Appendix

- Study Phase Report
- Pre- and Post-Campaign Survey Analysis
- Creative brief template
- Strategic marketing work plan
- Marketing plan
- Campaign completion report

Creative samples
See all campaign materials at GRDrivingChange.org/resources
- Billboards
- Social Media
- Website - visit GRDrivingChange.org
- TV - visit GRDrivingChange.org/videos

Toolkit
Download toolkit materials at GRDrivingChange.org/resources
- Letter
- FAQ
- Poster
- Brochures
- Spoke Cards
GRAND RAPIDS BICYCLE SAFETY
SAMPLE CREATIVE BRIEF

BACKGROUND
Explain the current situation and problem the campaign is trying to solve.

GOALS
Outline the goals for the campaign. Are you aiming to reduce crashes? See an increase in understanding of a new law? What do you hope are the results of your effort?

COMMUNICATIONS GOALS
What are the goals of your communications? Build awareness? Educate? Change attitudes?

AUDIENCES
Who is your campaign talking to? Provide as much detailed information as possible, including age, gender, geography, behavioral characteristics, etc. Campaigns may have primary and secondary audiences if unique messages or tactics are needed to reach different populations.

MESSAGING
Prioritize the information you want your audience to receive.

METRICS OF SUCCESS
How will you measure the success of this campaign?

CREATIVE DELIVERABLES
• Based on the media recommendations, what types of creative materials will you need to develop? TV? Radio, Outdoor boards, etc
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

KEY RESEARCH FINDINGS

- CONFUSION ABOUT NEW BICYCLE ACTIVITIES IN GR. Motorists are unclear about infrastructure/ordinance changes and how they should affect driving behavior.
- MOTORISTS DO NOT KNOW THE RULES OF THE ROAD FOR BICYCLISTS. Knowledge of rules and common courtesies when sharing the road with bicyclists is severely lacking.
- BICYCLISTS DON’T FOLLOW THE RULES. Perception is that bicyclists do not ride in a consistent and predictable way. Even bicyclists are frustrated by actions of other bicyclists because they know actions of a few fuel a lack of respect.
- THERE IS HOPE FOR HARMONY. Community believes “bikes and cars can do better together.”
- EVERYBODY IS A “DRIVER.” Motorists rallied around idea that bicyclists are just “drivers” in a different vehicle. Bicyclists took away that they needed to “act like a vehicle.”
- “SHARE THE ROAD” IS NOT ENOUGH. It is too vague, accusatory. Belief that “I already do share.” Need to give more direction of specific rules, behavior.
- BE INCLUSIVE. Do not blame or single out one audience. Must break down the motorist vs. bicyclist mentality. Equal rights, equal responsibilities.

AUDIENCES

- MOTORISTS
  - Male/Female
  - 16–64
  - Wide geographic footprint
- BICYCLISTS
  - Male (80% of bicyclists involved in crashes)
  - Young riders significantly less likely to observe safety reasons
  - Frequent riders: Ride more often, higher risk of injury
  - Hispanic population

SECONDARY

- Targeted to high-risk audiences
  - Young men, 13–24
  - Hispanic population

COMMUNICATION STRATEGY

- Build awareness of the shared rights and responsibilities of all “drivers” to ensure safety on the roads of Grand Rapids
- Educate about key rules to encourage safe driving/riding behavior
- Arm partners with consistent messages to build mutual respect and to extend campaign efforts

MEDIA STRATEGY

- Campaign launch in May with heavy market-saturation media blitz (May 8–21)
- Capitalize on multiple touch points following campaign launch to provide sustained market presence
- Second blitz campaign in July (July 10–23) to optimize and extend campaign reach and frequency

MEDIA VEHICLES

Selection of campaign concept will provide additional opportunities for strategic media placement.

- TELEVISION
  - May: High-profile advertising to support campaign launch
    - 30-second spots in prime time, season finale episodes, local news
    - Reach 90% of the population 7+ times
  - July: TV more sporadic, capitalize on live sports, cable, news
- BILLBOARDS
  - High-profile billboards along major travel ways and innovative poster placements on side city streets. Billboards reach people out of home and on the go.
- TRANSIT MEDIA
  - Partnership with The Rapid for back-of-bus advertising to reach a captive driving audience and front-of-bus bike rack advertising for captive bicycle riders
- RADIO
  - Partnership with HeartRadio for 30-second radio ad placement across the top radio stations. On-the-ground campaign extension through radio partnership in some of Grand Rapids’ hottest events.
- PAID SOCIAL AND DIGITAL
  - Targeted messaging through paid social ads on Facebook, Twitter and Instagram
  - Dynamic video ads on top-ranked and trusted digital sources such as Alive, WoodTV, WZZM
  - Drive to website and encourage sharing of campaign messages

GRASSROOTS

- Campaign launch event in May
- Leverage media, community partners and advocates for event presence throughout the summer
- Distribution of campaign toolkit to businesses (city bars, bicycle shops, auto body shops, etc.)

