

# Active Transportation Communications Plan Final Report

## Journalism and Mass Communications



Class Led by Rachel Young  
Course: Strategic Communication Campaigns

In partnership with the **City of Sioux City**, **Siouxland Interstate Metropolitan Planning Council**,  
and the **Siouxland District Health Department**

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## Executive Summary

This campaign seeks to create more awareness and increase positive attitudes about active transportation in Sioux City and increase safety while participating in active transportation. Since Sioux City is a community that primarily does not use active transportation and currently has a negative view of it, we wanted to focus on tactics that will get the community involved and be more aware of the positives of using active transportation. Our tactics will include events, paid advertisements, brochures, and social media efforts. We have included an implementation plan for the months of May to October, and a way to evaluate the campaign through surveys to see how effective our efforts were. This report will include:

### The situation in Sioux City

- A community with heavy use of cars
  - One that does not believe that active transportation is safe
  - Needs to be more educated to pursue using active transportation

### Research findings

- Community members would be willing to bike if they had the correct education and infrastructure changes
- Events and incentives are effective in getting the community involved
- The two main barriers are lack of education, including behaviors of both bicyclists and motorists, and lack of connectivity of bike lanes

### Goals

- Increase awareness of road-sharing and bike safety rules for motorists and bicyclists in Sioux City.
- Increase positive attitudes towards active transportation.

### Tactics

- Events
  - Farmer's market booths
  - Gear up for Fall Event
- Paid advertisements
  - Billboards
  - Bus stop ads
- Brochures
  - Quick and easy to read information for all publics
  - Hand out at events
- Social media
  - Twitter page
  - Facebook page
- Media Relations
  - Pitches about events
  - Press Releases about events and updates about active transportation

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## Situation

The city of Sioux City is located in northwestern Iowa, bordering South Dakota and Nebraska. It is the fourth largest city in Iowa with a population of 82,517 (US Census, 2014). It also ranked as one of the most obese in the state, with only 33.82% of Woodbury County at a healthy weight, the rest being overweight or obese (IISC, 2015). Students in The University of Iowa's School of Urban and Regional Planning created the Sioux City Active Transportation Plan in association with the Iowa Initiative for Sustainable Communities in May 2015. The plan seeks to educate community members about the benefits of active transportation in health, cost, and environmental quality, and provide safe connections to neighborhoods in order to promote participation in active transportation within the community.

Many citizens believe that biking is unsafe and not the best option for transportation. It is an automotive heavy community. There are plans to add more trails and bike lanes around the community under the Sioux City Active Transportation Plan. The challenges faced in implementing the Sioux City Active Transportation Plan are lack of awareness within the community, public perception that biking is unsafe, and the lack of bike lanes and connectivity.

# Research Report

## Executive Summary

The research conducted shows that the Sioux City community does not feel safe using active transportation. However, many residents are open to active transportation, if infrastructure and safety concerns are addressed. They know most of the safety and road-sharing rules, but are afraid of possible collisions and would like to see more bike lanes. According to other active transportation plans and experts, getting the community involved and promoting safety education through events and incentive programs have led to successful campaigns.

## Interviews

- More input is needed from bikers when planning and executing to better meet the needs of the bikers
- Newspapers are the most effective form of communication for the plans
- Bikers are very well educated, but motorists are not
- Events and incentives have increased active transportation in other communities

## Survey

- Bikers in the community do not feel safe sharing the road with motorists
- While both motorists and bikers know the laws, they do not always follow them
- If education campaigns and infrastructure changes were implemented, those in the community who are already considering using active transportation would be open to participating in it

## Secondary research

- The most successful campaigns are interactive and educational

## Conclusions

- Bikers need to feel safe before active transportation will increase
  - The two main barriers are lack of education, including behaviors of both bicyclists and motorists, and lack of connectivity of bike lanes

(See Appendix R for entire Research Report)

## Strategy

### Goal 1: Increase awareness of road-sharing and bike safety rules for motorists and bicyclists in Sioux City

This goal is relevant because it addresses the problem of lack of education within the community. Increasing safety would allow current bikers to continue biking and encourage non-bikers to adopt active transportation, all the while also informing motorists on how to keep themselves and bikers safe when sharing the road. This goal will help all citizens of Sioux City become more comfortable sharing the road, which the survey showed was a main concern.

#### Objectives

*1. To increase awareness of bicyclists on the road in Sioux City by 40%, specifically to create more comprehension of road-sharing laws among the 91.1% of commuters who drive to work within 12 months.*

This objective is focused on awareness. This objective is attainable based on the attitudes of those who responded to the survey saying they would be willing to share the road with bikers if they are more educated on the laws.

*2. To increase awareness of bike safety for those who currently utilize or would be interested in active transportation as their main form of transportation by 60%, specifically in the 1.2% that currently use active transportation or the 13% that would be willing to replace commuting with active transportation in one year.*

This objective is focused on awareness. This is also attainable because those who already biking or are interested in biking would personally benefit from the community being more educated and aware of bike safety laws. This would make them more comfortable biking around Sioux City.

### Goal 2: Increase positive attitudes towards active transportation

In order to change the behaviors toward active transportation there first must be a shift to a more positive attitude among community members. The current attitudes are mostly negative due to perceived lack of safety, convenience, connectivity, and concern about collisions. This goal will be a positive step towards increasing the number of people using active transportation in Sioux City.

## Objectives

*1. To increase acceptance of active transportation among 25% of motorists in order to change attitudes towards bicyclists and pedestrians within the next 6 months.*

This objective is focused on acceptance. It is attainable given that there will be more education provided about biking. Therefore people will start to have a better attitude about it because they will be more informed.

*2. To increase awareness of the new infrastructure and health benefits among the 13% of people who said they would be willing to use active transportation by 60% in the next 6 months.*

This objective is focused on awareness. It is attainable because the survey showed that there was an interest in using active transportation and informing this public of the infrastructure and health benefits would only further their interest and encourage behavior and lifestyle changes.

## Action Strategies

The main strategies we have chosen to focus on are paid advertisements and events. In paid advertising and media, the goal is to reach a wide range of publics, both motorists and cyclists, within Sioux City by strategically displaying the advertisements in particular locations. This strategy will also help the objective of creating awareness of increasing awareness of bike safety for those who currently utilize or would be interested in active transportation as their main form of transportation by 60%, specifically the 1.2% that currently use active transportation or the 13% that would be willing to replace commuting with active transportation within 12 months.

The other strategy, events, will help reach the objective of increasing awareness of the new infrastructure and health benefits among the 13% of people who said they would be willing to use active transportation by 60% in the next 6 months. Events will get the community involved, and help to increase their positive attitudes of biking with a friendly and interactive approach.

## Message Strategies

The core ideas of this campaign are to create awareness about active transportation and increase the perception of safety, leading more people to participate. The campaign will use the tagline “Go Sioux City” with a graphic to go along with it, which will be consistent through all of the campaign tactics. We will be using paid advertisements, which will include billboards, bus stop advertisements, and brochures. All of these will include the tagline and logo, and direct the public to social media to find out more information. There will also be many events throughout Sioux City, and a Facebook page helping to create awareness for this campaign’s events and other events around the community involving active transportation.

### Main Partnerships:

- Sioux City Farmer’s Market
- Siouxland Trails Foundation
- Albrecht’s Bike Shop
- Other Local Businesses

## Tactics

### Events

This tactic will get the community involved and create awareness for a wide range of publics in the community. This will be an opportunity for hands-on involvement with active transportation, where people may be more likely to be biking or walking. Our first event is planned for a day of the farmer's market.

#### Information Booth at Farmer's Market

At the Farmer's Market, a space will be rented out and an informational booth promoting bike safety will be set up. Two ambassadors for the active transportation plan will be present every Saturday from 8am to 1pm to run the booth. The ambassadors will be wearing helmets to create a fun and approachable environment. These ambassadors could be one or two interns, which could be unpaid college students, earning credit hours. We will hand out stickers and brochures with more information about the benefits of active transportation and bike safety. The goal is to hand out a minimum of 50 brochures and 100 stickers each month at this event. Since vendors may not rent out a space at the Farmer's Market without selling some item, water bottles with "Go Sioux City" labels on them will be sold for \$1.

