

Oink.

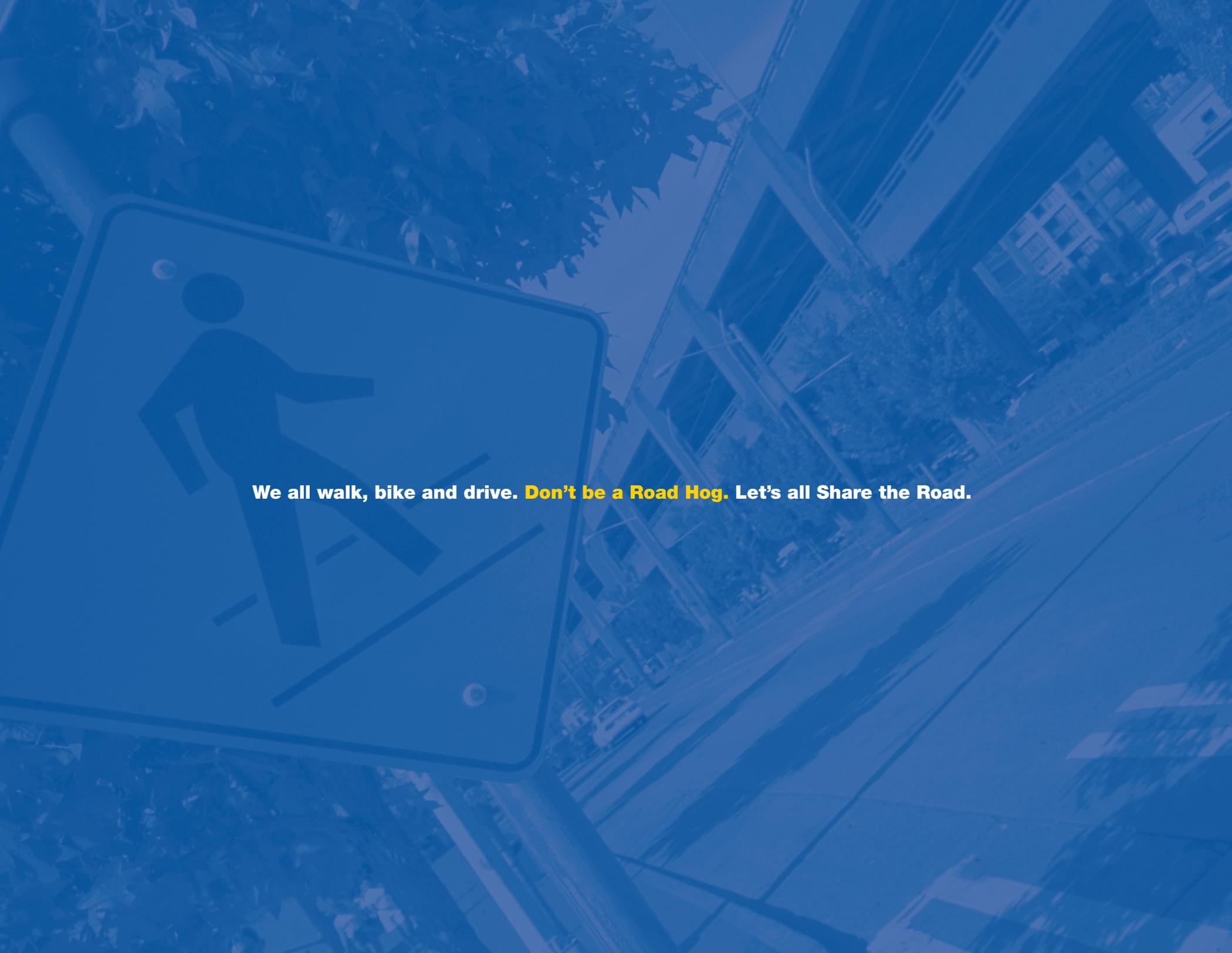


INTRODUCING

Share the Road “Don't be a Road Hog” Campaign

from the Colorado Department of Transportation



A blue-tinted photograph of a city street. In the foreground, a white pedestrian crossing sign is visible, featuring a black silhouette of a person walking. The background shows a multi-lane road with a white car, utility poles, and buildings. The overall scene is captured from a low angle, looking down the street.

