



Public Information Campaign Results

Speed Safety Camera Program Launch

Campaign Overview

As San Francisco prepared to activate 33 speed safety camera systems, the agency released a multichannel advertising campaign, in concert with earned media and in-person outreach, to build awareness among drivers in San Francisco. The campaign launched January 27, 2025, two months before camera activation.

The primary message “Speed safety cameras are coming / March 2025,” was deepened with a secondary message or image showing that speed safety cameras make streets safer for everyone. In accordance with the law authorizing speed safety cameras, all touchpoints included the SFMTA URL for the campaign.

To reach San Francisco’s residents and visitors in their preferred languages, the campaign included messaging and artwork in the city’s most-spoken languages: English, Spanish, Chinese, and Filipino/Tagalog. Digital ads were also placed in Vietnamese. Outreach ambassadors speaking Spanish, Filipino, and Cantonese began door-to-door outreach to merchants in key corridors throughout the month of March to provide a personal touch and answer questions those constituents might have.



Outreach: 16th St, Mission

The activation date, March 20, was marked with a press conference in North Beach. When the cameras were activated, the campaign team changed digital campaign messaging to “Cameras are live,” which continued through the end of the campaign on April 28.

With more than 40 million estimated impressions, people moving in and through San Francisco likely saw information multiple times between January and April. As they became more aware of the speed safety cameras, we can anticipate that they slowed their driving speeds to avoid tickets. With a multimedia, multilingual, months-long launch campaign, the speed safety camera project may have slowed drivers down across San Francisco, even before a single camera turned on.



Ad type: Billboard (Sunnyside)

Paid Media Placements and Engagement

This multi-platform campaign ran from January 27 to April 28, 2025 in five languages (English, Spanish, Chinese, Tagalog, and Vietnamese) and spanned digital, social, out-of-home, streaming video, and transit-based advertising platforms. In addition to the paid advertisements and earned media, multilingual outreach ambassadors conducted door-to-door outreach on eight commercial corridors to answer questions and engage more deeply on the topic with local merchants.

Media placements were chosen to target campaign audiences as follows:

Billboards: People who drive, travel, or live near camera system locations

Bus sides, garage platforms, newspaper stands, transit station walls (donated): People who travel and drive in San Francisco, and residents, including those who speak Spanish and traditional Chinese

Interior cards on Muni buses (donated): People who travel in San Francisco and residents, including residents who speak non-English languages

In-language digital ads: San Francisco residents who get their news in one of the three threshold languages (Filipino, Spanish, and traditional Chinese) or Vietnamese

Streaming videos: Younger male drivers in San Francisco

Social media: Younger drivers in San Francisco

Media delivery is detailed below.

Billboards

Eight billboards posted from the week of Jan 27 through February 26 on project corridors across the city with neighborhood-specific messaging and imagery. Billboards in Chinatown (shown) and North Beach stayed posted through the end of March. Altogether, the billboards can be estimated to have earned 5.06 million impressions.

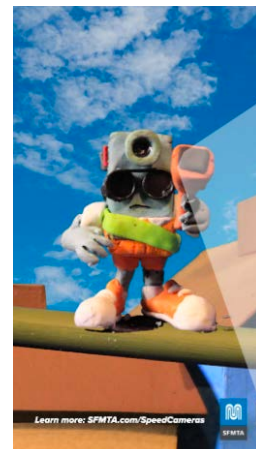
Billboard locations:

Bayview - Cesar Chavez at Indiana
 Chinatown - Broadway at Powell
 Mission - 16th W/O Bryant
 North Beach - Columbus at Taylor

Outer Mission - Monterey at Forester
 Outer Mission - Mission at Foote
 Richmond - Geary at 7th Ave
 Sunnyside - Ocean at Delano



Ad type: Billboard (Mission, Chinatown)



Ad type: Social media reel

Digital Placements

- **Meta: Facebook and Instagram** posts, Stories and Reels (video) earned 1.3 million impressions in English, 295K in Spanish, and 166K in Chinese.

