

OUR ROADS SAFETY™

Partnership for **Responsible Driving**



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

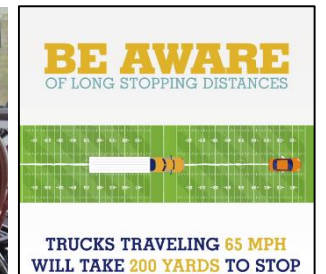
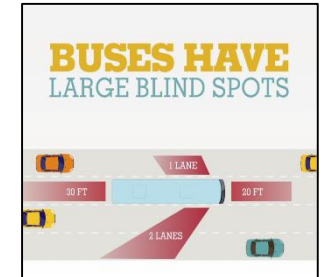
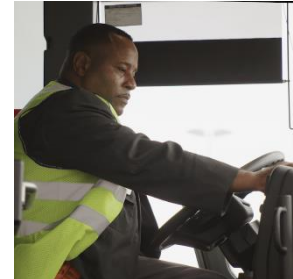
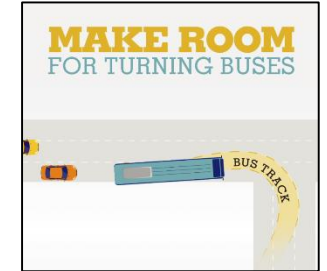
PAID MEDIA – DIGITAL

- CHANNELS/PLATFORMS

- Facebook and Instagram
- Video Display Network

- HIGHLIGHTS

- More than **25.3 million impressions**
- More than **114,000 clicks** to the website



Digital Ads

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

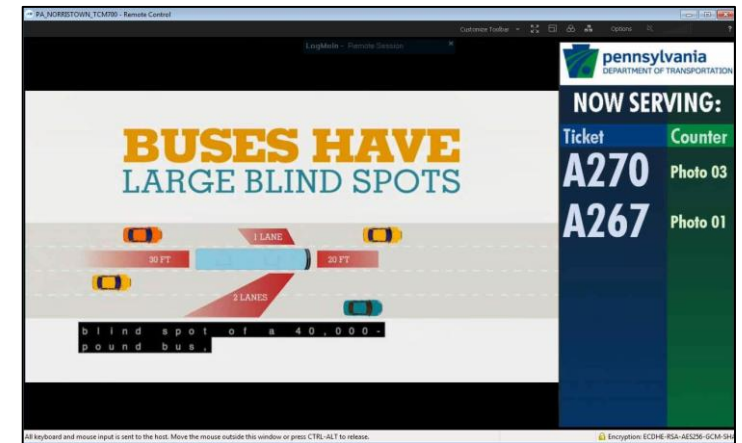
PAID MEDIA – VIDEO

- CHANNELS/PLATFORMS

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

- HIGHLIGHTS

- More than **126.8 million total impressions**



DMV TV Network

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

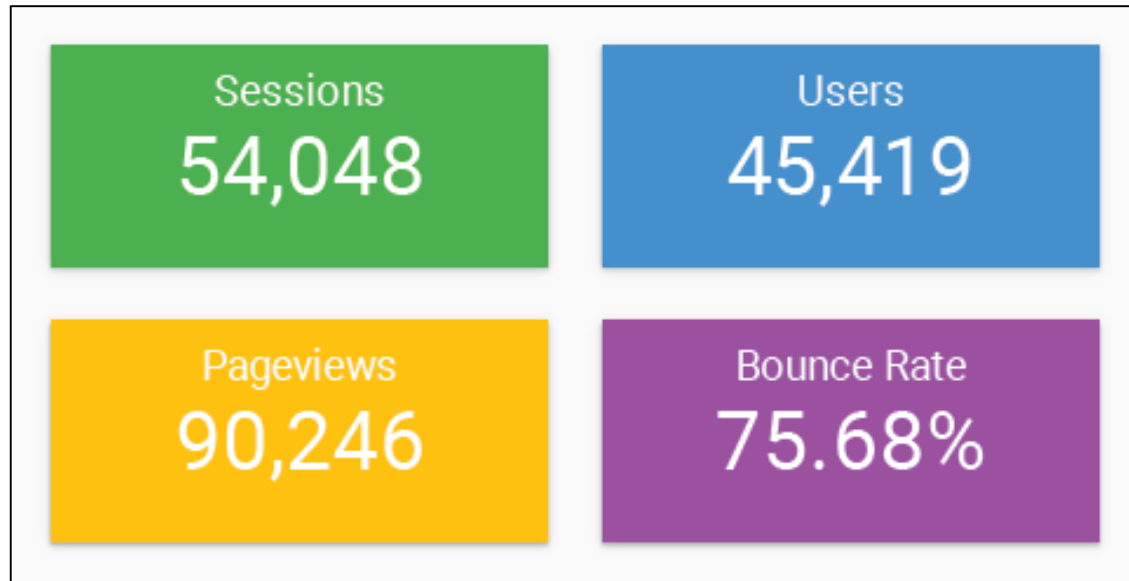
- More than **303,000 organic impressions** during the campaign period
- Grew the page from **5,200 likes to more than 31,000 likes** during the campaign period

