



Reducing Bicycle Fatalities through Social Marketing

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Social Marketing in Transportation

- University of South Florida (USF)
- Center for Urban Transportation Research (CUTR)

What is Social Marketing:

An approach that uses marketing and social science ideas to influence or change people's behavior for the benefit of individuals and society

Social marketing is a well-planned, long-term, and cost-effective strategy that uses market research, planning, communication, pricing, and distribution tools

It is primarily geared toward human behavior and “sells” a behavior or lifestyle that benefits society, in order to create the desired change

The goal is to drive social change; it is action-based



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Steps in the Social Marketing Process

1. Planning

- A. Select Target Behavior
- B. Select Priority Population
- C. Develop Research Plan and Marketing Mix (4 “Ps”)

2. Conduct Research – Qualitative/Quantitative

- A. Data Sources/Data Collection
- B. Journey Mapping
- C. Interviews/Focus Groups
- D. Photovoice
- E. Participant Observation

3. Develop Marketing Strategy

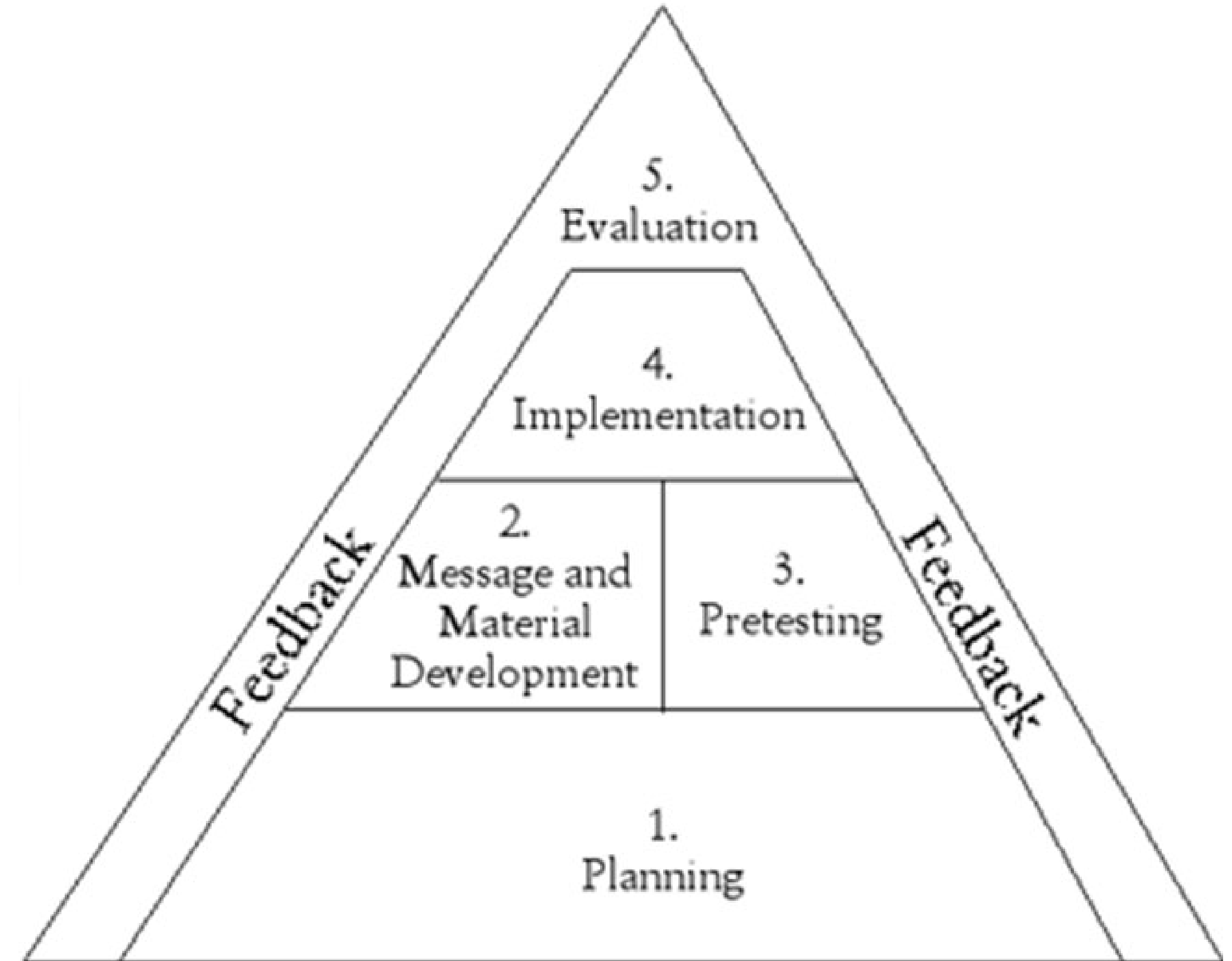
- A. Pretest Plan and Materials
- B. Develop Implementation and Evaluation Plan

