




**City of Grand Rapids
Bicycle Education Project
Status Update**

June 22, 2016



AGENDA



- ✓ Launch Event Recap
- ✓ Flight 1 Media Metrics
 - PR Coverage
- ✓ Flight 2 Preview
 - Events
- ✓ Post-Campaign Activities
- ✓ Year 2 Planning




**LAUNCH EVENT
MAY 9, 2016**

LAUNCH EVENT RECAP

- ✓ MLive kickoff story May 5, 2016
- ✓ Picked up around the globe




LAUNCH EVENT PRESS COVERAGE


- ✓ Mayor Bliss, flanked by officers from several local districts, helped kick off our campaign at City Hall on May 9.



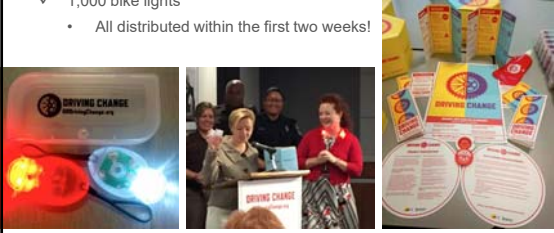
LAUNCH EVENT PRESS COVERAGE


- ✓ Extended coverage on WOOD-TV with 2-minute preview



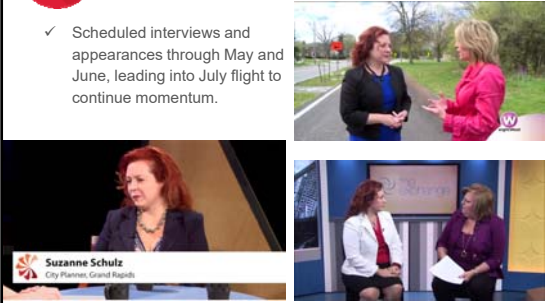
 **LAUNCH EVENT**
TOOLKITS & BIKE LIGHTS

- ✓ 200 Toolkits
- ✓ 1,000 bike lights
- All distributed within the first two weeks!



 **FLIGHT 1 PUBLIC RELATIONS**
CONTINUED COVERAGE

- ✓ Scheduled interviews and appearances through May and June, leading into July flight to continue momentum.



 **FLIGHT 1 PUBLIC RELATIONS**
CONTINUED COVERAGE

- ✓ 4-page spread in statewide Corp! Magazine




MEDIA METRICS




 MEDIA STRATEGY 


- ✓ **Broad awareness** media vehicles to reach a large percentage of the population everywhere they go. **Saturate the marketplace** during two strategically selected two-week flight schedules.
- ✓ Emphasis on **out-of-home** media to align campaign messaging with target audiences while they are in transit. Reaching audiences **while they are engaging in an activity** most relevant to campaign messaging will **increase the overall recall** and resonance of that messaging.


 FLIGHT 1 RESULTS
OUTDOOR


- ✓ FLIGHT 1: 8 high-profile billboards, 11 posters, 3 digital boards
 - **RESULTS:** More than 4.1 million impressions
 - 9 locations are still in-market, providing added value
- ✓ FLIGHT 2: Fewer highway boards, more localized, targeted placement of posters in 36 locations
 - Estimated impressions: 4.4 million
 - Adding one Spanish-language



 **FLIGHT 1 RESULTS**
TRANSIT


- ✓ FLIGHT 1: Mobile billboard, bus tails, Gas Station TV
 - **RESULTS:** Mobile billboard in market 9 hours on busy Saturday 5/14 (River Bank Run, Garth Brooks)
 - Bus tails in market through end of flight 2; estimated 168,000 impressions daily
 - Gas Station TV delivered 107,430 impressions in 2 weeks
- ✓ FLIGHT 2: Replicate Flight 1 plan




 **FLIGHT 1 RESULTS**
TELEVISION


- ✓ FLIGHT 1: WOOD, WZZM featuring :30 commercials on local news and prime-time programming (May season finales)
 - **RESULTS:** 313 TV spots aired to date with both stations continuing to run spots as value-add
 - Additional coverage with 500 thirty second spots on WZZM Weather Network and one 4-minute segment on The Exchange on My West Michigan
- ✓ FLIGHT 2: Replicate Flight 1 plan and add :05 news billboards


 **FLIGHT 1 RESULTS**
DIGITAL

- ✓ FLIGHT 1: Hulu, MLive, The Raptidian, Rapid Growth Media
 - **RESULTS:** Hulu ran 116,655 spots to 70 percent male audience
 - MLive delivered 121,904 impressions with a 6 percent click-through (2 percent higher than industry average)
 - The Raptidian: GRTV interviews and content marketing
 - Rapid Growth Media: Average time with article over 4 minutes
- ✓ FLIGHT 2: Replicate Flight 1 plan and additional interviews