We all walk, bike and drive. **Don't be a Road Hog.** Let's all Share the Road.



Snouts and curly pink tails are not normally part of CDOT's collection.

We're usually more of a blaze orange vest and reflective tape kind of crowd.

But the quest to get Colorado's motorists, pedestrians and bicyclists to safely share our roadways has led us to oink-ish extremes.

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The "Don't be a Road Hog" Share the Road campaign is an innovative program from the Colorado Department of Transportation designed to promote shared responsibility for road safety, with the principal goal of reducing car-bike-pedestrian crashes, injuries, fatalities and property loss throughout the state.

Share The Road involves stakeholder groups, government partnerships, community organizations and others to help educate the public on important road rules. Tactics include advertising, public and community relations efforts.

Your participation is a vital part of a successful Share the Road campaign. We believe the avenue for greatest success in creating new awareness among the mobile population in Colorado is to do so at a very local level.

This guide explains how to implement a successful Share the Road Program in your area. It contains the following elements:

- Share the Road target markets
- Creative Rationale and Theme
- Recommended Paid Media to include:
 - > Print ads
 - > Web banner ads
 - > Radio spots
 - > Outdoor advertising
- Public relations recommendations with:
 - > Sample media advisory
 - > Editorial, story suggestion
 - > Event recommendations and implementation check list
 - > Public Service Announcements
 - > Retail promotion suggestions
- Promotional materials to support the "Don't Be A Road Hog" Campaign including:
 - > Banners
 - > T-Shirts
 - > Posters
 - > Bumper Stickers
 - > Quick Tip Cards
 - > Vehicle Magnetic Signs



Share the Road Target Markets:

There are three primary target audiences for this campaign. They are:

- Motorists
- Bicyclists
- Pedestrians / Roller skaters /Joggers

Secondary audiences would include:

- News media
- Law enforcement

“Don’t Be A Road Hog” Campaign: Creative Rationale and Theme

Once upon a time in Colorado there were three little pigs, and one Big Bad ...Hog. The “Don’t be a Road Hog” concept uses friendly porkers to point out different types of road users and asks the public: “What kind of pig are you?”

The first little pig rides a bike. The second little pig drives a car. The third little pig walks or runs everywhere he goes.

The Big Bad Hog is another story.

Whether you’re on foot, bike or in your car, the most enraging – and dangerous – thing on the road can be encountering a selfish person. In the form of a completely oblivious pedestrian, thinking only of himself as he jaywalks across the street; a cyclist trampling any semblance of law as she ploughs through a stop sign; or a driver taking up the whole road, weaving in and out of lane lines, selfish people can be everywhere. You don’t want to have to deal with one. And you don’t want to be one: A Big Bad Road Hog.

While encouraging people to be “good little pigs,” the “Don’t Be A Road Hog” campaign can poke fun at people’s tendencies toward oblivious/selfish behavior while walking, driving and biking. They can literally “hog” the road physically or “hog” it with selfish behaviors that endanger other users.

Campaign Tactics

So what can you do with all these pigs to make Colorado roads safer? Below are tactical elements of the “Don’t be a Road Hog” campaign that will help you implement a successful educational program in your community.

NOTE: Samples of all materials are pictured in the Appendix. Electronic files are available on the enclosed CD.

Paid Media Elements:

Consider implementing an advertising component. Advertising helps create and sustain community awareness about using roadways responsibly.

The following creative has been used in a statewide Share the Road “Don’t be a Road Hog” campaign. These elements can support localized efforts and are also available for your use within your area.

