

Wichita Street Safety Education Initiative *Outreach Strategy Action Plan*

Presented to the Project Management Team
November 2015



OVERALL STRATEGY

The Wichita Street Safety Education Initiative will take advantage of the seasons to plan media placement across a variety of platforms.

The media campaign intends to create a memorable and effective campaign that reminds road users of lawful roadway interaction. Campaign messaging and tactics are based on data-driven findings from a citywide crash analysis, undertaken during the campaign's planning stages.

Campaign recommendations are also based on discussions with key stakeholders and Wichita residents.

The forthcoming campaign is one element of a three part initiative, which also includes bicycle education modules for area law enforcement officers and local residents.

“Crashes may be due partly to ignorance or not knowing how to behave.”

—Wichita stakeholder during a project planning meeting

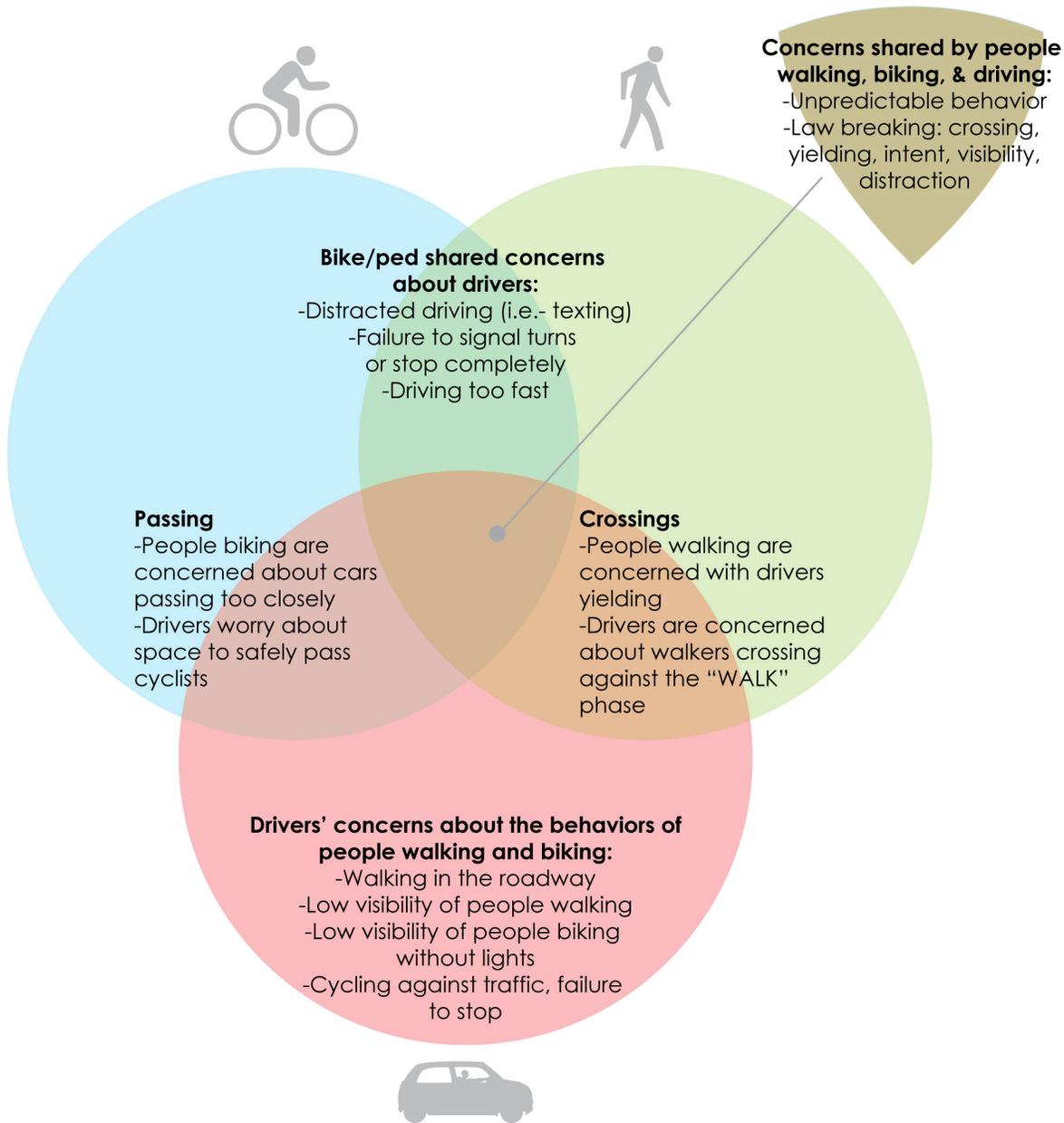
TARGET AUDIENCE

The Project Management Team (PMT) and stakeholders from the community felt strongly that the campaign should reach out to people who drive, walk, and bike within Wichita and the surrounding area.

The approach will allow for specific messaging for various roadway users. The 2015 community survey, Wichita-area crash data, and national trends illustrate the importance of educating people using all three modes. The media campaign acknowledges the fact that Wichita citizens are multimodal. People who drive also ride bikes, all transit riders are also pedestrians, and so on.

Moreover, Wichita’s expanding

bicycle network means attention must be paid to educating citizens how to use the new facilities- whether they are on foot, in a car, or on a bike.



The figure at left describes the overlap between residents' perceptions concerning biking, walking, and driving within Wichita. Residents are concerned about unpredictable behavior and law-breaking. These themes also appear in the crash analysis undertaken for this project.

Survey respondents' perceptions with regards to safety when walking, biking, and driving.

PRIORITY BEHAVIORS

The list of Top 10 Priority Behaviors was developed after analyzing crash report data, consulting with the PMT, and conducting a community survey to gauge safety perceptions.

The resulting list illustrates the media campaign's **target behaviors**. Each behavior is illustrated with an icon, beginning on page 7, developed to demonstrate the desired behavior and/or discuss possible implications for failing to abide by traffic laws associated with the behavior.

The following list presents these behaviors in no particular order.

