

Bicycle and Pedestrian Safety Awareness Campaign

Background

Gordley Design Group worked closely with the Arizona Department of Transportation (ADOT) and the project team, the Statewide Bicycle and Pedestrian Steering Committee, and members of the communities of Sedona, Cottonwood and Clarkdale to develop a statewide bicycle and pedestrian safety awareness campaign. The main idea for the message is *Roll-Models* safety tips for bicyclists, pedestrians and motorists. A project identity — “Be a Roll-Model” — was created and integrated in all program materials, including print advertisements, radio commercials and printed collateral.

Materials

The enclosed safety awareness program materials were created for a wide range of applications, with messages that will resonate with audiences of all ages. Additionally, some materials were translated into Spanish.

Radio Commercials

Two 60-second radio commercials were written and produced: one for pedestrian safety; one for bicyclist safety.

Pedestrian Safety Message: (see attached script for complete copy)

Main message points:

1. Always be aware of where you are.
2. Wear bright colored or reflective clothing.
3. Use crosswalks whenever you can.
4. Don't cross any road until all vehicles have stopped.
5. Remember, motorists must yield to you — it's the law — but do your part. Drivers, remember to watch for pedestrians along the road at all times. “Be a Roll Model.”
Roll smart. Roll safe.

Bicyclist and Motorist Safety Message: (see attached script for complete copy)

Main message points:

1. Make sure you ride on the right, in the same direction as other vehicles and observe all the same safety and traffic laws.
2. Motorists must share the road with bicyclists – safe passing is the law!
3. Give bikes five feet whenever possible. So roll safe. Roll smart.
“Be a Roll Model.” Show respect for all users of the road.

Print Ads

Two print ads were designed and created: one in black and white; and one in four color.

Bicyclist Safety Message:

Bicycles are fun to ride and good exercise, they help save fuel and contribute to cleaner air. But remember *roll safe* and follow these rules.

1. Ride on the right with traffic.
2. Stay off sidewalks.
3. Don't run traffic lights or stop signs.
4. Use lights at night.



Promotional Stickers

A bumper sticker and a sticker for bicyclists with the program identity were developed for promotional giveaways at schools and community events.



Bicyclist Safety Message: Be a Roll Model! Ride on the Right!

Motorist Safety Message: Be a Roll Model! Give 5 Feet!



Flyer

One flyer was created from the print ad and then translated into a Spanish-language version. The artwork was provided to the communities and program supporters to copy and distribute at schools, retail outlets and community events. *See print ad message for content.*

Hang Tag/Rack Card

A hang tag/rack card was developed and provided in both English and Spanish for various distribution methods including, bike shops, schools, display racks, direct mail and community events. Illustrations selected were from ADOT's Share the Road Guide for motorists and bicyclists, 2007 edition.

Bicyclist Safety Message: Bicyclists be a Roll Model!

Motorist Safety Message: Motorists be a Roll Model!



Bicycle and Pedestrian Safety Awareness Campaign “How-To-Implement Guide”

Materials

Enclosed are printed copies of the entire program components, as well as CDs: one version with the printed collateral materials; and one with the produced radio commercials. There are many ways to implement this campaign — and methods to fit any budget. Once your budget is established, you are ready to roll.

The following steps are some helpful tips:

Step One

Set-up your team and designate an administrator to provide oversight to the program. The administrator should be the point person for all aspects of the project and manage the project team. The administrator should prepare regular progress reports and set up a matrix for measuring the program’s results.

Step Two

Determine your campaign’s objectives and timeframe and then select the best method and materials to effectively reach your target audiences. If you are unsure of the methods to use, ask people who have done similar programs, or enlist the assistance of media sales representatives, if you are considering placing ads in print or radio media.

Step Three

Identify distribution outlets for the materials. Nearly every community has organizations that could help implement a safety program — and everyone has a vested interest in the benefits. Be creative and enlist people to help!