- Print Ads: A total of three ads have been developed in vertical and horizontal formats.
- Outdoor Advertising: Designed to be used either on billboards or bus boards located within your community.
- Radio Spots: Three :30 second radio spots were produced. Please see the scripts in the Appendix at the end of this guide, or use the enclosed disk with the produced spots.

Public Relations Efforts:

Public relations efforts, combined with advertising, can make your local campaign even more successful. Following, you’ll find a sample media advisory, editorial recommendations, event suggestions, and public service announcements. We’ve also included some retail point-of-purchase suggestions as well as a list of organizations you might wish to partner with. This is a way to leverage the power of numbers in accomplishing common causes.

Event Recommendations:

- *Parades and Proclamations.*
There’s nothing like a parade in the spring and fall months to get people outside, on their feet, on their bikes or in their cars. That’s why we recommend forming local Share the Road parade teams of at least five people – a pedestrian, a bicyclist, a driver and two people to carry a Share the Road banner – to participate in Memorial Day, Fourth of July and Labor Day parades across the state.

Parade teams would hand out Share the Road road tips, carry Share the Road messages and emblems and wear Share the Road tees.

This single day effort could be expanded to include city/county vehicle signage to be displayed not only during the parade, but throughout the summer, as people naturally take to the roads to enjoy their beautiful state.

We also recommend getting local governments involved in the effort, by asking the mayor of each Share the Road city to declare the month of May, July and September as Share the Road months.

To extend Share the Road messaging, enlist the help of local bike shops to distribute Share the Road tip cards with the purchase of any bike or bicycle gear and clothing.

- To obtain good media coverage of these parades and community involvement, we suggest that you prepare an event advisory. Contact your local media and let them know who’s involved, why they’re involved and why it’s important to their readers/viewers. Then monitor coverage.

- *Community Pig Roasts:* This could be a “sponsored” event by some local business(es) and offered free to the community. Your community could “roast” that law-breaking, selfish “road hog” and distribute Share the Road messages during this summer event.
- *School Outreach Events:* Several ideas include: hosting bicycle check-ups and distributing Share the Road tips and flyers; offering “road rule” demonstrations, scenario events where students act out the proper rules to use as a pedestrian, bicyclist, driver (that either a student or parent driver would use); incorporating road etiquette into classroom curriculum; providing stories for school newspapers.
- *Retail Promotion Idea:* We recommend that community bike shops provide Share the Road tip cards to anyone purchasing a bicycle helmet or other bicycle equipment. After all, bicyclists are often also pedestrians and drivers, and it has the best potential of reaching all three targeted groups.

Stories / Editorials:

From Hal Paris, Boulder:

“I can understand why cyclists get upset when some motorists don’t give them the right of way or don’t use common sense. As a pedestrian, I often experience that same lack of courtesy from far too many cyclists. Many times, especially on trails, I have been unnerved by cyclists’ coming up behind me at high speeds with no warning – no bell, no ‘on your left,’ nothing – as if the trail belonged to them, and people were just a fun obstacle course for them to navigate. It’s not funny! Being in a fragile physical state, if I were to get hit, I’d be in big and probably long-term trouble. To those of you who are courteous and know the ‘rules of the road,’ I thank each and every one of you, and I always say ‘thanks for the warning’ as you pass me. The rules of the road and trails are simple. Please learn them! When using trails together, walk, cycle or drive on the right, pass on the left, give warning of your approach and show the same courtesy you expect from others. Please. Nobody wants to get hurt!”

Calendar Blurbs:

If your local newspaper has a calendar, remember to prepare an event announcement (in two to three sentences) and submit it to your paper. Most newspapers allow you to submit your event/calendar announcement online.

On Friday, (date), at (time), in (place), the community is invited to participate in the first annual Don’t Be a Road Hog Pig Roast, brought to you by (sponsor). Complimentary (food and beverages) will be served and important Share the Road tips will be distributed. Please RSVP by (date) to (person/place) at (contact information).