- 1 Yielding to pedestrians
- 2 Distracted driving
- 3 Motorists' safe and legal bicycle passing distance
- 4 On-street parking and opening doors
- 5 Awareness of turning conflicts
- 6 Bicycle riders' legal status as vehicle operators
- 7 Non-motorized users' safe crossing behavior
- 8 Encouragement to use bicycle facilities
- 9 The need for trail users to look/slow before crossing
- 10 Expect bicycles as the days become shorter/
Use bike lights at night

CAMPAIGN ICONS

The following icons were developed specifically for the Wichita Street Safety Education Initiative. The icons are memorable, simple, and easy to integrate into various types of media. For instance, the icons are applicable for use within brochures, on bus shelter ads, or used within newspaper ads.

The team created one icon for each of the Top Ten Priority Behaviors. Icons may be combined or used individually, depending on the context of the given campaign element.

1

Yielding to pedestrians

Target Audience	Drivers and bicyclists
Existing Conditions	<p>Yielding is the most common contributing circumstance in Wichita-area bike-motor vehicle and pedestrian-motor vehicle crashes.</p> <p>Survey respondents who bike, walk, and drive all noted failure to yield as a major problem within Wichita.</p>
Integrating the Behavior within the Campaign	Place print media near trail crossings and near stop bars.

YIELD TO



2

Distracted driving

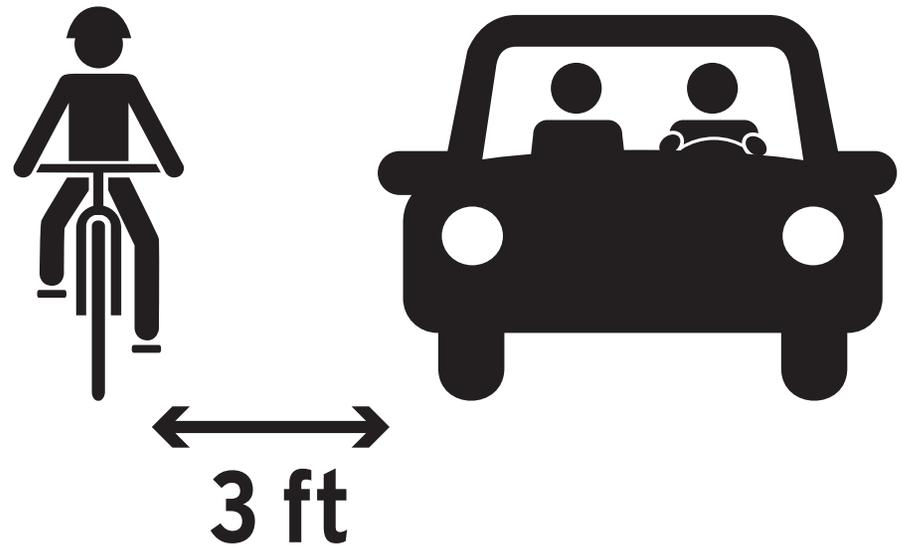
Target Audience	Drivers
Existing Conditions	Motorist inattention was the second-most cited contributing circumstance among motor vehicle-bike/ped crash circumstances.
Integrating the Behavior within the Campaign	Roadway users should be aware of changes to Kansas cell phone laws. Roadway users should be aware of other ordinances pertaining to distraction. "Driver engaged in other activities" is a citable offense.



3

Motorists' safe and legal passing distance

Target Audience	Drivers
Existing Conditions	<p>Bicyclists who answered the survey were concerned about cars passing too closely.</p> <p>Motorists who answered the survey were concerned about not having enough space to pass people bicycling.</p>
Integrating the Behavior within the Campaign	Print media can provide a visual reminder about motorists' legal obligation to provide three feet passing distance between the edge of their rearview mirror and a bicyclist.



4

On-street parking and opening car doors

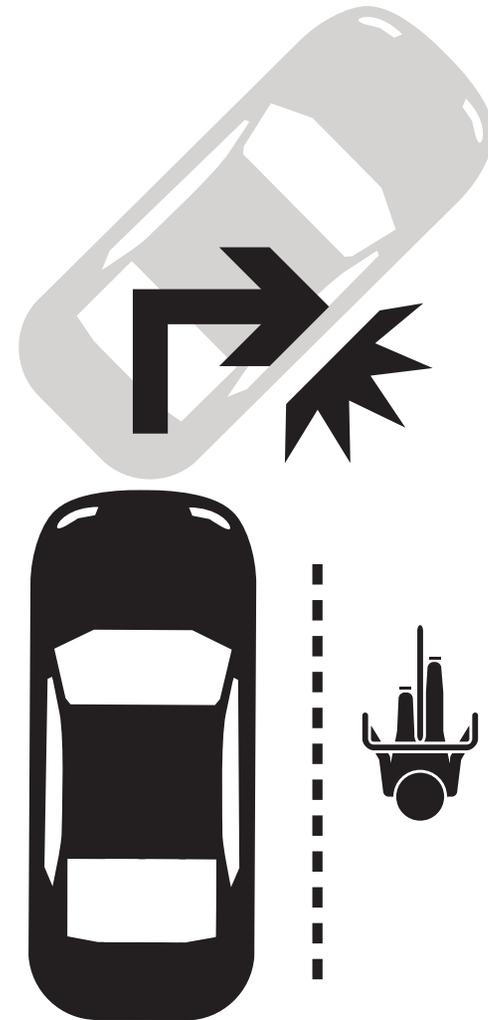
Target Audience	Drivers
Existing Conditions	So-called “dooring”-type crashes are under reported across the country, Crash reports typically do not have a category to capture these types of crashes.
Integrating the Behavior within the Campaign	Media should remind drivers to look for bicyclists. Media campaign materials can also suggest opening car doors with the driver’s right hand. This encourages the individual to turn and look for approaching vehicles over the left shoulder.



