

DRIVING



CHANGE



**CITY OF
GRAND
RAPIDS**



MDOT
Michigan Department of Transportation



**MARKETING
THAT
MATTERS.**

INTRODUCTIONS

Michael Smith

Michigan Department of Transportation
Transportation Alternatives Program (TAP) Manager

Julia Knuckman

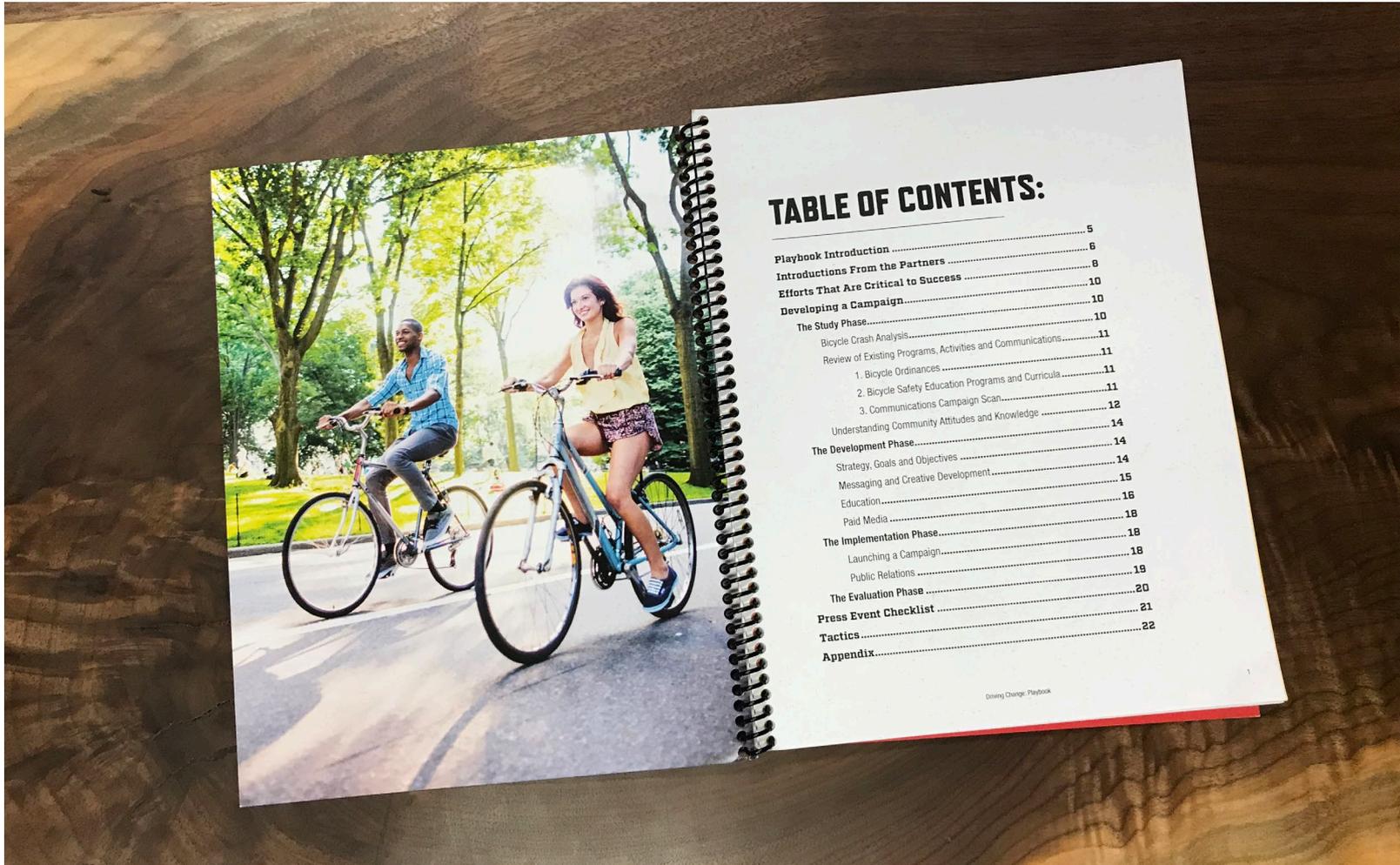
Güd Marketing
Senior Account Manager



PROBLEM HIGH FATAL CRASH RATIO



INTRODUCTION DRIVING CHANGE



**CHANGE MINDS.
SAVE LIVES.**

PROJECT ASSUMED MESSAGING

“SHARE THE ROAD”

