

**2009 GOHS / ADOT Bicycle and Pedestrian Safety Awareness Campaign
Verde Valley Area
SUMMARY REPORT
September 30, 2009**

INTRODUCTION

In 2007, the Governor’s Office of Highway Safety (GOHS) provided funding (FY2008 GOHS funds) to the Arizona Department of Transportation (ADOT) for development of a 2008 Bicycle and Pedestrian Safety Awareness Campaign. ADOT used this funding to develop and implement the 2008 Bicycle and Pedestrian Safety Awareness Campaign in the Verde Valley area, which includes the City of Cottonwood, the Town of Clarkdale, and the City of Sedona.

The GOHS awarded additional funding to ADOT (FY2009 GOHS funds) for continued development and implementation of the Bicycle and Pedestrian Safety Awareness Campaign. ADOT utilized the FY2009 GOHS to implement a 2009 Campaign in the Verde Valley area, which is a continuation of the 2008 Campaign. The 2009 Campaign will continue with the “Be a Roll Model” identity, which was established during the 2008 Campaign. The primary target audience for the 2009 Campaign includes all motorists in the Verde Valley area – residents, tourists, and day visitors, as well as bicyclists and pedestrians.

The purpose of this document is to summarize the actions taken to develop and implement the 2009 Bicycle and Pedestrian Safety Awareness Campaign.

SUMMARY OF TASKS COMPLETED

Task 1: Public Awareness Campaign Plan

A conference call was held on August 26, 2009 with the ADOT project manager, representatives from the City of Sedona, Town of Clarkdale, and members of the Verde Valley Cyclist Coalition (VVCC). This initial meeting was held to discuss the successes and shortcomings of the 2008 Campaign. Table 1 summarizes the results of the meeting discussion.

Table 1 – Successes and Shortcomings of the 2008 Campaign

2008 Campaign Successes	2008 Campaign Shortcomings
Rack Cards placed on bikes sold in Wal-Mart was very effective, but they ran out too quickly	Newspaper ads were not effective because exposure of the message to the target audience was too brief
Bicycle Warning Stickers were effective, but should incorporate the law into the message to make the message itself more effective	Bumper stickers did not appear to be effective
Radio announcements were effective because they captured roadway users while they were using the road	Flyers did not appear to be effective
	Tourists and motorists were not reached because the time period of the campaign was too short
	The campaign materials did not reach enough motorists

New ideas to include in the 2009 Campaign were also discussed and are listed below.

- Utilize the local television station (Red Rock TV) to spread the message of the campaign to more viewers and especially to tourists
- Look for possible billboard/sign locations to post an awareness/safety message telling drivers to give bicyclists 3 feet

After identifying the successes and shortcomings of the 2008 Campaign, the next step in developing the 2009 Campaign was creating a Media Plan. The Median Plan evaluated the various materials, as discussed by the stakeholder group, that could be produced for the 2009 Campaign within the budget and time constraints. The team first looked at the cost of producing the materials from the 2008 Campaign to gain an understanding of where money could be saved (from materials that were not going to be re-produced), and where more money could be applied (to new material production). Based on the meeting input, the Kimley-Horn team researched the cost of producing the following materials to improve the Campaign in 2009:

- Extend the time period of the radio announcements to three months
- Place the radio announcements on more radio stations in the Verde Valley area
- Print more rack cards in English and Spanish
- Print a new bicycle warning sticker that refers to the law
- Alter the rack card to fit into utility bills as an insert
- Purchase a television spot on Red Rock TV
- Rent billboard space or construct a small sign in the Verde Valley area to display a bicycle/motorists safety message

The team obtained quotes from radio companies (totaling nine radio stations in the Verde Valley area), the Red Rock TV station, and Colorado Printing Company to determine the cost of producing the 2009 Campaign materials. Research was also conducted to locate available billboards for rent or sign locations in the area, but none were available, or they were unfeasible due to money and time constraints. However, placing a message on a billboard or sign should be considered for future campaigns, when more money and time is available. Table 2 summarizes the materials and quantities that were purchased for the 2009 Campaign.

