Traffic Safety Campaign Process Document

DRIVE SMART COLORADO (DSC) Executive Director Maile Gray and John Henry, president of the DSC board of directors, entered into discussions with Pikes Peak Area Council of Governments (PPACG) Transportation Planner Jason O’Brien in November, 2019, to identify key traffic safety issues on which DSC was focused.

DSC was awarded a grant in the spring 2020 to create a traffic safety campaign within the area served by the PPACG. Gray contacted CoPilot Creative owner Austin Buck to discuss the project and identify the CoPilot Creative team. DSC has a long and successful relationship with CoPilot having partnered on many traffic safety campaigns throughout Colorado, funded by the Colorado Department of Transportation, Office of Highway Safety. The PPACG’s contract was approved and signed by both parties on June 30, 2020 at which time Gray advised the DSC Board of Directors about the campaign, and initiated planning with CoPilot Creative.

JULY
Weekly meetings were held with John Henry, Maile Gray and Austin Buck of CoPilot Creative. For the second meeting, Jason O’Brien participated.

Meeting ONE: Review data, determine target audience, budget, actionable response, and general idea of concepts.

Meeting TWO: Team (John Henry, Maile Gray and Jason O’Brien) reviewed three concepts presented by CoPilot Creative, narrowed down to two, with one standout. The concepts were based on data from injury, fatality and crash demographics from epidemiologists from the Colorado Department of Transportation and Colorado Department of Public Health and Environment. Additional local data was supplied by El Paso County and the Colorado Springs Police Department.

Meeting THREE: Henry and Gray reached out to two key DSC Board members for input, Barb Bailey, community advocate and Steven Liebowitz, School District 20 Assistant Director of Security. Received input from two additional DSC Board members, Chief Vince Niski, CSPD and Rita Burns, community advocate for traffic safety. Directed CoPilot to create initial animation and present proofs.

July 29, CoPilot presented animations to team and received approval to proceed to final production.
AUGUST

CoPilot completed the ads and proceeded to purchase time on five social media platforms: Facebook, Instagram, Google, YouTube and Spotify. Ad placement was informed by media analytics for the core targets identified in CoPilot Creative's brief.

Ads began running August 1, 2020.

On August 12th, DSC Board President John Henry gave a presentation regarding the project to the PPACG Board of Directors. There was one question concerning outreach to our military installations. DSC has partnered with our military on a regular basis and their safety office representatives are members of the DRIVE SMART steering committee. At the time, advertising placed by DSC regarding motorcycle safety was featured in military installation newspapers for Peterson and Schriever Air Force Bases, and Ft. Carson. Based on a recommendation from a PPACG Board member, DSC provided the social media creative to Peterson and Schriever Air Force Bases and Ft. Carson, as well as Colorado College, University of Colorado Colorado Springs and Pikes Peak Community College.

Anecdotally, Gray has heard from several people, including Jason O'Brien and DSC Board members Barb Bailey and John Henry, that they have seen the messages on social media platforms.

SEPTEMBER

Advertising placement on the selected social media platforms continued through early September.

Work began on the final report, to be completed in October.

NOVEMBER

Final report completed and presented to PPACG.
ABOUT DRIVE SMART COLORADO

Founded in 1989, DRIVE SMART COLORADO (DSC) is committed to improving traffic safety in Colorado by working on a variety of campaigns to reduce traffic-related injuries and fatalities. In 1992, DRIVE SMART COLORADO became a 501(c)(3) non-profit. Headquartered in Colorado Springs, the activities of DRIVE SMART COLORADO reach throughout the state of Colorado by partnering with individuals, businesses, local and state government, schools, health-related entities, hospitals, military installations and other nonprofits in various counties to enhance their own traffic safety programming.

Traffic safety is not something that the average person considers on a daily basis, yet the effects of unsafe driving, walking and bicycling can have grave consequences. The term “motor vehicle traffic safety” includes motor vehicle occupants, motorcyclists, pedestrians and bicyclists injured on a public road with a motor vehicle. Nationally and locally, motor vehicle crashes are the leading cause of injury and death in ages 1 - 34. Evidence-based recommendations include awareness-raising campaigns using continuous reinforcement messages combined with community-wide programming linking education and enforcement. DRIVE SMART incorporates these recommended strategies in all of its educational programs and campaigns.

