



Tune In, Not Out Campaign Against Teen Distracted Driving

A Vision Zero Partnership between the City of Bellevue, Bellevue School District, Washington DECA, and Interlake High School



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I. EXECUTIVE SUMMARY

What is the campaign?

The Tune In, Not Out Campaign is student-organized promotional project against teen distracted driving. This was a pilot campaign at the request of the City of Bellevue’s Transportation Vision Zero Team, which sought to expand its traffic safety efforts to student voices. The main elements of this music-themed campaign were a pop-up musical concert, a school-wide market survey & exposure, and city-wide media exposure.

Campaign Rationale:

In the city of Bellevue, someone is killed/seriously hurt every 17 days on the road. As a result, Bellevue has adopted a comprehensive plan to reduce all traffic deaths and serious collisions on city streets to zero by the year 2030.

Motor vehicle accidents are the #1 cause of death for Americans 15 to 24 years old.

Given that technology is becoming increasingly prevalent in young people’s lives, we decided we need to take action that directly target teen drivers. Ultimately, we hope that this partnership with the City of Bellevue would help bring greater teen awareness to the dangers of distracted driving.

Channels of Promotion:



COMMUNITY EVENTS



PRINT



DIGITAL MEDIA



WORD-OF-MOUTH

Primary Campaign Activities:

Press exposure at 2019 *Vision Zero Summit*

Pre-Survey & Post-Market Survey
Safe Driving Pledges

Radio, sticker, & football game safe driving reminders

Pop-up awareness concert

Fall Leadership Conference

Campaign Objectives:

1. Collect market research about teen attitudes and behaviors regarding teen driving.
2. Make Interlake student drivers (and soon to-be drivers) more focused on the road, not their phones.
3. Foster a school culture in which students feel comfortable keeping each other accountable for safe driving behaviors.
4. Allow Interlake DECA chapter members to practice their business skills of project management, marketing promotion, and teamwork.

Basic Timeline:

Feb. '19: create partnerships & announce launch

Mar.-Sep. '19: plan campaign with partners & chapter

Oct. '19: execute month-long campaign

Nov. '19-Jan. '20: present at FLC, analyze market research, & create a case study report to be delivered to Bellevue City Council.

Impact:

22% increase in student commitment to distracted-free driving.

6.3% increase in students who would confront a peer or family member engaging in distracted driving.

202 students took the pledge against distracted driving.

II. INITIATING:

A. Statement of the problem

Motor vehicle crashes are the leading cause of death for young Americans age 15-24, according to the Centers for Disease Control and Prevention. Despite the shift in media attention towards suicide, due to mental health problems, and heart disease, due to unhealthy lifestyles, traffic accidents remain the number one killer of our youth.

According to the National Highway Safety Administration, more than 37,000 people were killed in motor vehicle crashes in 2017 alone. On our very own Bellevue streets, someone is killed or seriously hurt every 17 days. However, traffic fatalities and injuries disproportionately affect young people: although people 16-25 years old only make up 10.6% of Bellevue's population, 25% of drivers involved in such an injury is between 16 and 25 years of age.

As technology becomes increasingly integrated in young people's lives, we realized that distractions also become more present on the road. The Research Institute at the Children's Hospital of Philadelphia determined that nearly 40% of high school students reported texting or talking behind the wheel; however, text messages and calls don't represent the entire extent of cell phone usage that can occur from teen drivers. Teens more frequently check their social media, adjust the GPS, use the camera, or change the music while driving -- all of which reduce a teenager's focus from the road. Distracted driving is an extremely preventable problem, yet it does require recognition and commitment on the driver's end. Hence, a school-wide campaign against distracted driving would help foster safer traffic behaviors among high schoolers in the local community.

B. Project scope: description, purpose, and expected benefits

As many people begin driving during their high school years, we decided to launch a safe driving campaign called *Tune In, Not Out (TINO)* at Interlake High School. This was a pilot campaign at the request of the City of Bellevue transportation department, who asked us as DECA chapter officers to carry out a student-led promotional campaign against distracted driving. Ultimately, we also expanded our school-wide campaign to a state-wide effort by collaborating with the Washington DECA State Team and AAA Washington.