5

Awareness of turning conflicts

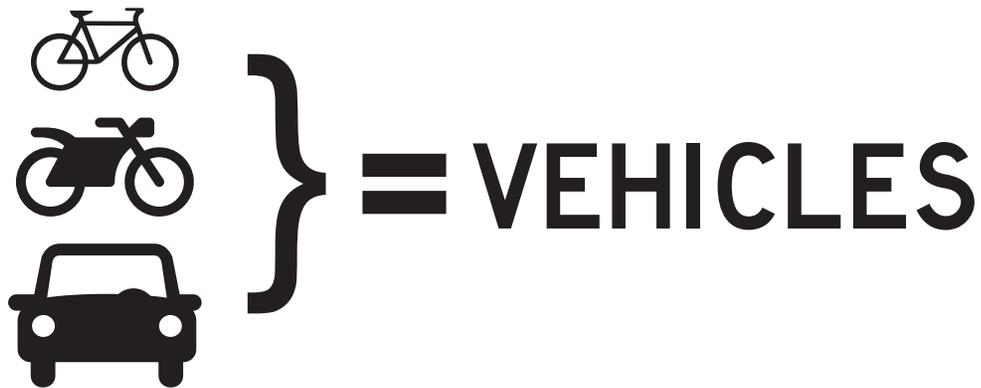
Target Audience	Drivers and bicyclists
Existing Conditions	50% of all crashes in Wichita occurred at intersections. It is unclear how many of these are right/left hooks or crosses. However, education about this crash type will help enforce driver and bicyclist alertness within or near intersections.
Integrating the Behavior within the Campaign	Priority intersections, identified through crash data and citizen input, may be prime candidates for materials that remind bicyclists and motorists about hazards associated with turning left or right.



6

Bicycle riders' legal status as vehicle operators

Target Audience	Drivers and bicyclists
Existing Conditions	The survey respondents' comments illustrated confusion about bicycle riders' legal status as vehicle operators.
Integrating the Behavior within the Campaign	All media pieces should seek to inform roadway users about their rights and responsibilities.



7

Nonmotorized users' safe crossing behavior

Target Audience	Pedestrians
Existing Conditions	Motorists in Wichita often perceive non-motorized users' crossing behavior as risk-taking and unpredictable. Darting is the third most-cited contributing circumstance for pedestrian contributing circumstances.
Integrating the Behavior within the Campaign	<p>Campaign materials should portray pedestrians crossing in a legal, visible, and predictable fashion.</p> <p>Campaign materials should remind drivers to be attentive- as pedestrians and bicyclists may not always cross predictably or legally.</p>



8

Encouragement to use bicycle facilities

Target Audience	Drivers/potential bicyclists
Existing Conditions	Increased numbers of people biking and walking help improve safety for these users. Encouraging proper use of bicycle facilities will help these users be more predictable and visible to motorists.
Integrating the Behavior within the Campaign	The campaign should utilize a positive, enthusiastic tone instead of one that would potentially discourage residents and visitors from walking and biking throughout the city.



9

The need for path users to look/slow before crossing

Target Audience	Bicyclists and pedestrians
Existing Conditions	The community is concerned with the safety of people walking and biking at path crossings due to their popularity.
Integrating the Behavior within the Campaign	Place media near path crossings.



10

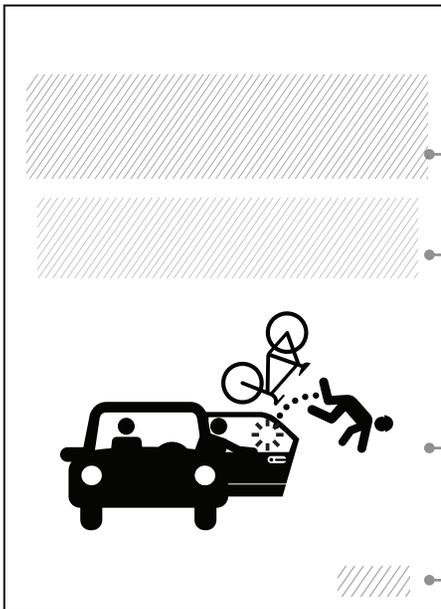
Expect bicycles as the days become shorter/Use bike lights at night

Target Audience	Drivers and bicyclists
Existing Conditions	<p>Failure to use a front white light and rear red reflector at nighttime is illegal in Wichita.</p> <p>Bicycle visibility is a key concern among motorists with regards to bicycle safety.</p>
Integrating the Behavior within the Campaign	<p>Materials emphasizing this safety point should remind bicyclists to use lights at night <i>as well as</i> reminding motorists to expect bicyclists at night and during twilight hours.</p>



CAMPAIGN MESSAGING

The campaign messaging items will be used to create a cohesive campaign that clearly describes the safety messages the team wishes to impart on Wichita residents. The mockup posters, below, describes how these elements could be used within the campaign. Please note that these examples are only wireframe sketches, meant to illustrate possible campaign element arrangements.



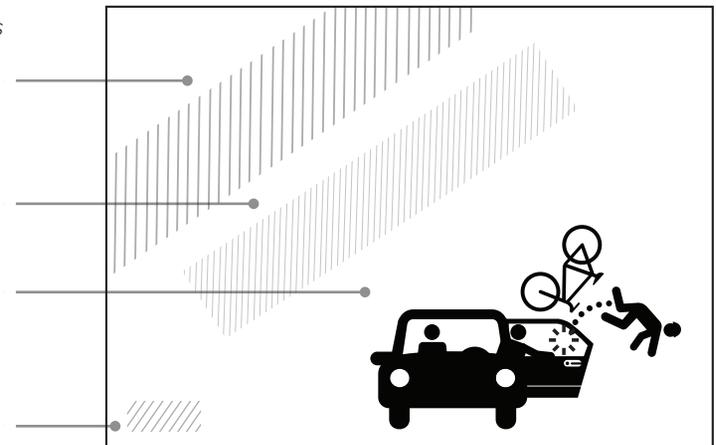
Campaign Name/

Tagline: *"Street Smart ICT"- brands the campaign's creative content, by using a unifying name.*

