



Marketing Plan

In our 24-hour, instant news society it is imperative to develop information and materials that capture attention. Safety practitioners are no different from any other professional; everyone is overwhelmed with the amount of information coming in via email, the Internet, social and professional networking sites, blogs, television, radio, newspapers, and printed material. Disseminating information through the right communications channels in such a way that makes people take notice is important regardless of whether the information is technical or promotional. The purpose of this marketing plan is to ensure the National Center for Rural Road Safety (Safety Center) is recognized as the preeminent location for information related to improving rural local and tribal road safety.

Recognition of the Safety Center starts with creating a brand that is easily recognizable and demonstrates the purpose of the concepts, ideas, products, and programs being marketed. The branding already created for the Safety Center accomplishes that goal and will be used on all print, broadcast, online, and social media materials relating to the Safety Center. The brand promise will begin the process of establishing the Safety Center as the national leader for rural road safety. In addition to this marketing plan, the Safety Center is creating two living documents, a marketing philosophy/approach document and a marketing style guide to provide documentation and consistency in the Safety Center's marketing.

To ensure information on the Safety Center reaches the right people with the right information, the plan identifies the primary and secondary target audiences. The Safety Center's main target audience are the individuals who work on rural road safety issues at the local, state, and tribal levels. This can include state and county engineers, maintenance staff, an agency's training and/or traffic safety division, and others. It is important to not only communicate directly with these individuals, which the Safety Center will do through printed material, presentations, videos, social media, and the web site, but also provide information to agencies, organizations and individuals who can influence the primary audience. This secondary target audience includes groups who represent the primary target audience such as the American Association of State Highway Transportation Officials (AASHTO), the National Association of County Engineers (NACE), and the Local and Tribal Technical Assistance Programs (LTAP/TTAP) to name a few. We have also added outreach to groups who represent local elected officials since they often influence safety investment decisions. They also need access to information on the importance and benefits of improving safety and how safer roads improve the quality of life for the citizens they represent.

Based on our experience we recognize just sending a newsletter article or web blurb to these secondary target audiences does not accomplish our goal. It requires checking to see if the information was used and if not, a personal follow up by email and phone to determine when the information will be shared. While this may be labor intensive at the beginning of the project, we feel as the effort moves forward and these secondary target audiences become more aware of the Safety Center and the importance and validity of its offerings, it will not be as necessary to regularly follow up.

This marketing plan focuses first on more traditional forms of marketing such as printed material, web sites, and presentations. This approach is to ensure people are aware of the Safety Center and can begin accessing the web site and services. However, the Safety Center also believes alternative media channels can be a benefit in increasing saturation, awareness, and participation. A companion social media plan will be developed that highlights specific ways the Safety Center can use alternative media channels and move beyond traditional marketing. To assist with this task the Safety Center will conduct a focus group with students from Montana

State University to identify the best social media tactics for marketing the training and technical assistance available from the Center. For instance, the Safety Center may establish a Twitter account that notifies all followers of upcoming presentations and training opportunities. A Flickr and/or Instagram account so people can share before and after pictures of rural local and tribal road safety projects is another idea. Finally we envision creating a blog and inviting key stakeholders to submit information on an ongoing basis to create a dialogue among local and tribal road practitioners.

Plan Development

This plan was developed by obtaining information from the following:

- The project team, as well as the Federal Highway Administration contracting officer;
- Review of relevant websites to obtain information on currently available materials; and
- Input from the Safety Center's Stakeholder Group on materials they would find useful and the tactics/formats they use to obtain information.

Goal

The goal of the marketing plan is to improve road safety in rural areas by creating awareness of the Safety Center and increasing use of its training, education, research, and other project programs, products, and materials.

Objectives

Note: For all performance measures, the Center will develop close relationships with all partners, agencies, and organizations on the Center's contact list and conduct annual reviews of their web sites and publications to determine whether the Center information is posted and being used.