4. Implement Plan

- A. Implementation
- B. Materials Dissemination

5. Evaluation and Feedback

- A. Measures of Success



Strategic Planning

Data-Based Strategic Plan

Behavioral target		What behavior should we promote?
Priority population		Which segments should we give the greatest priority in planning?
Marketing Mix	Product	What should we offer them – benefits and goods to enhance adoption?
		Position - How should we distinguish our product from the competition?
	Price	How can we lower costs and other key barriers?
	Placement	Where do we offer the product – distribution channels, partners, and support services?
	Promotion	How should we persuade people to use the product – spokespersons, information channels, promotional activities?



Background/Purpose



- The National Safety Council reports that cell phone use while driving leads to 1.6 million crashes each year
- Texting while driving is 6x more likely to cause a crash than driving drunk
- Nearly 1,000 cyclists are killed each year in crashes in the US each year
- A recent study from the University of Nebraska Medical Center indicates that distracted drivers are to blame for more and more fatal bicycle and pedestrian accidents. Between 2005 and 2010, bicycle deaths related to distracted driving went up by 30 percent
- A study of college students found 50% of participants reported sending texts while driving on the freeway, 60% while in stop-and-go traffic, and 87% at traffic lights

OUR PURPOSE: Decrease bicycle fatalities by decreasing cell phone use (distraction) while driving

Formative Research

- Data collection
- Interviewed seven college-aged males at Embry-Riddle Aeronautical University (ERAU)
- Journey map was completed with a 26-year-old male

Barriers identified:

Fears:

- Fear of missing out (FOMO)
- Not living up to expectations of family & friends
- Fear of failure



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Difficulties:

- Difficulty in using the Do Not Disturb feature on the phone
- Feeling like they need to answer parents when calling or texting



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Persona

- **Age:** 26
- **Occupation:** Construction
- **Education:** High school graduate
- **Living Situation:** single; multi-generational household
- **Location:** Daytona Beach, FL
- **Personality:** hard-working, optimistic, high-stress, internet-dependent, multitasker, busy
- **Values/Priorities:** “Now” generation, good work ethic, appreciative of other cultures & lifestyles, family, online social connections
- **Reaching Kevin:** online apps, streaming services, bars, restaurants, music & sporting events
- **Fears:** fear of missing out and being “disconnected”
- **Influencers:** podcasters, streamers, celebrities, family, musicians

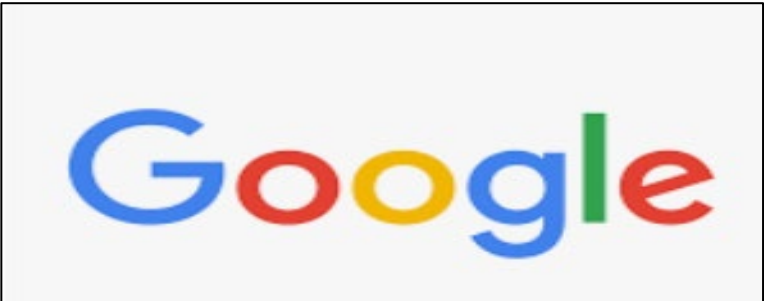


Kevin Jones



Journey Mapping – A day in the life & cellphone use of Kevin

Steps/Actions	Wakes up	Travels to work	Work time	Travels for lunch	Travels home	Home in the evening
Positive	Alarm on the phone	Map helps him find location	Communication with co-workers	Helps find a place to eat		
Neutral						
Negative	Kevin admits he should not use his phone while driving.	➡	➡	➡	➡	
Problems or improvement opportunities		Uses the phone while driving.		Uses the phone while driving.	Uses the phone while driving.	