#### Bike Rodeos to Farmer's Market

The Farmer's Market takes place at Tyson Events Center Suite Parking Lot on Wednesdays and Saturdays during May to October from 8am to 1pm. The Bike Rodeos will invite community members each Saturday to meet at the West High School main parking lot to at 8am with their bicycles. At 8:30am, the group will begin their journey to the Farmer's Market (which is about 3 miles away). This event will promote active transportation. See the official trail in Appendix I.

#### Gear-Up for Fall Event

Our Gear-Up for Fall Event will take place on the last Saturday Farmer's Market of the year in October. The event will be a 10K bike ride starting at 8am. The sign-up link will be on our Facebook page, website, and partner's social media accounts. The event will be free or \$10 if the participant wishes to order a t-shirt. An example t-shirt design is below. We plan to coordinate with the city to close down appropriate streets from 8am-10am to make the participants as safe as possible. We will also be selling helmets at the starting line for around \$15. Albrecht's bike shop will be the vendor to supply the helmets. Community members of all ages are welcome.

Example Poster Design



Example T-Shirt Design



## Bus Advertisements & Billboards

The main purpose of this tactic is to create awareness of bike safety throughout Sioux City. A major reason people said they do not bike and/or walk more frequently is due to their lack of knowledge on bike safety or because they do not feel safe due to motorists' lack of knowledge. We are also trying to reach a public that bikes out of necessity and does not regularly visit the farmer's market. The people that need to bike out of necessity or frequently use public transportation, such as city buses, will be able to see these advertisements as well. We want these advertisements to be seen by as many people as possible by making them accessible for pedestrians, cyclists, motorists, and public transportation users. This accessibility will create more awareness for everyone, which is necessary because it affects everyone in the community. These billboards/advertisements are designed to be very simple and to the point. They will be relevant to cyclists, pedestrians, and motorists to improve safety for everyone. They serve as quick reminders of bike safety and encourage more people to utilize active transportation after more people are educated.

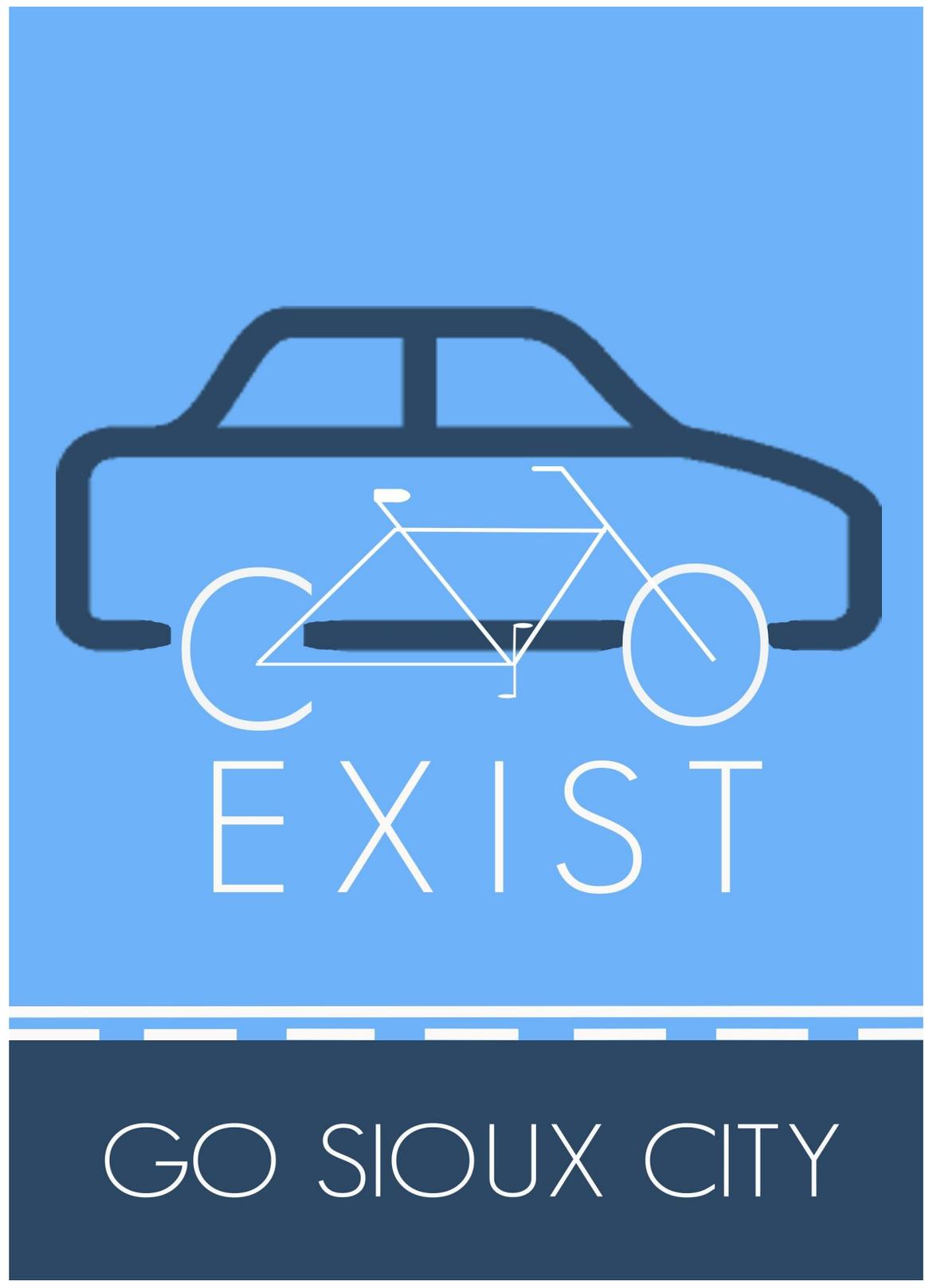
### Locations of Advertisements/Billboards

- Buses
- Major roads in downtown Sioux City
- Near bike lanes (once they are implemented)
- Elementary schools

### Posters

- Co-Exist
  - Directed towards cyclists and motorists
- Ride With Traffic
  - Directed towards cyclists and motorists
- Safety First
  - Directed towards elementary aged children
- Gear Up For Fall
  - Information on fall event at the Sioux City Farmer's Market

Example Poster Design



## Brochures

The main purpose of the brochure is to increase knowledge of bike safety and encourage more people to use active transportation in Sioux City. The brochure will be located at public buildings and the farmer's market booth. We are trying to reach both publics with this brochure to encourage more people to bike after reading the benefits of biking and provide safety tips for cyclists and motorists. By adding safety tips for both motorists and cyclists it is unifying them and making both publics accountable for keeping each other safe on the road.

The brochure will include information on the main benefits of biking, such as: the environment, the economy, and the personal health benefits. There will also be quick bike safety tips that are easy to remember and understand for everyone. The brochures will be very visually appealing and not include a lot of text to make it more approachable to all readers.

