OUR ROADS, OUR SAFETY CAMPAIGN

Mission:
• Educate all who share the road on how to safely operate around large trucks and buses

Challenge:
• In 2017, 13% of fatal crashes involved a large truck or bus, and 8 out of 10 of the people killed in these crashes were not occupants of the large truck or bus

Audience:
• Passenger vehicle drivers
• Other road users (bicyclists, pedestrians, motorcyclists)
• Commercial motor vehicle drivers

Targeting:
• Top 10 states with the most fatalities involving large trucks and buses
ACCOMPLISHMENTS
ACCOMPLISHMENTS: PARTNERSHIP GROWTH

• Grew the partnership from 3 to 21 engaged organizations
ACCOMPLISHMENTS: PAID MEDIA OVERVIEW

- Integrated paid media campaign achieved **more than 394 million estimated impressions from 2017-2018.** This included:
  - Radio PSAs
  - Out-of-Home PSAs
  - Digital Ad
  - Video PSAs
ACCOMPLISHMENTS: VIDEO PSAS

• Video PSA placements achieved an estimated 22,251,785 impressions:
  • DMV TV Network
    • 13.7 million estimated impressions
    • Ran in 93 DMV offices in 6 target states
  • Taxi TV Network
    • Reached more than 8 million estimated impressions in 8 cities
  • Gas Station TV Network
    • 28 gas stations across all 10 target states
    • Achieved more than 423,000 impressions
ACCOMPLISHMENTS: OOH PSAS

• Out-of-Home PSA placements achieved an estimated 104,810,428 impressions:
  • Billboards
    • 2017 – 521 billboards
    • 2018 – 85 billboards
  • Mall Posters
    • 2018 – 105 mall posters
  • Bikeshare Kiosks
    • 2017 – DC, Chicago & Boston
    • 2018 – DC & San Diego
  • Nationals Park Outdoor Ads
    • 2018 – 1.9 million impressions over 2-week period
ACCOMPLISHMENTS: RADIO PSAS

Radio PSA placements achieved an estimated 245,049,747 impressions and 35,826 airings:

- 2017
  - 14,502 airings
  - 124.9 million estimated impressions

- 2018
  - 21,324 airings
  - 120 million estimated impressions

Radio Spot: Six Seconds

Radio Spot: Obstructed View
ACCOMPLISHMENTS: DIGITAL ADS

- Digital advertisements achieved an estimated 22,047,829 impressions and driving 250,868 clicks to ShareTheRoadSafely.gov:
  - Facebook
  - Google Search
  - YouTube
  - Centro DSP Network (in-stream video)
ACCOMPLISHMENTS: ART CONTEST

• Received more than 550 entries for the annual Road Safety Art Contest in 2017 and 2018, thanks in part to partner amplification.
LOOKING AHEAD TO 2019
2019 PLANNING

- **Safety Week 2019**: Host the inaugural large truck and bus safety awareness week in Spring/Summer 2019, this will coincide with the roll out of the new campaign creative. Activities may include:
  - Social media campaign
  - Website and blog content
  - Email outreach
  - Online content toolkit
  - Earned media outreach
  - Washington Nationals Park Day

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### Sample content approach

<table>
<thead>
<tr>
<th>DAILY TOPIC AREA</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General CMV safety messaging to announce the week ahead</strong></td>
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<td>CMV Blind Spots</td>
<td>CMV Long Stopping Distances</td>
<td>Bicyclist &amp; Pedestrian Safety Around CMVs</td>
<td>CMV Wide Turns and Limited Maneuverability</td>
<td>CMVs in Work Zones</td>
<td>General CMV safety messaging and final call to action to close out the week</td>
</tr>
</tbody>
</table>
2019 PLANNING

• **New Campaign Creative**: Build upon Voices of Safety content idea to develop a new creative campaign focused on humanizing our message in 2019
  - A variety of different mediums will be considered for the new creative such as radio, video, print, social, etc.
  - Creative concepts underway
  - Testimonials collected in 2018 will be used where applicable

2018 Voices of Safety Video Testimonials

Keith Cummings
Professional Motorcoach Driver
Member: ABA

Ingrid Brown
Truck Driver
Member: WIT