PROJECT **STUDY & DEVELOPMENT** PHASES



Secondary Research

Crash data analysis
Best-practice
review



Online Survey

Audience
segmentation
Awareness behavior



Focus Groups

Attitudes
Message success



Creative Development

Concepts
Messaging by audience

RESEARCH CRASH DATA

Fatal and serious-injury crashes were most likely to involve:

- Youth and young adults
- Male bicyclists
- Intersections
 - Stop signs, traffic signals
 - Right-turning vehicles
- Arterial streets



RESEARCH COMMUNICATIONS REVIEW



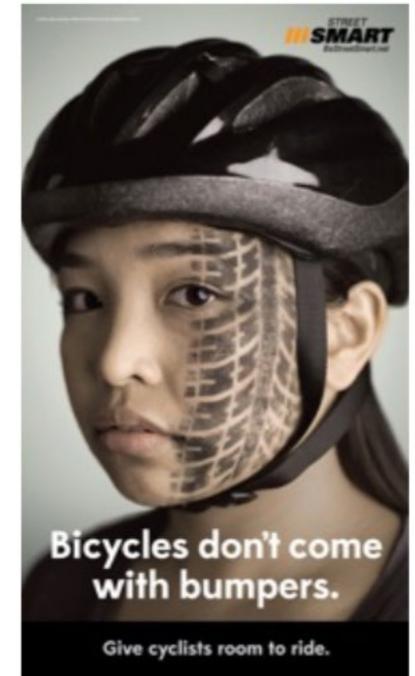
DRIVERS AND CYCLISTS
ARE MORE ALIKE THAN YOU THINK.
LET'S LOOK OUT FOR EACH OTHER.



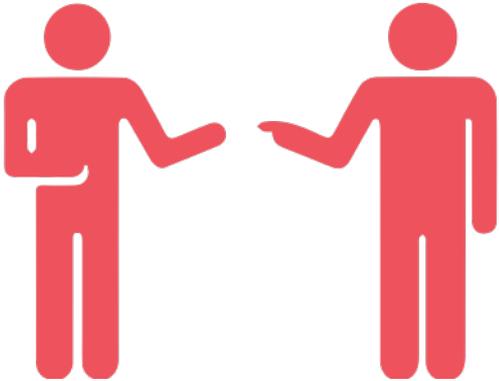
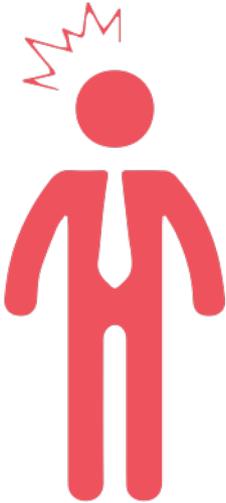
Stay wider of the rider.

New rules from 7 April.
www.qld.gov.au/sharetheroad

Great state.
Great opportunity.



PRIMARY RESEARCH KEY FINDINGS



RESEARCH KEY FINDINGS



SHARE THE ROAD

CAMPAIGN DEVELOPMENT PRINCIPLES

- Simple
- Memorable
- Positive
- Inclusive
- Appealing to diverse audiences
- Meets objectives
 - Promotes respect
 - Delivers specific behavior-change messages



