

GARD

**TRANSPORTATION SAFETY DIVISION**  
Bicycle 2022

November 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

English

Spanish

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

**OREGON FRIENDLY DRIVER TRAINING COURSE**

**READY. SET. GET FRIENDLY!**  
If you are a business owner, community group or bike educator, contact us to arrange a training session. For the self-paced course, follow these steps:

1. Go to [OregonFriendlyDriver.org](http://OregonFriendlyDriver.org)
2. Complete registration and enter all required information.
3. Take the pre-test.
4. Begin the course and complete the post-test.
5. Upon completion of the course, you will receive an Oregon Friendly Driver Certificate.

The Oregon Friendly Driver course is organized and taught by Oregon State Police, the State Patrol and the Lane County's of Government.  
[OREGONFRIENDLYDRIVER.ORG](http://OregonFriendlyDriver.org)  
541-668-4338

Share the Road. The Way to Go. Transportation Safety - ODOT

**CONDUCTOR AMABLE DE OREGÓN CURSO DE ENTRENAMIENTO**

**EN SUS MARCAS LISTOS, ¡SEY AMABLES!**  
Si usted es dueño de un negocio, es grupo comunitario o un instructor de educación vial, contáctanos para programar una sesión de capacitación. Para la clase autoguiada, siga estos pasos:

1. Vaya a [OregonFriendlyDriver.org](http://OregonFriendlyDriver.org)
2. Complete el registro e ingrese toda la información requerida.
3. Tome la prueba previa.
4. Comience el curso y complete la prueba posterior.
5. Al finalizar el curso, recibirá un certificado de Conductor Amable de Oregon.

Los fondos son proporcionados por la Oficina de Seguridad en el Transporte de ODOT, así como a través de:

- El curso Conductor Amable de Oregon está organizado e impartido por Caravans Oregon, The State Patrol y Lane County's of Government.
- Cuando solicite una clase en persona o un seminario en línea, contáctanos en [info@oregonfriendlydriver.org](http://info@oregonfriendlydriver.org). 541-668-4338

**COMPARTIR EL CAMINO. ES LA FORMA DE HACERLO. Transportation Safety - ODOT**

**BECOME AN OREGON FRIENDLY DRIVER!**

The Oregon Friendly Driver Course is an easy, free way for Oregon drivers to create safer streets for everyone. It takes about 60-90 minutes to complete and helps drivers better understand the rights and responsibilities of people on our streets.

**WHAT'S COVERED**  
The safest ways to utilize your roadway network.  
What traffic laws apply to people driving, people riding bicycles and people walking.  
Common mistakes and how to avoid them.  
Why people riding bikes have the right-of-way and how people driving can respond.  
How to use roadway features such as bike lanes, bike lanes, rapid flashing beacons and more.

**CHOOSE WHICH FORMAT FITS YOU**  
**In-Person Class or Live Webinar**  
The interactive webinars are led by one of our team members and includes pre- and post-testing and an official Oregon Friendly Driver Certificate upon completion. Access this option at [OregonFriendlyDriver.org](http://OregonFriendlyDriver.org)  
**Customized Class**  
Do you have a special need for your work team, neighborhood association, church or other group? Oregon Friendly Driver can create a free virtual in-person class that works for you! Just email [info@oregonfriendlydriver.org](mailto:info@oregonfriendlydriver.org) or contact us at 541-668-4338.  
**NO GROUPS NO PROBLEM!**  
Individual drivers are welcome to take the online course anytime or inquire about our scheduled live webinars or in-person classes - there are often opportunities to join a session already scheduled.

**CALLING ALL DRIVER ED INSTRUCTORS**  
Offering Oregon Friendly Driver curriculum to your students is a great way to ensure we are putting new drivers out on the road who know what to expect from people walking and biking. Visit [oregonfriendlydriver.org](http://oregonfriendlydriver.org) to learn how you can integrate these materials into your students' learning experience.

**My favorite part was the diagrams in the slide-show so I was able to see exactly what was happening.**  
**I would recommend this course because you learn how to safely obey laws that affect the people riding their bikes.**  
**My favorite part of this class was the interaction with the whole class and instructor.**  
**The instructor made it fun and interesting!**  
**My favorite part of this course was learning about the bike laws.**

**¡CONVIÉRTASE EN UN CONDUCTOR AMABLE DE OREGÓN!**

El curso Conductor Amable de Oregon es una manera fácil y gratuita para que los conductores de Oregon creen calles más seguras para todos. Le llevará entre 60 y 90 minutos completarlo y ayuda a los conductores a entender mejor los derechos y responsabilidades de las personas que usan nuestras calles.

**LLAMANDO A TODOS LOS INSTRUCTORES Y FACILITADORES DEL CONDUCTOR**  
Ofrecer el plan de estudios del Conductor Amable de Oregon a sus estudiantes es una excelente manera de asegurarse de que aprenden acerca de los vehículos o usuarios conductores que deben que esperar de las personas que caminaron y andan en bicicleta. Visite [oregonfriendlydriver.org](http://oregonfriendlydriver.org) para aprender cómo puede integrar estos materiales en su experiencia de enseñanza de sus estudiantes.

**LO QUE SE ABORDARÁ**  
• Qué leyes de tránsito se aplican a las personas que caminan, las personas que andan en bicicleta y las personas que caminan.  
• Accidentes comunes y cómo evitarlos.  
• Por qué las calles diseñadas para conducir mejor a los bicicletas, y cómo prevenir aquellos los conductores de transitar.  
• Cómo usar las características de las vías, tales como las líneas de las vías que indican que se va a cruzar, los beacons de luz rápida y otros.  
• Cómo usar las características de las vías, tales como las líneas de las vías que indican que se va a cruzar, los beacons de luz rápida y otros.

**CLASE EN LÍNEA**  
Si tiene un grupo de trabajo que puede acceder a la capacitación en cualquier momento o lugar, es momento de prepararse. Hay muchas opciones, métodos de video y un certificado oficial de Conductor Amable de Oregon al concluir. Acáudese así o póngase en [OregonFriendlyDriver.org](http://OregonFriendlyDriver.org).

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# 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

**Oregon Department of Transportation**  
Sponsored · 🌐

This summer when you're out on your bicycle, remember to wear bright or reflective clothing to be more visible to other road users.




**Oregon Department of Transportation**

OREGON.GOV/ODOT  
**Enjoy the ride.**  
A reminder from ODOT.

[Learn more](#)

Instagram

**oregondot**  
Sponsored



**Oregon Department of Transportation**

[Learn more](#)

oregondot This summer, expect folks riding their bicycles along the highway to take advantage of our beautiful coastline. Help keep them safe by slowing down and giving them plenty of space.

# 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.