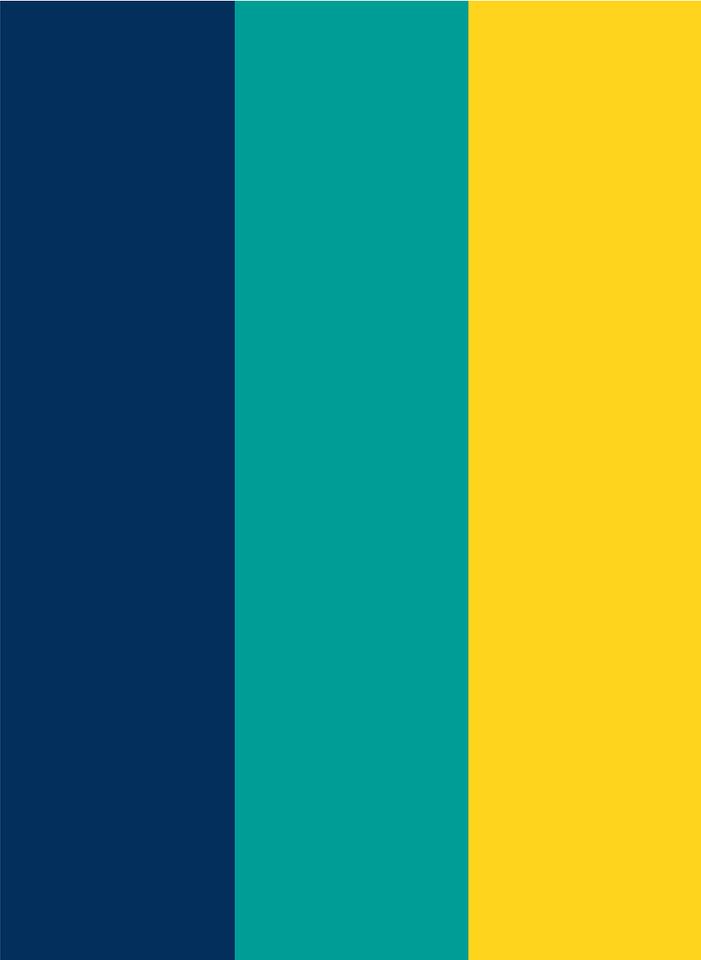
Safety Message: *A simple, to-the-point explanation of a priority behavior.*

Icon: *Visually illustrate's the poster's main safety message.*

City/Other Logos: *Establishes the campaign as part of the City's programming.*



CAMPAIGN COLOR PALETTE



The campaign’s recommended color palette was determined from Project Management Team input and community input. The palette was a potential option during the Bicycle Wayfinding System Plan and received positive feedback.

The colors originate from the Wichita logo, a much-loved symbol of the City of Wichita. Using these colors will complement the City’s use of the same colors on public transit vehicles and other objects and materials associated with Wichita.



CAMPAIGN LOGISTICS

The following section discusses strategy for deploying the campaign's recommended elements. The section will advise the Project Management Team as to the following:

- Campaign calendar
- Priority media outlets
- Potential campaign partners
- Campaign budget options

CAMPAIGN CALENDAR

The campaign's media procurement and deployment depends on a number of factors. The City's ability to raise adequate funds, the price of media options, and scheduling with other City projects will all impact when the campaign is deployed. Regardless of year, the campaign can use the following calendar as a guide.

The bulk of campaign elements are assigned to the spring and summer seasons, due to higher numbers of people walking and riding bikes during these months.

YEAR ONE

WINTER	SPRING	SUMMER	FALL
<p>Project staff prepare to implement spring and summer campaign elements.</p>	<p>Encouragement for residents to experience the new on- and off-street bicycle facilities</p> <p>Bicycle riders' legal status as vehicle operators and expectations regarding traffic laws (i.e.- obeying traffic signals)</p>	<p>On-street parking and opening doors</p> <p>Motorists's safe and legal bicycle passing distance</p>	<p>Project staff prepare to implement Year Two elements.</p>

YEAR TWO

WINTER	SPRING	SUMMER	FALL
<p>Expect bikes as the days become shorter/bikes use lights at night</p>	<p>Yielding to pedestrians, including stopping at stop bars and trail crossings</p> <p>Safe crossing behaviors for non-motorized users</p>	<p>The need for trail users to look/slow before crossing</p> <p>Awareness of turning conflicts and strategies to avoid “right/left hook”-type crashes</p>	<p>Distracted driving (with a focus on Kansas law regarding call phone use while driving; may be combined with messaging regarding school zones)</p>

Project staff may include a break between campaigns to plan for the next “wave” of campaign themes. Two preparation seasons are included in the first year to acclimate project staff to the media procurement process.

The campaign schedule can be adjusted based on when staff wish to begin implementing the media campaign. This means that staff do not have to wait until winter to begin the next round of media campaign pieces.

PRIORITY MEDIA OUTLETS

The team prioritizes the following media outlets for integration within the media campaign. The list below identifies potential media outlets and describes their potential benefit to the campaign.

Community Locations

Popular community gathering spots are often affordable means to reach a diverse cross-segment of the Wichita population. These locations may be willing to assist in the effort if they can see the campaign's potential benefit to their patrons. Advertising costs in these locations would include poster production and printing costs.

Lord's Diner

Although not a traditional media outlet, Lord's Diner is an important place to distribute campaign posters and other materials, such as bike lights. The Project Management Team was especially interested in using this venue to reach low income, homeless, and potentially marginalized people.

YMCA

The YMCA located in Downtown Wichita offers a variety of recreation activities, a popular cafe, and other resources. The YMCA is frequented by downtown employees, families, teenagers, and a variety of other Wichita residents of various income levels, races/ethnicity, gender expressions, ages, and other demographic/identity factors.

United Methodist Open Door

Open Door provides food, clothing, and shelter to Wichita citizens who live below the poverty line. The organization's mission is to serve their patrons with dignity and respect, while fulfilling basic needs.

Radio Stations

Radio stations are important venues because they reach individuals while they are driving. Since some people use earbuds or headphones while biking, walking, or using transit (i.e., jogging on a trail near their home), these media outlets have the potential to reach a diverse range of transportation users.

