

GRAND RAPIDS BICYCLE SAFETY

PROJECT GOALS

- » Create foundation, guide for long-term education program
- » Reduce bicycle crashes and fatalities
- » Increase knowledge of the responsibilities of bicyclists and motorists
- » Build respect between bicyclists and motorists
- » Promote a “share the road” culture

COMMUNICATION STRATEGY

- » Build awareness of the shared rights and responsibilities of all “drivers”
- » Educate about key rules to encourage safe driving and riding behavior
- » Arm partners with consistent messages to extend campaign efforts

RESULTS

The Driving Change campaign drove significant increases in awareness, knowledge and beliefs including:

+18% BELIEF THAT

bicyclists and motorists are respectful of each other's rights to the road

+23% MOTORISTS REPORTING

always give bicyclists 5ft of space when passing

+40% AWARENESS

of new 5ft passing rule

+775% DRIVING CHANGE
campaign awareness

+32,786,000
campaign impressions

PAID MEDIA SUMMARY

Flight Dates: 5/8-5/21, 7/10-7/23
Paid Media Investment: \$119,743 net (+Spanish-language outreach)

OUTDOOR

20,960,166 IMPRESSIONS

Over 50 placements including a combination of traditional billboards, side street bulletins and digital billboards

ADDED VALUE: 548 override days



TV

3,096,511 IMPRESSIONS

- » 1,361 30-second TV spots
- » Local news, DVR-proof prime programming and season finales
- » WOOD-TV, WZZM, top-rated cable programming (i.e., Detroit Tigers baseball on Fox Sports Detroit)

ADDED VALUE:

- » 500 30-second spots on WZZM Weather Channel
- » 5-second news billboards on WOOD-TV (13.3 additional GRPs)
- » 4-minute segment on “The Exchange”
- » News story on “eightWest” online edition

REACH	87.2%	FREQUENCY	4.5X	GROSS RATING POINTS	392.4
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TRANSIT MEDIA

5,476,968 IMPRESSIONS

THE RAPID: 5,040,000 impressions

- » 20 transit tail display ads

ADDED VALUE: Charged for production only, 25% remain posted

GAS STATION TV: 320,328 impressions

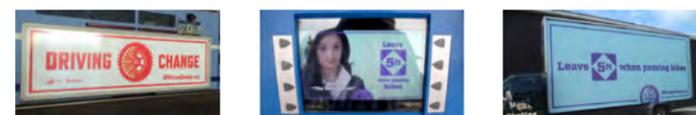
- » 30-second TV ads displayed at 160 gas pumps located at 22 gas stations

ADDED VALUE: Overdelivered by 33%

MOBILE BILLBOARDS: 116,640 impressions

- » 21 hours total road time

ADDED VALUE: 3 additional hours



Transit

Gas Station TV

Mobile Billboard

RADIO

1,811,100 IMPRESSIONS

30-second radio ads plus 15-second traffic report sponsorship messages and public broadcast announcements during each two-week flight

ADDED VALUE:

- » “West Michigan’s Weekend” on WOOD Radio podcast interview with Suzanne Schulz on July 29
- » Re-aired on BREW 101.3FM, WBCT 93.7FM, WSNX 104.5FM, WTKG 1230AM, WOOD 1300AM/106.9FM, STAR 105.7FM, ESPN 96.1FM
- » Booth presence at Taste of Grand Rapids

STATION/PROGRAMMING	# OF ADS	TARGET DEMO
WBCT 893.7FM/Country, 7a-6p plus online streaming	144 30-second ads	Adults 18-34, 44% female/56% male
WSNX 104.5FM/Top 40 7a-6p plus online streaming	144 30-second ads	Adults 18-34, 48% female/52% male
Traffic Report Sponsorships WTNR-FM, WLCS-FM, WLAW-FM, WLAV-FM, WHTS-FM, WBBL-FM	480 15-second sponsorship messages	Adults 18+
WGVU NPR morning drive	30 15-second sponsorship messages	Community thought leaders

DIGITAL

880,286 IMPRESSIONS

MLIVE: 554,638 impressions

- » Sliding billboards, home page takeover, desktop and mobile display ads, video preroll
- » 841 click-thrus to website, 954 video views



HULU: 221,709 impressions/video views

- » Over 1,800 hours of viewership for the 30-second ad



ADDED VALUE: 2,768 added-value video impressions

THE RAPIDIAN: 94,480 impressions

- » Digital display campaign; Place Matters sponsorship
- » Average session duration: 1:20



ADDED VALUE: GRTV interview segment and article published

RAPID GROWTH MEDIA: 9,459 impressions

- » 1,608 impressions from website, 7,851 from Facebook
- » 2 feature stories

“As a ‘momcyclist’ I love having more (safer) avenues for getting around town. I do it to show my daughter where we live, to be physically active, and because it’s more fun than driving a car most days. Hopefully some of these lanes can be extended, so that transportation is even easier ... because when a bike lane abruptly ends, it limits where I can and can’t go (safely) as a cyclist with kids in tow!”

– Lynn Shooks Miller

SOCIAL (Facebook/Instagram)

PAID SOCIAL: 561,689 impressions

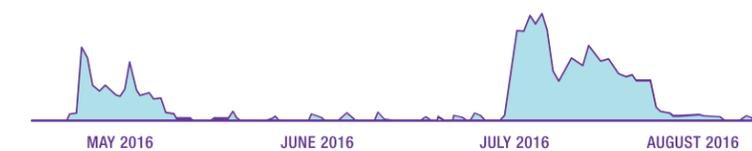
- » Total engagement: 71,289 (56,553 video views, 14,190 website clicks, 320 likes, 140 shares, 86 comments)
- » Spanish-language targeting added for flight 2; resulted in high engagement and website click-thrus

ORGANIC SOCIAL:

- » Peak total reach: 4,736
- » 462 page likes, 583 shares
- » Largest audience: adults 25-34, 51% female/49% male

WEBSITE

GRDRIVINGCHANGE.ORG



SESSIONS: 10,246

USERS: 6,268

PAGE VIEWS: 18,320

AVERAGE SESSION: 2:08

TOP REFERRAL SOURCES:

1-Facebook, 2-WoodTV

SPANISH-LANGUAGE OUTREACH

81,368+ IMPRESSIONS

(radio not rated)

TIMING: 7/11-8/31

RADIO: La Mejor

- » 143 30-second radio ads; 118 bonus spots!
- » 4 Facebook posts; 8/22, 8/26, 8/29, 8/31

PAID SOCIAL: Facebook

- » Total engagements: 3,466
- » Reach: 13,494 people

PUBLIC RELATIONS

- » Distributed 4,000 bike lights and 200 advocacy toolkits
- » Campaign launch news coverage picked up around the world
- » News coverage and interviews with WOOD-TV, WZZM and GRTV
- » Radio interviews on all major stations in West Michigan
- » Featured news articles in Rapid Growth, The Rapidian and Corp! Magazine
- » Presentation and materials shown or distributed at
 - * 10+ neighborhood meetings
 - * Movies in the Park, Lids for Kids, National Night Out, Active Commute Week, Taste of Grand Rapids and GRPS Back to School Bash and more!



Social Post



Toolkit