Lists:

To provide the public with consistent and credible messages about sharing the road responsibly, it is always a good idea to form alliances with safety advocacy groups and organizations, as well as establish close relationships with your local chamber of commerce, law enforcement officials and local media. We have provided a helpful list of media and chambers so that you can develop and leverage common-cause communications about safety issues.

Media:

- <http://www.mondotimes.com/1/world/us/6/majormedia>
- <http://www.colorado.gov/colorado-government/todaymenu.html>
- <http://www.abyznewslinks.com/uniteco.htm>

Print:

- <http://www.shgresources.com/co/newspapers/>

Broadcast:

- <http://www.e-cba.org/radio.htm>
- <http://www.e-cba.org/television.htm>

PSAs and PSA guidelines:

- http://www.waptac.org/sp.asp?mc=public_guides_psas

Chambers of Commerce:

- http://www.coloradolinks.net/Colorado_Chamber_of_Commerce.htm



Share the Road Marketing and Promotional Materials:

The Colorado Department of Transportation also provides ongoing, low-cost promotional support including radio commercials, print advertising materials, special promotions, signage, marketing materials that provide a consistent look and identity for localized efforts. You may select the marketing materials best suited for your community.

“Don’t Be A Road Hog” promotional items include the following and may also be downloaded from www.dot.state.co.us/TravelInfo/SharetheRoad or produced from the enclosed CD.

- Tip Cards
- T-Shirts
- Magnetic Signs
- Posters
- Banners
- Media Folders
- Bumper Stickers
- Campaign Graphic: Create your own presentations, newsletters, flyers, newspaper articles and reports to promote the Share the Road “Don’t be a Road Hog” program. The graphic can also be used on Web pages as wallpaper on your computer screen.