Pertinent radio stations in Wichita include:

- KMUW, Wichita Public Radio, FM 89.1, www.kmuw.org
- KHCC, Radio Kansas, FM 90.1, www.radiokansas.org
- KFDI, FM 101.3, www.kfdi.com/
- KDGS, FM 93.9, www.power935.com/
- KZSN, FM 102.1, www.1021thebull.com/main.html
- KIBB , FM 97.1, www.bobfmwichita.com/

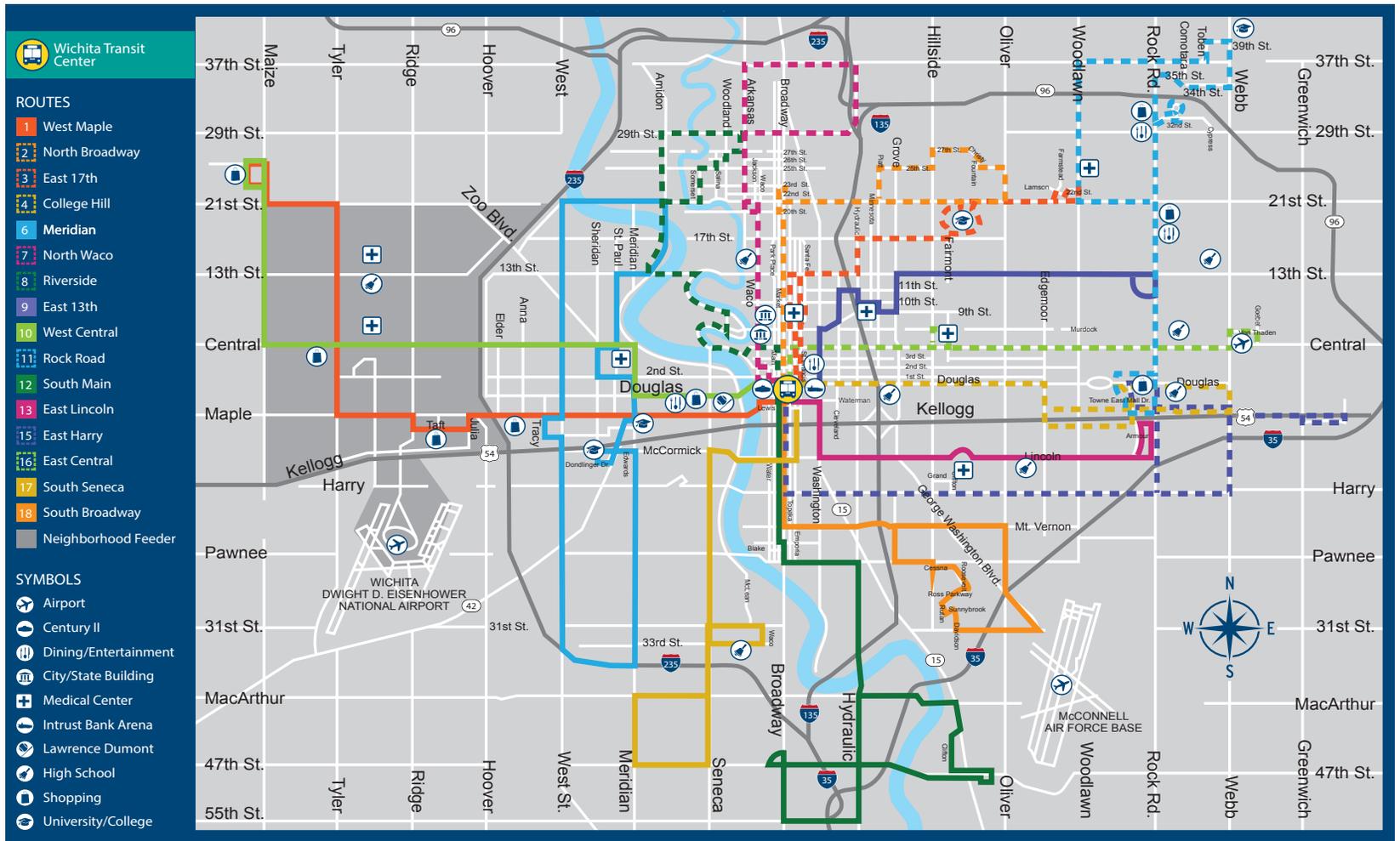
Average Radio Advertising Costs:

Wichita costs range from \$800 to \$2,000 for 15 Monday through Friday spots and four weekend spots.

Radio spot production costs are typically \$800 to \$1,200 per PSA.

Bus Shelter & Bus Advertisements

Bus shelter and bus advertisements also reach people while they are traveling throughout Wichita. Although buses do not cover all regions of the city, Wichita Transit is prevalent throughout the downtown area, which coincides with high rates of walking and biking, as well as potential conflicts between types of roadway users.



Wichita Transit service map

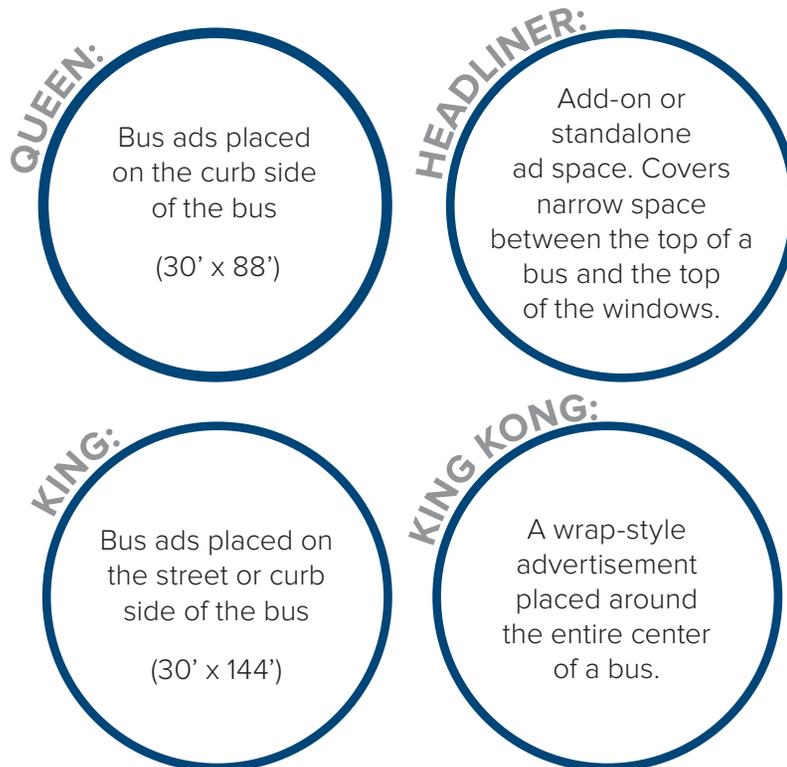
Bus Shelter & Bus Advertisements, continued

Average Transit Advertising Costs:

Houck Advertising manages transit advertising in Wichita (www.houckads.com). Houck compiled the price quotes and photos displayed on this page. Prices are estimates and like other media purchases, may not reflect market prices at time of deployment.

