Partnership Meeting – November 1, 2019
AGENDA

• Roll Call
  • New Partner Introduction

• 2019 Campaign Final Report

• Upcoming Activities
  • Capitol Christmas Tree Sponsorship
  • Sponsorship Promotion
  • How You Can Get Involved
  • Distribution of Road Safety Art Contest Calendars

• 2020 Planning
  • Partnership Strategy Session in December

• Open Discussion
2019 Campaign Final Report
CAMPAIGN REPORTING HIGHLIGHTS

OVERALL

The 2019 campaign achieved:

• More than 359 million estimated impressions across all measurable tactics

• $4.3 million in ad equivalency through donated media placements
CAMPAIGN REPORTING HIGHLIGHTS

PAID MEDIA – DIGITAL

• CHANNELS/PLATFORMS
  • Facebook and Instagram
  • Video Display Network

• HIGHLIGHTS
  • More than 25.3 million impressions
  • More than 114,000 clicks to the website
CAMPAIGN REPORTING HIGHLIGHTS

PAID MEDIA – RADIO/AUDIO

• CHANNELS/PLATFORMS
  • Broadcast Radio PSA Distribution – National
  • Streaming Radio – iHeartRadio App
  • Road Dog Trucking Sirius XM Ads

• HIGHLIGHTS
  • More than 150.5 million total impressions
CAMPAIGN REPORTING HIGHLIGHTS

PAID MEDIA – VIDEO

• CHANNELS/PLATFORMS
  • Broadcast TV PSA Distribution – National
  • DMV TV Network
  • iHeartMedia Over-the-Top (OTT) Ads

• HIGHLIGHTS
  • More than 126.8 million total impressions
CAMPAIGN REPORTING HIGHLIGHTS

PAID MEDIA – OUT-OF-HOME

• CHANNELS/PLATFORMS
  • Billboard PSAs – Large Format
  • iHeartMedia Digital Billboards

• HIGHLIGHTS
  • Achieved nearly 36 million estimated impressions
CAMPAIGN REPORTING HIGHLIGHTS

FMCSA DIGITAL PLATFORMS

• OROS FACEBOOK PAGE
  • More than 303,000 organic impressions during the campaign period
  • Grew the page from 5,200 likes to more than 31,000 likes during the campaign period

• WEBSITE
  • More than 90,200 pageviews, with organic search driving the largest amount of traffic
CAMPAIGN REPORTING HIGHLIGHTS

EARNED MEDIA

Local news and trade media coverage of the Voices of Safety PSAs achieved an estimated 3.6 million impressions.
CAMPAIGN REPORTING HIGHLIGHTS

PARTNERSHIP & THIRD-PARTY OUTREACH

More than 14.6 million reached on social media via 817 third-party and partner social posts during the campaign period

- **Partnership:** 28 active partner organizations
- **Third-Party:** GovDelivery emails to a list of more than 1,200 organizations

Partner Social and Blog Post Examples

AmericanBusAssn @AmericanBusAssn • Aug 30
Keith has been driving buses for more than 22 years and logs 65,000 miles a year on OurRoads. This LaborDay holiday you want him to stay safe on the road: be aware of buses blind spots, long stopping distances and wide turns. bit.ly/2LoAf8 #VoicesOfSafety

[Image of person driving a bus]
CAMPAIGN REPORTING HIGHLIGHTS

CONFERENCES & EVENTS

Nationals Ballpark Sponsorship

GATS Video Wall Panel

MATS Full-Page Ad
Upcoming Activities
CAPITOL CHRISTMAS TREE SPONSORSHIP

- **Tree Journey:**
  - November 11-24
  - New Mexico to D.C. with 30 whistle stops

- **Sponsorship Goal:**
  - Leverage opportunities to promote the *Our Roads, Our Safety* message of how to drive safely around large trucks and buses, especially during the busy holiday season
FMCSA/Our Roads, Our Safety will promote its partnership with CCT through an integrated approach over the peak holiday driving season:

• B-roll / video packaging
  • Includes tree-cutting, launch event, truck inspection, driver interviews
  • B-roll package will be pitched to local station at Whistle Stop events
  • Video footage can be used for future Voice of Safety content

• Onsite presence with FMCSA staff at CCT Whistle Stops

• Earned media: Local market outreach at key Whistle Stops
  • Albuquerque, Santa Fe, El Paso, San Antonio, Austin, Atlanta, Knoxville, Nashville and Charlottesville

• Social media: Promoting CCT drivers’ POV, safe holiday driving tips around large trucks and buses, Voices of Safety messaging and FMCSA booth at Whistle Stops
HOW TO GET INVOLVED

• Provide social media content from your organization/members
  • Opportunity to feature variety of stories and images that show the heightened traffic on our roadways during the busy holiday season and remind people of the campaign’s core safety message of driving safely around large trucks and buses.
  • Include head shots or a visual and story – how does your business change around the holidays?
  • Do you have any holiday traffic statistics or data to share?
• Share the social content Our Roads posts around holiday travel
Road Safety Art Contest 2020 Planners

The CMV Safety Belt Partnership is a collaboration between the U.S. Department of Transportation’s Federal Motor Carrier Safety Administration (FMCSA), other government agencies, and industry-specific private sector organizations to encourage commercial motor vehicle (CMV) drivers to wear safety belts. Saving lives is FMCSA’s main safety goal. The Partnership helps support this strategic objective.

Learn More:
www.fmcsa.dot.gov/SafetyBelt

The Our Roads, Our Safety campaign empowers all of us to share the road safely with large trucks and buses. Some simple adjustments to our actions can help all drivers, pedestrians, and bicyclists make the roads as safe as possible.

Learn More:
www.ShareTheRoadSafety.gov
2020 Planning
2020 PLANNING

• 2020 Plan in Development
• Proposed Partnership Strategy Session December 6, 2019
Open Discussion