Engagement with social media was strong, with

- 29,944 clicks
- 827 post reactions
- 753 shares
- 250 comments
- and an overall click through rate of 1.69%.

Social media posts earned the most traction with male users (69.5%), and a diverse age range from 18-54, with most impressions (386K) from users in the 35-44 age bracket.

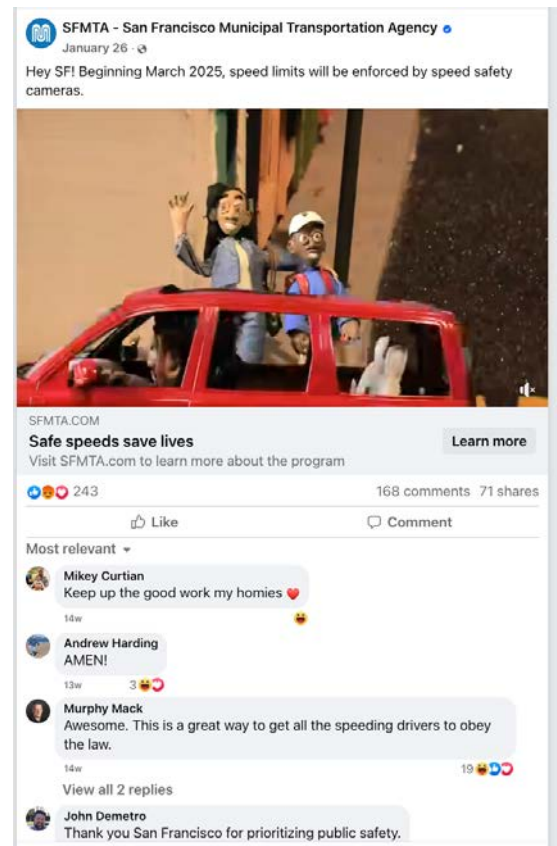
- **Chinese, Spanish, Tagalog, and Vietnamese website** ad placements (World Journal, Univision, ABS-CBN, PhilStar, Nguoi-Viet and related networks) garnered a total of 1.8 million impressions and 5,324 clicks, for an average click through rate of 0.31%. These placements ensure that the campaign reaches residents who operate primarily in San Francisco’s most common non-English languages.
- **Streaming video on websites** played the 30-second campaign video (right) on websites as pre- and post-roll snippets on web video content. This strategy earned 170,000 impressions, and a 45% completion rate of users viewing the entire 30-second video. This is an *exceptional* completion rate, which we account to the charming creative and relevance of the ad content.
- **Streaming video on gaming consoles**, is an additional strategy used to reach younger male viewers. This strategy, which does not allow viewers to skip the video, earned the campaign more than 111,000 impressions with 98.24% of viewers (109,854) watching the complete 30-second video.

- **Digital out-of-home placements** showed the campaign image or video in Muni underground stations, digital garage platforms, and street-level digital newsracks in English, Chinese, and Spanish.

Strategically placed in high-traffic areas such as Union Square, the Financial District, and Market Street, the ads cycle every 8 seconds, providing dynamic and



Ad type: Spanish, Chinese language news sites



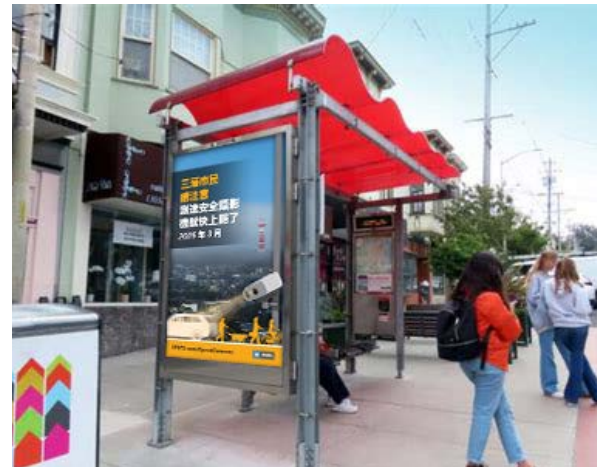
Ad type: Facebook post



Ad type: Streaming video

timely messaging. Estimated 16.9 million impressions delivered over the 9-week duration of this campaign.