The purpose of the *Tune In, Not Out* campaign is to educate student drivers about the dangers of distracted driving, as well as foster a school community to keep each other accountable for each other's safety. We decided to approach the campaign via music, hence the campaign name *Tune In, Not Out*. The rationale behind is that a large majority of students connect with music, so it would be the most effective communication channel and campaign theme.

The ultimate product would be a pop-up concert that raised awareness for safe driving behaviors, which would be supplemented by various other marketing strategies throughout the month of October. The month-long campaign would culminate at the 3-hour long distracted driving summit at the DECA Fall Leadership Conference held on November 3rd.

The expected benefits, which are the gains delivered through the *Tune In, Not Out* project, are outlined below:

1. Increased community safety: Interlake students are more aware of the dangers of distracted driving and the likelihood of traffic accidents due to careless driving. Therefore, students will be more likely to keep their eyes on the road.
2. Stronger DECA brand presence: The *Tune In, Not Out* campaign will generate significant publicity for the DECA club, hence improving its reputation.

III. PLANNING & ORGANIZING

A. Project goals

1. *Market research is collected* about Bellevue teen attitudes and behaviors surrounding distracted driving.
2. Interlake High School student drivers (and soon-to-be drivers) are *more conscious of their focus* when they're on the road.
3. Interlake *teens keep each other accountable* for safe behaviors.
4. Club members *practice their business skills*, specifically project management, promotion, and teamwork. This demonstrates that *business can be an effective channel for social impact*.

B. Human resource management plan

Partners	DECA Members	Chapter Member Roles	Professionals
<ul style="list-style-type: none"> • Washington DECA • City of Bellevue • KEXP Radio • Bellevue School District • State Farm • AAA of Washington 	<ul style="list-style-type: none"> • Anne-Claire Mousseau • George Lan • Olivia Sun 	<ul style="list-style-type: none"> • 30 Planning • 40 Promotional Activities • 30 Market Research • 20 Concert Organization 	<ul style="list-style-type: none"> • Brent Mason • Franz Loewenherz • Ivan Duran • Lasinnda Mathewson • Aric Weiker

1. DECA Members

- **Olivia, Campaign Developer:** Olivia initiated the *Tune in, Not Out* Anti-Distracted Driving Campaign at Interlake. She got the idea after communicating with the City of Bellevue about its Vision Zero goals. After developing a partnership with Washington DECA, she recruited a team to organize the campaign. Olivia led the planning phase of the campaign with different activities scheduled throughout the month. She maintained communication with the major partners throughout the campaign.
- **Anne-Claire, Campaign Organizer:** Anne-Claire led the execution of the campaign, communicating with the school and sponsors about our ideas and events. This included carrying out preparation for the pop-up concert as well as making sure the budget was properly followed. She promoted the campaign through various channels (social media, school announcements, football game announcements).
- **George, Campaign Organizer:** George facilitated communication between the team with the Interlake DECA Chapter and planned meetings to engage members with the campaign. Specifically, he assigned roles to different members and helped lead the marketing of the campaign at school. He maintained regular communication with the club advisors and aided Anne-Claire with planning activities with the school administration.

2. Partnerships: Our campaign engaged with organizations and businesses that share a common mission to educate teens about the consequences of distracted driving. By engaging with these partners, we made the campaign more accessible to our target audience and expanded our reach.