### Location of Brochures:

- Farmer's Market informational booth
- Public Library
- Schools
- Pdf version on Go Sioux City website
- Albrecht Bike Shop
- Bob's Bike Shop
- Sioux City City Hall
- Sioux City Art Center

Example Brochure Design

Front of Brochure

**GO**  
SIOUX CITY

### Environment

- No air pollution
- Virtually no carbon footprint
- Most energy efficient form of transportation
- Reduce greenhouse gas emissions

### Economy

- Save money on a gym membership
- Save money on parking
- Save money on car repairs
- Tax free subsidy when you bike to work

### Health

- Burn up to 77 calories per mile
- Low impact form of activity
- New bicycle commuters lost 13 pounds in first year
- Great form of cardio-vascular exercise

Back of Brochure



Wear  
A  
Helmet

Ride  
With  
Traffic

Know  
Hand  
Signals

Wear  
Bright  
Clothes

Share  
The  
Road

Give  
Bikers  
Room

### Contact Info

Facebook: [www.facebook.com/Go-Sioux-City](http://www.facebook.com/Go-Sioux-City)  
Email: [siouxcitycommunications@gmail.com](mailto:siouxcitycommunications@gmail.com)

## Social Media

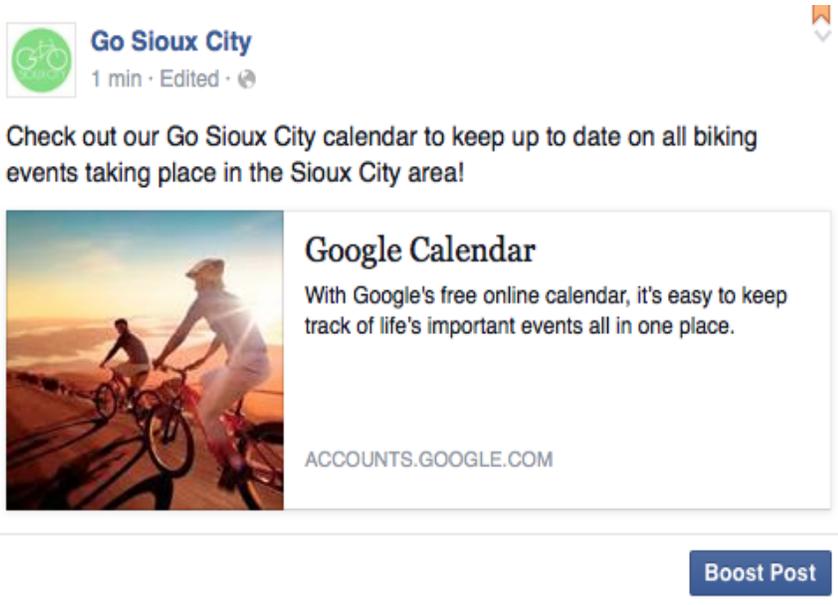
Using social media to get the word out about events, safety, and other things relating to active transportation can really help spread the word across the community. Potential bikers, motorists, and community members are the publics that these social media platforms will be aimed at. The Facebook page called Go Sioux City could be used as the “hub” where members of the community could go to see current and future events, connect with other bikers near them, and stay connected. Attached to the Facebook page is a calendar of events happening around Sioux City. Biking clubs could send in their information to the Facebook page to be posted about and highlighted. In addition, a Go Sioux City Twitter account could be maintained and updated to notify people of current events and anything else biking/safety related.

### Social Media Platforms & Posting Schedule

A posting schedule is ultimately up to the person running the social media sites. We think it would be beneficial to post at least 3-5 times a week (once a day, 3-5 days a week) on all platforms. We recommend there is at least one post per week about promoting events, one post about bike safety/education, and one about benefits of biking. Other posts (biker profiles, videos, news articles) can be up to the poster’s discretion. Scheduling social media posts a week ahead of time on an internet application such as Hootsuite or Buffer can be extremely helpful and keep the poster organized. There are three main social media platforms that could be used: Facebook, Twitter, and Google Calendars.

- Facebook - Go Sioux City
  - A place where any and all biking clubs in the Siouxland area can share events. It will update on events, bike safety, and relevant articles.
  - Username: [siouxcitycommunications@gmail.com](mailto:siouxcitycommunications@gmail.com) Password: siouxcity1
  - Pages to like:
    - SUX Triathlon Club
    - Albrecht Bike Shop
  
- Twitter - @GoSiouxCity
  - Tweets about bike safety, links to articles, reminders of events and the hashtag
  - Username: gosiouxcity Password: siouxcity1
  - #GoSiouxCity, #CoExist, #ShareTheRoad, etc.

- Google Calendar
  - Linked to the Facebook page and contains all upcoming events hosted by Sioux City Active Transport (Go Sioux City) as well as various biking related organizations around the community



The image shows a Facebook post from the page "Go Sioux City". The post text reads: "Check out our Go Sioux City calendar to keep up to date on all biking events taking place in the Sioux City area!". Below the text is a promotional graphic for Google Calendar. The graphic features a photograph of two people riding bicycles on a beach at sunset. To the right of the photo, the text says "Google Calendar" in bold, followed by "With Google's free online calendar, it's easy to keep track of life's important events all in one place." and the URL "ACCOUNTS.GOOGLE.COM". At the bottom right of the post, there is a blue button labeled "Boost Post".

Examples of Social Media Posts

There are many types of posts that are available and will benefit the entire community such as:

- Emphasizing safety



The image shows a Facebook post from the page "Go Sioux City @gosiouxcity · now". The post text reads: "Are you biking to work this week? Make sure you know your hand signals & always wear a helmet! #CoExist #GoSiouxCity". Below the text is a graphic illustrating hand signals for a cyclist. It is divided into four sections by vertical lines. The first section is labeled "LEFT" and shows a cyclist with their left arm extended horizontally to the left. The second section is labeled "RIGHT" and shows two options: a cyclist with their right arm extended vertically upwards, and another cyclist with their right arm extended horizontally to the right. The word "OR" is placed between these two options. The third section is labeled "STOP" and shows a cyclist with both arms extended horizontally outwards. Below the graphic, the post timestamp is "10:11 AM - 7 Dec 2015 · Details" and there are icons for reply, retweet, like, and a menu.

● Encouraging biking

**Go Sioux City** @gosiouxcity · 356  
Check out these awesome benefits of biking! #GoSiouxCity

**SIoux CITY**

**Environment**

- No air pollution
- Virtually no carbon footprint
- Most energy efficient form of transportation
- Reduce greenhouse gas emissions

**Economy**

- Save money on a gym membership
- Save money on parking
- Save money on car repairs
- Tax free subsidy when you bike to work

**Health**

- Burn up to 77 calories per mile
- Low impact form of activity
- Now bicycle commuters lost 13 pounds in first year
- Great form of cardio-vascular exercise

11:18 AM - 3 Dec 2015 · Details

● Promoting events

**Go Sioux City**  
Just now · @

We cant wait for the 'Gear Up For Fall' event coming up. Grab your friends and let's bike!

**Gear Up For**  
**FALL**

505 FIFTH STREET  
Sioux City, Iowa

**OCT 1** 10 am to 1 pm  
2016

**Family, Food, Fitness & Fun**

**Boost Post**

- Sharing stories about benefits of biking & safety (from news outlets, etc.)



- Videos demonstrating safe biking. (Perhaps a collaboration with a local public access TV channel, or hiring a video production company.)
- Biker profiles - photos of people biking in Sioux City and a short description of where they bike, why they bike, etc.)



Like Comment Share

## Media Relations

The purpose of this tactic will be to create more awareness for other efforts of the campaign. Since the research showed that newspapers are still a significant source of information for the community, the information about events involving active transportation should be shared with local media. This will be done through:

- Pitches
- Press Releases

### Example pitch:

Sioux City Active Transport is holding their first annual Gear-Up for Fall Event at the final Farmers Market on October 1.

An informational booth will be located at the Tyson Events Center Suite Parking Lot at the Farmers Market beginning in May and lasting through October. Bike trail maps, brochures, and stickers will be provided.

A 10K bike ride will kick off the event at 8 am. All members of the Sioux City community are welcome to participate.

Helmets supplied by Albrecht's Bike Shop will be sold for fifteen dollars at the starting line of the race along with T-shirts for ten dollars.

To sign up or more information go to [www.Facebook.com/Go-Sioux-City](http://www.Facebook.com/Go-Sioux-City)

## Budget and Implementation

### Budget Cost Per Month

<b><u>Materials:</u></b>	
50 brochures	\$35
1000 stickers	\$32
100 flyers	\$49
200 water bottles	\$20
300 pre-cut labels for water	\$54
<b><u>Event Costs:</u></b>	
One Space at Farmer's Market (10ft.)	\$375 per year
100 t-shirts	\$500
<b><u>Ad Spaces:</u></b>	
Billboard (Medium)	\$700 - 3000
Newspaper Ad	\$200 (per ad)
Bus Stop Ad (Small Ad)	\$150 - 600
Bus Exterior Ad (King)	\$150 - 900
<b>TOTAL: Minimum</b>	<b>\$2,265</b>
<b>Maximum</b>	<b>\$5,765</b>

The budget total is separated into a minimum and a maximum because most of the advertising suggested for the campaign has large estimate ranges. The costs of billboard and bus ads are based on location and design of the ad. Once a location that reaches our target public is open for these spaces, there will be a more clear understanding of what the accurate budget per month will be. The t-shirt and sticker costs could be a one-time cost instead of a monthly cost based on need. See Appendix J for alternative costs and contact information.

