**RESULTS**

- **+18% Belief that bicyclists and motorists are respectful of each other’s rights to the road**
- **+23% Motorists reporting** always give bicyclists 5 ft of space when passing
- **+40% Awareness** of new 5 ft 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 of bicyclists and motorists
- Promote a “share the road” culture

**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

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**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
  - **+48 override days**

### TV

- **3,096,511 IMPRESSIONS**
  - 1,361 30-second TV spots
  - Local news, DVR-proof prime programming and season finales
  - WOOD-TV W2CM. top-rated cable programming (i.e., Detroit Tigers baseball on Fox Sports Detroit)

### TRANSIT

- **5,478,988 IMPRESSIONS**
  - THE RAPID: 5,040,000 impressions
  - 21 transit tail display ads

### 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

### 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

### SOCIAL (Facebook/Instagram)

- **548,638 IMPRESSIONS**
  - Out-reach: 192,305
  - 214 Facebook posts; 8/22, 8/26, 8/29, 8/31

### SPANISH-LANGUAGE OUTREACH

- **81,368+ IMPRESSIONS** (radio not rated)
- **Paid SOCIAL: 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: 13,484 people

### PUBLIC RELATIONS

- Distributed 4,000 bike lights and 200 advocacy toolkits
- Campaign launch news coverage picked up around the world
- Radio interviews on all major stations in West Michigan
- Featured news articles in Rapid Growth, The Rapidan 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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**PAID MEDIA SUMMARY**

- **Stanford/VersaCom**
  - 20-hour cumulative TV plus online synergy
  - Added value: $119,743 net (+Spanish-language outreach)

- **Flight Dates:** 5/8-5/21, 7/10-7/23

**PAID MEDIA SUMMARY**

- **Outdoor**
  - Over 50 placements including a combination of traditional billboards, side street bulletins and digital billboards
  - 20,960,166 impressions

- **TV**
  - 3,096,511 impressions
  - 1,361 30-second TV spots
  - Local news, DVR-proof prime programming and season finales
  - WOOD-TV W2CM, top-rated cable programming (i.e., Detroit Tigers baseball on Fox Sports Detroit)

- **Transit**
  - 5,478,988 impressions
  - THE RAPID: 5,040,000 impressions
  - 20 transit tail display ads

- **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

- **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

- **Social**
  - 548,638 impressions
  - Out-reach: 192,305
  - 214 Facebook posts; 8/22, 8/26, 8/29, 8/31

- **Spanish-language outreach**
  - 81,368+ impressions (radio not rated)
  - Paid social: 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
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**ADODED VALUE:**

- **TV**
  - 500 30-second spots on W2CM 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

- **Transit**
  - 20 transit tail display ads
  - 20 transit tail display ads
  - 20 transit tail display ads
  - 20 transit tail display ads
  - 20 transit tail display ads
  - 20 transit tail display ads

- **Radio**
  - “West Michigan’s Weekend” on WOOD Radio podcast interview with Suzanne Schulz on July 29
  - Reired on B&AM 101.3FM, WOCT 93.7FM, WSNX 104.5FM, WTKS
  - 1200AM, WOOD 1300AM/106.9FM, STAR 105.7FM, ESPN 96.1FM
  - Booth presence at Taste of Grand Rapids

- **Digital**
  - Over 1800 hours of viewership for the 30-second ad
  - 221,709 impressions/video views

- **Social**
  - Over 1800 hours of viewership for the 30-second ad
  - 221,709 impressions/video views

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**SPANISH-LANGUAGE OUTREACH**

- **81,368+ IMPRESSIONS** (radio not rated)
- **Paid Social:**
  - Total engagements: 3,466
  - Reach: 13,484 people

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**TRANSPORTATION**

- 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! — Lynell Shooks Miller

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**WEBSITE**

- GRDRIVINGCHANGE.ORG

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**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!