- **City of Bellevue:** The City of Bellevue helped us launch the campaign through media advertising and an invitation to the Vision Zero Summit. The Vision Zero team at the City of Bellevue also supported us by providing city transportation data and will ultimately use this campaign to determine whether similar initiative should be carried out in the future.
- **KEXP Radio:** KEXP Radio was the campaign's official media partner and offered 120 advertising spots on the station. We worked with them to select and sign a band for our pop-up concert, settling on local artist Baja Boy. This partnership aligned with our goals to use music as a platform to bring together teens and promote safe driving.
- **Washington DECA:** Washington DECA was our main partner, connecting us with the other sponsors. They offered us \$500 towards our budget and acted as our mentor throughout the campaign.
- **Bellevue School District:** We maintained regular communication with Bellevue School District to plan and host events at our school. We met up with the superintendent, Ivan Duran, to discuss how to implement the campaign and possible strategies to engage the student body at Interlake.
- **State Farm/AAA of Washington:** State Farm and AAA of Washington were sponsors for our campaign.

3. Business Professionals: Our team worked closely with business professionals who guided us in the execution of our campaign. The roles of these professionals are listed below.

- Brent Mason: Washington DECA Director of Philanthropy
- Franz Loewenherz: City of Bellevue Vision Zero Leader
- Ivan Duran: Bellevue School District Superintendent
- Lasinnda Mathewson/Aric Weiker: Interlake DECA Advisors

4. Roles of Chapter Members: As part of the registration process for Interlake DECA, we asked members what roles they would like to play in our campaign and assigned specific positions according to their responses. 30 members of the chapter were involved in the planning process, brainstorming promotional ideas for the campaign month. 40 members were in charge of executing the promotion of the campaign through advertising throughout the school and handing out safe driving popsicle sticks/stickers. 30 members were in charge of collecting data from students through interviews and surveys. 20 members were tasked with planning and executing the concert, including set-up and clean-up.

C. Schedule

1. Key Milestones

- Finish Planning (September 30th)
 - The first few months were used to plan out the campaign month, including activities and marketing methods. Our goal by September 30th was to finish the planning phase of this project. Before the official start, we sent out a pre-survey as a baseline measurement.
- Start of Campaign (October 7th)
 - The official start of the campaign was on October 7th. To kick off the month, we posted a safe driving announcement in the school bulletin and morning intercom announcements, started to conduct market research through interviews, and held a chapter meeting that discussed specific member roles during the month. The period from October 7th to October 18th was marked with implementing our promotional strategies throughout the school.
- TINO Concert (October 24th)
 - We wanted to get our plans finalized with the school and performing artist a week before the concert. While the event became official and we started marketing through social media, school posters, and announcements, cancellation by our singer a few days before the event forced us to make alterations to our promotional approach. The concert was hosted on the 24th and marked the start of the closing phase of the campaign.

- End of Campaign/Fall Leadership Conference (November 3rd)
 - The campaign officially closed on November 3rd during the DECA Fall Leadership Conference. We sent out a post-survey the week after the conference to the original respondents of our initial survey. To close off, we reviewed the data from the surveys and created a video to document the concert.

2. Campaign Month Timeline

- Week 1 (October 7th - October 13th)
 - Market Research (Interviews, Pledges, Videos)
 - Football Game Announcement
 - School Posters + Announcements
 - Chapter Meeting/Execution of Roles
- Week 2 (October 14th - October 20th)
 - Football Game Announcement
 - School Posters + Announcements
 - Social Media Advertising
- Week 3 (October 21st - October 27th)
 - Compliment/Safe Driving Reminder Sticks
 - TINO Stickers
 - TINO Concert
- Week 4 (October 28th - November 3rd)
 - Campaign Debrief Meeting
 - Final School Posters + Announcement
 - Compilation of Campaign Resources

D. Quality management plan – key metrics

- Survey
 - The main metric of quality management was through our initial and post-campaign surveys. We compared the data before and after to gauge whether there was a change in mindset due to the implementation of the campaign at our school.

- Interviews with Business Professionals and Chapter Members
 - We maintained regular communication with the business professionals and chapter members involved in our campaign. Frequent calls and discussions helped us with quality management, making sure that we were maximizing the reach of our campaign. Feedback from these sources helped us make the necessary adjustments in the duration of the campaign.
- Pledge Count
 - The amount of pledges we got during our campaign was a metric we used to gauge the engagement of the school with our campaign. Through tracking these numbers, we re-evaluated which promotional techniques were the most effective and closed off the campaign with lessons learned from the first few weeks.

