



## **BACKGROUND**

Drive Safe Cedar Valley is a public awareness and development program aimed to promote safer roadways and careful driving habits in the Cedar Valley. Initially funded by the Iowa Department of Transportation, Waterloo is the first city in the state to receive a traffic safety grant for such a program.

The program is two-fold. It serves as a public awareness program and educational tool for traffic safety, as well as a development program to create funds and in-kind contributions to support ongoing traffic safety campaigns in the future.

The mission of Drive Safe Cedar Valley is evident by its positioning statement: "Our lives are in your hands." The campaign encourages drivers, passengers, bicycle riders and pedestrians alike to get back to the basics of safety in order to save lives.

Changing the culture of driving is crucial in the program's approach to increase safety on the roads in the Cedar Valley. The messages are targeted toward intersections in the Cedar Valley that have been chosen as candidates for redevelopment, exposing roadways in neighborhoods and sections of the community where the potential for unsafe driving is higher.

The campaign also communicates the values of responsibility and community, reminding every citizen in the Cedar Valley to become accountable for the safety of themselves and others. The Drive Safe Cedar Valley program is committed to changing the mindset of drivers to improve traffic safety in the community. It serves as a wake-up call to local drivers – safe driving matters. In fact, it is a matter of life and death.