Table 2 – 2009 Campaign Materials

Item	Purpose	Quantity / Duration
<i>Rack Cards / Hang Tag</i>	<p>A hang tag/rack card was developed and provided in both English and Spanish for various distribution methods including, bike shops, schools, display racks, hotels/motels/bed & breakfast, direct mail and community events. Illustrations selected were from ADOT's Share the Road Guide for motorists and bicyclists, 2007 edition.</p> <ul style="list-style-type: none"> • Bicyclist Safety Message: Bicyclists be a Roll Model! • Motorist Safety Message: Motorists be a Roll Model! <p>Bicycle shops: The rack cards are hole-punched to hang as tags on bicycles. The rack cards are great giveaway</p>	30,000 hang tags will be printed and distributed.

	<p>items for customers.</p> <p>Hotels: The rack cards work well as display “take-one” items for hotel guests, or can be hung on doors.</p>	
<i>Radio Announcements</i>	<p>Two 60-second radio commercials were written and produced: one for pedestrian safety; one for bicyclist safety.</p> <p>Pedestrian Safety Message: (see attached script for complete copy)</p> <ol style="list-style-type: none"> 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. <p>Bicyclist and Motorist Safety Message: (see attached script for complete copy)</p> <p>Main message points:</p> <ol style="list-style-type: none"> 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. <p>“Be a Roll Model.” Show respect for all users of the road.</p>	<p>Radio announcements will run for 3 months, 3 times per day, on the following stations:</p> <ul style="list-style-type: none"> • KAZM • KQST • KVRD • KAFF AM • KAFF FM • KMGN • KTMG • KFSZ • KNOT
<i>Television Spot</i>	<p>A 30-second segment will be produced and aired on Sedona TV. The segment will educate visitors of laws as they pertain to interaction of bicyclists and motorists. The message will be similar to the Radio Announcement.</p>	<p>The television spot will run every 90 minutes for 12 months.</p>
<i>Utility Bill Inserts</i>	<p>City of Sedona, Town of Clarkdale, and the Town of Cottonwood will include inserts to their utility bills. The message on the utility bills will be similar to that to the hang tags/rack cards.</p>	<p>City of Sedona distribution will include approximately 5,000 households.</p> <p>Town of Clarkdale distribution is to approximately 1,000 households.</p> <p>City of Cottonwood distribution is to approximately 9,500 households.</p>
<i>Bicycle Warning Sticker</i>	<p>A sticker for bicyclists with the program identity was developed for promotional giveaways at schools and community events, or to be included on all new bikes that</p>	<p>50,000 warning stickers will be printed and distributed.</p>

	<p>are sold. The message reads:</p> <p>Warning: It is illegal to ride against traffic! Arizona Revised Statutes 28-812. Traffic laws apply to bicycles.</p>	
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Task 2 and 3: Develop Program Materials

The 2009 Campaign materials were reviewed by the ADOT project manager. Upon approval, Kimley-Horn team began purchasing the materials. The Kimley-Horn team oversaw the production of all of the campaign materials. The process for producing the materials is described below.

Radio Announcements

The bicycle and pedestrian messages from the 2008 Campaign were used again for the 2009 Campaign. The mp3 files containing the messages were distributed to three radio companies to be aired on nine radio stations in the Verde Valley area. The two messages will be alternated over three spots a day for three months.

Television Spots

Through conversations with the ADOT project manager and the stakeholder group, a bicycle safety clip from Pima County and the City of Tucson was located on the Tucson-Pima County Bicycle Advisory Committee website (<http://www.dot.pima.gov/tpcbac/Videos.html>). The team sought permission from Pima County to use the video and to alter the end of the clip to include the ADOT and GOHS logos and ADOT contact information. A copy of the video clip was obtained and mailed to Red Rock TV. Red Rock TV will add the appropriate logos and contact information to the end of the ad. The ad will run every 45 minutes for 12 months.

Print Materials

The rack cards were re-used from the 2008 Campaign, but in larger quantities. The cards will be distributed to stores, hotels, schools, etc. throughout the Verde Valley area.

Since the flyers were not considered effective in 2008 Campaign because it did not reach enough people, the stakeholder group decided to make alterations to the rack card and use it as an insert that could be mailed with utility bills. Utility companies in the City of Sedona, the Town of Clarkdale, and the City of Cottonwood were contacted about their cost and restrictions for placing an insert in their bills. Once the appropriate size of the insert was determined, the rack card was re-sized to fit in the utility bills as an insert.