• WEBSITE

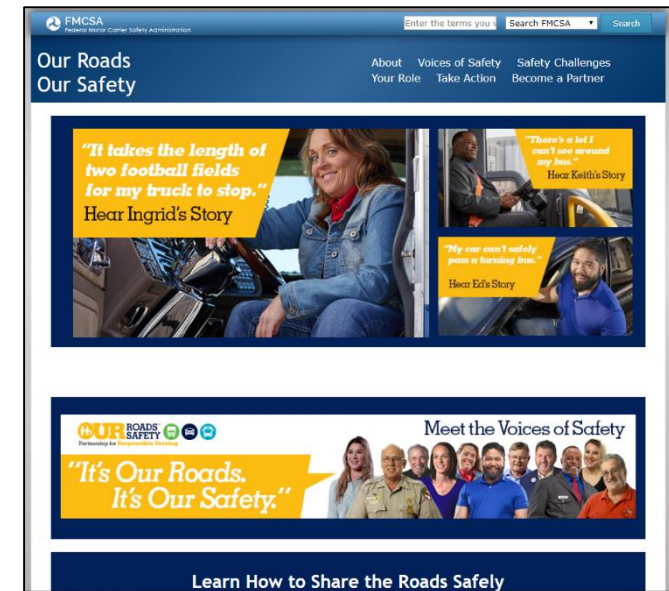
- More than **90,200 pageviews**, with organic search driving the largest amount of traffic



OROS Facebook Page



Website Metrics Highlights



www.ShareTheRoadSafely.gov

CAMPAIGN REPORTING HIGHLIGHTS

EARNED MEDIA



Local news and trade media coverage of the Voices of Safety PSAs achieved an **estimated 3.6 million impressions**

TRUCKERSNEWS TRUCKS NEWS FEATURES FUN HEALTH WHAT'S HOT VIDEOS JOBS SHE DRIVES GEAR

Owner-operator featured in FMCSA safety message

BY SHE DRIVES TRUCKS STAFF
MAY 28, 2019

Ingrid Brown is an independent owner-operator from Boone, North Carolina and also featured in "Voices of Safety," a series of public information videos from the Federal Motor Carrier Safety Administration.

On the FMCSA's website, Brown said she started working for her father's construction business when she was just 18. After getting her own truck, she said it "was a dream that became reality." Today, after 40 years of driving, Brown has more than 4 million miles to her credit.

Brown says:

"As a truck driver, I'm blessed to see the most beautiful landscapes, in every form. I love meeting many amazing people along my travels. I have an enormous sense of gratitude, satisfaction, and accomplishment on the road. I'm involved with several organizations and charities and have joined others in the trucking industry to give back to our community. A few organizations I'm involved with include the Special Olympics, Christmas Across America, and Trucker Buddy International.

"I view the people I haul for as not just friends, but family too. Getting to my destination safely every time helps inspire me as a driver. I have two amazing, successful daughters, sons-in-law, and grandchildren in Georgia. They show there's purpose in everything I do in life and every mile I roll."

GEAR GUIDE FOR TRUCKERS LEARN MORE

UNION DAILY VOICE Enter your email

Union Daily Voice serves Berkeley Heights, Clark, Cranford, Elizabeth, Hillside, Linden, Plainfield, Rahway, Union & W... SEE NEARBY TOWNS

BREAKING NEWS: Paterson PD: Sweep Of Illegal After-Hours Clubs Continues With Raid At

Cranford Man Is Star Of Federal Driver-Safety Video

Paul Milo 06/12/2019 12:41 p.m.

SHARE TWEET PIN IT EMAIL PRINT COMMENTS

Voices of Safety - Ed
OUR ROADS SAFETY

VOICES OF SAFETY

A Driver's Perspective

Sharing the Road with Large Trucks & Buses

Meet the Voices of Safety - part of the Our Roads, Our Safety Partnership for Responsible Driving. Video Credit: FMCSA

Good News! Your no cost breast pump awaits!

Watauga Democrat.com 65° Partly Cloudy

Founding 1888 - An NC Press Association newspaper of General Excellence - Politically Independent

JOIN US FOR FREE Wine Tastings Starting Friday, April 5th

Zionville woman selected as voice of national trucker safety campaign

By Kayla Lasure kayla.lasure@wataugademocrat.com Jun 24, 2019

Internet starting at \$39.99/mo

YouTubeTV First month on us. \$49.99/mo thereafter. Terms apply.

Ingrid Brown stands with her truck named 'Miss Faith.'

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



...ly Administration (FMCSA) creates (or changes) regulations...
...regulants that they are the safe drivers and someone needs to...
...as (and as if the rules should apply to all drivers and not just...
...CSA CANNOT regulate cars. They were designed to regulate...
...ve "Motor Carrier" in their name. The states have more...
...only federal agency that creates rules to govern cars to the...
...Administration.
...Administrator Ray Martinez, is focused on safety, and in

Partner Social and Blog Post Examples

CAMPAIGN REPORTING HIGHLIGHTS

CONFERENCES & EVENTS



Nationals Ballpark Sponsorship



OUR ROADS SAFETY
Partnership for **Responsible Driving**
Educating all **drivers, cyclists, and pedestrians** on how to operate safely around large trucks and buses on the road.

Get Resources
Download brochures, multimedia products, and more to help spread the message.

Join the Partnership
Give your organization an active voice in road safety awareness.

Visit www.ShareTheRoadSafety.gov

FMCSA Booth No. 4020

FMCSA is proud to partner with the following organizations:



MATs Full-Page Ad



GATS Video Wall Panel



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



CCT SPONSORSHIP PROMOTION

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

CALENDAR DISTRIBUTION

Road Safety Art Contest 2020 Planners



Road Safety Art Contest 2020 Planner

BE READY. BE BUCKLED.

OUR ROADS SAFETY
Partnership for **Responsible Driving**

BE READY. BE BUCKLED.

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

OUR ROADS SAFETY
Partnership for **Responsible Driving**

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.ShareTheRoadSafely.gov

U.S. Department of Transportation
Federal Motor Carrier Safety Administration



JANUARY FEBRUARY MARCH
APRIL MAY JUNE
JULY AUGUST SEPTEMBER
OCTOBER NOVEMBER DECEMBER



2020 Planning

2020 PLANNING

- 2020 Plan in Development
- Proposed Partnership Strategy Session December 6, 2019

Open Discussion