- Increase awareness of the Safety Center among primary and secondary target groups particularly local and tribal practitioners in rural communities. *(Note: IDT is developing a tracking mechanism to measure outreach, penetration, and implementation of the Safety Center's goals and objectives.)*
Performance Measures *(For tracking performance measures when material is used by external partners, the Center will request information be sent back to the Center on the number of materials distributed, number of individuals reached, etc.)*
 - Number and type of materials developed and distributed.
 - Number of people on Safety Center's distribution list.
 - Number of people who participate in trainings
 - Number of people who contact the Safety Center for guidance and assistance
 - Number of agencies and organizations that feature information on the Safety Center on their website and in publications. *(Note: To obtain this information, the Center will periodically conduct a search to see where the Center name is mentioned and will conduct a review of partner web sites. A review of partner web sites will enable follow up if partners have not included information on their web sites.)*
 - Number of hits to the Safety Center's web site
- Grow the use of the training and technical assistance and other services offered by the Safety Center.
Performance Measures
 - Number of individuals and agencies participating in Safety Center trainings *(For those trainings conducted by external partners, a request will be made to provide the Center with information on the number trained, etc.)*
 - Evaluation results from Safety Center training sessions
 - Number of agencies requesting technical assistance
 - Results of technical assistance evaluations

Strategies

The following strategies and key messages are designed to accomplish the objectives:

- Provide information on what the Safety Center offers including training, technical assistance, and other services to roadway practitioners on safety issues on rural, local, and tribal roadways.
 - *Key Message - Rural areas experience serious road safety problems that can be addressed by using the services and information from the Safety Center.*
- Expand outreach to all stakeholders, such as engineering, enforcement, education, and emergency response professionals.
 - *Key Message – Road safety can be improved in rural areas through multidisciplinary, holistic training, technical assistance, research, and other programs.*
- Identify innovative methods of providing information on the Safety Center’s mission, training, and technical assistance opportunities and other services through print, broadcast, on line, and social media.
 - *Key Message - Information on methods for improving road safety in rural and tribal areas can be found and accessed through a variety of information transfer formats and delivery mechanisms.*

Action Plan

The action plan includes the action steps to implement each strategy, the primary and secondary or key influencer audiences, possible methods, and the tactics to be used (printed/broadcast materials, web site, etc. Prior to implementation of each action, an analysis will occur to determine whether the estimated resources and costs justify implementation. The analysis will include a purpose, value statement, return on investment, and an estimate on cost.

Strategy 1 Provide information, training, and technical assistance, and other services to roadway practitioners on safety issues on rural, local, and tribal roadways.

Action	Primary Target Audience	Secondary Target Audience (Key Influencers)	Possible Methods	Tactics
Develop overview materials on the Safety Center and its offerings and opportunities	State Departments of Transportation Chief Engineer Planning Division/Local Liaison Traffic Safety Division Training Division Maintenance Division Local Public Works Agencies County Engineers Maintenance Division Tribal Transportation Agencies	<u>Federal</u> FHWA Office of Safety Resource Centers Division Offices Federal Lands Highway Department of Interior Indian Affairs Division of Safety and Risk Management Bureau of Indian Affairs Indian Highway Safety Tribal Transportation Program (TTP) National Congress of American Indians Intertribal Transportation Association	Conference booth Introductory Video Introductory post card Two-page fact sheet	Exhibit, network and present at conferences (including National Rural Safety Conference) and meetings Distribute information during meetings staff attend and to member groups (see engagement list in white paper)
		<u>National</u> AASHTO SCOHTS, SCOHTS Safety Management Subcommittee American Planning Association (APA) American Public Works Association (APWA)	Web Site Blurb (<i>this is similar to a press release only much shorter and appropriate to a web environment. It can also be used in blogs or news feeds</i>)	Post on secondary audience web sites
			Newsletter Article	Distribute to secondary audience publications Safety engineer listserv
			Memorandum and Guidance	Provide memorandum to other Federal agencies explaining the purpose of the Safety Center and

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		American Traffic Safety Services Association ITE LTAP/TTAP National Local Technical Assistance Program Association (NLTAPA) National Assn. of County Engineers (NACE) National Assn. of Regional Councils (NARC) Association of Metropolitan Planning Organizations (AMPO) National Association of Development Organizations (NADO) TRB		requesting assistance in distributing information Special guidance memo to FHWA Division Offices & Resource Centers alerting them to the Safety Center and requesting them to provide information to their state and local contacts
Develop materials to announce the Safety Center's training opportunities with access instructions	See above	See above	Overview Fact Sheet on what training is offered and how to access Develop e-news blast announcing upcoming trainings Include trainings on Center Calendar and allow people to click on the event to register	Safety Center to distribute at conferences and meetings Staff to distribute at meetings they attend; groups where they are members Send to organizations listed in training e-blast organizations Post new training offerings on scrolling section of the web site; include all trainings on Calendar page Send out in regularly scheduled notifications (either monthly or biweekly)