CAMPAIGN **THEME**



Driving Change

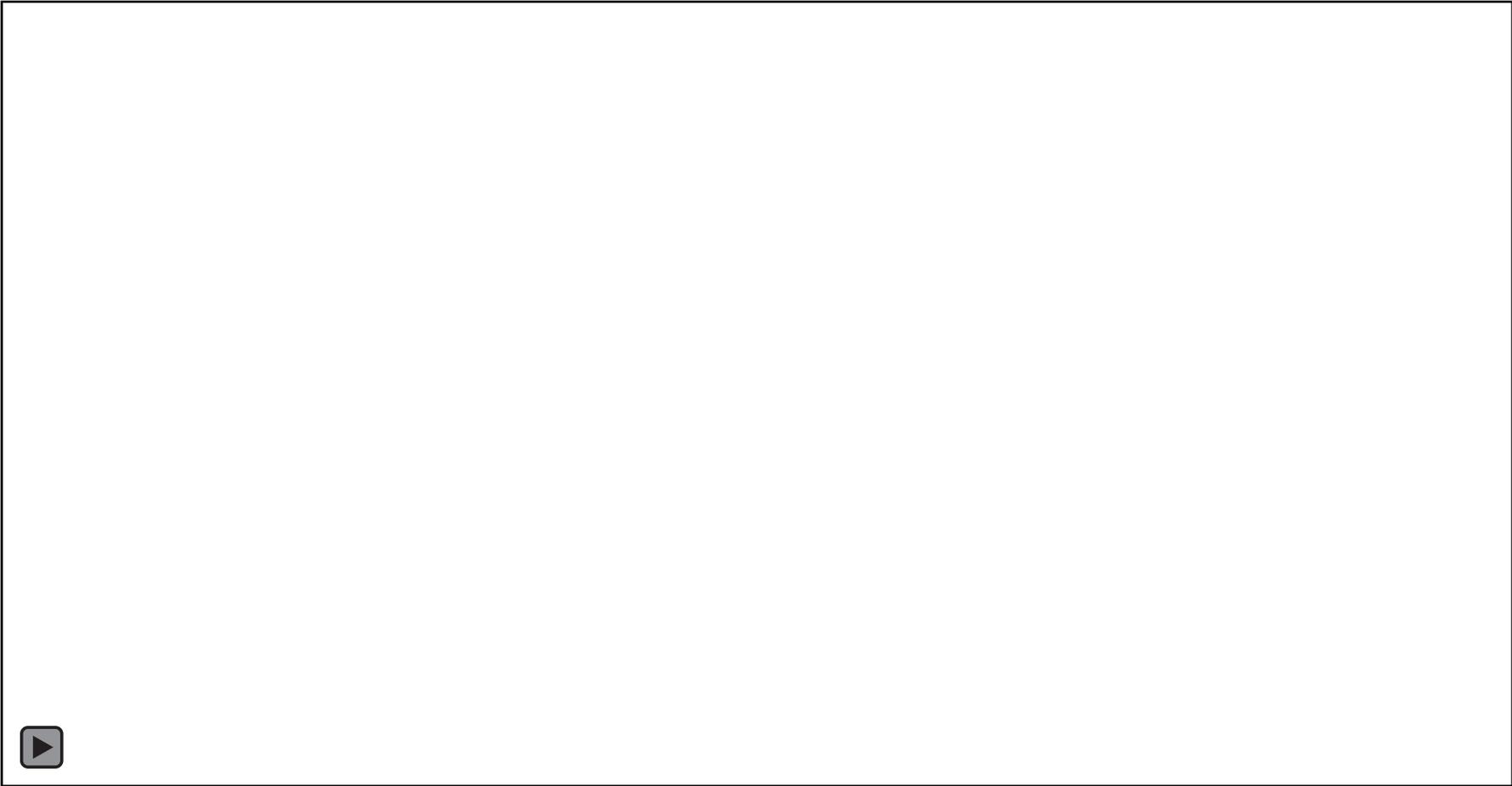
GRDrivingchange.org Grand Rapids, Michigan, USA

CAMPAIGN KEY MESSAGES

- Leave 5 ft when passing bikes
- Watch for bikes when turning right
- Bicyclists must obey stop signs and signals
- Bicyclists must be visible. Use lights and reflectors
- BOTH: Bicyclists are safer on the road



CAMPAIGN EXECUTION



MEDIA COMMUNITY OUTREACH & ENGAGEMENT

- Distributed 200 toolkits to community advocates
- Gave away 4,000 bike lights



MEASUREMENT YEAR 1 RESULTS

- 49 bicycle-involved crashes from May through September 2016
- 0 fatalities, 2 serious injuries