What feelings were occurring during the behaviors?

- **Indifference** – does not see how his behavior correlates to traffic fatalities
- **Confidence** - feels he can engage in the behaviors without hurting anyone
- **Anxious** - about getting to work on time
- **Rushed** - to make sure he has everything he needs for the day at work
- **Guilt** – verbally stated he knows cell phone use while driving is wrong

Formative Research - Finding Highlights



GPS (directions) was the most common use for cell phones while driving

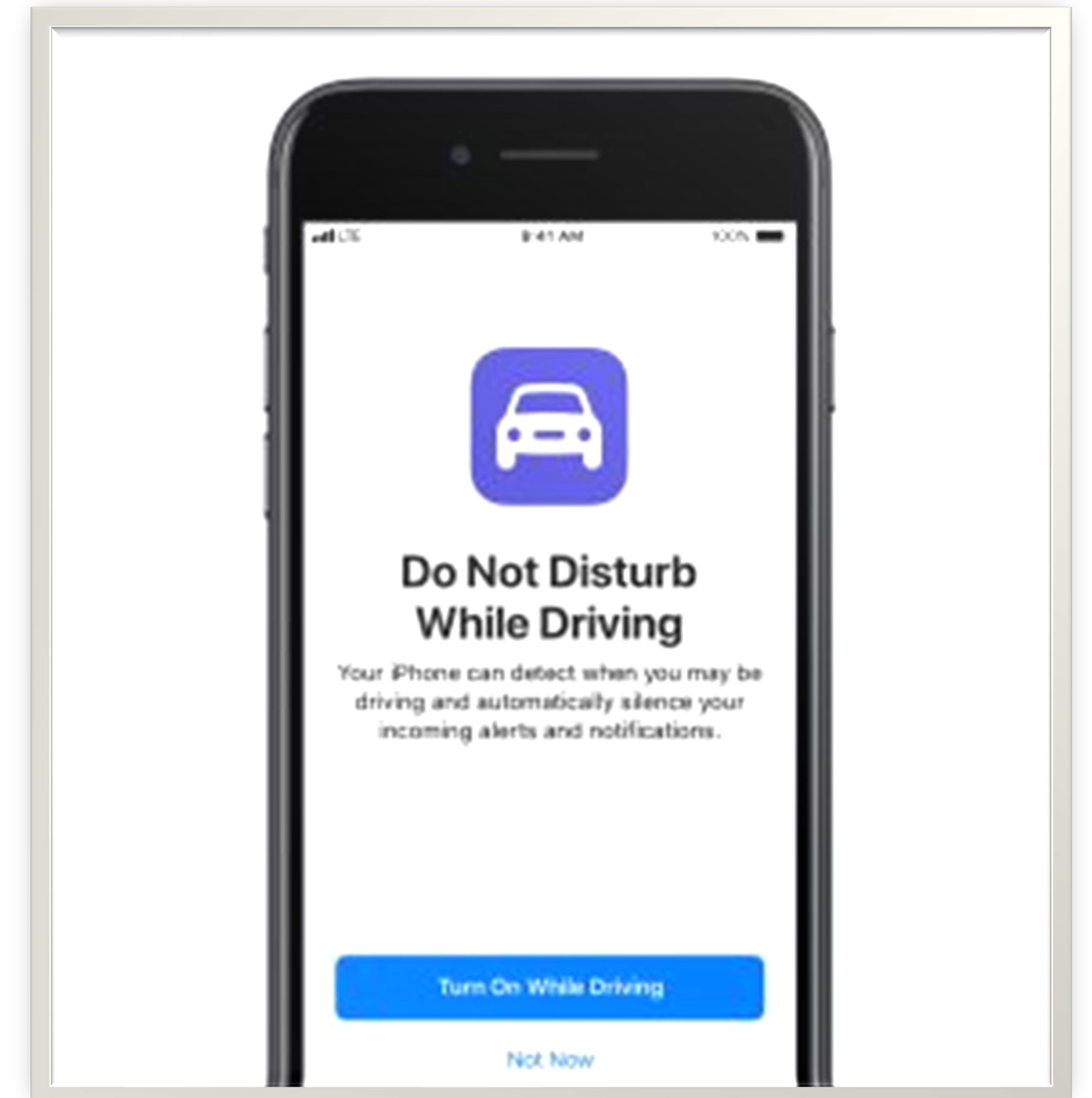
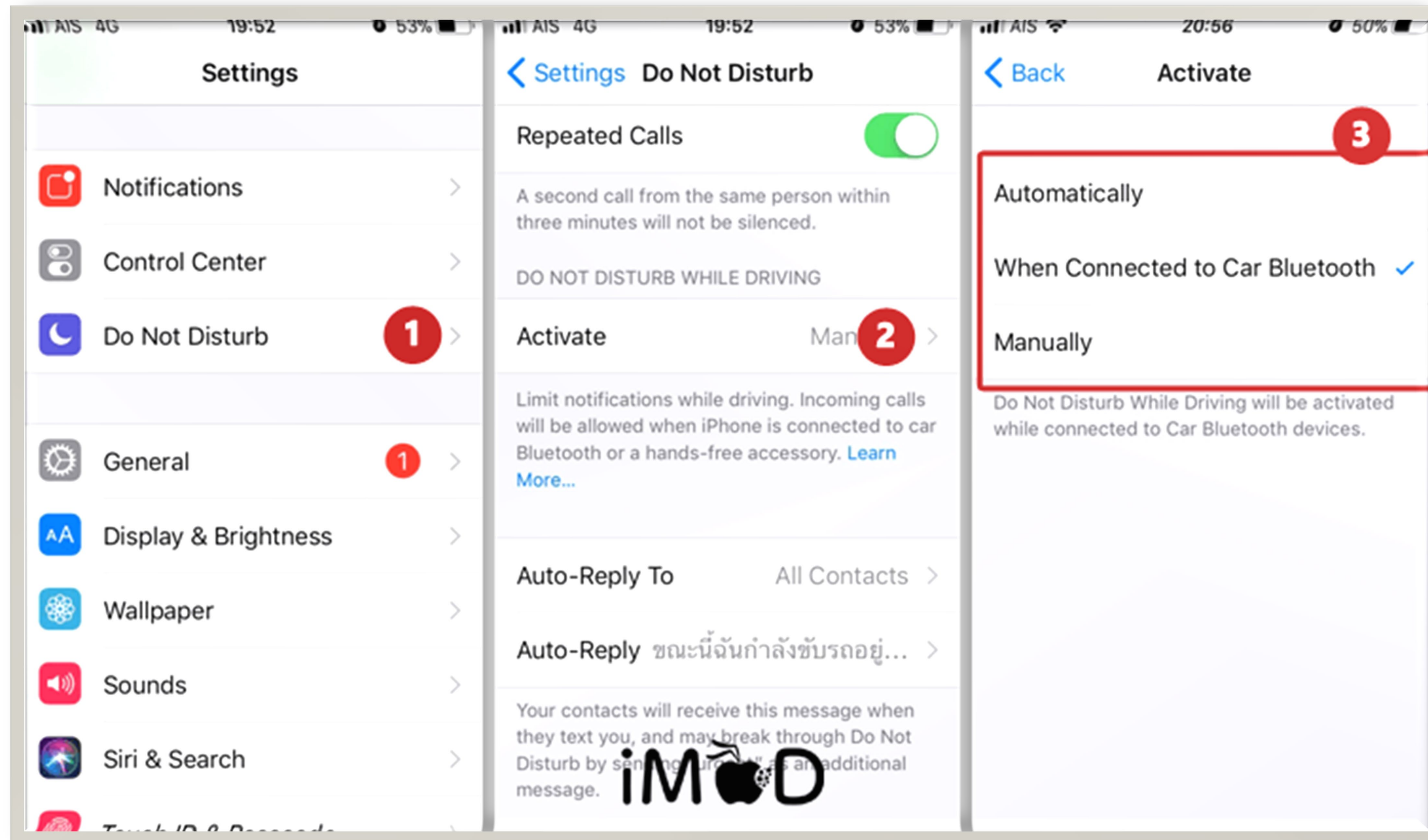
Friends & family were the most valued by the people interviewed