Action	Primary Target Audience	Secondary Target Audience (Key Influencers)	Possible Methods	Tactics
Develop materials on the technical assistance available and how to access it.			2-page Fact Sheet	<p>Center to distribute at conferences/meetings</p> <p>Staff to distribute at meetings and member organizations</p> <p>Send notification to tech transfer list in white paper</p>
			Web Page with examples and testimonials	<p>Post on Center web site</p> <p>Develop presentation and obtain testimonials</p>
			<p>Narrated Video featuring individuals who have used the Safety Center’s technical assistance</p> <p>Provide a list of experts available to provide assistance primarily via phone and email (<i>Note: This would involve the National Leadership Corps, which would start with the stakeholders list and be expanded in the future</i>)</p>	<p>Send notification to tech transfer list in white paper</p> <p>Post on Safety Center web site</p>
Create and provide materials to a National Leadership	Safety Stakeholder Group		Talking points with slides	Request members to provide a list of conferences they are attending each

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Corps (Start with Safety Stakeholders Group and expand to other individuals as the Safety Center grows)	Users who compliment the Safety Center		Short speech, e.g., TED talk	year; follow up with conference organizers to see if it is possible to do a presentation

Strategy 2 Expand outreach to all relevant stakeholders including engineering, enforcement, education, and emergency medical services.

Action	Primary Target Audience	Secondary Target Audience (Key Influencers)	Possible Methods	Tactics
Develop fact sheets targeting rural road safety concerns specific to each safety discipline, i.e., engineering, enforcement, education and EMS	<p>State Departments of Transportation Chief Engineer Safety Engineer</p> <p>State Highway Safety Office</p> <p>State Police Chiefs Association</p> <p>State Department of Emergency Medical Services</p> <p>Local Public Works Agencies County Engineers</p> <p>Tribal Leadership</p>	<p><u>Federal</u></p> <p>Centers for Disease Control and Prevention (CDC) Division of Unintentional Injury Prevention EMS.gov Federal Motor Carrier Safety Administration (FMCSA) Federal Railroad Administration (FRA) Office of Safety National Center for Injury Prevention and Control National Highway Traffic Safety Administration (NHTSA)</p> <p><u>Education</u></p> <p>American Health Information Management Association (AHIMA) Governors Highway Safety Association (GHSA) Insurance Institute for Highway Safety (IIHS) AAA Foundation for Traffic Safety Advocates for Highway and Auto Safety</p>	<p>Two-page fact sheet</p> <p>Web Site Blurb</p> <p>Newsletter Article</p> <p>Memorandum and Guidance</p>	<p>Safety Center staff and national leadership corps to distribute at conferences for the secondary audience agencies and organizations Post on secondary audience web sites</p> <p>Distribute to secondary audience publications</p> <p>Provide memorandum to other Federal agencies explaining the purpose of the targeted fact sheets</p>

Action	Primary Target Audience	Secondary Target Audience (Key Influencers)	Possible Methods	Tactics
		<p><u>Engineering</u> American Road & Transportation Builders Association (ARTBA) American Society of Civil Engineers (ASCE) National Association of City Transportation Officials (NACTO) Roadway Safety Foundation State Safety Engineer Listserv</p> <p><u>Enforcement</u> Fraternal Order of Police (FOP) International Association of Chiefs of Police (IACP)</p> <p><u>EMS</u> National Association of State EMS Officials (NASEMSO) National Safety Council</p>		
<p>Create state specific rural data fact sheets showing breakdown of fatalities and serious injuries on rural roadways, ownership information, road type, and contributing crash factors</p>	<p>State Departments of Transportation Chief Engineer Safety Engineer Planning</p> <p>State Highway Safety Office</p> <p>Local Public Works Agencies County Engineers</p> <p>Tribal Leadership</p>	<p><u>Federal</u> FHWA Office of Safety Resource Centers Division Offices</p> <p>Federal Lands Highway Department of Interior Indian Affairs Division of Safety and Risk Management</p> <p>Bureau of Indian Affairs Indian Highway Safety Tribal Transportation Program (TTP)</p> <p>National Congress of American Indians</p>	<p>Two page fact sheet</p> <p>Announce on the web page and provide a data fact sheet for each state</p>	<p>Send out notice through email blast list</p> <p>Post on web site</p> <p>Send web blurb to secondary audiences</p>