- **Street-level digital transit shelters** throughout San Francisco displayed the ads as one of five 12-second spots every minute, guaranteeing high exposure. We estimate 3.2 million impressions earned over the 9-week duration of this campaign.
- **Muni bus advertising on bus tails, sides, and interior car cards** offer extensive reach, with buses traversing various city routes and neighborhoods. We estimate 11 million impressions earned over the 9-week duration of this campaign.



Ad type: Digital shelter

Direct Engagement on Select Corridors

Multilingual outreach ambassadors visited nine corridors during the month of March, directly reaching staff at more than 200 businesses citywide.

Speaking English, Spanish, and Cantonese, the outreach team had 279 conversations about speed safety cameras, hung 165 multilingual posters and placed more than 1200 palm cards.

- Outreach ambassadors visited these corridors:
 - Bayview - Third Street
 - Chinatown - Broadway, Stockton Street
 - Embarcadero
 - Mission - 16th Street, Guerrero Street
 - North Beach - Columbus Street
 - Richmond - Geary Street, Clement Street
 - SOMA - 7th Street, Mission Street, Bryant Street
 - Sunset - Irving Street



Outreach: Third Street, Bayview

Business owners and workers appreciated being contacted directly. After a brief introduction and explanation of how they work and where they are or will be located, most were in favor of the camera as a strategy to slow dangerous driving speeds on their corridors.



Outreach: Broadway, Chinatown

Earned Media

Between January 1 - March 31, 2025, television and online media discussing San Francisco's adoption of speed safety cameras was shared in 14 stories, clipped below. The announcement press conference on March 20 at a live camera site was especially impactful, bringing elected officials together with traffic safety advocates and people personally affected by speeding.

The coverage during this period earned a reach of 19.3 million, with an estimated 96.4K complete views.

Television:

Jan 1 - Mar 31

<p>KNTVDT (NBC) TV US Jan 27 · 5:00 PM</p> <p>NBC Bay Area News at 5 PM - Mon, 27 Jan 2025 17:00:00...</p> <p>to transportation officials. That's why one of the city's new speed safety cameras...</p> <p>93k Reach</p>	<p>KNTVDT (NBC) TV US Jan 27 · 6:00 PM</p> <p>NBC Bay Area News at 6 PM - Mon, 27 Jan 2025 18:00:00...</p> <p>San Francisco will soon become the first city in the state to have speed safety...</p> <p>77.2k Reach</p>	<p>KTVU (FOX) TV US Jan 27 · 6:00 PM</p> <p>KTVU Fox 2 News at 6pm - Mon, 27 Jan 2025 18:00:00...</p> <p>. Shannon Hake manages that speed enforcement cameras are coming....</p> <p>32.1k Reach</p>	<p>KTVU (FOX) TV US Jan 27 · 10:42 PM</p> <p>The Ten O'Clock News on KTVU Fox 2 - Mon, 27 Jan...</p> <p>are coming. Shannon Hake manages San enforcement cameras are coming....</p> <p>20.1k Reach</p>
<p>KRON (CW) TV US Jan 28 · 6:43 AM</p> <p>KRON 4 News at 6am - Tue, 28 Jan 2025 06:43:25 -0800</p> <p>ON CAMERA MORE OFTEN IN SAN FRANCISCO AND FIND THE SFMTA IS INSTALLING SOME NEW SPEED SAFETY CAMERAS A...</p> <p>15.7k Reach</p>		<p>KTVU (FOX) TV US Jan 28 · 12:00 PM</p> <p>KTVU FOX 2 News at Noon - Tue, 28 Jan 2025 12:00:00 -0800</p> <p>. Shannon Hake know that speed enforcement cameras are coming. Shannon Hake manages San Francisco Municipal cameras are...</p> <p>14.9k Reach</p>	