81%

DECREASE

in fatal/serious-injury
crashes from summer
2015 to summer 2016

24%

REDUCTION

in bicycle-involved crashes
from the previous lowest
record of 2007

MEASUREMENT PRE/POST SURVEY

- Online surveys
- Administered pre-campaign in April 2016 and post-campaign in August 2016



MEASUREMENT CAMPAIGN RESULTS

After the first summer of Driving Change, statistically significant increases in:

- Knowledge of rules
- Self-reported behavior change
- Bicycle friendliness
- Awareness of potential dangers to bicyclists on the road



18% INCREASE

in agreement that in Greater Grand Rapids, bicyclists and drivers are respectful of each other's rights on the road.

RESEARCH FINDINGS



22% INCREASE

in agreement that bicyclists in greater Grand Rapids typically follow the rules of the road.

RESEARCH FINDINGS



40% INCREASE

in people correctly identifying 5 ft as the distance drivers must leave between their vehicle and a bicyclist.

YEAR TWO

SUMMER 2017

Campaign goals for summer 2017:

- New way to convey sidewalk message
- Continue rule education
- Encourage deeper engagement
- Reinforce knowledge learned in 2016



CAMPAIGN ADDITIONS **SUMMER 2017**

**Learn why
bicyclists**



BELONG

**on roads
not sidewalks**



Learn why bicyclists



BELONG

on roads, not sidewalks



Learn why bicyclists  on roads, not sidewalks **DRIVING CHANGE**



CAMPAIGN ADDITIONS SUMMER 2017



Driving Change

About Videos Quiz Rules Resources Partners



Ask Dr. Wheeler

When the people of Grand Rapids need help with their road relationships, there's only one person they consult with: Dr. Susan Wheeler – Road Relationship Counselor.

Watch as Dr. Wheeler answers questions sent in from people with real road relationship issues. Dr. Wheeler is the master of clear direction, sound advice and positive guidance for both motorists and bicyclists. Together, we can work to improve our road relationships and drive change in Grand Rapids.



5 Foot Rule:

Corrina of 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!"