## Implementation

### **January - April**

#### Social Media

- Hire intern to update/manage Facebook and Twitter page
- Post new information weekly

#### Events

- Contact farmers market to purchase booth
- Schedule monthly meetings for event planning
- Print T-shirts, brochures and stickers

#### Advertisements

- Purchase ad space on billboards and city buses

### **May - July**

#### Social Media

- Log traffic on GO Sioux City Facebook and Twitter page

#### Events

- Delegate which employees will be attending booth
- Have materials at booth (brochures, maps, stickers)
- Ask employees from Albrecht Bike Shop and Bob's Bike Shop for bike safety testing
- Raffle/give away (good way to get emails and contacts)
- Reach out to all biking organizations/clubs in Sioux City to update events calendar

#### Advertisements

- Contact Sioux City Journal and other local media for ad space

### **August - October**

#### Social Media

- Continue to update Facebook and Twitter page
- Send out a follow up survey (have biking habits changed?)

#### Events

- 8 am – 1 pm Sioux City Farmers Market
- October event "Gear up for Fall"
- Hand out trail maps at booth

## Evaluation

The campaign and its effectiveness in meeting our objectives will be evaluated by surveys. These surveys will be disseminated online through social media and email after the large event in October.

*Objective 1: To increase awareness of bicyclists on the road in Sioux City by 40%, specifically to create more comprehension of road-sharing laws among the 91.1% of commuters who drive to work within 12 months.*

- This will be evaluated by a survey after the Farmer's Market closes for the year. Our goal is to use our booth at the Farmer's Market as well as social media to get the word out about bicyclist safety and the rules of the road.
- Based on the survey findings, a new strategic plan will be put into place for the winter months. An idea would be possibly putting an information booth in the local community center, gyms, etc. We will also tailor our social media plan to how successful our metrics seem to be at this point.

### Sample questions for objective 1:

Questions will be similar to the initial survey questions (see Appendix A) and will include:

- Questions about safety
  - How safe do you feel biking in Sioux City?
  - How safe do you feel sharing the road with a bike/car?
- Questions about knowledge of bike safety rules
  - Do you wear a helmet when you bike?
  - It's OK to ride on the sidewalk as a bicyclist (true/false)

*Objective 2: To increase awareness of the new infrastructure and health benefits among the 13% of people who said they would be willing to use active transportation by 60% in the next 6 months*

- A survey will be sent out in early November after our first objective survey has been recorded.
- We will be looking at the increase of awareness prior to the survey through information on our campaign materials (posters, advertisements, brochures), social media posts, and events.
- Based on the survey findings, more materials will be made about the health benefits of active transportation and the new infrastructures. They will be placed in locations such as: the library, the community center, local gyms, etc.

Sample questions for objective 2:

- Questions about infrastructure
  - Are you aware of the changes in Sioux City with active transportation?
  - Have you used the new biking infrastructure set in place recently?
- Questions about health benefits
  - What is the number one health issue in the Sioux City area?
  - What is one form of active transportation that can help decrease this health issue?
  - Which of the following are other health benefits that occur when an individual actively bikes?

## Appendix

### Appendix A: Survey Questionnaire

#### Public 1: Young Professionals with a Family:

(Q1) How often do you bike?

5-10 times per month

2-4 times per month

1 time per month

Never

(Q2) How safe do you feel biking in Sioux City?

1                      2                      3                      4                      5                      6                      7

8                      9                      10

(Q3) What forms of active transportation do you currently use? (Check all that apply)

Walking

Biking

Roller Blading

(Q4) It's OK to ride on the sidewalk.

True/False

(Q5) Do you wear a helmet when you bike?

Always

Sometimes

Never

(Q6) What are your safety concerns?

(Rank in order 1 = most concerned about; 6 = least concerned with)

Lack of sidewalks

Lack of bike lanes

Possible collisions

Poor lighting

Connectivity of trails

Motorist Behaviors

(Q7) How likely are you to increase the amount you bike if some of these safety concerns were addressed?

- Very Likely
- Somewhat Likely
- Neutral
- Somewhat Unlikely
- Very Unlikely

(Q8) Were you aware of the temporary bike lane that was implemented?

- Yes
- No

(Q9) What car trips would you replace biking with?

(Rank in order; 1 = most likely, 4 = least likely)

- Going to work
- Going to school
- Going out to eat
- Grocery store
- Visiting local Sioux City friends/family

(Q9.5) What other activities are you likely to replace car trips with?

(Free response)

(Q10) Rank the following media outlets from most to least used per week.

- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Newspapers (print or online)
- TV
- Radio

Public 2: Commuters:

(Q1) It's OK to drive in bike lanes if there are no bicyclists around. True/False

(Q2) How safe do you feel when sharing the road with bikers/walkers?

- Very safe
- Somewhat safe
- Somewhat unsafe
- Very unsafe



## Appendix B: Interview Questions

### Public 1:

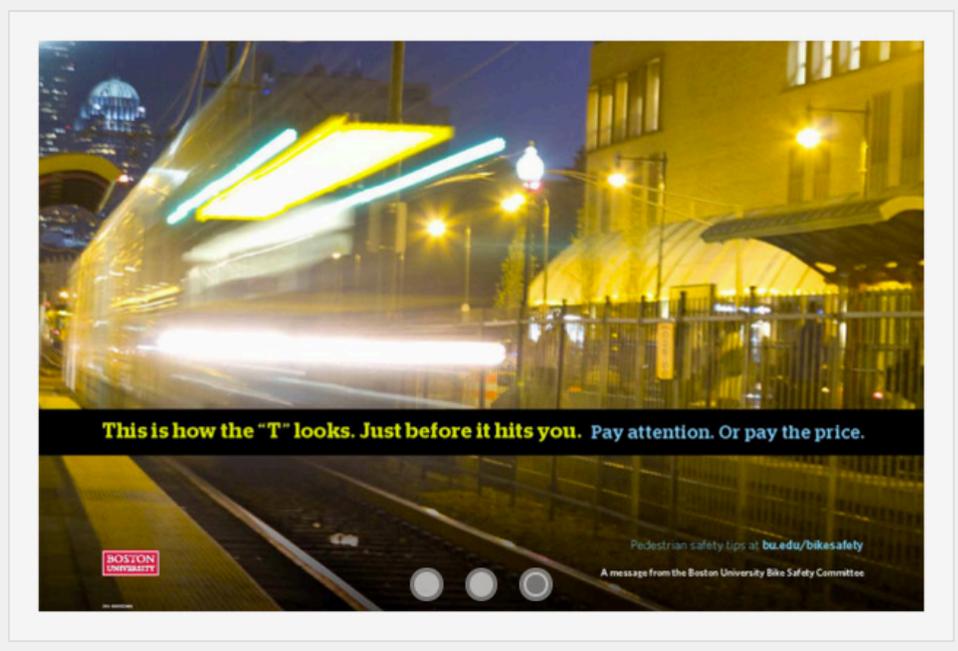
- (Q1) What has made you successful on promoting active transportation?
- (Q2) What media tactics have you used/have been the most successful?
- (Q3) How have you distributed materials?
- (Q4) What was the biggest barrier you have seen with this project in all communities?
- (Q5) What specific demographic did you focus on, and why?
- (Q6) What did that demographic view as the biggest concern for safety?

### Public 2:

- (Q1) What is your opinion of active transportation in (town of contact)?
- (Q2) How educated do you believe the citizens are on bike safety?
- (Q3) Do you educate your customers on safety laws?
- (Q4) What do you think would be the best way to reach the public? (media, pamphlets)
- (Q5) What is the biggest safety concern you see with bikers?
- (Q6) What do you want drivers to know about bike safety?