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		Intertribal Transportation Association <u>National</u> AASHTO SCOHTS, SCOHTS Safety Management Subcommittee American Planning Association (APA) American Public Works Association (APWA) American Traffic Safety Services Association ITE LTAP/TTAP National Local Technical Assistance Program Association (NLTAPA) National Assn. of County Engineers (NACE) National Assn. of Regional Councils (NARC) Association of Metropolitan Planning Organizations (AMPO) National Association of Development Organizations (NADO) TRB		
Develop a legislative fact sheet on rural road safety	State Departments of Transportation Planning Engineering Local Public Works Agencies County Engineers Tribal Transportation Agencies	U.S. Conference of Mayors National League of Cities National Association of Counties (NACO) National Conference of State Legislatures (NCSL) National Association of County and City Health Officials (NACCHO) National Association of Towns and Townships (NATaT)	Two-page fact sheet Web Site Blurb Newsletter Article	Announce availability through the National Safety Engineers Listserv (NSEL) Post on secondary audience web sites Distribute to secondary audience publications

Action	Primary Target Audience	Secondary Target Audience (Key Influencers)	Possible Methods	Tactics
Develop a video library on rural road safety issues	State Departments of Transportation Chief Engineer Safety Engineer Planning State Highway Safety Office Tribal Leadership		Post on web site	Send out notice to email blast list Post on web site Send web site blurb to secondary audiences

Strategy 3 Identify innovative methods of providing information on the Safety Center’s mission, training, and technical assistance opportunities and other services.

Action	Primary Target Audience	Secondary Target Audience (Key Influencers)	Possible Methods	Tactics
Develop and distribute a Best Practices Guide that provides information on road safety improvement methods on rural local and tribal roadways, access information, and guidance for seeking more information. <i>(Note: This is taking the information that is currently being documented on the web site and developing a Guide that can be distributed.)</i>	State Departments of Transportation Chief Engineer Planning Division/Local Liaison Traffic Safety Division Training Division Maintenance Division Local Public Works Agencies County Engineers Maintenance Division Tribal Transportation Agencies	Department of Interior Indian Affairs Division of Safety and Risk Management Bureau of Indian Affairs Indian Highway Safety Tribal Transportation Program (TTP) National Congress of American Indians Intertribal Transportation Association <u>National</u> AASHTO SCOHTS, SCOHTS Safety Management Subcommittee American Planning Association (APA)	Web Site Blurb Newsletter Article Memorandum	Post on secondary audience web sites Distribute to secondary audience publications Safety engineer listserv Provide memorandum to other Federal agencies explaining the purpose of the Guide

		American Public Works Association (APWA) American Traffic Safety Services Association ITE LTAP/TTAP National Local Technical Assistance Program Association (NLTAPA) National Assn. of County Engineers (NACE) National Assn. of Regional Councils (NARC) Association of Metropolitan Planning Organizations (AMPO) National Association of Development Organizations (NADO) TRB		
Create "how to" videos that illustrate rural road safety improvement methods and practices	Same as above	Same as above	Same as above	Same as above

Conferences

The following conferences are recommended for the Safety Center to attend as budget and staff time allow. In some cases attendance will involve an exhibit booth, a presentation, and/or materials distribution. Six months before the end of the calendar year, Safety Center staff will review the list of upcoming conferences and determine which will be on the list and what level of participation will be involved. All Safety Center staff, consultants, and Safety Stakeholders Group will be asked to supply a list of meetings and conferences they will be attending and whether they are willing to give a presentation, distribute material, and/or staff the Safety Center's exhibit.

- American Association of State Highway Transportation Officials (AASHTO) Annual Meeting (Fall)
- Association of Metropolitan Planning Organizations (AMPO) Annual Meeting (Fall-October)
- Governors Highway Safety Association Annual Meeting (Late Summer/Early Fall)
- ITE Annual Meeting and Expo (Summer)
- Lifesavers (Spring)
- Local Technical Assistance (LTAP)/Tribal Technical Assistance (TTAP) National Conference, (Summer)
- National Association of County Engineers (NACE) Conference and Expo (Spring)
- National Association of Development Organizations (NADO) Annual Training Conference (Fall)
- National Rural ITS Conference (NRITS) (Summer)
- National Tribal Transportation (Fall)
- TRB Annual Meeting (January)