DRIVE SMART’s success stems from partnerships built in Colorado communities that have buy-in to the DSC mission which is “to reduce the number of traffic crashes through community collaboration and support.” The DSC Board of Directors is made up of leaders in law enforcement from both El Paso and Pueblo counties, as well as individuals who are committed to traffic safety. Board members are: Colorado Springs Police Chief Vince Niski; El Paso County Sheriff Bill Elder; Colorado State Patrol Captain John Lupton, Troop 2B/E; Fountain Police Chief Chris Heberer; Pueblo Police Chief Troy Davenport; School District 20 Assistant Director of Security Steve Leibowitz; Consultant and Drive Smart founder John Henry; Community Advocate, Rita Burns; and Community Advocate, Barb Bailey.
Campaign Consultants

Four DSC Board members were consulted based on their experience working with public relations/communications, marketing and advertising, injury prevention and traffic safety. Team members included:

**DRIVE SMART COLORADO**
Maile Gray, Executive Director

**John Henry, DSC President**
Executive Director, Corporate Communications
USAA Property and Casualty Insurance, Retired

**Rita Burns, DSC Secretary**
VP, Communications & Marketing
Memorial Health System, Retired

**Steven Liebowitz, DSC Vice President**
School District 20 Assistant Director of Security

**Vince Niski, DSC Board Member**
Chief, Colorado Springs Police Department

**Barb Bailey, DSC Board Member**
Injury Prevention Specialist, Colorado Department of Public Health and Environment, Retired

**Pikes Peak Area Council of Governments**
Jason O’Brien, Transportation Planner

**CoPilot Creative**
Austin Buck, Owner
Branding and Design Studio since 1975
Austin Buck has steered CoPilot to award winning creative in all types of media: identity, print, web, photography and video.

DRIVE SMART COLORADO has chosen to work with CoPilot Creative over the past decade not only for their market competitiveness but also because of their creativity, work ethic and design capabilities. Austin Buck has grasped the concept of “motor vehicle traffic safety” since the first campaign, and it carries through with this most recent endeavor.
Why Traffic Safety Media Campaigns Work

Reducing injuries and fatalities on the road is accomplished by implementing and coordinating the 4 Es of traffic safety: Enforcement, Engineering, Education and Emergency Medical Services. Education takes on a variety of forms: in-person presentations and/or displays; advertising to the mass public when you want to reach those who aren't directly in your audience; citations written by law enforcement. DRIVE SMART COLORADO has used a variety of media campaigns to augment our varied programs over the past three decades from posters and traditional newspaper ads to video contests and tabletop displays. DRIVE SMART COLORADO incorporates the 4 Es in campaigns and has augmented the on-going law enforcement effort to increase safe driving knowledge and behaviors and in turn, reduce injuries and fatalities in the region.

DRIVE SMART COLORADO reached out to Sam Cole, traffic safety communications manager with the Colorado Department of Transportation who stated that “According to NHTSA's Countermeasures That Work, effective high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. Additionally, communications and outreach campaigns directed at low-belt-use groups have been demonstrated to be effective for targeted programs that support and are supported by enforcement. The most effective strategies to reduce driving while impaired by drugs or alcohol include high visibility enforcement and saturation patrols paired with mass media campaigns.”

Glenn Davis, traffic safety manager, Office of Highway Safety, CDOT, advised that “Mass media campaigns, when supplemented by enforcement, are effective because the media campaigns announce the enforcement. This fear-of-arrest strategy will resonate with a large group of people...aggressive enforcement confirms what the media campaign promised and the results of the arrest validate the announcement and the campaign.”

According to NHTSA's 2017 report, “Countermeasures That Work,” mass media education campaigns designed to deter and prevent drunk driving, are associated with a 13 percent reduction in alcohol-related crashes. Such campaigns are more effective when paired with high-visibility enforcement strategies.

In all, the choices for digital media made the most sense because core demographics can be more closely targeted, and impressions and clicks can be tracked. For example, motorcycle ads were directly targeted to people with an interest in motorcycles, reducing lost impressions that reach people that do not ride a motorcycle.

The goal was to create an impactful campaign focused on distracted driving and impaired driving, without the blood and guts often featured in traffic safety campaigns. The "SmashUp" approach was reasonable to produce from a cost perspective. The use of readily identifiable visual cues like the Colorado license plate frame conveyed at a glance the local nature of the messages. The color in the ads is visually compelling and the graphics get the message across quickly.
Why Social Media?

Social media was chosen for this campaign because world-wide data indicates a significant increase of users during the time of COVID. Additionally, due to demand driven by the 2020 general election, the cost for space and time on more traditional advertising media was prohibitive. The most important reason is the age demographic this campaign primarily targeted uses social media more than any other in order to stay connected and get their news.