E. Risk management plan —potential issues, potential impact of the issue and response strategy

- Budget Changes
 - Potential issues with budget would be adjusted by re-evaluating the quantities needed for each thing we are buying. Specifically, the giveaway at the concert could always be adjusted to adhere to the budget. We didn't budget all of the \$500 to leave room for potential risks.
- Inclement Weather
 - The risk of inclement weather was dealt with by reserving our school's indoor theater in case the concert had to be held inside. Both the theater and courtyard are near the lunchroom which means that students would naturally pass by and participate in our event in either location.
- Potential Food Allergies & Contamination
 - We got food handler permits to deal with potential issues of food health. This ensured the safe and legal passing out of food during our concert.

F. Proposed project budget

Funding for this campaign came from Washington DECA. Through contact with Brent Mason, the Director of Philanthropy, we secured \$500 towards our school-wide campaign. The project budget is shown on the next page:

Stickers	\$120
Donuts	\$150
Chips/Snacks	\$100
Compliment Sticks	\$10
Giveaways	\$100
Total	\$480

IV. EXECUTION

A. Initial Outreach

Media: In February 2019, Olivia, our campaign developer, secured the *Tune In, Not Out* partnership with the City of Bellevue, Washington DECA, and the Bellevue School District. She attended the Vision Zero Summit 2019 at the City of Bellevue, where she had the opportunity to announce the launch of this effort in front of over 100 transportation industry leaders across the nation. Following the summit, our *Tune In, Not Out* gained attention from the press and was featured on the Bellevue School District website, City



From left: Washington DECA executive leader Lori Hairston, Bellevue deputy mayor Lynne Robinson, Interlake High School student Olivia Sun, and Bellevue School District superintendent Ivan Duran.

City partners with local organizations to target teen distracted driving

Tune In/Not Out (TINO) campaign is an outreach effort to reduce distracted driving

of Bellevue website, Patch, as well as the Bellevue Reporter.

Pre-Survey: After finalizing our project plan, it was time to execute our campaign during the month of October. The first item on the agenda was to survey the student population. This online survey was emailed to the Interlake student body and 233 responses were received. The survey questioned students regarding their driving assumptions, habits, observances, and opinions. The responses were to be compared to the results in the post-survey in order to gauge the impact of the campaign.

“I drive safely...” pledges: Our next step was to increase involvement among the DECA club members. We asked members to film themselves pledging against distracted driving using the sentence starter “I drive safely so I can...”. Among the twenty-six video clips received, here are some responses that stood out:

- “I drive safely so I can become a marine biologist.”
- “I drive safely so I can go home and see my dog.”
- “I drive safely so I can watch my baby cousins grow up.”
- “I drive safely so I can make a difference in the world.”
- “I drive safely so I can keep playing soccer.”

Compliment sticks: During our club meeting on October 22, we hosted a compliment stick making activity that aimed to spread positivity while simultaneously reminding peers to stay safe on the roads. To make a compliment stick, a student would write a compliment on one side (e.g. “You’ll rock your test today!”) and “Drive safe! -Interlake DECA” on the other side. In the following days, students would pass these 250 compliment sticks



to each other, thereby spreading positive messages as well as safety reminders. This activity was especially effective because it was entirely student-driven: teens could subtly remind their classmates to be safe on the roads, and in this way, they could keep each other accountable. This friend-to-friend, word of mouth communication was very likely more powerful than an order from an authority figure, a school policy, or a parent reminding their child to put down their phone.

Poster pledge: Additionally, DECA members who pledged to drive safely also signed a poster that enacted their promise. We had our members sign the poster after educating our members about the dangers of distracted driving during a club meeting. We then hung up the poster in a hallway to create more awareness about the anti-distracted driving campaign.