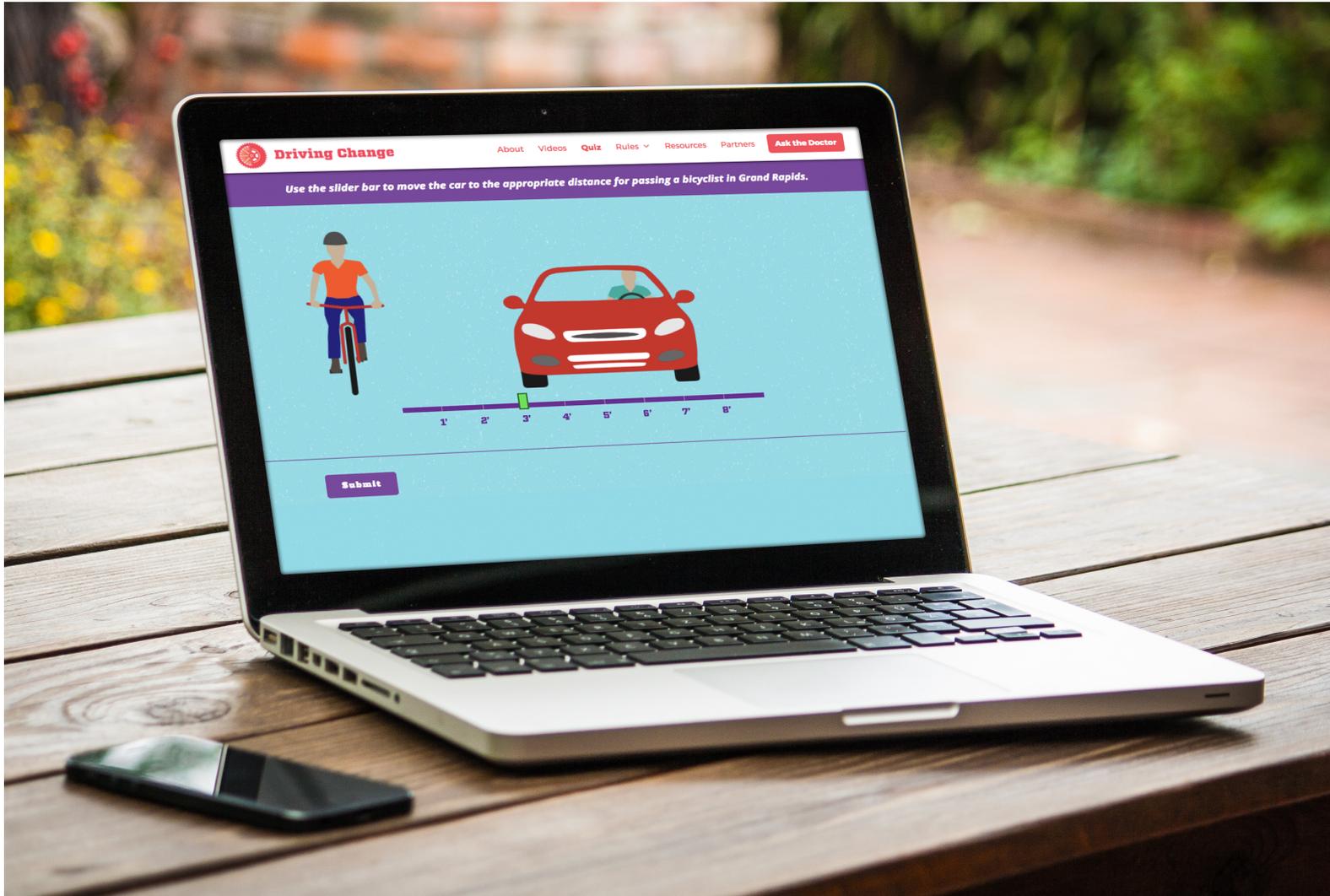
CAMPAIGN ADDITIONS SUMMER 2017



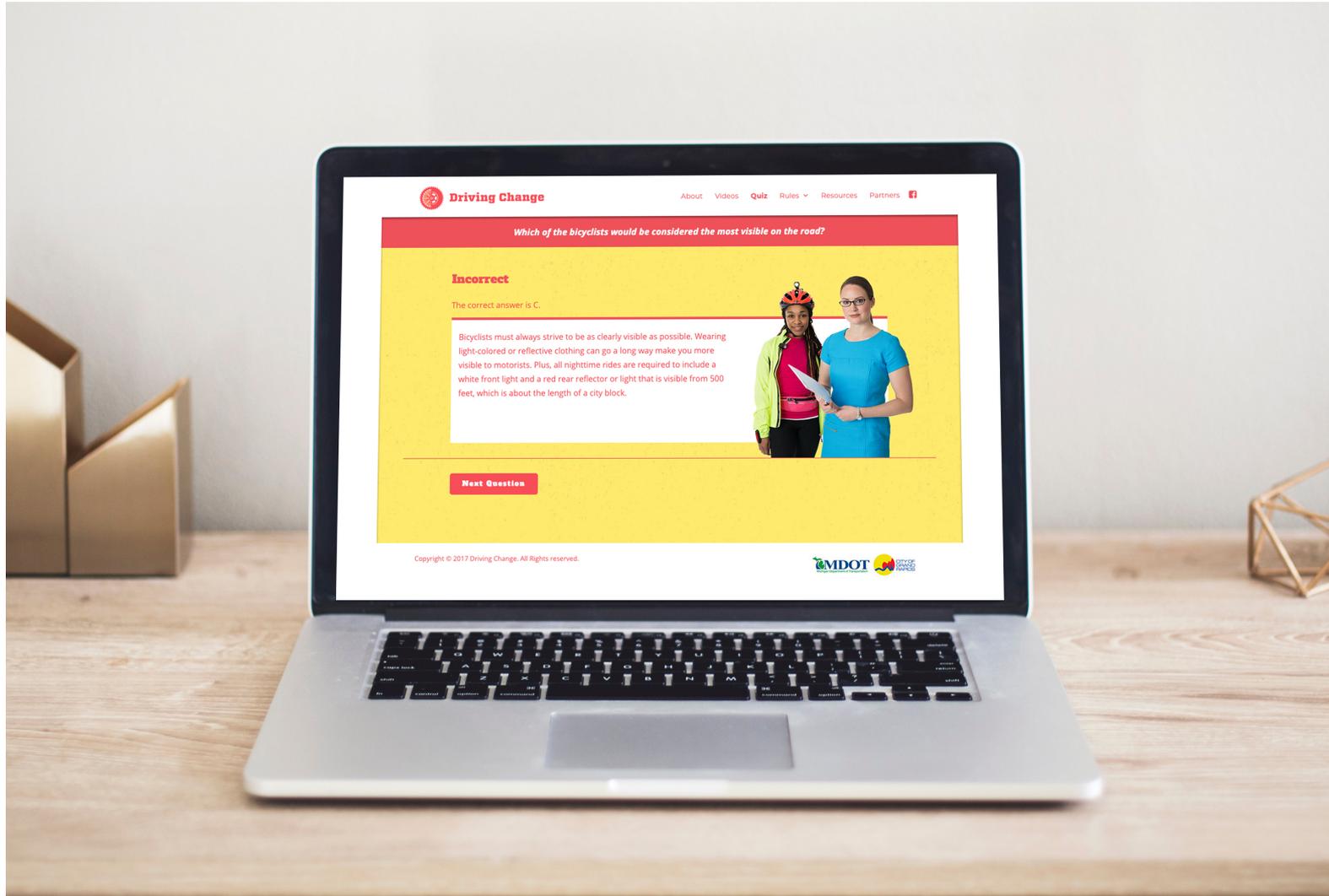
CAMPAIGN ADDITIONS SUMMER 2017



CAMPAIGN ADDITIONS **SUMMER 2017**



MEASUREMENT SUMMER 2017



Which of the bicyclists would be considered the most visible on the road?

Incorrect

The correct answer is C.

Bicyclists must always strive to be as clearly visible as possible. Wearing light-colored or reflective clothing can go a long way make you more visible to motorists. Plus, all nighttime rides are required to include a white front light and a red rear reflector or light that is visible from 500 feet, which is about the length of a city block.



[Next Question](#)