PUBLIC RELATIONS

- Pre-campaign
  - Enlist engagement of city, civic, neighborhood organizations, community groups with “Road Show” briefing of crash data, campaign plans, opportunities for campaign engagement
  - Build partnerships for message delivery
- Develop toolkit of messages (articles, e-blast/newsletter content) and materials (FAQs, fliers, posters, social posts) for partner distribution
- Campaing launch
  - Conduct media event with city leaders, law enforcement, local health/safety/community partners
- Campaign extension
  - Participation in partner events (helmet fittings, bike-to-work day, active commute week, back-to-school bike safety, etc.)

INVESTMENT

-电视
  - 13% GRASSROOTS
- 广告牌
  - 28% 广告牌
- 广播
  - 31% 广播
- 数字
  - 6%
- 公共关系
  - 12%
- 地点
  - 7%
- 投资
  - 12%
- 12%
- 31%
- 6%
- 7%
**RESULTS**

- **+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

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**COMMUNICATION STRATEGY**

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

**PROJECT GOALS**

- Create foundation, guide for long-term education program
- Reduce bicycle crashes and fatalities
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**GRAND RAPIDS BICYCLE SAFETY**

**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 at 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 “eight/8west” online edition

**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

**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

**RADIO**

- **1,811,100 IMPRESSIONS**
  - 30-second radio ads plus 10-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 1200AM, WOOD 1300AM/106.9FM, STAR 105.7FM, ESPN 96.1FM
    - Booth presence at Taste of Grand Rapids

**SOCIAL (Facebook/Instagram)**

- **PAID SOCIAL:** 581,689 impressions
  - Total engagements: 71,289 (56,953 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

**WEBSITE**

- **GRDRIVINGCHANGE.ORG**
  - **SPANISH-LANGUAGE OUTREACH**
    - Total engagements: 3,446
    - 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!*

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<thead>
<tr>
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- Peak total reach: 4,726
- 462 page likes, 583 shares
- Largest audience: adults 25-34, 51% female/49% male

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**CAMPAIGN COMPLETION REPORT**

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# Sample Work Plan

## Grand Rapids Bicycle Education Project Timeline

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<thead>
<tr>
<th>Tasks/Activities</th>
<th>Jan</th>
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<td><strong>Phase 4: Development of Campaign Elements</strong></td>
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## Sample Work Plan

### Phase 5: Deployment of Bicycle Education Campaign

1. Pre-campaign baseline survey
2. Law enforcement presentation
3. Launch event
4. Paid media deployment
5. Ongoing media analysis/adjustments
6. Grassroots outreach
7. Partnerships
8. Public relations
9. Mobilization events
10. Law enforcement activity and engagement

### Phase 6: Post-Campaign Evaluation

1. Post-campaign survey
2. Analyze results
3. Final 2016 evaluation report
4. Presentation to steering committee on campaign results, final recommendations for 2017
## Sample Work Plan

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<td>6. Final 2017 Evaluation Report &amp; presentation to steering committee</td>
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</table>
Sample Outdoor Messages

Leave 5 ft when passing bikes

Bicyclists must OBEY signs & signals

Watch for BIKES when turning right

Bicyclists must BE VISIBLE! Use lights & reflectors

El ciclista gozará de mayor SEGURIDAD cuando circule por la vía pública
Sample Social Media Messages

Bethany: “The Obstructor”
Do not open doors in a way that obstructs bicyclists

Adam: “The Wrong-Way Rebel”
Bicyclists should ride with traffic

Driving Change - Grand Rapids
Corina from Comstock Park writes:
“I know that I’m supposed to keep my car a certain distance from a bicyclist, but I’m not sure if I’m doing it right. Am I too close? Am I too far? Should I pass? Should I wait? What if they turn? What if they don’t? I’m so confused. Please help!”

La Mejor GR
Published by: Morales CR May 9
Visita http://grdrivingchange.org/videos/ para aprender más sobre las reglas del camino para los ciclistas y los automovilistas en Grand Rapids
#DrivingChange
#GR

Ask Dr. Wheeler
Road Relationship Counselor
HTTP://GRDRIVINGCHANGE.ORG/

Automovilistas den 5 pies de distancia a los ciclistas al pasar