Online:

Jan 1 - Mar 31

<p>SFGate • Madlynn Medina News US Feb 4 · 4:00 AM</p> <p>San Francisco's new speed cameras to automatically issu...</p> <p>'s coming to San Francisco," the agency said on its website. Shannon Hake, the...</p> <p>11.6M Reach 130 Social Echo</p>	<p>KGO-TV - ABC7 News News US Feb 19 · 11:50 AM</p> <p>Speeding in San Francisco? 'Say cheese' for cameras at 3...</p> <p>one step closer to automatically sending drivers speeding tickets. Speed safety...</p> <p>1.58M Reach 0 Social Echo</p>	<p>KGO-TV - ABC7 News News US Mar 20 · 8:10 AM</p> <p>SF speed cameras now in use; warnings to be given out for 2...</p> <p>hit your wallet hard. SFMTA has a map of the locations and details from each locali...</p> <p>1.45M Reach 8 Social Echo</p>	<p>KQED • Dan Drekkle News US Jan 3 · 9:56 AM</p> <p>SF's Speed Cameras Are Coming in March. Will They H...</p> <p>that I think drives our public a little nuts." Mandelman asked Shannon Hake, the...</p> <p>1.43M Reach 8 Social Echo</p>	<p>KTVU-TV • Christen Kalton News US Jan 27 · 7:16 PM</p> <p>SF prepares for speed enforcement cameras</p> <p>warning drivers that speed cameras are coming to the city. Shannon Hake manag...</p> <p>1.26M Reach 1 Social Echo</p>
<p>The San Francisco Standard • Ezra Wallach News US Feb 19 · 6:00 AM</p> <p>The new 'automated' speed cameras need humans to check their work</p> <p>competitive process." SFMTA spokesperson Michael Rocciaforte said. "Verra Mobility scored the highest through this process." The...</p> <p>938k Reach 52 Social Echo</p>	<p>SFMTA News US Jan 27 · 3:48 PM</p> <p>Hey San Francisco, Speed Safety Cameras are Coming</p> <p>tulong para sa wikang Filipino Copyright © 2013-2024 San Francisco Municipal Transportation Agency (SFMTA). All rights reserved. Credits</p> <p>452k Reach 18 Social Echo</p>	<p>SFist News US Jan 27 · 4:14 PM</p> <p>SF's Speed Cameras Are Now Coming In March, But Ad Campaign For Them Already Gearing Up</p> <p>don't want this to take anyone by surprise," SFMTA's Speed Safety Camera Program manager Shannon Hake told the Chronicle. "We...</p> <p>335k Reach 2 Social Echo</p>		

Campaign Website Traffic

Campaign website showed marked increase at campaign launch around key timing of the advertising and earned media milestones.

After the launch of the campaign, average daily website users increased by 1600%. Average daily pageviews on the speed cameras webpage increased 1700%, demonstrating heightened interest in speed cameras as a direct result of the layered media approach.

Campaign Website	Days	Avg Daily Users	Total Users	Avg Daily Pageviews	Total Pageviews	Avg Time Spent (seconds)	Devices
Jan 1 - Jan 26 (before campaign)	26	54	1,398	89	2,306	54	77% Mobile, 23% Desktop
Jan 27 - Apr 28 (campaign window)	92	888	81,659	1,546	142,226	50	85% Mobile, 15% Desktop

Visitors arrived from the following sources:

- 52% Google organic search
- 27% Directly typed sfmta.com / bookmark / unknown
- 4% SFGate.com
- 4% Facebook ads
- 3% Facebook organic referral

The massive increase in web traffic overall shows a burst in awareness of speed cameras, as well as prominent and effective use of the URL to provide deeper information, from the communications campaign.