Not living up to expectations and fear of failure were the things they feared the most

The most common suggestion to stop cell phone use was to personalize people in ads and make the ads “real”

Behavioral Focus

Get college-aged males to put their phones down by using the Do Not Disturb (DND) feature on their phones



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Priority Audience

The priority audience was college-aged males



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S.M.A.R.T. Goal

Initial Goal: Reduce bicycle fatalities in Volusia County

Specific

Decrease in bicycle fatalities in Volusia County by December 2025

Measurable

Attain a decrease in bicycle fatalities by December 2025

Achievable

Yes

Relevant

Yes

Time-bound

By December 2025



S.M.A.R.T. GOAL

Reduce bicycle fatalities in Volusia County through media campaigns at Embry-Riddle Aeronautical University and Daytona State College using students whose lives have been impacted by distracted driving (specifically phone use).

Positioning Statement

We want college-aged men to see that putting their phones down while driving as vitally important and lifesaving for their family, friends, and themselves and as more beneficial than endangering themselves, their family, and friends' lives by using their phones while driving.



Product Strategy

Core Product:

The college-aged males will be perceived as “good human beings”
be leaders; and save lives by preventing crashes

Actual Product:

Activating the Do Not Disturb (DND) on their phone

Augmented Product:

The DND function itself

A DND instruction sheet

Monetary reward for participating: food/gift cards (Chick-Fil-A and Starbucks are on campus as well as a deli)



Price Strategy

Barriers to Overcome:

- Difficulty using the DND function on the phone
- Time to activate DND
- FOMO
- Being disconnected

Benefits Campaign will highlight:

- Receive a gift card if you activate DND while driving for one week
- Be a leader among peers; recognition
- Save lives – could be someone they are close to that they save
- No cost to them; free



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Place Strategy

Where & When to Stage Event:

- ERAU & Daytona State campus
- During school events
- Locate a table on the way to the parking lot where students have to pass us
- Have students who have lost loved one's man the table and do the ask

How the “Ask” will Occur:

- Have the students manning the table share some of their stories and encourage them to agree to activate DND for a week.
- Walk students through activation of DND and provide an instruction sheet for future reference
- Provide “promo” items upon first activation
- Provide gift cards one week later for those who say they maintained use of DND

Idea: Create an ambassador program on campus. The people who are manning the tables become ambassadors and share how to use DND based on personal experience; they then share the rewards that they receive.

Promotion Strategy

Key Messages:

- There is value in driving less distracted
- The value of human lives
- The consequences of their choices
- It can happen to them

Communication Channels:

- In person at the table on ERAU/Daytona State campus
- Use fellow students whose lives have been impacted by distracted drivers to share their stories
- Target Zero graphics
- Posters placed around the school
- School email newspaper
- Email blasts
- Possible digital marketing ad buy
- Announcements at sporting events



Concept Testing/Pretesting Plan

Methods to test marketing plan:

- Surveys before and after the pop-up events.

Recruitment plan to test priority audience members:

- Pop-up event staffed with fellow students whose lives have been impacted by traffic crashes. Conversation with the priority audience members and an ask to enable and use the Do Not Disturb feature while driving for one week. A second pop-up a week later to survey the group. We will offer gift cards to the students who commit to returning to the second pop-up event.

Potential questions to ask:

- Does your classmate's experience affect you?
- How likely are you to enable the DND?
- What makes you want to enable the DND?
- How do you feel about what is being offered?



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Questions?

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