 **FLIGHT 1 RESULTS**
RADIO

- ✓ FLIGHT 1: Traffic reports on news stations, plus iHeartMedia, B93, NPR, online streaming (plus others)
 - **RESULTS:** 240 :15 reads during traffic reports
 - iHeartMedia delivered 144 :30 spots plus added-value digital impressions
 - NPR delivered 15 :15 sponsorship messages
- ✓ FLIGHT 2: Replicate Flight 1 plan


 **FLIGHT 1 RESULTS**
SOCIAL

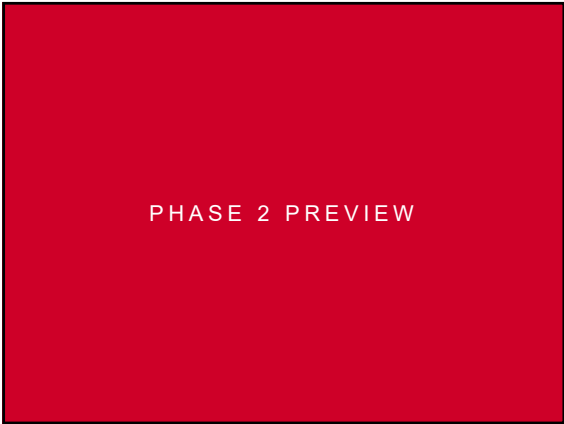
- ✓ FLIGHT 1: Facebook & Instagram paid ads targeted to M/F 18-54 in Greater Grand Rapids, featuring the TV spots
 - **RESULTS:** Total impressions reached almost 239,000, with reach over 105,000. Engagement (like, comment, share) over 58,000 during this 2-week period
 - Organic social has average daily reach over 2,700 people
- ✓ FLIGHT 2: Replicate Flight 1 and fresher messages



 **FLIGHT 1 RESULTS**
WEBSITE

- ✓ Destination for deeper engagement and exploration of the rules and resource information about the campaign
 - **RESULTS:** More than 7,000 page views during the 2-week flight
 - Average time spent on website is more than 3 minutes overall, with an average of 10 minutes since the end of Flight 1
 - Top pages visited were Bicyclist rules, Motorist rules and About
- ✓ FLIGHT 2: Continue adding new content (News) and manage inbox messages





 FLIGHT 2
OPTIMIZATIONS

✓ Outdoor – Improve read on URL



Leave **5ft** when passing bikes

 GRDrivingChange.org

 FLIGHT 2
OPTIMIZATIONS

✓ Outdoor – Spanish-language



Bicyclists are **SAFER** on the road
and riding with traffic

 GRDrivingChange.org



FLIGHT 2
OPTIMIZATIONS

- ✓ Paid Social – Spanish-language






FLIGHT 2
OPTIMIZATIONS

- ✓ Radio: Spanish-language campaign
- ✓ La Mejor Radio: 24 :30 spots per week through August
- ✓ Bonus: One Facebook post per month (3 total)

EVENTS

 SUMMER 2016
EVENTS

- ✓ Open Streets
- ✓ Movies in the Park
- ✓ Lids for Kids
- ✓ Active Commute Week
- ✓ Mayor's Ride (TBD)
- ✓ ArtPrize

POST-CAMPAIGN ACTIVITIES

 POST-CAMPAIGN
SURVEY

- ✓ Pre-campaign survey fielded through the end of April
- ✓ Results to be used as a baseline to measure movement
 - Campaign recall
 - Specific rules
 - Attitudes
- ✓ Post-campaign survey to be fielded end of July – August
- ✓ Results/report due in September



**POST-CAMPAIGN
CONTINUED COVERAGE**

- ✓ Public relations activities and grassroots efforts to continue throughout summer
- ✓ Flight 2 coverage – Driver’s education training
 - Extending press coverage
- ✓ Scheduling Rotary presentations
- ✓ Press conference to follow survey results in September
- ✓ Press release to publications (Rapidian, We Are GR) and neighborhood associations






**POST-CAMPAIGN
YEAR 2 PLANNING**

- ✓ Following post-campaign survey report
- ✓ Year 2 to consider:
 - Possible campaign material expansion
 - Continued PR/grassroots efforts
 - Safety training
 - Paid media extension
- ✓ Formal recommendations will follow