The bicycle warning sticker from the 2008 Campaign were considered effective by the stakeholder group, but the group felt that the law should be incorporated into the message. A new sticker was created by a member of the VVCC to incorporate the law into the campaign message.

Task 3: Implement Multimedia Program

Table 3 below summarizes the cost of producing the 2009 Campaign materials and their execution dates.

Table 3 – Production Costs for the 2009 Campaign Materials

Campaign Material	Quantity/Duration	Execution Date	Cost
Hang Tags/Rack Cards	30,000 cards (20,000 English, 10,000 Spanish)	October 5, 2009	\$2,139.72
Radio Announcements	60 second ads, 3 times a day for 3 months on a total of 9 radio stations	October 5, 2009 and will terminate December 31, 2009	\$31,666
Television Spot	30 second ad, played every 45 minutes for 12 months	October 5, 2009 and will terminate October 4, 2010	\$9,000
Utility Bill Inserts	15,500 inserts	October 5, 2009	\$987.94 (cost of insertion is \$.01 each, which has been added to this cost)
Bicycle Warning Sticker	50,000 stickers	October 5, 2009	\$4,389.87
Total Cost			\$48,183.53

Program Materials will be distributed to the following individuals for their use and distribution:

Approximately 43% of the materials will be distributed to:

Alison Zelms, Assistant City Manager
 City of Sedona
 102 Roadrunner Drive
 Sedona, AZ 86336
 (928) 204-7120

Approximately 42% of the materials will be distributed to:

Wes Ballew, Planner
 Community Development Department
 City of Cottonwood
 821 North Main Street
 Cottonwood, Arizona 86326
 928-634-5505

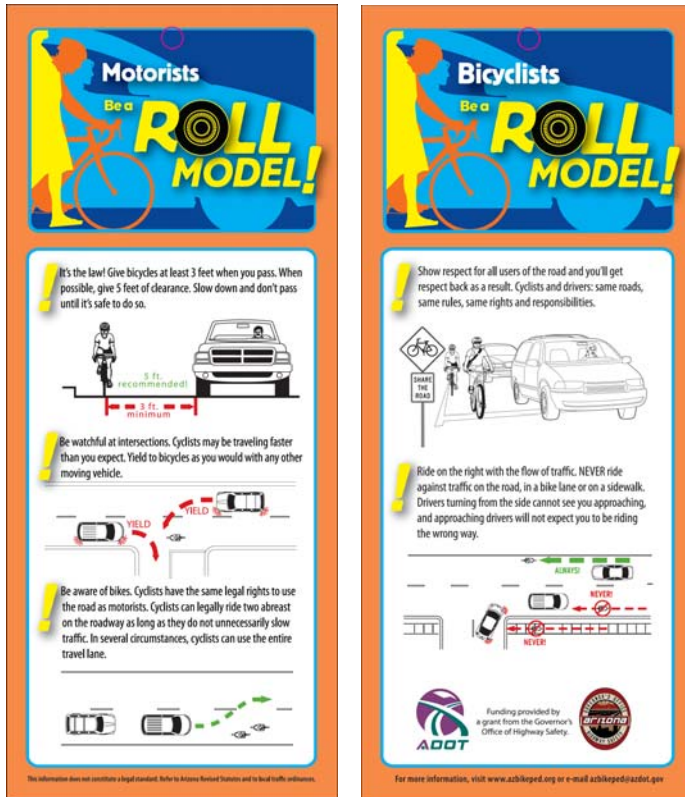
Approximately 15% of the materials will be distributed to:

Steve Burroughs, Director
 Public Works Department
 PO Box 308
 45 North Ninth Street
 Clarkdale, AZ 86324
 (928) 639-2550

All of the Bicycle Warning Stickers will be distributed to:

Randy Victory
 PO Box 172
 Cottonwood, Arizona 86326-0172
 928-649-9533

Rack Card (two-sided)



