



### PROJECT GOALS

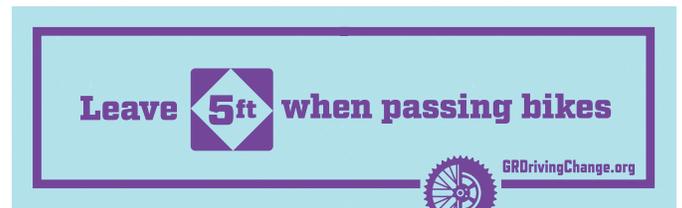
The city of Grand Rapids launched the public education Driving Change campaign to:

- » Create foundation, guide for long-term education program
- » Increase knowledge of the responsibilities of bicyclists and motorists
- » Reduce bicycle crashes and fatalities
- » Build respect between bicyclists and motorists

### CAMPAIGN EXECUTION

Driving Change reached the people of Grand Rapids more than **32 million** times during summer 2016.

- » Heavy market saturation **media blitz** (May/July)
  - » TV, billboards, radio, bus ads, digital, social, public relations and events
  - » Gave out **4,000 free bike lights**
  - » Distributed **200 advocacy toolkits** to local organizations and people
- » Driving Change campaign **spread the message at events** such as Movies in the Park, Lids for Kids, National Night Out, Active Commute Week, Taste of Grand Rapids, GRPS Back to School Bash and more!
- » **News coverage** around the world



### CAMPAIGN RESULTS

**Record-low number of bicycle-involved crashes and fatalities.**

- » **81% decrease in fatal/serious-injury crashes** in Grand Rapids from 2015. The two fatal/serious-injury crashes are down from 11 in 2015 and have not been so low in Grand Rapids since 2010.
- » The 42 bicycle-involved crashes in Grand Rapids between May and September 2016 are the **lowest number of bicycle-involved crashes reported going back to 2004**, the first year of available data.

**Increased knowledge of rules and empathy between road users.**

- » **40% increase in awareness of the new 5-foot passing rule.**
- » 88% say they always or most of the time now give a bicyclists 5 feet when passing them.
- » 94% say they are now at least somewhat familiar with the rules for bicyclists.
- » A majority of greater Grand Rapids residents believe bicyclists typically follow the rules of the road and drivers typically treat bicyclists with respect on the road.
- » **7 in 10 now believe Grand Rapids to be a bicycle-friendly community.**