## Appendix C: Boston University Promotionals

### “Pay Attention” Campaign



### “Helmet Hair” Campaign



### "Bicycle Safety" Campaign



**Not a door prize you'd want.**

The bike lane is your space. But some times, car doors open right in your path. And when they do, that means an instant and painful end to your ride.

Be alert and ready to brake.

More tips at [www.bu.edu/bikesafety](http://www.bu.edu/bikesafety)

**BOSTON UNIVERSITY**  
A message from the Boston University Bike Safety Committee

This poster features a bright orange background. At the top, the headline "Not a door prize you'd want." is written in white. Below it is a large, stylized white outline of a car door with its handle and latch visible. The door is positioned as if it's about to swing into the path of a cyclist. The cyclist is represented by a small black silhouette on a dashed black line representing a bike lane. At the bottom left, there is a small Boston University logo and a line of text: "A message from the Boston University Bike Safety Committee".

### "Wear a Helmet" Campaign



**Whatever you wear,  
wear a helmet.**

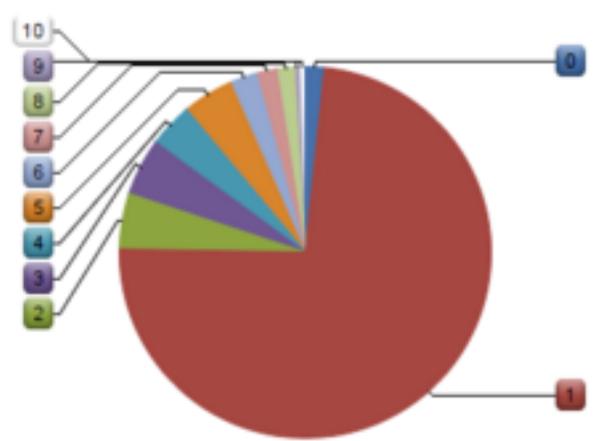
Ride right. Tips and tools at [bu.edu/bikesafety](http://bu.edu/bikesafety).

**BOSTON UNIVERSITY**  
A message from the Boston University Bike Safety Committee

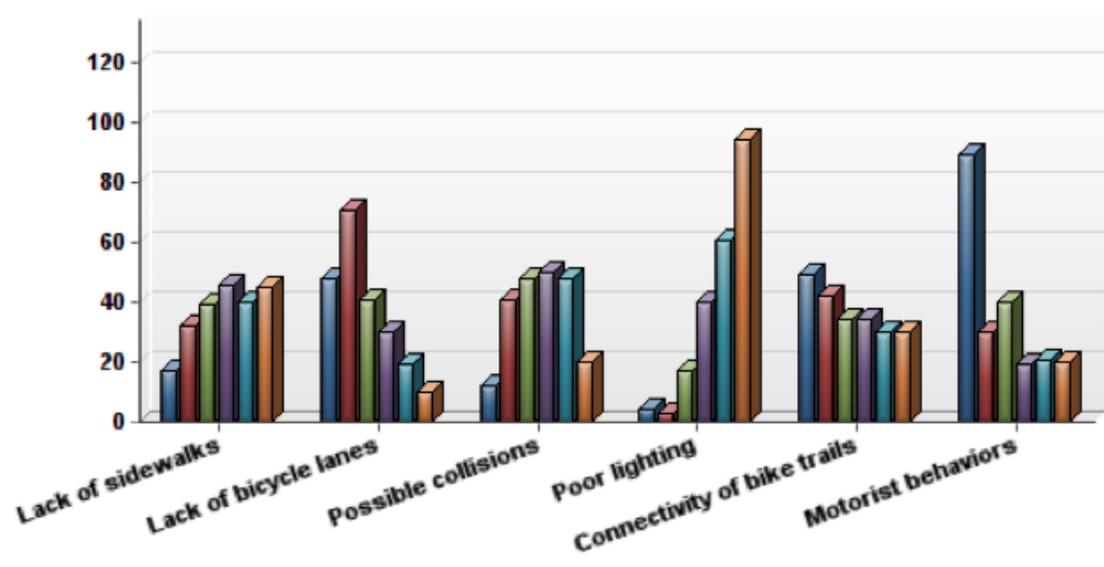
This poster has a grey, textured background. It features a photograph of a shirtless male cyclist wearing a black helmet and white shorts, riding a blue bicycle. The cyclist is in a dynamic, forward-leaning position. At the bottom, the headline "Whatever you wear, wear a helmet." is displayed in bold black and blue text. Below the headline, it says "Ride right. Tips and tools at bu.edu/bikesafety." and includes the Boston University logo and "A message from the Boston University Bike Safety Committee".

## Appendix D: How Safe Do you Feel Biking in Sioux City?

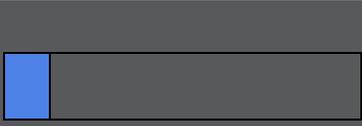
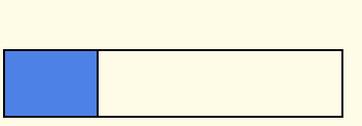
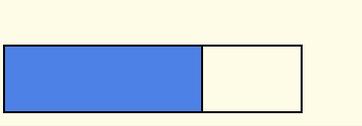
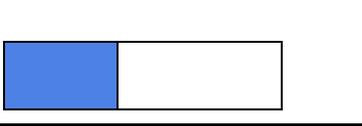
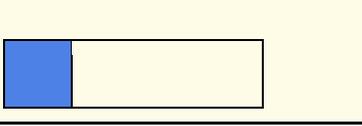
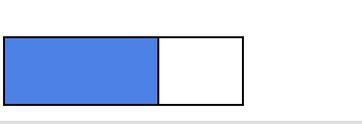
Scale: 0 = Do not feel safe at all; 10 = Feel extremely safe



## Appendix E: The Main Safety Concerns While Biking



## Appendix F: Concerns of Motorists When Sharing the Road with Bikers

#	Answer		Response	%
1	Lack of sidewalks		14	21%
2	Lack of bike lanes		23	35%
3	Possible collisions		49	74%
4	Poor lighting		25	38%
5	Connectivity of trails		11	17%
6	Bikers not obeying traffic laws		48	73%

## Appendix G: Bike/Pedestrian Plan Video from Burlington, VT

<https://vimeo.com/141742809>

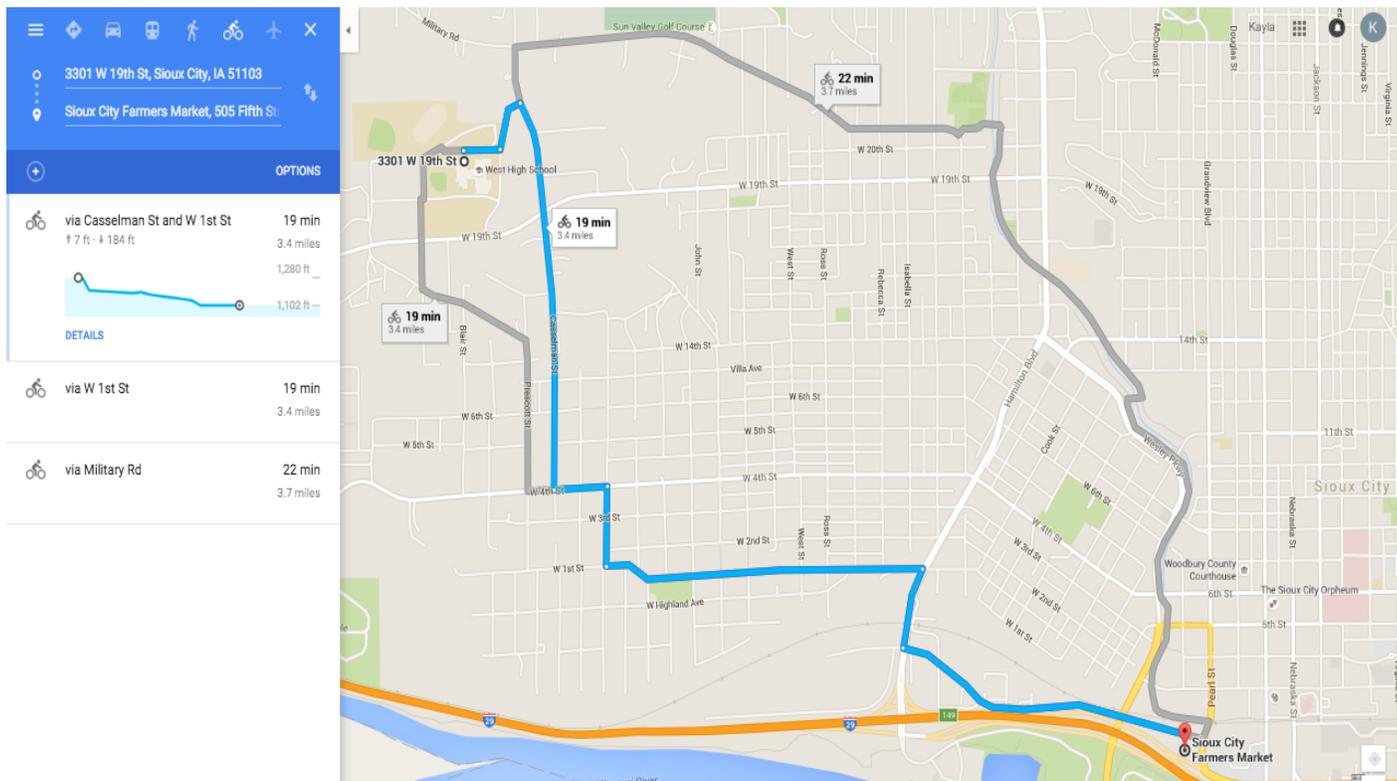
## Appendix H: Distributed Videos to Promote Biking in St. Louis via Trailnet