ID	Street Segment	Equipment Status	Operation Status
1	Fulton Street from 42nd to 43rd Ave	Installed	Issuing Warnings
2	Lincoln Way from 27th to 28th Ave	Installed	Issuing Warnings
3	Geary Blvd from 7th to 8th Ave	Installed	Issuing Warnings
4	Fulton St from 2nd Ave to Arguello Blvd	Installed	Issuing Warnings
5	Geary Blvd from Webster to Buchanan St	Installed	Issuing Warnings

Project website

Conclusion

This campaign successfully reached its goal of citywide awareness of speed safety camera use and met the legislated requirement of a 30-day public awareness campaign.

Setting the stage for success long before the campaign started, staff and outreach teams were meeting with neighborhood, business and community-based organizations, forging and building relationships that led to the system use policy and narrowed the list of potential camera sites to the 33 final locations. Along the way, the SFMTA team distributed fact sheets, available in four languages, including fines and other information tailored to the groups' interests.

Early on, the team reached out to include artwork and messaging informed by ambassadors from neighborhoods with a history of transportation injustice. In this case, that included an art commission from Bayview artist, Ahmad Walker. The power of Walker's joyful take on the topic, including a unique, friendly claymation speed camera and uniquely San Francisco backdrops, cannot be understated in the campaign's reception.

When planning advertising buys, the campaign team also took care assigning extra media resources to reach a key audience segment, younger male drivers, with targeted streaming video ads, social media, and placements around sports content.

Leveraging donated space from media partners and owned media on transit vehicles expanded the campaign reach substantially.

The press conference drew attention from local media by including elected officials (San Francisco Mayor, SFMTA Director of Transportation, District Supervisors, and others who had supported the project along the way, including in legislation) and safety advocates to show the shared need for safer streets alongside the human impact of traffic violence. Hosting the location at a site of active cameras – and seeing the camera flashing throughout the time on site – added a real-time confirmation of the problem of speeding.

With more than 40 million impressions over the campaign period reaching residents at multiple points of contact (online, on transit, and in the streets, in the news and on social media), this campaign has built a strong foundation of awareness. SFMTA can use campaign materials to continue educating residents and drivers in San Francisco about the shared benefit of speed safety cameras, building ownership of shared safer streets and encouraging safer driver behaviors throughout the speed safety cameras rollout and pilot period.



Paglalagay Speed Safety Camera

Maaaring gawing mas ligtas ng mga kamera ang ating mga kalye sa pamamagitan ng pagpapabagal sa bilis ng pagmamaneho. Narito ang ilang mga halimbawa kung saan maaaring ilagay ng SFMTA ang mga kamera:

PAGPROTEKTA SA MGA KAPITBAHAYAN

Sa masikip na mga kapitbahayan, ang matinding trapiko dahil sa mga kotse ay humantong sa kasaysayan ng mga banggaan. Maaaring bilisan ng mga nagmamaneho upang makaabot sa traffic light o sa pagliko. Ang matinding trapiko ng sasasyon, kasama ng mga tao na naglalakad, nagbisisikleta at nagro-rolling, ay humantong sa isang kasaysayan ng mga banggaan.



Project fact sheet, Filipino



Media Recap

PAID PLACEMENTS	English	Spanish	Chinese	Fiipino	Viet	TOTAL
Billboards	5,006,000					5,006,000
Digital newspapers		568,109	693,097	395,078	179,182	1,835,466
Streaming video	281,821					281,821
Social media	1,311,852	295,078	166,038			1,772,968
EARNED MEDIA						
Coverage Jan 1- March 31						3,100,000
DONATED SPACE						
Transit shelters in English, Chinese, Spanish						3,225,733
Newspaper stands in English, Chinese, Spanish						unknown
Transit station walls in English, Chinese, Spanish						16,912,336
Garage displays in English, Chinese, Spanish						unknown
Bus tails and sides in English, Chinese, Spanish						10,982,000
Subtotals	6,599,673	863,187	859,135	395,078	179,182	
GRAND TOTAL	campaign impressions					43,116,324