Social media platforms chosen were based on impact and demographics: Facebook and Instagram are the most widely used for influential marketing. Facebook is a bit older demographic than Instagram. Google and YouTube work great from a blanketed branding perspective and broadcast the ads across their network of participating websites. YouTube ads make sense as it's the second largest search engine and typically a younger demographic. Spotify covers targeted listeners while streaming their service on their phone, in the car, or at home.
Characteristics Of The Pikes Peak Region

The mission of the PPACG as stated on their website: The Pikes Peak Area Council of Governments, a voluntary organization of 16 counties and municipalities, aims to provide a forum for local governments to discuss issues that cross their political boundaries, identify shared opportunities and challenges, and develop collaborative strategies for action. The region of Park, Teller and El Paso County covers 4,918 square miles, with a combined population of 764,636 and five military installations. It spans from “plains to peaks”, and covers rural, frontier and urban communities.

The geographic and demographic nature of the region presents many positives as well as challenges, especially when it comes to education on traffic safety and crash reduction.

Dialed down further, information provided on the Colorado State Demographers website shows that in 2019, the population breakdown for the PPACG region was: El Paso County at 720,403 people (people between the ages of 25 - 64 make up 50.9 percent of the population, equally split between men and women); Teller County at 25,388 people (52 percent are 25 - 64 years old); and Park County at 18,845 people (55.3 percent are 25 - 64 years old). This is significant, because the age demographic of 25 - 55 has considerably more crashes than other ages resulting in severe injury and death. This age range is generally considered to take more risks while driving than younger or older people.

According to the Colorado Department of Transportation 2020 Problem Identification report, in 2018, El Paso County (and Colorado Springs) had the most fatalities ever recorded, at 81. The next closest was Weld County with 63 fatalities. The 35 - 54 age group had the highest number of fatalities in Colorado. Among all adults, more males died in motor vehicle crashes than females. Approximately, two males died in a crash for every female who died in a motor vehicle crash.

Currently, motorists in our region are on target to equal or surpass the number of injuries and/or fatalities that occurred in 2019 despite the COVID-19 restrictions including complete lock down for eight weeks.
Future Considerations And Recommendations

A recent NHTSA report states that nationally, at the height of the COVID-19 public health emergency, the total traffic volume decreased by more than 16 percent in the first six months of 2020. Because traffic volumes decreased more significantly than did the number of fatal crashes, the traffic fatality rate per 100 million VMT is projected to increase to 1.25 in the first half of 2020, up from 1.06 in the same period in 2019.

Locally, traffic crashes and fatalities are on the rise in 2020. The Colorado Department of Transportation Office of Highway Safety provides continual updates and data on the state of crashes throughout Colorado. As of August 31, overall traffic crashes and number of fatalities in Colorado surpassed 2019.

The same is true for southern Colorado. El Paso County has the most motorcyclist fatalities of any county in Colorado by far. Through September 25, Colorado Springs, the region’s largest urban area, had 33 traffic fatalities that included nine motorcyclists and nine pedestrians.

DSC believes that the continuation of support for traffic safety and injury prevention to be a worthwhile addition to the already important programs in which the PPACG is involved.

Local law enforcement can’t do this alone. They need public education assistance to help round out those 4 Es. Officers conduct extremely effective one-on-one “education” by issuing traffic citations on a daily basis. Referring back to the topic of “why traffic safety media campaigns work”, one thing missing from any local law enforcement campaign is the ability to conduct local advertising/media programming to supplement their targeted enforcement. Determining the effectiveness of the media campaign will take time to analyze, but based on the statements from the traffic safety management at the Colorado Department of Transportation, they feel strongly that media campaigns in conjunction with targeted and enhanced enforcement will pay off by a reduction in crashes in the long run.

The effect of COVID-19 on our nation's institutions, nonprofit organizations, and businesses becomes greater with each passing day. During the pandemic DSC worked not to become another statistic of demise. Unfortunately, the pandemic made it impractical to remain a viable nonprofit, because the restrictions on meetings, schools and public events make it impossible to fulfill the requirements of the grants that fund DSC’s operations. The board of directors voted on October 2, 2020 to cease operations effective December 31, 2020.

DSC is the only known entity of its kind in the region, and its closing will regrettably leave a gap in the area of pure traffic safety education. With outreach to our local public health department, law enforcement agencies, traffic engineering branches and the Colorado Department of Transportation, it is hoped that this void eventually can be filled.

Traffic Safety Campaign
Problem:
DUIs doubled in the last few years in Colorado Springs.

Approach:
How do we convince people that distracted driving and driving impaired could lead to death or injury to yourself or others? How do you create an impactful campaign without guts and gore?

Solution:
A digital campaign blanketing many digital outlets. We focused on awareness, making impact without a large budget and increased awareness to the Pikes Peak Region. By utilizing the “Smash Up” concept, we were able to conceptually tie an action with a result. Your brain immediately “gets it” and the impact the actions could have on yourself or others.