[https://www.youtube.com/watch?time\\_continue=25&v=AGrAe9jHhx4](https://www.youtube.com/watch?time_continue=25&v=AGrAe9jHhx4)

<https://www.youtube.com/watch?v=xFWb9Y1ntfA>

<https://www.youtube.com/watch?v=Wj9ngJWUke8>

# Appendix I: Bike Rodeo Trail



## Appendix J: Alternative Advertisement Costs

Event Costs:	\$575 per year
Two Spaces (22ft)	
	\$1,500 - 5000
Ads:	
Billboard (Large)	
Billboard (Digital)	\$2,500 – 8000

### Contacts:

Artisan Press Inc. – Dave (estimator)  
 3201 Northbrook Dr.  
 (712) 258-0684  
*brochures, flyers, water bottle labels*

### Billboards In

<http://www.billboardsin.com/iowa/sioux-city>

Billboard (quotes are based on location, design, etc.—use website to see availability)

### Sioux City Journal

Lisa Chesher – Inside Sales  
 712-293-4319  
 Newspaper ad

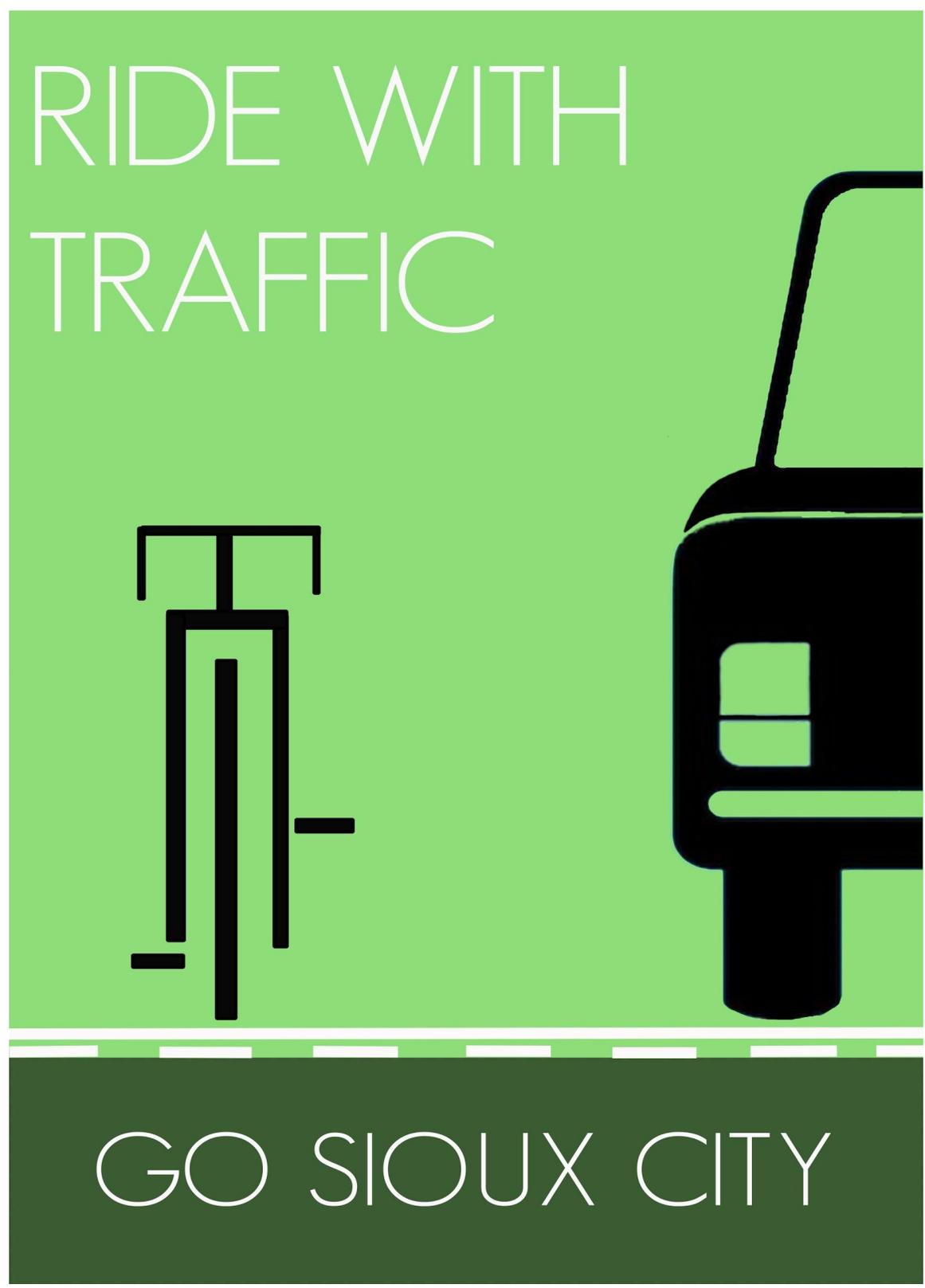
### Blue Line Media

<http://www.bluelinemedia.com/bus-advertising>

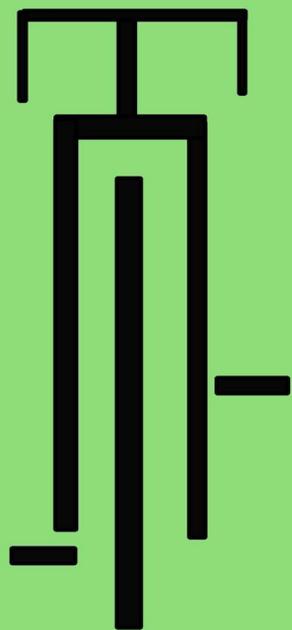
Appendix K: Logo



Appendix L: Ride With Traffic Poster



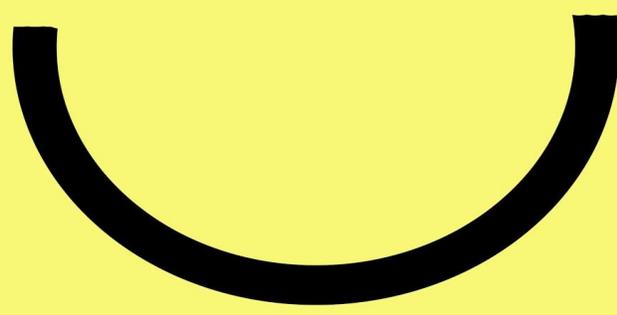
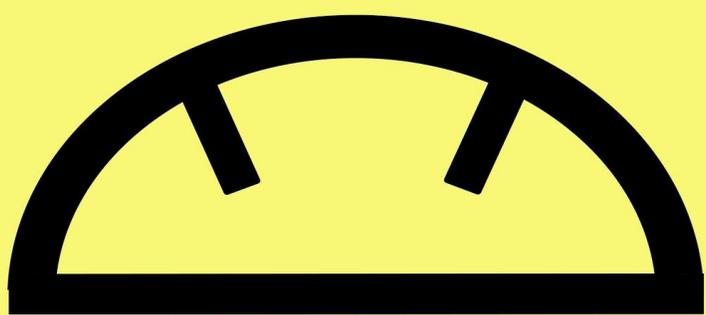
RIDE WITH  
TRAFFIC