For more information, please contact betsy.jacobsen@dot.state.co.us

APPENDIX: Print Materials



Full-color graphic



2-color graphic
Black and PMS 116



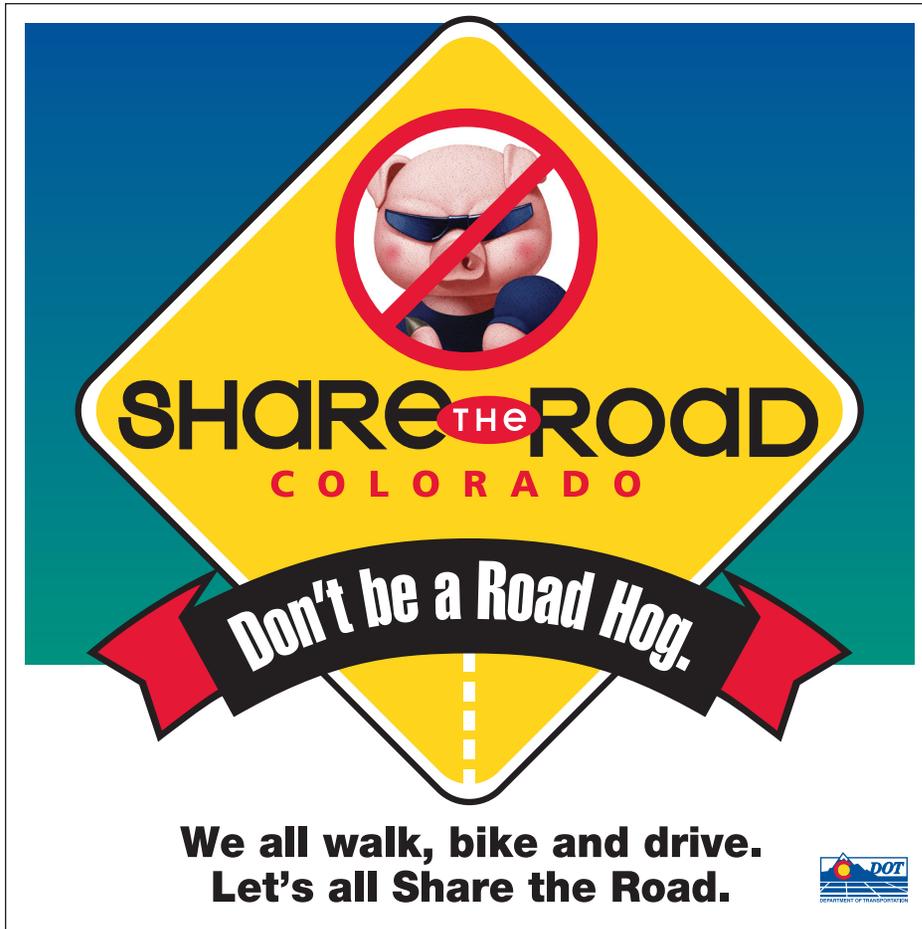
1-color (black) graphic



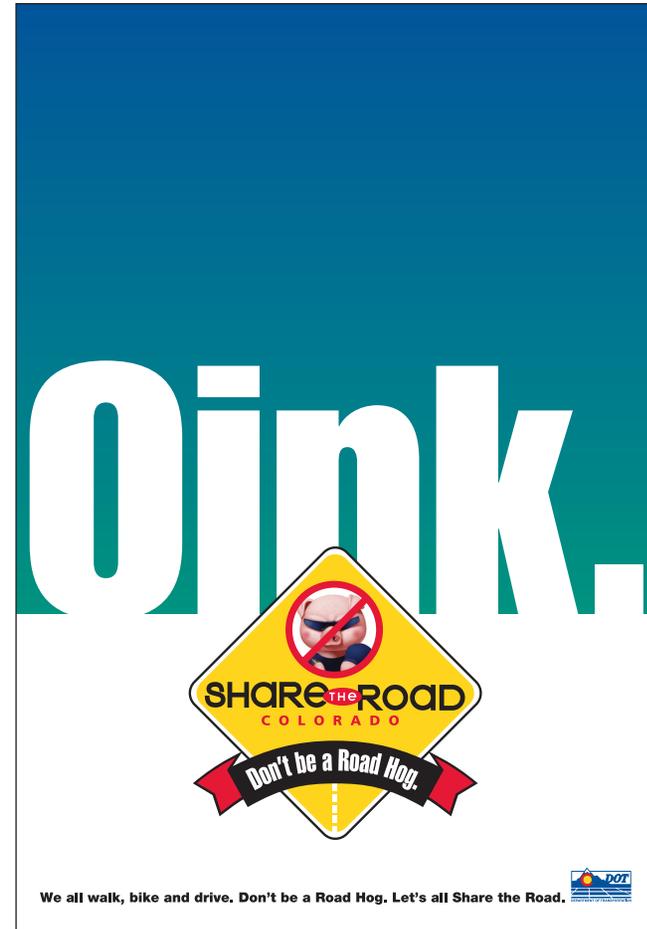
One-color T-shirt



Full-color T-shirt



Full-color magnetic car sign: 12" x 12"



Full-color poster: 13" x 19"



2-color bumper sticker: 3-1/2" x 11"



Web banner ad: 728 px by 90 px



Oink. Don't be a Road Hog.

We all walk, bike and drive. Let's all Share the Road.

Full-color street banner: 6' x 18'

Oink.

We all walk, bike and drive. Don't be a Road Hog. Let's all Share the Road.

Full-color parade banner: 6' x 3'

Don't be a Road Hog. Share the Road.

Whatever your travel purpose – a leisurely trip or a daily commute, whether on foot, in a car or on a bike, be respectful of everyone's rights to our roadways.

You can help cut down on Colorado's pesky Road Hog population.

Motorists
on driving. Avoid using cell phones and other
nal devices while driving. • Keep your eye on
and pedestrians. They have a right to use all the
Colorado unless expressly prohibited. Pass with
re and keep track of them in your rear and
side mirrors. • Slow down.