MEASUREMENT **SUMMER 2017**

Summer 2017 crash data

- 68 bicycle-involved crashes
- 2 fatalities, 6 serious injuries



YEAR THREE

SUMMER 2018

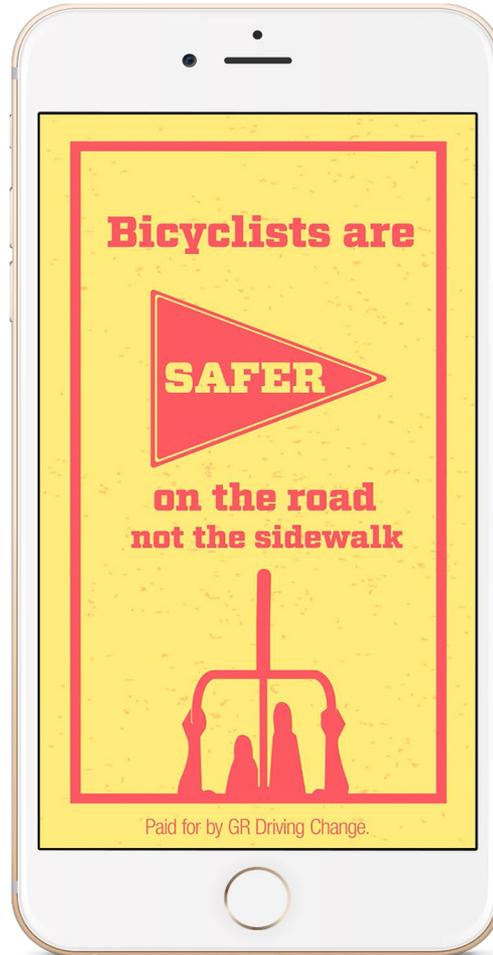
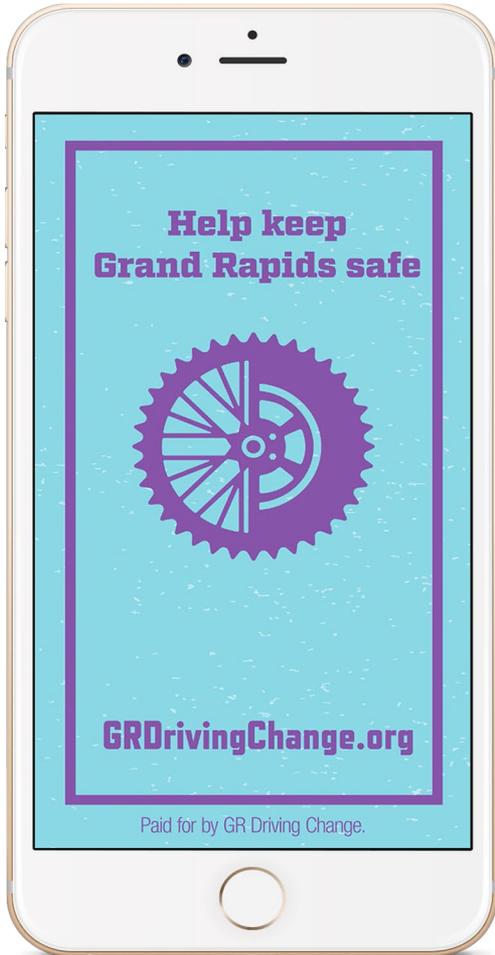
STRATEGY SUMMER 2018

Campaign goals for summer 2018

- Continue to reinforce 5ft passing rule and sidewalk message
- Reach younger, high-risk audience more often
- Encourage deeper engagement
- Reinforce knowledge learned in 2016 & 2017



CAMPAIGN ADDITIONS **SUMMER 2018**



CAMPAIGN ADDITIONS **SUMMER 2018**



CAMPAIGN ADDITIONS SUMMER 2018



MEASUREMENT **SUMMER 2018**

Summer 2018 crash data

- 40 bicycle-involved crashes
- 0 fatalities, 5 serious injuries



CAMPAIGN RECAP

2016-2018

MEASUREMENT **SUMMER 2018**

2016-2018 crash data

- 157 bicycle-involved crashes
- 2 fatalities, 13 serious injuries



2016-2018 crash data

- The two lowest bicycle-involved crash years on record (going back to 2004)
- Lowest number of bicycle-involved crashes over a three-year period

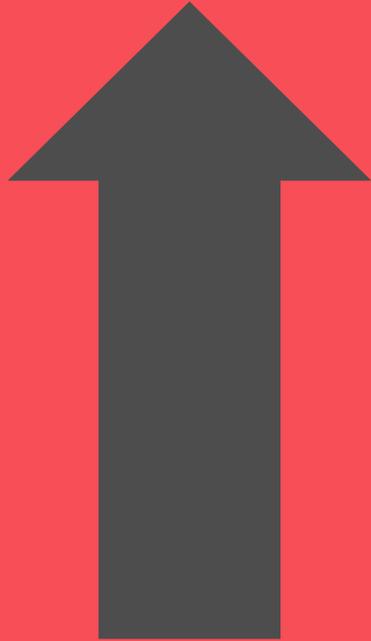


29% REDUCTION



in serious-injury or fatal
crashes vs. the previous
three-year reporting period
(2013-2015)

RESEARCH FINDINGS



30% INCREASE

in agreement that in Greater Grand Rapids, bicyclists and drivers are respectful of each other's rights on the road.

29% INCREASE

in agreement that bicyclists in Greater Grand Rapids typically follow the rules of the road.