Media Format	Suggested # of Signs	Flight (months)	1-Month Impressions	Cost per sign	1-Month Cost	Program Cost	Production Cost	Total Cost
Tails	12	2	2,520,360	\$ 200	\$2,400	\$4,800	\$1,200	\$6,000
Queens	12	2	2,520,360	\$ 200	\$2,400	\$4,800	\$1,380	\$6,180
Kings	12	2	2,520,360	\$ 200	\$2,400	\$4,800	\$1,500	\$6,300
King/Queen + Headliner	6	2	1,890,270	\$ 325	\$1,950	\$3,900	\$2,100	\$6,000
King Kong	3	2	1,890,270	\$ 500	\$1,500	\$3,000	\$4,500	\$7,500

TYPES OF BUS ADS



Top: King Kong wrap
Bottom: King sign

Newspaper Ads

Newspaper ads are less effective because they typically do not reach citizens while they are transporting themselves within the community. Transit riders are one exception. Nonetheless, newspaper ads provide a venue to reach a broad segment of the population. Print media purchases have declined since the advent of the new millennium. Online and mobile views, however, offer a workaround to the constraints of print media.

Pertinent newspapers in Wichita include:

- The Wichita Eagle, daily newspaper, www.kansas.com
- The Community Voice, weekly newspaper, www.voiceitwichita.com
- F5, alternative weekly newspaper, www.f5paper.com

2015 DISPLAY AD RATES*

	BACK	5col x 10.25"	1x	1406	12x	\$896
		9.95" x 10.25"	6x	1230	24x	647
	FULL	5col x 10.25"	1x	849	12x	618
		9.95" x 10.25"	6x	721	24x	447
	FEATURE	3col x 10.25"	1x	721	12x	507
		5.90" x 10.25"	6x	618	24x	389
	JR FEATURE	2col x 10.25"	1x	618	12x	389
		3.88" x 10.25"	6x	507	24x	309
	1/2 PAGE H	5col x 5.04"	1x	507	12x	353
		9.95" x 5.04"	6x	450	24x	268
	LARGE 1/4	3col x 5.04"	1x	404	12x	268
		5.90" x 5.04"	6x	353	24x	205
	JR 1/4	2col x 5.04"	1x	353	12x	197
		3.88" x 5.04"	6x	275	24x	165
	LARGE 1/8	3col x 2.45"	1x	290	12x	165
		5.90" x 2.45"	6x	233	24x	135
	JR 1/8	2col x 2.45"	1x	197	12x	135
		3.88" x 2.45"	6x	165	24x	98
	FRONT PAGE STRIP	5 col x 1.50"	1x	404	6x	353
		5.90 x 1.50"	No additional discounts available			

new

Price and format options for **The Community Voice**

Average Newspaper Advertising Costs:

- The Wichita Eagle, daily newspaper, www.kansas.com
 - 14-day online only advertisement with photo, \$35+
 - 7-day, 2 lines, online & print advertisement with photo, \$70+
 - 14-day, 3 lines, online & print advertisement with photo, \$112.50+
- The Community Voice, bi-weekly
 - Rates are included in the image to the left.
 - All print ads include appearance in online content. There is no charge for this service.
- Suburban publications also offer advertisements. Pricing is based on column inch. Publications include:
 - The Butler County Times-Gazette, daily newspaper, www.butlercountytimesgazette.com
 - The El Dorado Times, daily newspaper, www.eldoradotimes.com
 - McPherson Sentinel, daily newspaper, www.mcphersonsentinel.com
 - The Newton Kansan, daily newspaper, www.thekansan.com
 - The Wellington Daily News, daily newspaper, www.wellingtondailynews.com

Utility Bill Inserts

Utility bill inserts could allow the campaign to reach households across the city. The City can use this technique to insert 1/3-page size ads, full size ads, or other campaign materials within the City's printed water bills.

As of this report, the City's service includes several options for working with the campaign. For instance, the PMT may choose to print in black or full color ink. The City offers color paper or white paper. For purposes of this report, the following price options include the following assumptions: single print, black ink on white paper, insertion into the other billing materials, cutting, and folding. To complete a billing cycle, the campaign would need to place an ad to reach an estimated 155,000 households.

Option 1:

Full size, 8.5" x 11" insert

\$0.06 each x 155,000 households

Estimated cost: \$9,300

Option 2:

Buck slip insert, 1/3 sheet

\$0.037 each x 155,000 households

Estimated cost: \$5,735

GET ACTIVE THIS SUMMER!
(and make sure to have fun!)

STAR OF THE BIG SKY COUNTRY
BILLINGS
MONTANA

BILLINGS TRAILNET
TRAILS FOR PEOPLE

- ALWAYS FOLLOW ALL THE RULES OF THE ROAD!
- WEAR LIGHT COLORED CLOTHING WHEN WALKING OR BIKING AT NIGHT!
- MAKE EYE CONTACT WITH PEOPLE DRIVING SO YOU KNOW THEY SEE YOU!

TAKE THE HI ROAD

www.bikebillings.com ▪ www.ci.billings.mt.us/publicworks ▪ www.billingstrailnet.org

Example utility bill insert from Billings, Montana.

Billboards

Current billboard stock appears to focus on areas near limited access freeways. Although such placement would likely impact a high number of commuters who drive, the placement would not occur near high bicycle/ pedestrian travel corridors or high crash corridors.

Average costs range from approximately \$6,360 to \$12,720 for a four month deployment. Billboard companies often include the potential for earned media opportunities. For instance, billboard companies will occasionally offer to provide a second billboard for free, following purchase of the client's first billboard.

Billboard provider for the Wichita and Topeka markets: <http://www.lamar.com/Topeka/InventoryBrowser>

Please note that the billboard mockup displayed on this page is meant only as an example.



Billboard mock-up with icon, tagline, safety message, and Wichita logo.

