

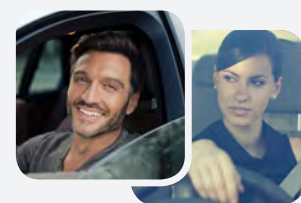
PROJECT GOALS

- 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

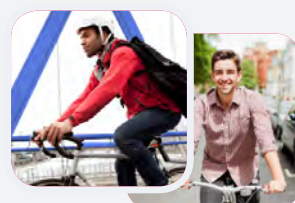
- **CONFUSION ABOUT NEW BICYCLE ACTIVITIES IN GR.** Motorists are unclear about infrastructure/ordinance changes and how they should affect driving behavior.
- **MOTORISTS DO NOT KNOW THE RULES OF THE ROAD FOR BICYCLISTS.** Knowledge of rules and common courtesies when sharing the road with bicyclists 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 • PRIMARY



MOTORISTS

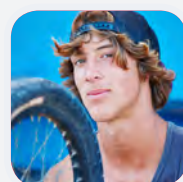
- Male/Female
- 18-64
- Wide geographic footprint



BICYCLISTS

- Male (80% of bicyclists involved in crashes)
- Young riders significantly less likely to observe safety measures
- Frequent riders: Ride more often, higher risk of injury
- City streets

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

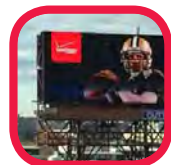
MEDIA VEHICLES

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



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.



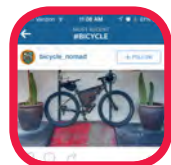
TRANSIT MEDIA

- 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



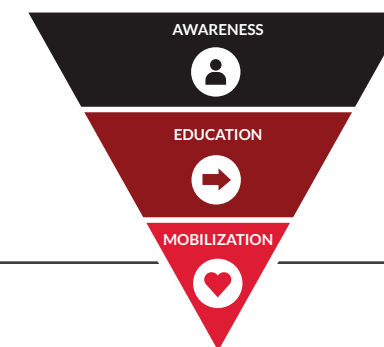
RADIO

- Partnership with iHeartRadio 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 MLive, WoodTV, WZZM
- Drive to website and encourage sharing of campaign messages



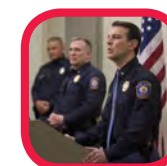
GRASSROOTS

- 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.)



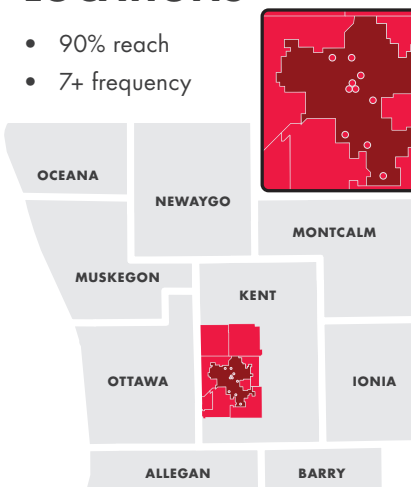
PUBLIC RELATIONS

- 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
- Campaign 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.)



LOCATIONS

- 90% reach
- 7+ frequency



INVESTMENT