GO SIOUX CITY

Appendix M: Safety First Poster

# SAFETY FIRST

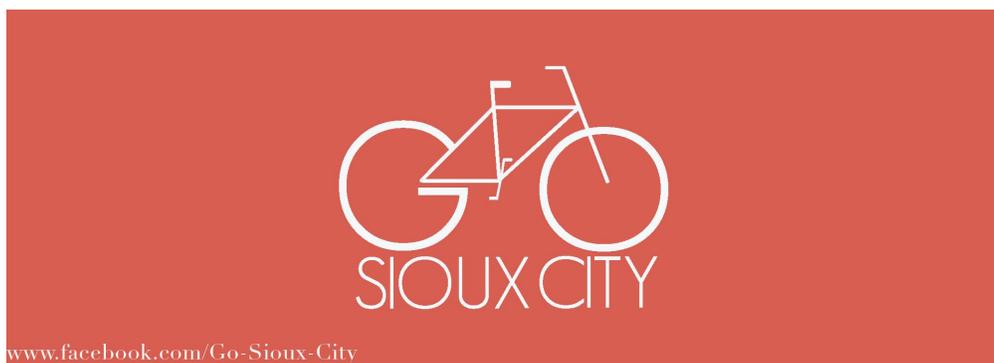
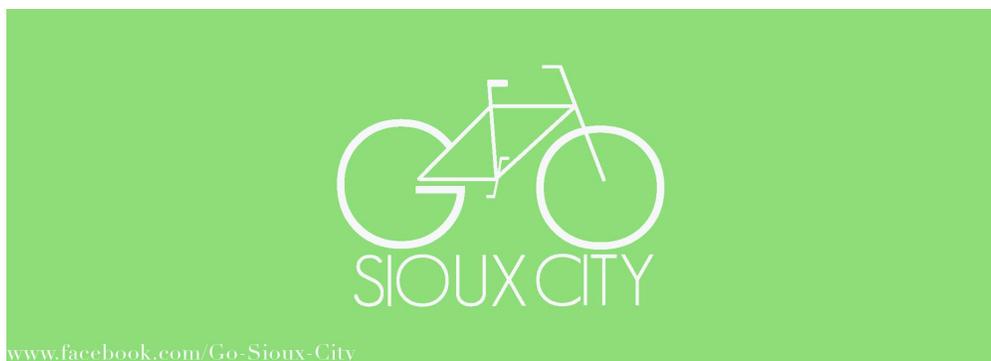
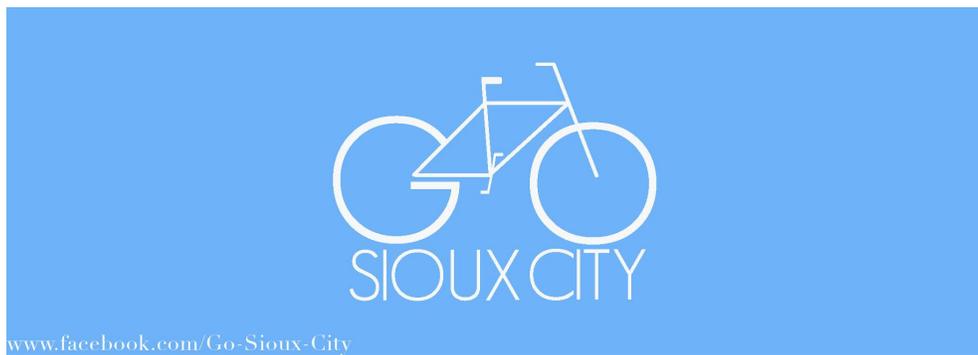


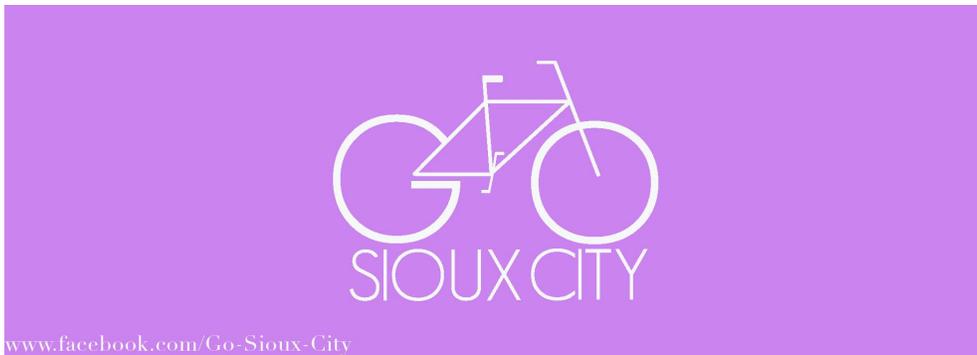
GO SIOUX CITY

Appendix N: Look Out For Each Other Poster



# Appendix O: Water Bottle Labels





[www.facebook.com/Go-Sioux-City](http://www.facebook.com/Go-Sioux-City)

## Appendix P: Biking Bucks



Ride with Traffic • Wear a Helmet • Look out for Bikers • Share the Road • Wear Bright Clothing • Know Hand Signals

# Contact Info

Facebook: [www.facebook.com/Go-Sioux-City](http://www.facebook.com/Go-Sioux-City)  
Email: [siouxcitycommunications@gmail.com](mailto:siouxcitycommunications@gmail.com)

Ride with Traffic • Wear a Helmet • Look out for Bikers • Share the Road • Know Hand Signals

# Appendix Q: Stickers



## Appendix R: Twitter and Facebook

### Twitter

The screenshot shows the Twitter profile for Go Sioux City (@gosiouxcity). The profile picture is a green circle with a white bicycle icon and the text "SIoux CITY". The bio states: "Go Sioux City advocates for bike safety, active transportation & ensuring roads made for all users. #GoSiouxCity". The location is "Sioux City, IA". There are 1 tweet and 2 following. A tweet from 22 minutes ago says: "Check out these awesome benefits of biking! #GoSiouxCity". The tweet includes a graphic with a bicycle icon and the text "SIoux CITY Environment No air pollution".

### Facebook

The screenshot shows the Facebook page for Go Sioux City, a Community Organization. The cover photo features a large bicycle graphic and the text "SIoux CITY". The profile picture is the same as on Twitter. The page has tabs for Page, Messages, Notifications, and Publishing Tools. The main navigation includes Timeline, About, Photos, Likes, and More. A post from 19 minutes ago reads: "We cant wait for the 'Gear Up For Fall' event coming up on October 1st. Grab your friends and let's bike!". Below the text is a red graphic with the text "Gear Up For FALL" and a bicycle icon. The "ABOUT" section lists "Sioux City, Iowa" and options to add a phone number, price range, and website. The "PHOTOS" section shows a grid of images, including one with the text "Gear Up For FALL" and a bicycle icon.

## Appendix S: Research Plan

### Overview

The situation that initiated this research was the implementation of the Sioux City Active Transportation plan and the community's attitudes and behaviors about active transportation. The plan identified perceived safety and lack of education as significant barriers to active transportation. This research sought to find the current beliefs about active transportation and how likely the community would be to use it. The research included an online survey disseminated primarily through social media. This survey's purpose was to discover a more concrete idea of the opinions of likeliness of using active transportation, safety, knowledge of road-sharing rules, and general interest for Sioux City community members. Interviews and secondary research were conducted to find out what has worked for communities that had similar situations with active transportation and what made them successful and unsuccessful.