Social Media Presence and Outreach

Establishing a strong presence on social media would allow the campaign to quickly and efficiently reach constituents. Recommended social media platforms include the following. The City team should evaluate any emerging social media platforms at the time of the campaign's deployment:

- Facebook
- Twitter
- Instagram

Crafting a presence on social media requires enough time to gain followers. Social media URLs and user names should be added to campaign materials, such as press releases and other public-facing items. Uses for social media include:

- "Status" or "tweet" publishing: Share thoughts with followers, share engaging content related to traffic safety (i.e.- infographics relevant to crashes, news articles from other sources, etc)
 - Platforms: Facebook, Twitter
- Event publicizing: Share upcoming event notices hosted by other groups. This offers an opportunity to help other groups and raise the campaign's profile by associating with established community groups or public agencies.
 - Platforms: Facebook, Twitter, Instagram

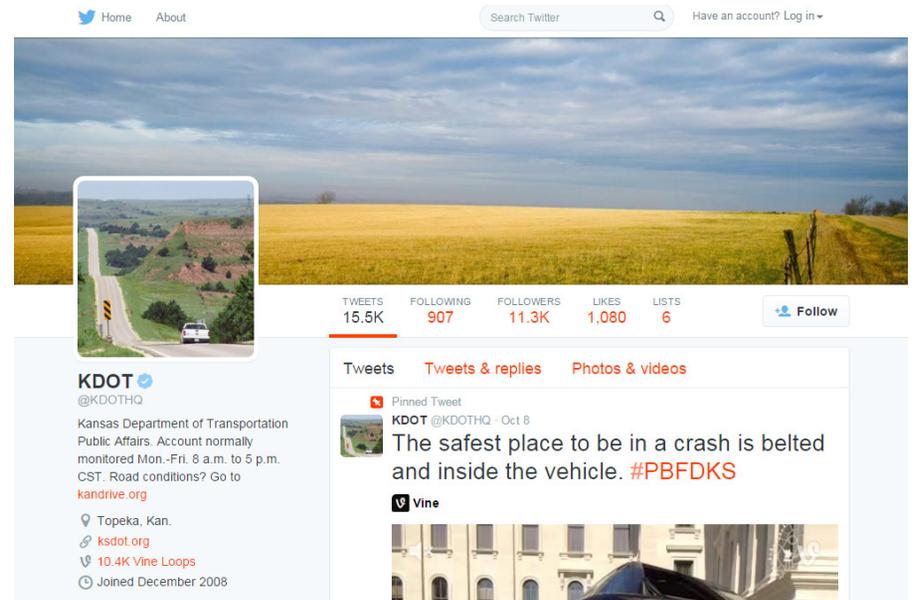
- Photo sharing: Photos are known to spark engagement as images are spread throughout the community. The campaign can share images such as photographs of campaign advertisements

- Platforms: Facebook, Twitter, Instagram

Paying for so-called "boosted" posts through Facebook could be one venue for increased engagement. This would allow the campaign to publicize respective social media profiles to a higher number of residents. Ads "boosted" through social media could refer the public to the campaign's online presence and could spread safety messaging and icons. Campaign organizers would need to allocate staff hours to manage the campaign's social media aspects. Time should be included for content creation as well as publicizing.

Social Media Advertising Costs:

Advertising services through Facebook varies depending on the number of people reached, the length of the campaign, and other variables. Users pay for a set budget and the site automatically distributes the money over the allocated number of days. Campaigns can start as low as \$5.



Left: An example ad campaign using Facebook. The social media site allows users to target certain audiences who subscribe to Facebook. Ad creators can pay to “boost” posts, thereby increasing exposure to receive more views and page clicks. This can help spread campaign messages, images, and social media profiles.

Right: The Twitter profile associated with Kansas Department of Transportation (KDOT).

SUGGESTED BUDGET

The following section discusses the campaign's budget according to the findings from the review of priority media outlets.

The overall budget and material allowances can be adjusted based on the Project Management Team's preferences. Bear in mind that media pricing is highly flexible depending on season, election timing (i.e.- expenses increase during election season), number of pieces, flight time (i.e.- how long the piece is deployed), time spent producing and procuring materials, and other factors.

CAMPAIGN BUDGET OPTIONS

The campaign budget consists of the following menu of options. The client team is free to mix and match elements as they see fit. Bear in mind that all costs reflect average consultant hourly rates in 2015 dollars. The Project Management Team (PMT) may instead choose to partner with a local community organization or use public agency staff to implement

the campaign. If the PMT pursues one of these options, cost projections would match non-profit or public sector staff labor rates. Additionally, project management costs should be added to the final program budget, accounting for roughly 10% of the total.

MATERIAL PRODUCTION

Labor to design and produce final campaign elements.

The Project Management Team may be able to transfer some of these costs to media procurement, since the campaign already includes a message, color scheme, and icons.

\$12,000 to \$15,000

Assuming 120 to 150 hours of private consultant time, using an average rate of \$100/hr.

Alternatively, City staff may choose to design the materials in-house. Since a number of the media types investigated during this study also offer in-house production, the City may choose to save costs and only use vendors who provide this service.

MEDIA PROCUREMENT

Labor to purchase, coordinate, and deploy media buys.

Although this task may seem straightforward, the Project Management Team must not underestimate the time needed to launch the campaign materials.

\$6,000 to \$8,000

Assuming 60 to 80 hours of private consultant time, using an average rate of \$100/hr.

As with material production, the City may choose to utilize staff time instead of hiring an outside agency.

MEDIA PURCHASES

Expenses to purchase advertisements. The description below breaks down the team’s menu of options for media types and possible quantities.

Media purchase priorities:

1. Public transit ads
2. Outreach to community locations (i.e.- Lord’s Diner)
3. Social Media (i.e.- Paid advertisements to “boost” Facebook posts)

Prices greatly fluctuate based on current market pricing. Refer to costs below and provided in the previous section.

MEDIA TYPE	DETAILS	ESTIMATED BUDGET RANGE: PER MEDIA PIECE
Radio and Online Radio	30 second ad, runs one ad per season (i.e.- ad changes roughly every three months), related to the respective Priority Behaviors	\$1,500 to \$4,000/month (local station, limited frequency) \$10,000 to \$15,000/ad campaign (Pandora station, limited frequency)
	Six total online banner ads during online radio broadcasts/streaming, approximately one per active season	\$6,000 to \$8,000 (local station, limited frequency) \$12,000 to \$15,000 (Pandora station, limited frequency)
Newspaper	1/4 or 1/2 page ad, run weekly during the campaign active phase	\$625 to \$800 (costs depend on size and newspaper[s] chosen) Corresponding social media products may include additional fees, depending on newspaper.
Bus	A range of options are available (see previous section)	\$6,000 to \$7,500 for two month deployment, per piece
Other Outdoor Media	Other outdoor media could include large murals or bus shelter posters	Price determined by activity and scope
Social Media	Paid advertisements to increase social media post visibility.	Coordinator sets ad budget based on deployment length (i.e.- number of days). Facebook automatically uses the budget until it is depleted. Pricing starts at \$5 budget per “boosted” post. Ad can be repeated or coordinator can create another campaign with a separate budget.

