

# PEDESTRIAN SAFETY

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DEC 10, 2024  
PARTNERSHIP + FUNDING REQUEST

# LET'S WORK TOGETHER

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WESTERN HILLS UNIVERSITY HIGH SCHOOL

+

HUENITED COLLECTIVE

+

CITY OF CINCINNATI



# PEDESTRIAN SAFETY

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13 CPS Students were hit in 18/19 school year

94% of people exceeded the school zone speed limit  
(Cincinnati DOTE 2024 study)



**“PEOPLE HAVE TO  
START LISTENING AND  
PAYING ATTENTION”**

**-SHAWNA RODRIGUEZ**



# WORKING TOGETHER

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WESTERN HILLS UNIVERSITY HIGH SCHOOL

+

HUENITED COLLECTIVE

Nov 2024 Design Sprint

20+ Students

18 Professionals

5 Agencies

3 Visual Concepts

2 Radio Concepts / Scripts



SLOW  
SCHOOL  
ZONE



**FOCUS ON THE ROAD.**



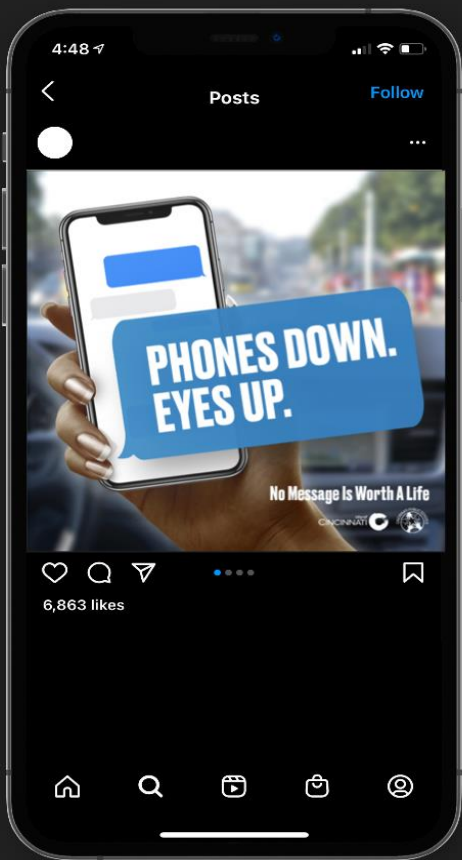
**FOCUS ON FUTURE.**

**LOOK UP. LOOK OUT.  
DON'T DRIVE DISTRACTED.**



PHONES DOWN  
**HEADS UP**







# OUR ASK

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**\$50,000 Budget Allocation**

**To Execute PSA Campaign**

- Billboards
- Bus Stops
- Bus Wraps
- Radio Placement
- Digital Ads
- Social Media Ads



UNIFIED  
THANK YOU!  
WE STAND