### Methods

Various methods were used such as surveys and interviews for the research. The interviewees included various active transportation experts, members of the Sioux City biking community, and those involved in a community that implemented a similar plan. Surveys were conducted online through Qualtrics. They were disseminated primarily through social media and received over 300 responses.

For analysis, all interviews were transcribed to make sure all possible information was obtained from them and to identify key themes. Since there were two publics that were given different interview questions, depending on their relation to research, those publics were separated and their answers were then compared. This kept the information separate and more comparable to find commonalities and differences from each interview. The key findings from the survey responses were analyzed using the Qualtrics data analysis and presentation tools.

#### Interview Contacts:

- Shannon Greene, Community Program Manager of Blue Zones Project Iowa City (face-to-face)
- Bob DeSmidt, President of Siouxland Trails Foundation (e-mail)
- Korey Smith, Albrecht Bike Shop (phone)
- Michael Lydon, The Street Plans Collaborative in Brooklyn, NY (e-mail)
- Bob Oppliger, Bike Activist of Iowa City (e-mail)
- Aaron Schneider, Former Manager of Geoff's Bike & Ski (e-mail)
- Tony Branch, Youth Off-Road Riders Cycling Program of Iowa City (e-mail)
- Charlie Cowell, MURP Planner in City of Sioux City (face-to-face)

## Key Findings

### Survey Findings

The survey was designed to target both of the publics. The professionals with families would receive one survey and the commuters another, depending on how they answered. "Would you consider biking or walking to work, to school or to run errands around town?" There were a total of 322 respondents; 220 respondents for public one and 102 for public two. With the first public, the goal was to change a behavior and understand the barriers that are stopping these individuals from participating in active transportation. The survey results showed that on a scale from 0-10 (with 0 meaning feeling not safe at all) 74% of respondents answered with a "1" on our safety scale (See Graph and Appendix) However, 84% of participants responded positively when asked if they would increase the amount they bike if their safety concerns were addressed. Among potential bikers and walkers, the biggest safety concerns in Sioux City are motorist behaviors, or how drivers act in the presence of bikers, and the lack of bike lanes. The majority of citizens also thought the city had proper lighting, so this is something that Sioux City will not need to address (See Appendix E). The results also showed the majority of respondents would be likely to substitute biking to work over driving before other possible trips.

Among people who said they would not consider biking or walking, the survey found it showed that some are unaware of bike laws. This was found by asking simple true/false questions such as "It's OK to drive in bike lanes if there are no bicyclists around." The majority of these individuals see possible collisions (74%) and bikers not obeying traffic laws (73%) as the biggest concerns when sharing the road with bikers (See Appendix F).

All respondents were then asked about their daily media habits and use of helmets and reflectors. Facebook was the only platform that every responder said they look at on a daily basis. This data showed that 64% of people claim to always or almost always wear their bike helmets when biking, and 86% of participants claim to have lights or reflectors on their bike. This shows that the focus needs to be mainly on educating citizens on the rules of the road for bikers and motorists. However, it will still incorporate bike helmet safety as a precaution in the case that the respondents were not truthful about their habits.

### Secondary Research Findings (Bike Rodeos)

The main goal is to educate the citizens of Sioux City on the importance of bike safety. As found in the surveys, many citizens are not willing to change behaviors such as substituting commuting by car to commuting by bicycle until safety and infrastructure concerns are addressed. With this being said, it is important to know which bike safety events have been successful in other communities and which have not in order to engage our publics to the fullest. Boston University has a successful safety campaign currently in the works. They have a variety of promotion (see Appendix C). Their goal was to get the students to understand the importance of safety (including helmet safety and paying attention while you are biking). The demographic target of this campaign is similar to Sioux City, both have a large population of young working professionals. Their "Bike Edu 101" discusses all elements of state law including: commuting laws, turn lanes and signals, motorist - rider safety, and biker - biker safety. It also must be noted that the university has yet to release metrics as a result of

their campaigns. However, these ideas are simple and easy to duplicate, with the vision of Sioux City in mind, as a social media campaign.

Another interactive element that could be used in the campaign is a bike safety quiz. The Village of Bartlett, in Illinois, has been using this technique for years. It consists of a 15-30 minute quiz with videos and demonstrations that educate new and experienced bikers and drivers on the rules of sharing the road. One of the biggest concerns from a motorist's perspective was the possibility of a collision, as found in the survey results. This tool could lower safety concerns among the public.

According to an article written by the Central Iowa Cyclists in Lexis Nexis

### Interview Findings

The interviews provided information directly from people working in other communities to better understand how they implemented active transportation in their communities and what specific tactics worked best for them. After conducting interviews with people from various stakes in the situation, multiple commonalities and ideas were realized. One common concern from Korey Smith, employee at Albrecht Bike Shop, and Bob DeSmidt, President of Siouxland Trails Foundation, was that city officials and other people making important decisions that would affect the biking community are not bikers themselves. They both expressed the fact that the needs of bikers are not being met due to this issue and the input of people like them would be highly beneficial for everyone involved. Another common issue found from interviews was the fact that bikers do not feel safe because of actions of motorists when driving near bikers. They expressed concerns such as: not giving bicyclists enough room when passing, honking at cyclists, and many others. Most sources also provided valuable information on what media outlets are most used in Sioux City and what outlets have worked well in other communities. The more traditional media platforms like newspaper and radio were the main outlets suggested for Sioux City. Other communities have also utilized traditional means of communications, such as: flyers, newspaper editorials, bus advertisements, and Facebook for social media.

Shannon Greene, Community Program Manager, and Charlie Cowell, MURP Planner in Sioux City both touched on the topic of events and incentives for biking and the benefits that they would have on Sioux City. Different events used in the past such as Bike Rodeos, Biking Bucks, or Ride Your Bike to Work Day can help increase biking and active transportation awareness among citizens. It was also pointed out that there needs to be one centralized area for all information about events to be posted and updated so all members of the community have access to them. Options for this are a Facebook group or other type of Internet portal.

, "bicycle helmets are 85 to 88 percent effective in mitigating head and brain injuries, making the use of helmets is the single most effective way to reduce head injuries and fatalities resulting from bicycle crashes. If bicycle helmets [were] use[d] by children ages 4 to 15, [it] would prevent 39,000 to 45,000 head injuries, and 18,000 to 55,000 scalp and face injuries annually." Using these facts in the quiz or in strategic campaigns would help bring the importance of this education to light.

## Conclusions

After gaining valuable knowledge and insight on the situation from various perspectives, many implications and findings can be made about the current situation of active transportation in Sioux City. Secondary research, interviews, and a survey allowed for more in-depth awareness on the actual problems and how they can best be solved to improve the attitudes and behaviors amongst citizens of Sioux City.

One of the main conclusions that came out of every form of research was that bikers do not feel safe because of the actions of motorists. This was also a main reason many citizens of Sioux City choose not to utilize active transportation more, but said they would be willing to bike and walk if they felt safer on the roads and had proper infrastructures to do so. Another important conclusion was the importance of traditional media platforms to promote safety and educate citizens. These more traditional platforms, such as: newspaper articles and advertisements, radio advertisements, brochures, and Facebook, were seen to be more effective in other cities and used most often by people in Sioux City. Community events and interactive activities were seen to be highly successful in other communities as a way to encourage more active transportation and an educational opportunity on safety laws. These events often included incentives to keep people enthused and excited about utilizing and learning more about active transportation in their communities.

Each of these conclusions have provided insight on how to best reach citizens of Sioux City, what information needs to be included to best educate them once they are reached, and how to encourage and teach safety laws in an interactive and exciting manner to be most effective toward a wide range of people.

## Citations

Boston University (2015). Web. Retrieved from <http://www.bu.edu/bikesafety/>

Shepard, Matthew (2013, March 4). Newton Daily News. Retrieved from Lexis Nexis

Village of Bartlett (2015). Web. Retrieved from