PRINTING AND GIVEAWAY ITEMS

Cost of printing materials, such as posters, and the cost of giveaway items.

Printed materials would include posters to hang at local businesses and civic places. Posters could also be given to partners for display at community events.

\$45 to \$55 each: 24" x 36" Poster. Prices increase for larger format. Price increases if glossy style is desired. Per item cost is reduced for larger order.

\$350 to \$450 for 1,000 brochures. This assumes average-weight paper. May fluctuate depending on style, ink, etc.

The team has successfully used KDOT funds to purchase safety items such as bicycle lights to giveaway. Setting a similar giveaway budget (**\$2,000 to \$4,000 per year**) could allow the team to undertake similar efforts.

EVALUATION

Labor to produce evaluate the campaign's effects.

The cost is affected by the desired metrics and level of effort. Additional costs may be associated with printing/distributing a survey instrument.

\$8,000 and up

Assuming 80 hours of consultant labor at \$100/hr.

The team should conduct evaluation should the project continue past the two year implementation timeframe. Crash reduction and other metrics are not possible to evaluate in the short-term.

CAMPAIGN OUTREACH/EDUCATION

A community organization can conduct outreach and education to reach residents on a one-on-one basis. This may include outreach activities such as tabling, appearing at community meetings, etc.

\$8,000 and up

Assuming at least 80 hours of community organization time. For the sake of cost estimation, this metric uses the assumed average consultant rate, used elsewhere in this document.

The team could instead decide to launch an Ambassador program to hire local staff to serve in an outreach capacity. Costs would include part-time or full-time staff salary.

POTENTIAL CAMPAIGN PARTNERS

ANDOVER-AUGUSTA RAIL TRAIL INITIATIVE

A 501(c)3 non-profit dedicated to establishing and promoting the Redbud Trail as a multi-use recreational trail corridor from Andover to Augusta.

The email mailing list, Facebook page, and newsletter are- all good potential outlets for campaign announcements.

BIKE WALK WICHITA

Created in 2010, Bike Walk Wichita is a 501(c)3 that promotes active transportation in Wichita and South Central Kansas through advocacy, public education, and collaboration.

Their partner organizations are a great resource for further spreading of campaign information: <http://bikewalkwichita.org/our-partner-organizations/>.

GOVERNMENT PARTNERS

Government partners include:

- Sedgwick County Health Department
- Wichita Area Metropolitan Planning Organization (WAMPO)
- City of Wichita
- Wichita Public Schools and other schools or school districts

GREATER WICHITA YMCA

Great vehicle for distributing information directly to families and children, connecting them to other campaign resources.

HEALTH AND WELLNESS COALITION OF WICHITA

Organization that promotes physical activity and good nutrition for every generation living in the greater Wichita area through people, programs, and policies. As a coalition of community partners, this organization could be a great resource for sharing and spreading campaign information.

WICHITA NEIGHBORHOOD ASSOCIATIONS

With at least 75 different neighborhoods in Wichita, the Neighborhood Associations are great channels for distributing campaign announcements. Neighborhood Assistants Contact info: <http://www.wichita.gov/Government/Council/Pages/DAB.aspx>

District I

Monthly Meeting Schedule and contact info for each NA: <http://www.wichita.gov/Government/Council/CityCouncilDocument/2015%20Neighborhood%20Meetings%20District%20I.pdf>

District II

Monthly Meeting Schedule and contact info for each NA: <http://www.wichita.gov/Government/Council/CityCouncilDocument/2015%20Neighborhood%20Meetings%20District%20II.pdf>

District III

Monthly Meeting Schedule and contact info for each NA: <http://www.wichita.gov/Government/Council/CityCouncilDocument/2015%20Neighborhood%20Meetings%20District%20III.pdf>

District IV

Monthly Meeting Schedule and contact info for each NA: <http://www.wichita.gov/Government/Council/CityCouncilDocument/2015%20Neighborhood%20Meetings%20District%20IV.pdf>

District V

Monthly Meeting Schedule and contact info for each NA: <http://www.wichita.gov/Government/Council/CityCouncilDocument/2015%20Neighborhood%20Meetings%20District%20V.pdf>

District VI

Monthly Meeting Schedule and contact info for each NA: <http://www.wichita.gov/Government/Council/CityCouncilDocument/2015%20Neighborhood%20Meetings%20District%20VI.pdf>

POTENTIAL CAMPAIGN PARTNERS, CONTINUED

WICHITA STATE UNIVERSITY

Wichita State University is a strong partner for the City's various civic initiatives. Should the campaign wish to include an Ambassador program, the university may be a strong partner for such a program as part of the safety campaign. The university may also be a strong partner for spreading the word throughout the student body.

CURRENT COMMUNITY OUTREACH INITIATIVES

The City of Wichita received a safety grant from Kansas Department of Transportation (KDOT) in fall 2015 to distribute 1,200 bicycle headlights, 685 bike safety guides from the League of American Bicyclists (LAB), 400 bicycle bells, 250 bicycle tail-lights, and 66 reflector sets. The Police

Department distributed materials to passing bicyclists in need of such safety equipment. This example illustrates the community's recent safety-focused initiatives. Including such an initiative within the safety campaign could help further outreach between the City, Wichita residents, and other agencies.

Partnering with Safe Routes to School (SRTS) or other outreach initiatives can help the campaign spread throughout the city and increase engagement. Special events held as part of the campaign could also involve coordination with local media to distribute campaign items (i.e.- custom-made reflectors, branded t-shirts, etc.) or implement similar events.



Wichita Police distributed bicycle lights and other equipment in fall, 2015 (Image source: <http://www.kansas.com/news/politics-government/article36526341.html>).

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