it is really sending out a positive message," Joel said. "There are a lot of cops on the Kenai Peninsula and a lot of people don't like the cops just because they got pulled over once or they got in trouble or something and I think this car is a way to tell them that the cops do support racing, but just in a legal way."

Joel never had a moment of hesitation about driving the police car or being a part of the department's campaign, he said.

"We knew that we were going to have to build a car on the really cheap side and it was going to be really hard for us to build a decent motor and car having a 14-year-old without a job being able to get parts," he said. "This helps me a lot and I have to thank John Lucking because that car would not be what it is without him."

Lucking noted the Alaska Peace Officers Association and the City of Soldotna also contributed to the cause.

He also said that the department hopes to continue funding Joel's car and the Arrive Alive campaign through another 12-month grant, if it's approved.

Even if the money runs out, Joel's time behind the wheel won't be up, he contends.

"I know I am going to be racing stock cars for a while because I mostly want to," he said.

Racing is in his blood, he said.

Often times three generations of Williamses can be found at the track on race night. Even Joel's brother Andy and grandfather from Anchorage are in on the passion.

"It is something that we have just done," Bill said.

Being the youngest guy at the track doesn't intimidate Joel either.

"A lot of people, the first couple of race days, were just kind of shocked at how young I was," he said with a laugh.

"I wasn't really sure what to expect because I haven't ever driven over 15 miles per hour and so I was picturing it myself and I had played lots of video games about it, but there is a large difference from video games to real life. Once you get it down, it is just not that hard at all."

Just like any other parent would, Bill gets the usual bouts of race day stress, for both of his sons.

"I have had more anxiety when they're on the track worrying that something could happen than I ever had when I was on the track," he joked.

And although he knows both of his sons are good young men and becoming better drivers on the track, he understands racing judgment is much different than personal judgment. That gives him anxiety, too.

That's why as a parent, he whole-heartedly supports the Arrive Alive campaign.

"When I was 21 years old, it was a different world then," he said with a grin. "I could get by with things that I know Andy can't.

"My parents couldn't recognize the signs like I can because I did all that stuff that teenagers do. I'm a little more informed than my parents were."



Photo by M. Scott Moon Williams, with support from Soldotna Police Chief John Lucking and the Soldotna Police Department, uses his race driving to promote Drug Abuse Resistance Education (D.A.R.E.), the Arrive Alive program, and other public safety causes.

INFORMATIONAL FLYER GIVEN TO DRIVERS DURING TRAFFIC ENFORCEMENT**ARRIVE ALIVE****Texting and driving**

**is a deadly
combination.**

**IF YOU ARE
ON THE ROAD,
STAY OFF THE
PHONE**

**No message is
worth dying for.**

**DISTRACTED
DRIVING****Can Wreck Your Day**

In today's 24/7/365 world, staying connected is no longer an option. It's a necessity. And the temptation to quickly read a text and respond – even from behind the wheel of a moving vehicle – can be compelling.

But texting and driving is a deadly combination. Drivers who text and drive are 23 more times likely to be involved in an accident.

**When you are
on the road,
stay off the phone...**

ARRIVE ALIVE!

INFORMATIONAL FLYER GIVEN TO DRIVERS DURING TRAFFIC ENFORCEMENT

Do you feel like your seatbelt is choking you? If so you can solve the problem by visiting the automotive department of your favorite store and purchasing a package of strap adjusters. They cost only a few dollars and are designed to make your seatbelt fit you more comfortably so that you will wear it properly.



**WEAR IT RIGHT,
Keep it Tight
and
ARRIVE ALIVE!**

ARRIVE ALIVE

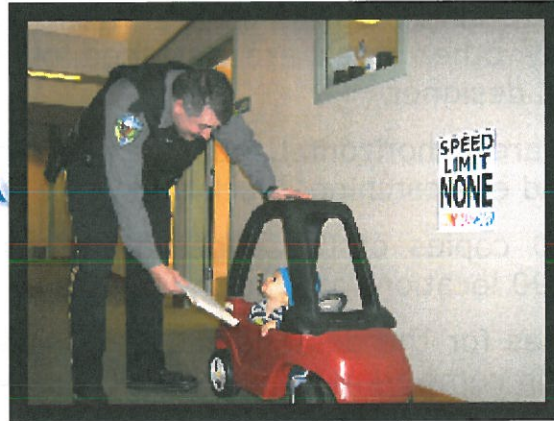


Proper seatbelt use can save lives. It is not enough to wear a seatbelt, it is also important that it be worn correctly. Seatbelts that are worn loosely or shoulder belts that are tucked under your arm can cause life-threatening injuries like broken ribs, punctured lungs and internal injuries if you are involved in a crash.

**Wear your seat belt
correctly EVERY time
you ride or drive.**

And the winner of the caption contest is...

Lexie K. from Soldotna



"Cuteness may save you from a ticket, but it won't save your life!"

Lexie will receive an official Kenai River Brown Bears Hockey Jersey

2 Runners Up – Each winner receives a \$25 Fred Meyer Gift Card

Kristina Hanson of Soldotna

"Alright, what's in the bottle young man?"

Jodi Lundell of Sterling

"Young or Old, Big or Small, We ALL need to follow the LAW"

Honorable Mention – Winning an engraved Soldotna Police Department pen

Sheila Clark:

I need you to step out of the vehicle and do the Potty Dance

Glen Marquis:

I swear officer - I ONLY had 1 bottle!


Amber A:

Sorry officer, I'm late for a "potty"


Marcia Kardatzke:

Oh Mario - license and registration please






Arrive Alive



Travel safe this summer

With the long days of summer it is important to stay alert while driving. Be mindful of increased traffic, our abundant wildlife, and the motorists they sometimes distract.



A message from the Soldotna Police Department and the Alaska Highway Safety Office.




Arrive Alive

Between the potholes and the frost heaves...

Springtime driving can sometimes seem like a roller coaster ride. But losing control of your vehicle due to excessive speed is no laughing matter. **ARRIVE ALIVE. Drive slower when conditions are poor.**




A message from the Soldotna Police Department and the Alaska Highway Safety Office.




Arrive Alive


Please don't drink and drive.



Celebrate responsibly this holiday season.

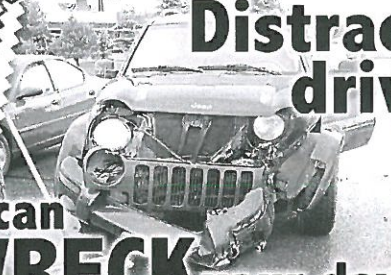


A message from the Soldotna Police Department and the Alaska Highway Safety Office.




Arrive Alive


Distracted driving



...can **WRECK** your day.






A message from the Soldotna Police Department and the Alaska Highway Safety Office.



Arrive Alive

Distracted driving can WRECK your day.

Eighty percent of all crashes are related to driver inattention. When you're on the road, stay off the phone. That means no texting, no checking for messages, no reading emails and no talking. Use a cell phone only when the car is safely parked.

A message from the Soldotna Police Department and the Alaska Highway Safety Office.



Arrive Alive

Sometimes SPEED gets you where you DON'T want to go.




A message from the Soldotna Police Department and the Alaska Highway Safety Office.