B. Spreading More Awareness

Concert advertising:

To advertise for the planned pop-up concert, we created posters and hung them up around the school. We also created an Instagram story (see right) which was not only shared on the Interlake DECA Instagram, but also reposted by various students to spread the word. Finally, word-of-mouth marketing ensured that as many



people knew about the concert as possible. Our goal was to receive as many concert attendees as possible so we could use the gathering as an opportunity to stress the importance of distracted-free driving.

Football Game Promo Announcements: At two home football games, on October 11th as well as the Homecoming game on October 18th, we delivered an announcements that reminded spectators and players of the dangers of distracted driving. The body of the announcement read: “As part of the *Tune In, Not Out* safe driving campaign, Interlake DECA would like to remind you that distracted driving is illegal and possibly fatal. Road traffic injuries are the *number one cause* for teen deaths! Please be sure to drive safely on your way home after the game. Thanks Saints!”

Promotional Stickers: During the week of the pop-up concert, DECA club officers handed out 120 vinyl stickers to students (pictured right). The purpose is for students to stick these stickers on their laptops, water bottles and other possessions. These stickers would remain visible so that students remember to drive safely even well after the campaign has ended. Pictured right is a screenshot of an Interlake student's Instagram story, in which our *Tune In, Not Out* sticker has been spotted.



C. Day of the Concert

Morning Promo: Starting at 7:20am the morning of the concert, we handed out donuts to student drivers in the student parking lot. The goal was to encourage them to attend the Chris King concert happening at lunchtime.

Concert: The pop-up concert took place during the 45-minute lunch. The singer, Chris King, set up on the outdoor courtyard, just outside the lunch room. The donuts and chips were set up on a table near the concert. In order to receive the donut or chips, students posed for a picture with a sign saying that they pledge to drive safely. Around 145 students pledged that way at the event. A student videographer (who is an aspiring concert filmmaker) made a professional video of the concert. Between songs, we made brief statements about distracted driving statistics, as part of the awareness-raising campaign. We chose Chris King purposefully, as his music appeals to young adults and students. Around 200 students attended the pop-up concert. The concert had the effect of



expanding our outreach to a significantly greater number of students, and was a very successful cornerstone of the campaign.

D. Intended Campaign Activities

One intended aspect of the campaign, planting fake parking tickets on cars in the student parking lot, was not able to occur as school policies do not allow the placement of papers on student cars.

We had also intended to create sidewalk chalk markings around a light post in front of the school, with the words “Reserved for Distracted Drivers” inside (see image to right as example). However, inclement weather on the planned day prevented this from occurring, as the rain would have washed the chalk away.

Finally, the suggested idea of collecting data from students through in-person surveys did not take place, as we used an online survey in its place.

E. External Events

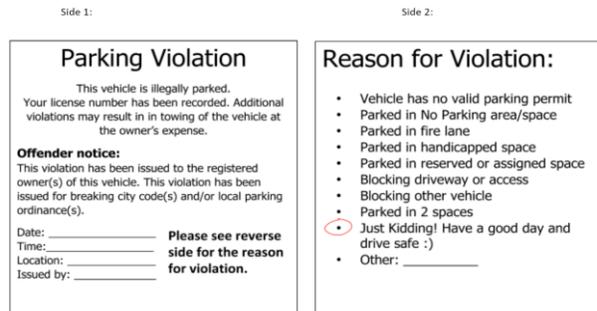
We worked with our KEXP radio partner to carry out radio announcements about distracted driving and TINO, both before and simultaneously to our school events. We also worked with our WA DECA partners to put on the DECA Fall Leadership Conference distracted driving summit, where distracted driving facts and avoidance methods were presented.

V. MONITORING & CONTROLLING

A. Monitoring

Monitoring the timeline, budget, and quality is important in project management. It shows accountability, which is crucial when maintaining trust with partners, especially sponsors. Tracking spending and ensuring transparent operations can help secure future funding as well. Comparing planned goals to the actual results also provide a sense of progress, and seeing concrete evidence of this progress fosters team motivation.

