

# ADWHEEL AWARDS



**Orange County Transportation Authority**

2-C Video Presentation

Three Feet for Safety Video

# CAMPAIGN OVERVIEW

## **Background:**

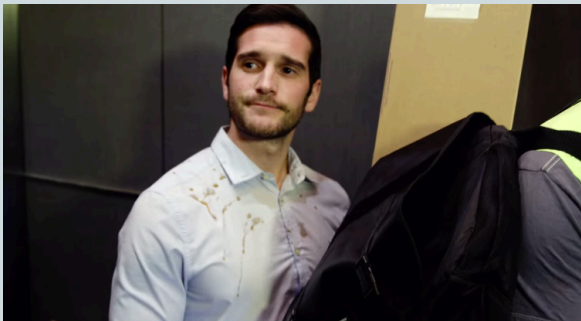
OCTA needed to increase awareness about a new California law called the “Three Feet for Safety Act” that went into effect in September 2014. It requires motorists to give cyclists at least three feet of space when passing in the same direction.

## **Strategy:**

Convey the important safety message with a humorous video that is relatable, memorable and engaging. Promote it heavily on social media so that it might go viral, further extending the message.



# 3 FEET FOR SAFETY VIDEO

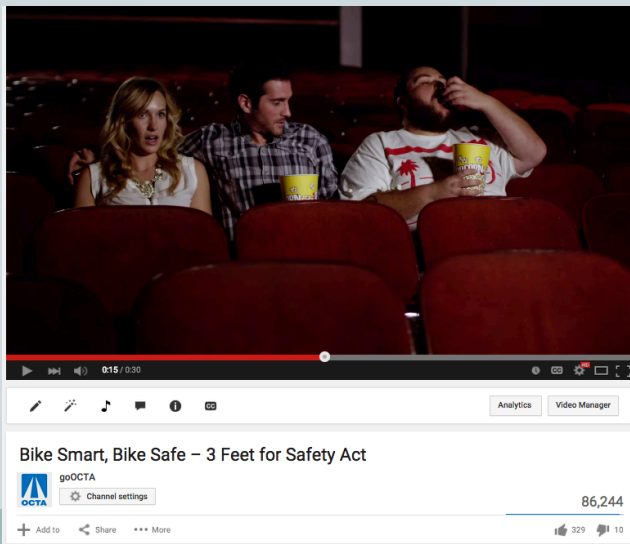


# NEARLY HALF A MILLION VIEWS

Since September 2014:

- 86,244 views on YouTube
- 338,179 views on Facebook

OCTA's  
most  
popular  
video ever!





# WELL-RECEIVED BY VIEWERS



**Karen Kefauver** Shared on Google+ · 8 months ago

California Safety Law triumph for cyclists. Also video to make u smile at important message. What is the 3 Feet for Safety Act? Beginning September 16, 2014, California drivers must give people riding bikes at least 3 feet of clearance when passing in the same direction.

Reply · 5



**Richardson Bike Mart** Great video! Bringing awareness to drivers is one of the best things we can do.

Like · Reply · September 20, 2014 at 11:20am



**Joel Thompson** Funny commercial!

Like · Reply · September 23, 2014 at 1:35pm



**Todd Morris** Shared on Google+ · 8 months ago · Shared to Bicycles + Cycling

Most excellent ad for the 3 foot rule. I hope this sort of thing happens in

8



**Tami Glenn** Like like like!

Like · Reply · September 23, 2014 at 1:24pm



**Matt Phillips** Shared on Google+ · 4 months ago

We need more of this nationwide.

Reply · 4



**Linda Coburn** 7 months ago

Messages with humor are 72% more likely to be remembered (I made up that statistic.) Nice work OCTA.



**Patrick Bowers** Shared on Google+ · 8 months ago · Shared to Bike Commu

A 3' reminder with some humor. Thank you California!

5



**Venessa E Blair** This is funny!!!!

Like · Reply · September 30, 2014 at 9:14am



**Jin Nam** Shared on Google+ · 8 months ago · Shared to Bicycle Advocacy & Politics

Good law. Good ad. Good job, California.

10



**Brian Smith** 8 months ago

Fun campaign, gets the message across.

Reply · 1

# GOING VIRAL ON FACEBOOK



- 5,977 shares
- 1,076 likes
- 75 comments



## OCTA Share the Ride

You wouldn't get this close in person, so don't act this way when driving! Give bicyclists room to ride.

Learn more: <http://bit.ly/Give3Feet>

Like · Comment · Share · September 17, 2014

Stacy Orpineda, Wes Parsel, Nora Yeretian and 1,073 others like this.