Pedestrians
ss in crosswalks. • Make eye contact with
ers before crossing to ensure they see you.
Walk against traffic.

Cyclists
with the flow of traffic. • Obey traffic laws –
vehicle too. • Ride single file whenever possible,
and never more than two abreast.

Flip over this card to learn how.

We all walk, bike and drive. Let's all share the road.

2-color tip card: 2-1/8" x 3-3/8"

Ride against gravity.
But riding against traffic
is illegal.

Ride with the flow of traffic.
Don't be a Road Hog. Share the Road.

Originally
there were 4 little pigs.
(One jaywalked.)

Cross at crosswalks.
Don't be a Road Hog. Share the Road.

Life, liberty and
the pursuit of a safe
left turn.
Bicyclists have rights too.

Cyclists and pedestrians have just as much right
to be on the road as drivers.
Don't be a Road Hog. Share the Road.

- Black and white newspaper ads:
- 3 vertical versions, 5-1/2" x 10 "
 - 3 horizontal versions, 5" x 11-1/8"



Ride against gravity.
But riding against traffic
is illegal.

Ride with the flow of traffic. **Don't be a Road Hog. Share the Road.**

- Black and white newspaper ads:
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 - 3 horizontal versions, 5" x 11-1/8"

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APPENDIX: Public Relations Materials

Sample Media Advisory:

Media Contact:

Name

Organization

E-mail address

Phone number

(Date and Year)

Attend the First Annual (name of city/area)
Share-The-Road Pig Roast

What:

Brief description of event and benefits to community

Who:

Our own Mayor (name) will be on hand to _____.

Join (the Mayor, City Officials, Law Enforcement,
Safety Organizations, Sponsors, Entertainment, etc.)
for this fun event.

When

The event starts at (time) and ends at (time) on (DAY
and DATE)

Where:

The Roast will be held at ____ park.

Contact:

Please RSVP to: _____ at (phone and email
address)

Sample Public Service Announcement:

- **Pedestrian PSA:**

People walkin' who cross the road wherever and whenever they want. They're road hogs, hoggin' up the road. We've gotta gather 'em up! Teach 'em to be good little piggies and share the road. Suueey!

- **Bicyclist PSA:**

Here's where herds of road hogs pedal. Riding their bikes against traffic, hoggin' up the road. Bikes are vehicles, they've gotta ride in the same direction as cars and obey the same traffic laws. We've gotta gather 'em up, teach 'em to share the road. Suuuueey!

- **Driver PSA:**

(VROOM!) There goes one! Squeezing that poor bicyclist off the asphalt, hoggin' the road. Just look at that road hog! I've gotta call 'em in, teach 'em that bicyclists and pedestrians have rights too.

Common Ending:

NARRATOR (Satirical, overly self-important, don't let this happen to you'-type deep voice):

Don't be a road hog.

Obey the rules.

Share the Road.

(oink-snort)

(Vroom! Traffic noise) Brought to you by the Colorado Department of Transportation.

NOTE: Your local radio stations might be interested in using this public service announcement as a sales tool to be underwritten by a local organization, instead of tagging these as "Brought to you by the Colorado Department of Transportation."

Sample Event Communications Check List:

Description:

Point Person:

Details:

ITEM	DESCRIPTION	NEEDS	COST	RESPONSIBLE
Partners				
Associates				
Admin. Staff				
Board of Directors				
Direct Mail				
Guest/Invitation Lists				
E-mail				
Flyers				
Internal / Volunteers				

Media

News Release announcing event

Media Invitation

Calendar Listings in local paper(s)

Direct Pitching (key messages)

Post Event news release

Photo Release with caption

Media Distribution

Web Sites

Radio/TV

Print Publications

Promotional Materials Required:

Sponsors				
Talent				
Venue				

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