Radio Announcement Scripts

ADOT: 60 RADIO
PEDESTRIANS

ANNCR: WE WANT YOU TO BE A "ROLL" MODEL. THAT'S R-O-L-L... WHETHER YOU'RE BEHIND THE WHEEL, RIDING ON TWO WHEELS OR JUST OUT FOR A WALK THAT'S HOW YOU ROLL. SO ROLL SAFE WITH THESE SIMPLE TIPS. WALKING OR JOGGING ALONG THE ROAD? ALWAYS BE AWARE OF WHERE YOU ARE. FACE ONCOMING TRAFFIC AND STAY AS FAR OFF THE ROAD AS POSSIBLE. IF PUSHING A STROLLER OR CART GIVE YOURSELF EXTRA ROOM. DON'T ASSUME THAT YOU CAN BE SEEN. AT DUSK OR DAWN DRIVERS MAY NOT SEE YOU SO WEAR BRIGHT COLORED OR REFLECTIVE CLOTHING. USE CROSSWALKS WHENEVER YOU CAN OR TRY TO CROSS AT INTERSECTIONS WHERE YOU HAVE A GOOD VIEW OF ONCOMING TRAFFIC AND DRIVERS CAN SEE YOU. DON'T CROSS ANY ROAD UNTIL ALL VEHICLES HAVE STOPPED. 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.

LEARN MORE AT AZBIKEPED.ORG. BROUGHT TO YOU BY THE ARIZONA DEPARTMENT OF TRANSPORTATION, THE GOVERNORS OFFICE OF HIGHWAY SAFETY AND THIS STATION

ADOT: 60 RADIO
BIKES

ANNCR: WE WANT YOU TO BE A "ROLL" MODEL. THAT'S R-O-L-L... WHETHER YOU'RE BEHIND THE WHEEL, RIDING ON TWO WHEELS OR JUST OUT FOR A WALK THAT'S HOW YOU ROLL. SO, ROLL SAFE AND ROLL SMART. BICYCLES ARE A GREAT WAY TO GET AROUND: THEY'RE FUN TO RIDE AND GOOD EXERCISE, THEY HELP SAVE FUEL, AND CONTRIBUTE TO CLEANER AIR. BUT REMEMBER, ON THE ROAD BIKES AND CARS ARE VEHICLES AND SUBJECT TO THE SAME TRAFFIC RULES, SAME RIGHTS, AND SAME RESPONSIBILITIES. WHEN YOU'RE RIDING YOUR BICYCLE ON THE ROAD, MAKE SURE YOU RIDE ON THE RIGHT, IN THE SAME DIRECTION AS OTHER VEHICLES, AND OBSERVE ALL THE SAME SAFETY AND TRAFFIC LAWS. MOTORISTS MUST SHARE THE ROAD WITH BICYCLISTS – SAFE PASSING IS

THE LAW! GIVE BIKES FIVE FEET WHENEVER POSSIBLE. SO, ROLL SAFE. ROLL SMART. BE A "ROLL" MODEL. SHOW RESPECT FOR ALL USERS OF THE ROAD. LEARN MORE AT AZBIKEPED.ORG. BROUGHT TO YOU BY THE ARIZONA DEPARTMENT OF TRANSPORTATION AND THIS STATION

Utility Bill Insert (two-sided)

Motorists
Be a **ROLL MODEL!**

It's the law! Give bicycles at least 3 feet when you pass. When possible, give 5 feet of clearance. Slow down and don't pass until it's safe to do so.

Be watchful at intersections. Cyclists may be traveling faster than you expect. Yield to bicycles as you would with any other moving vehicle.

Be aware of bikes. Cyclists have the same legal rights to use the road as motorists. Cyclists can legally ride two abreast on the roadway as long as they do not unnecessarily slow traffic. In several circumstances, cyclists can use the entire travel lane.

Bicyclists
Be a **ROLL MODEL!**

Show respect for all users of the road and you'll get respect back as a result. Cyclists and drivers; same roads, same rules, same rights and responsibilities.

Ride on the right with the flow of traffic. NEVER ride against traffic on the road, in a bike lane or on a sidewalk. Drivers turning from the side cannot see you approaching, and approaching drivers will not expect you to be riding the wrong way.

ADOT
Funding provided by a grant from the Governor's Office of Highway Safety

Bicycle Warning Sticker

WARNING!
It is **ILLEGAL** to ride against traffic!
Arizona Revised Statutes **§ 28-812**
Traffic laws apply to bicycles.

Bicyclists
Be a **ROLL MODEL!**