

ATTACHMENT B: Public Education and Outreach Campaign

Billboards and Banners

FED UP WITH FIREWORKS?
Report violators online.

  *SNAP, CLICK, REPORT.*
sanjoseca.gov/fireworks
Hotline: 408-535-5600



CANSADO DE LOS FUEGOS ARTIFICIALES?
Reporte a violadores en línea.

  *TOME FOTOS. HAGA CLIC. REPORTELO.*
sanjoseca.gov/fireworks
Línea directa: 408-535-5600



PHÁO BÔNG LÀM BẠN BẤT AN?
Nhanh tay báo cáo xóa tan tiếng ồn.

  *CHỤP HÌNH VÀ BÁO CÁO.*
sanjoseca.gov/fireworks
Đường dây nóng: 408-535-5600



VTA Bus Wraps



IT'S NOT WORTH IT.
You will be reported.

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**ĐỐT PHÁO BÔNG CÓ ĐÁNG KHÔNG?
Bạn sẽ bị báo cáo.**

• **HÃY CHỤP HÌNH VÀ BÁO CÁO.**
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NO VALE LA PENNA.
Usted será reportado.

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Regional Campaign Messaging



IT'S NOT WORTH IT.
Leave fireworks to the professionals.
sccfd.org

South Bay Regional Design Partners
SAN JOSE
SAN MATEO
SAN GABRIEL

IT'S NOT WORTH IT.
Fireworks can lead to serious injury.
► sccfd.org

South Bay Regional Design Partners
SAN JOSE
SAN MATEO
SAN GABRIEL

The graphic features two side-by-side images. The left image shows a person lighting fireworks at night. The right image shows a close-up of a hand with a white bandage wrapped around it, indicating an injury. The text is set against a dark green background on the left and a white background on the right, with a yellow triangle at the bottom right.

School Campaign Messaging



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ANDREW P. HILL
HIGH SCHOOL
3200 CENTER ROAD

DARTMOUTH MIDDLE SCHOOL
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ANDREW P. HILL
HIGH SCHOOL
3200 CENTER ROAD

The photos show the campaign messaging at two schools. The top photo shows a billboard at Andrew P. Hill High School with the text "FED UP WITH FIREWORKS? Report violators online. SNAP, CLICK, REPORT sanjoseca.gov/fireworks Hotline: 408-535-5600" and a sign for the school. The bottom left photo shows a banner at Dartmouth Middle School with the same text. The bottom right photo shows another view of the billboard at Andrew P. Hill High School.

Measurement

Website Traffic

Fireworks

- 6,038 page views
- 4,591 unique visitors
- 1,638 returning visitors
- 258 clicked on the reporting form link from home page
- Majority of visitors viewed the page from mobile or desktop

VTA Bus Ads (40)

- 3,071,960 impressions
- VTA Stations (10) - Center Stage Ads Search Engine Display Banner Advertisements
- 1,921,880 impressions

Digital Bulletin/Billboards (2) at 2855 Stevens Creek (Valley Fair)

- 2,499,296 impressions

Facebook Standard Single Image Advertisements

- 349,499 impressions
- 1,319 clicks
- 0.38% click-through rate