In order to monitor our schedule, we held weekly officer meetings in addition to our weekly club meetings. We created a comprehensive calendar of events, and we planned ahead to



purchase and create materials (stickers, compliment sticks, etc.)before their date of implementation. Meeting deadlines was essential to ensuring that we kept our project on track.

Monitoring our budget was done through the use of a spreadsheet. We also made sure to keep all purchase receipts to keep track of purchases and reimbursements. Our purchases were in line with expected spending, and our efficiency in spending even resulted in money left over in our budget.

To monitor the quality of our project, we kept track of several measurement indicators, including the number of pledged students, the number of survey respondents, and the number of attendees.

Finally, we monitored our performance in relation to stakeholder expectations. We regularly conducted meeting calls with our WA DECA contact, Brent Mason, to keep him updated and ensure that our project runs smoothly. Ultimately, he was very satisfied with the concert results, and noted that “Interlake DECA is exactly what makes DECA so very special. [They] didn’t let a few bumps and hiccups get in the way of doing something utterly fantastic.” Furthermore, we communicated promptly with Chris King, our concert musician, to plan logistics and payment. Chris King was also extremely impressed by the campaign, saying that he “loved his time on campus and honestly, had nothing but great things to say about the experience.” Additionally, we sent frequent updates to the City of Bellevue team who is now requesting a written report to be shown to City Council in February. Finally, our Interlake DECA club members were thoroughly involved throughout the project process, enabling them to practice real-life application of their business skills.

B. Issues encountered

The largest obstacle we faced was with planning the pop-up concert. Originally, we booked the musician Baja Boy to perform at our school. However, he backed out two days before the performance. After many hours of frantic calls and emails, we were able to book Chris King, who delivered a wonderful performance. Unfortunately, this obstacle meant that we had very little time to promote the Chris King concert given that we didn’t even know if it was going to happen until the last minute.

Additionally, we had to navigate our school’s strict policy surrounding food safety. We worked tirelessly with the school accountant and the activities director to secure the permission to hand out food during the concert. This included taking the food handler’s course and test to obtain food handlers permits.

Our project budget was reduced from a promised \$5,000 in the early planning phases to \$500. Although this made it extremely difficult to stick to a plan, our team was able to adapt by

employing cost-free guerilla marketing tactics and cheaper promotional activities to overcome this diminished funding.

VI. CLOSING THE PROJECT

A. Evaluation of key metrics: The *Tune In, Not Out* campaign's success is based off how effectively we achieved the four objectives identified during the initiation phase.

Unfortunately, real-time information using a project management system was out of our budget, but we can gauge much of the project's success from the pre and post survey results.

Objective 1: Market research is collected about Bellevue teen attitudes and behaviors surrounding distracted driving.

Our team successfully achieved this objective by conducting two student surveys: one sent out before the campaign activities, and one sent out after its completion. The second survey had the exact same questions as the first one, and was only sent to the first survey's respondents. The purpose was to observe a change in student attitudes and behaviors regarding driving as a metric for the campaign's success.

For the original survey, we received 266 respondents from Interlake students--both drivers and non-drivers. Out of these original respondents, 61 of them completed the post-survey.

Survey questions included demographic questions, multiple choice questions, Likert scale questions to gauge opinions, and one open-ended question.

Questions asked include:

1. Currently, how committed are you to driving free of distractions? Please be as honest as possible. (linear scale)
2. In your opinion, which of the following would you consider to count as distracted driving? (checkboxes)
3. Why do you think distracted driving is a prevalent problem among teens? If applicable: Why do you get distracted while driving? (open-ended text)

Objective 2: Interlake High School student drivers (and soon-to-be drivers) are more conscious of their focus when they're on the road.

A greater number of Interlake students are definitely more attentive of their driving behaviors as a result of our campaign.

First, a total of 202 students took the pledge to distracted-free driving. These pledges took place either through submitting a video response (26 students), attending our DECA club meeting and signing the club poster (31 students), or taking a photo with the pledge at our pop-up concert (145 students).