Things we considered:

1. Demographics
   1. We developed an audience that niched down to these demographics.
      1. Distracted Driving
      2. Drinking and Driving
      3. Drinking and Driving on a motorcycle
   2. Age
      1. Age was fairly large at 18-55 Male and Female

2. How do we reach this audience?
   1. Because of digital marketing we can target these individuals
      1. Geographically - Teller County, Park County and El Paso County
      2. Age
      3. Likes and Interests - This was helpful to target the motorcycle ad to these individuals
   2. Outlets
      1. Youtube
      2. Gmail Ads
      3. Google Ad Sense
      4. Facebook
      5. Instagram
      6. Spotify Radio
Ads design process/choices

CoPilot Creative came up with two distinct creative choices.

1. Concept 1 was designed to be a bit more fun and playful
2. Concept 2 was designed to be more serious and ultimately chosen because of its visual impact

Minor revisions were made in the creative from the original artwork. Copywriting and animations needed to be adjusted based on ad size or type of media. (Radio vs video vs static animations)

Initial rough concepts

MORE DANGEROUS

MTN LIONS.
BEARS.
AVALANCHE.

DISTRACTED
DRIVING.

WHICH IS MORE DANGEROUS?

RAFTING.
RATTLESNAKES.
CHARGING MOOSE.

DRUNK
DRIVING.

WHICH IS MORE DANGEROUS?

MASHUP

TXTL TR

DRVS OBR

Traffic Safety Campaign CoPilotCreative.com
Don’t Crush Your Life.
Drivers under the influence killed 55 people in Colorado Springs in 2019.

DRIVESMARTCOLORADO.COM
TXTLTR

Texting Can Wait. Just Drive.

Distracted driving killed 55 people in Colorado Springs in 2019.

DRIVESMARTCOLORADO.COM

DRIVESMART COLORADO

Pikes Peak Area Council of Governments
Communities Working Together
Don’t Shatter Your Future.

Drivers under the influence killed 55 people in Colorado Springs in 2019.

DRIVESMARTCOLORADO.COM
**Media buy description**

CoPilot Creative worked with Adam Bruchas of Adventure Marketing. Adam works full time for an agency in Houston, TX doing digital marketing ad buy. His expertise really allowed us to dial in our budget for each outlet.

**Media Outlets**

1. Youtube
2. Gmail Ads
3. Google Ad Sense
4. Facebook
5. Instagram
6. Spotify Radio

**Budget**

- **Facebook**: $5,250
- **Instagram**: $5,250
- **Youtube Bumpers**: $6,000
- **Google Display**: $2,500
- **Gmail**: $2,500
- **Spotify**: $4,248
Results, discussion

Aug 1 - Sep 1

Impressions (number of times the ad was viewed)

5.2 Million

Clicks

49,015

Gmail accounted for 36,470 clicks

Increased website traffic for this period by 2,000%
According to the latest research, driving under the influence kills or injures one person a week in the Pikes Peak Region. Be Safe. Drive Smart.
Don't crush your life. According to the latest research, driving under the influence kills or injures one person a week in the Pikes Peak Region. Be safe. Drive Smart.

Hey Pikes Peak Region, don't text and drive. 1 in 5 distracted driving accidents result in serious injury or death. Be safe. Drive Smart.

Pikes Peak Region, don't shatter your future. Locally, motorcycle deaths happen almost every week during the Colorado riding season. Be safe. Drive Smart.
Ad Examples

Traffic Safety Campaign
Ad Examples

Texting Can Wait. Just Drive.
Hey Pikes Peak Region, don’t text and drive. 1 in 5 distracted driving accidents result in serious injury or death. Be safe. Drive Smart.

Don’t Crush Your Life.
According to the latest research, driving under the influence kills or injures one person a week in the Pikes Peak Region.

Don’t Shatter Your Future.
Pikes Peak Region, don’t shatter your future. Locally, motorcycle deaths happen almost every week during the Colorado riding season. Be safe. Drive Smart.
We make great things for people who make great things.

CoPilot Creative is a branding and design studio. We create compelling identities, websites, marketing materials and stories that add value to brands.

We do our best work for clients who are passionate about what they do. Clients willing to take a risk, try something new, and build a long term strategic relationship. We work best when our clients have a solid product and believe in what they are selling.

We also love Beer... and Bikes.

Guiding Members
Austin Buck
Marina Nolen
Allyson Buck

Outside Expertise
Adam Bruchas - digital ad buy
Keith Harrington - After Effects video animations
Stefan Johnson - Voice over talent