

## ATTACHMENT B: Public Education and Outreach Campaign

### Billboards and Banners

**FED UP WITH FIREWORKS?**  
Report violators online.

  *SNAP, CLICK, REPORT.*  
[sanjoseca.gov/fireworks](http://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](http://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](http://sanjoseca.gov/fireworks)  
Đường dây nóng: 408-535-5600



## VTA Bus Wraps

**IT'S NOT WORTH IT.**  
You will be reported.  
**SNAP. CLICK. REPORT.**  
[sanjoseca.gov/fireworks](http://sanjoseca.gov/fireworks)  
Hotline: 408-535-5600

**ĐỐT PHÁO BÔNG CÓ ĐÁNG KHÔNG?  
Bạn sẽ bị báo cáo.**  
▶ **HÃY CHỤP HÌNH VÀ BÁO CÁO.**  
[sanjoseca.gov/fireworks](http://sanjoseca.gov/fireworks)  
Đường dây nóng:  
408-535-5600

**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**  
**FED UP WITH FIREWORKS?**  
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ANDREW P. HILL  
HIGH SCHOOL  
3200 CENTER ROAD

The photos show the school campaign messaging in two locations. The top photo shows a billboard at the entrance of Andrew P. Hill High School. The billboard has a dark background with white and yellow text. Below the billboard is a stone sign for the school. The bottom-left photo shows a similar billboard mounted on a building at Dartmouth Middle School. The bottom-right photo is 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