GARD

Bicycle 2022

Program Background

The Bicycle Safety program seeks to reduce the number of bicyclists killed or injured in motor vehicle crashes on Oregon's roads. The public information campaign supports that goal by encouraging bicyclists and drivers to watch out for one another, reduce distractions, follow common-sense safety tips and respect Oregon's safe passage recommendations.

Gard supported TSD in this effort by developing and placing educational awareness media materials statewide, amplifying core messages and focusing on target audiences June – September 2022



Bicyclists



Oregon Coastal Route



Multi-modal road users



Paid Media Campaign Summary

- Media Buy Dates: 06/01/22 09/08/22
- Geographic Areas: Oregon State
- Targets: Adults A21-54
- Total Budget: \$85,215 (+ \$19,818 added value)
- Media Areas: Billboard, Google,
 Radio, Social Media, Streaming Audio
- Total Impressions: 18,956,581 imps



Radio



Transit



A21-55

2022 Messages



"Safe Passage" - 2022s Bicycle Safety messages focused on reminding Oregonians of the safe passage recommendations of the agency – a share the road reminder but also rules governing lane sharing in rural, urban and coastal areas ("I'm a Bike" / "Bikes with Mike")



"Look Out, Slow Down" - Building on the 2021 message of the program, we delivered messages targeted to the Oregon Coastal Bike Route during high travel season when more people on bikes and people driving interact on shared roads. ("Things You'll See"/"Tips for the Oregon Coast")



Oregon Friendly Driver – As part of a partnership support efforts, the website and messaging (brochure content) for partner Oregon Friendly Driver, were audited for UX design and content accessibility.



2022 Media Overview



Brochure

Oregon Friendly
Driver
Bilingual



Billboard

"Things You'll See on the Oregon Coast"

7 postings

June – August



Google

"Extra Space" A25-54 May –

September



Facebook & Instagram

"Things You'll See"

"Tips for the Oregon Coast"

Oregon Coast Drivers & Bicyclists

> June – September



Radio

"Bikes with Mike"
"I'm a bicycle"
(Coastal, Urban,
Rural)
"Bicicletas"

(Spanish)

A21-54

May – September



Streaming Radio

"Bikes with Mike"
"I'm a bicycle"
(Coastal, Urban,
Rural)

"Bicicletas" (Spanish)

A21-54; 14% designated to Spanish Speaking

> May – September



Brochure Overview 09/30/23

- Released in 09/30/23
 - "Oregon Friendly Driver"
- Spanish version translated + produced
- Trifold, double sided brochure



English



Spanish







Billboard Overview June – August

- Creative
 - "Things You'll See on the Oregon Coast"
- Target: Florence, Newport, Bookings, Manzanita
- Total cost: \$19,634 (+ \$6,082.25 added value)
- Postings: 7







Google Ads Overview

May - September

- Creative
 - "Extra Space" 320x50, 300x250, 728x90
- Target: Adults 25-54,
 Oregon
- Total cost: \$11,640
- Impressions: 13,701,293

imps







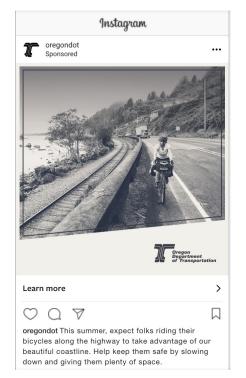




Facebook & Instagram Overview June – August

- Creative
 - "Things You'll See on the Oregon Coast" (To Drivers)
 - "Tips for the Oregon Coast" (To Bicyclists)
- Target: OCBR Coast & Metro
- Total cost: \$7,000
- Impressions: 3,117,533 imps







Radio & Streaming Audio Overview

May-September

Radio

- Creative
 - "Bike with Mike"
 - "I'm a bicycle" (Coastal, Urban & Rural)
 - "Bicicletas" (Spanish)
- Total cost: \$25,203 (+ \$5,041 added value)
- Target: Adults 21-54
- Total spots: 1,807

Streaming Radio

- Creative: same as radio
- Target: Adults 21-54; 14%
 designated to Spanish speaking
- Total cost: \$21,739 (+ \$8,696 added value)
- Impressions: 2,137,755

In Conclusion

2022's messages focused on reminding Oregonians to adopt friendly habits (ie. courteous actions which encouraged sharing the road) as well as educational messages around the best way to give space to people on bicycles while in a vehicle, no matter the region. This year's program also provided support to its partner, Oregon Friendly Driver, which promotes additional training materials for business owners, driver ed trainers and commercial drivers.



Thank you.