5,977 shares

Shared with: Public

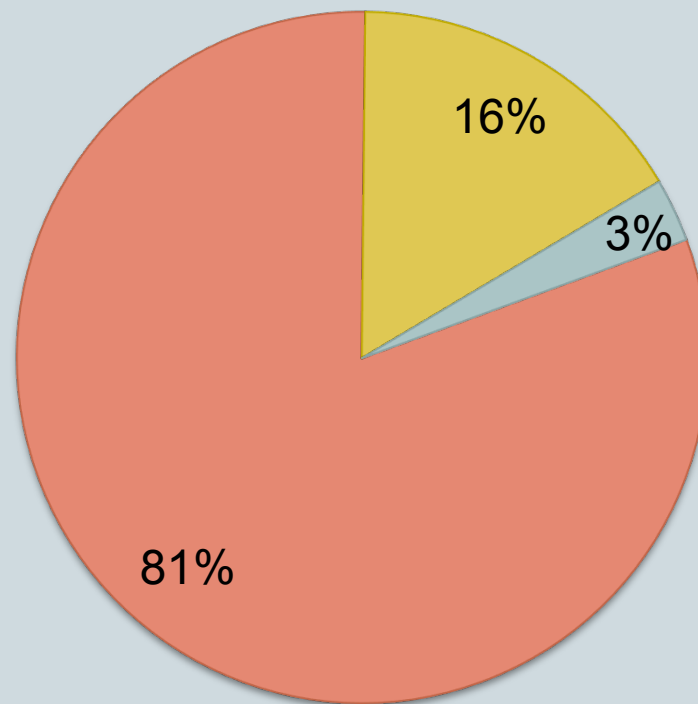
338,179 Views

Embed Video

Embed Post

Report Video

# VIDEO VIEWS BY PLATFORM



Facebook Youtube Other

# VIEWED AROUND THE WORLD

Geography	Views
United States	66,025 (77%)
United Kingdom	2,567 (3.0%)
Germany	2,148 (2.5%)
Australia	1,873 (2.2%)
Canada	1,672 (1.9%)
Russia	1,461 (1.7%)
Slovenia	1,273 (1.5%)
South Korea	1,072 (1.2%)
Luxembourg	776 (0.9%)
Spain	690 (0.8%)
Ukraine	610 (0.7%)
Latvia	455 (0.5%)
New Zealand	345 (0.4%)

This video (for a state law) captured attention from around the world!

Poland	339 (0.4%)
France	320 (0.4%)
Portugal	306 (0.4%)
Norway	276 (0.3%)
Mexico	274 (0.3%)
Denmark	245 (0.3%)
Ireland	232 (0.3%)
Italy	216 (0.3%)
Brazil	178 (0.2%)
Malaysia	165 (0.2%)
Belgium	138 (0.2%)
Switzerland	138 (0.2%)



# NATIONAL RECOGNITION



## LCI CORNER

### Bringing humor to bike education

When California's "Three Feet for Safety Act" took effect in September 2014, the Orange County Transportation Authority decided to ditch the conventional public service announcement to bring awareness to the new law.

Instead of a dry message telling drivers that they're now required to leave at least three feet of space when passing a bicyclist, we infused our 30-second video message with humor. That way, viewers of the message could laugh as they learned — and hopefully share the message with others.

Many other bicycle safety messages have been created from the perspective of the bicyclist. But cars are the primary mode of transportation, especially in Orange County. So it was important to reach drivers by creating something different, relatable and memorable.

So we used humorous situations inspired by common pet peeves about personal space. A parking lot, an elevator, a theater, a hot tub — all places that require a respectful distance.

You may not ride a bike, but you likely know how awkward it can be when somebody encroaches on your personal space by sitting too close in a movie theater or parking within inches of your car door.

Comedy always works best when a person can say, "I've been there." The



laughter results in a memorable message when you've witnessed those behaviors — or even acted that way yourself.

The results speak for themselves. OCTA's Three Feet for Safety Act video has received overwhelmingly positive feedback and has been viewed nearly 500,000 times on Facebook and YouTube. While bike safety is a serious issue, a little humor can go a long way.

Watch the video at [bit.ly/octa3feet](http://bit.ly/octa3feet).

— Nathan Wheadon is the Marketing Program Administrator at the Orange County Transportation Authority

## GIVING

Thank you to the following organizations and individuals who contributed to the League, above and beyond membership dues, in September and October 2014.

### ORGANIZATIONS

\$5,000+

Trek Bicycle Corporation  
Grant Bicycles SRAM

\$1,000+

Sea Gull Century Ride

\$500+

Arlington Heights Bicycle Assoc.  
Twin Cities Bicycling Club  
Vancouver Bicycle Club

\$100+

Bike Delaware Perimeter Bicycling Assoc. of America, Inc.  
Silver Wheels Cycling Club  
Starved Rock Cycling Assoc.

### INDIVIDUALS

\$5,000+

Jim Spann and Gail Copus Spann  
The Estate of Andrew Janz

\$1,000+

Nathaniel Sharpe and Family  
Colleen Zinn

\$500+

Paul Bartlett

\$100+

Stephen Boughton  
David Bowie  
Michael Brown  
David Buchanan  
James Chapman  
Jim Coppock  
Richard Ducotey  
Paul Epton  
Don Fell  
Jack Goodman  
Michael Kerr  
Jane Leiby  
Michael Neupauer  
Thomas Nuckols  
Robert Opplinger  
Matthew Robins  
Robert Sabo  
John Schaffers  
John Siemiatkoski