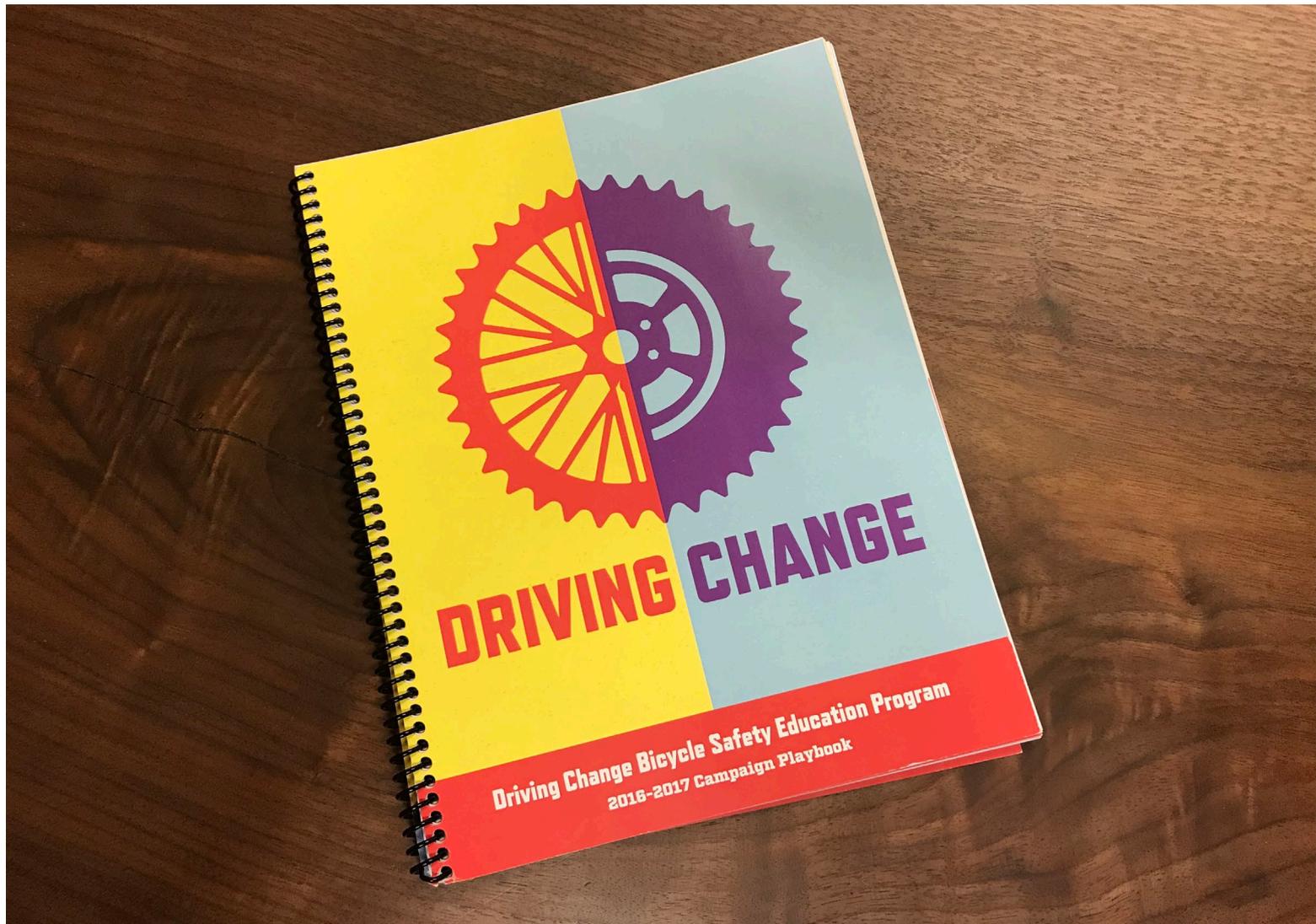
RESEARCH FINDINGS



40% INCREASE

in people correctly identifying 5ft as the distance drivers must leave between their vehicle and a bicyclist following the campaign.

CAMPAIGN PLAYBOOK



CAMPAIGN INFORMATION

Visit GRDrivingChange.org

or

Playbook & Campaign Materials:
michigan.gov/driving-change-bike-safety