Distribution outlets may include:

1. Bicycle shops: The rack cards are hole-punched to hang as tags on bicycles, and the stickers and rack cards are great giveaway items for customers.
2. Schools: The flyers, stickers and rack cards are great items for education programs for students of all ages.
3. Community events: There are endless community events that would provide distribution opportunities.
4. Insurance agencies: The rack cards are great to include in client mailings.
5. Libraries: All campaign materials would be appropriate. The flyers could be posted during summer reading programs, and the stickers could be provided as part of the prize giveaways.
6. Hotels: The rack cards work well as display “take-one” items for hotel guests.
7. Chamber of Commerce: The rack cards work well as display “take-one” items for visitors, and the flyers could be posted. Request that the safety awareness information be placed on their Web site.
8. Local churches: The flyers, stickers and rack cards are great items for youth programs.
9. Rotary and Optimists clubs: The flyers could be posted or materials distributed at meetings or events.
10. Health clubs: The flyers could be posted.
11. YMCA's and recreation centers: The flyers, stickers and rack cards are great items for youth programs.
12. ADOT Motor Vehicle Division offices: The rack cards work well as display “take-one” items. Request that the safety awareness information be placed on their Web site.
13. Bicycle and pedestrian organizations/clubs: The flyers, stickers and rack cards are great items for education programs and events for students of all ages.

Step Four

Incorporate paid-media campaigns when needed. If you decide that a paid-media campaign is required, enlist the media sales representatives to assist you in determining the best way to reach your audience. They have the research information you need to help you make informed decisions about reaching your target audience. Also keep the paid-media campaign run time to no more than four consecutive weeks for the initial campaign, and two to three weeks for subsequent campaigns — if they are placed in close proximity to each other. Most people need to see or hear an ad an average of three times before it can make an impact, so make sure that you request a 3.0 frequency for your radio campaigns (and television).

Radio and Television Advertising

Request the commercials to run as public service announcements (PSAs), which means the media would run your message at no cost, or with a government rate, which would reduce the normal rate. Most media outlets have PSA opportunities.

Print Advertising

Request a nonprofit or government rate, which would reduce the normal rate.

Media-buying tips:

1. Utilize PSAs provided at no cost whenever possible.
2. Partner with other agencies or organizations to share costs and extend the campaign budget (e.g. other safety campaigns or a bicycle shop's campaign).
3. Request added value or "no charge" bonus ads or radio spots to be included in your media buy.
4. Negotiate free color so that you only pay for the black and white ad placement.
5. Request bonus placement on Web sites of media outlets at no charge.
6. Utilize non-traditional methods when possible and effective (e.g. promotional events and sponsorships).

Step Five

Utilize public relations — non-paid media — as much as possible. This will provide your program with valuable exposure at no charge.

Public Relations tips:

1. Draft news releases announcing the program and distribute to all media outlets, including newspapers and radio and television stations.
2. Distribute news releases to local organizations such as schools, the Chamber of Commerce, bicycle shops, hotels, etc. This will generate awareness and may spark interest from community leaders to assist with the program — even if the news release doesn't get published.

Financial Support

Finding the financial resources to support the campaign can be the most difficult part.

Contact community stakeholders and organizations that could have a direct benefit from a safety awareness program. Many have funds reserved for worthwhile programs to sponsor and support.

Recommendations:

1. Bicycle shops: They may offer co-operative marketing opportunities.
2. Insurance agencies: They have a vested interest and often have marketing funds to support community events and organizations. It is a natural fit.
3. Law firms: They may have funds to support community enrichment programs.
4. Schools: Sometimes schools have funds for projects such as Safe Routes to School that they can use to support relevant programs.
5. Bicycle and pedestrian organizations/clubs: They may have funds from other programs they can designate.
6. Chamber of Commerce/Visitor's Bureau: They may offer co-operative marketing opportunities.
7. Churches: Some have stipends for enrichment programs.
8. Arizona Diabetes Program: They have many grants to support community enrichment programs — particularly youth programs.