Second, the survey results show that there was a 22% increase in student commitment to distracted-free driving from before to after the campaign. On a linear scale of 1 to 10 with 10 being the most committed to distracted-free driving, the percentage of respondents who rated their commitment 8 or higher increased from 58.6% to 80.6%.

Objective 3: Interlake teens keep each other accountable for safe behaviors.

This objective was successfully attained. In response to the survey question “Would you confront a peer/family member that engaged in distracted driving?”, there was a 6.3% increase in the percentage of students who answered “Yes, always”. However, it must be noted that students self-reported this and we didn’t collect data on if they actually performed this confrontation. Additionally, it is important that accountability continues well beyond the scope of this campaign. The *Tune In, Not Out* vinyl stickers on student laptops and water bottles act as a subtle reminder to be safe on the roads. This allows teens to keep each other accountable without having to constantly directly remind each other, which can be difficult.

Objective 4: Club members practice their business skills, specifically project management, promotion, and teamwork. This demonstrates that business can be an effective channel for social impact.

Yes, we believe we achieved this objective, although we didn’t track any metrics for this objective. However, we involved the club throughout the project management process, specifically for its execution. Furthermore, we received a lot of positive feedback from students concerning the concert. We made sure to share that the awareness concert was put on by the Interlake DECA chapter so students comprehend that our business skills are being employed for positive good.

Market research findings from the original survey:

1. On a scale from 1 to 10, respondents typically would rate their personal commitment to distracted-free driving approximately 2 points higher than their friends. This suggests that students typically have greater confidence in their ability to focus on the road than what might actually be true.
2. 53.9% of students say that they observe teen distracted driving every now and then, while 14.8% of students say they see it quite a bit.
3. The large majority of students agree with the statement: Injuries due to vehicle collisions on Bellevue streets are preventable.
4. 57.5% of respondents “frequently observe” texting or using social media while driving.
5. 13.3% of respondents “frequently observe” driving under the influence while driving.

6. Sample answers to the question “Why do you think distracted driving is a prevalent problem among teens?” include:
 - a. Driving is boring so teens find ways to entertain themselves; teens get too comfortable with their environment; technology is made for teens to be addicted; teens have short attention spans; teens don’t think things will happen to them until it does; most commonly teens use navigation or switch a song; teens constantly need social connection.

B. Lessons learned

1. When collaborating with different groups of people, it is extremely useful to consider how incentives can be offered so that every actor in the project ultimately benefits.
2. A robust risk management plan is extremely important for long-term projects like this one. It might be less crucial for smaller scale projects.
3. It is much easier to raise awareness for a cause than to change behaviors.
4. Motor vehicle crashes are accidents that people don’t think will happen to them until it does. Because of this mindset, it is difficult to encourage people to invest in prevention. This phenomenon is not only true for safe driving, but also for issues such as climate change and natural disaster preparedness.
5. It takes many different avenues to create change. *Tune In, Not Out* at Interlake High School only attacked distracted driving from a peer-to-peer promotional campaign approach. Other means of promoting safe driving include:
 - Developing infrastructure that is more intuitive and less distracting for drivers
 - Changing city driving laws
 - Greater emphasis on safety in driver’s ed and stricter driving exams
 - Leading by example (especially parents)
 - Improving car safety features and making phones less distracting

C. Recommendations for future projects

We are currently preparing a report that documents this effort and compiles our findings for the Bellevue Vision Zero effort. This report will be shared with City Council in February 2020 to advise city policy and inform local residents on transportation safety progress in Bellevue. Since the most effective projects stem from collaborations between groups of different expertise (i.e. students and government officials), we hope to meet with Franz Loewenherz from the City of Bellevue and ask for his advice regarding next steps. As the *Tune In, Not Out* campaign was a pilot project, its success might merit funding from the City of Bellevue to replicate a similar effort at other high schools within City of Bellevue.

Additionally, a popular student opinion that was brought up was that students understand the dangers of distracted driving; however, they have trouble resisting. Hence, it would be extremely beneficial for professionals and experts to speak to high schoolers, giving advice on specific tactics to remove distractions while behind the wheel.

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