

# *Milwaukee* *by **Bike***

---

## Bicycle Publicity Plan

City of Milwaukee

Department of Public Works

City of Milwaukee Bicycle Publicity Plan

**Contents**

Page 3	Project Background
Page 4	Task 1 Detailed Work Plan
Page 5	Task 2 Publicity Plan Options
Page 8	Task 3 Priorities
Page 10	Task 4 Marketing Campaign
Page 19	Task 5 Implementation
Page 20	Appendix A – Milwaukee’s Journey to Work and Market Data
Page 24	Appendix B – Agency Contact Information
Page 25	Appendix C – Creative Showcase

## City of Milwaukee Bicycle Publicity Plan

### Project Background and Summary

The City of Milwaukee Department of Public Works and the Wisconsin Department of Transportation combined several smaller TDM projects into one to fund the creation of a Bicycle Publicity Plan for the City of Milwaukee. According to the 2000 US Census data, 75% of Milwaukee area workers drive alone, up from 72.6% in 1990. The overall mission of this project is to inform, educate and encourage the public in the Milwaukee area to use bicycles for utilitarian trips, like commuting to work, rather than driving single occupancy vehicles. This publicity plan is also intended to complement the efforts of businesses who intend to use bicycle commuting as a part of their employee commute options. In October of 2001, the Bicycle Federation of Wisconsin was contracted to create this plan.

The contract identified a series of objectives:

- Objective 1) Identify options that educate both bicyclists and motorists about the rights and responsibilities of bicyclists
- Objective 2) Identify options that advocate the use of bicycle as transportation
- Objective 3) Prioritize options in terms of benefits, level of effectiveness and costs
- Objective 4) Establish a plan of implementation
- Objective 5) Implement at least one option identified in the plan

The contract also identified a series of tasks:

- Task 0) Form an advisory committee
- Task 1) Prepare a detailed work plan
- Task 2) Identify options that educate the public and advocate bicycling as a mode of transportation
- Task 3) Prioritize options in terms of benefits, level of effectiveness and costs
- Task 4) Prepare a final report detailing the strategic plan

In January of 2002 the BFW hired Dave Schlabowske as Milwaukee Program Manager assigned to work on the Publicity Plan project. As a result of the initial meetings between Schlabowske, Jeff Polenske, the City Engineer, other DPW staff and members of the City of Milwaukee Bicycle Task Force decided that the Bicycle Task Force Subcommittee on Outreach and Educations would serve as the advisory committee identified in **Task 0**.

Working with the subcommittee and the city engineer, Schlabowske developed the work plan on page (**Task 1**).

City of Milwaukee Bicycle Publicity Plan

Task 1 Detailed Work Plan		
	Activities	Status
January - February	1.) Identify all existing bicycle facilities and programs in the metro area that might be a part of the publicity plan. 2.) Research similar bicycle publicity plans in other cities. 3.) Identify groups who might be surveyed for input into the emphasis and scope of the Publicity plan. 4.) Create detailed work plan ( <b>Task 1</b> )	Done Done Done Done
March - April	5.) Write report to BTF COE subcommittee 6.) Create the survey and administer survey 7.) Prepare Quarterly Report/Invoice 8.) Analyze and summarize survey results 9.) Identify/prioritize options in terms of benefits, effectiveness and cost. Two things have been identified already: the free bike rack program and creating a PSA w/ Spot Filmworks. ( <b>Tasks 2&amp;3</b> ) 10.) Create City Bike position statement/catch phrase (with mayoral input). 11.) Design Park for Free logo.	Done Done Done Done Done Done Done
May - June	12.) Establish a creative strategy and introduce the City position statement during BikeFest. Include it on all posters, brochures and media releases. ( <b>Task 5</b> )  13.) Emphasize the free rack program on all printed materials and at as many events as possible. Distribute Park for Free flyer to businesses at all events. ( <b>Task 5</b> )	Done  Done Ongoing
July – Sept.	14.) Work with Purple Onion on pre-production of PSA (message, storyboards, voice over, etc.) ( <b>Task 5</b> )	Done
Oct. 5th	15.) Film PSA and do video transfer	Done
Oct. 11th	16.) Edit PSA	Done
November	17.) Focus Groups  18.) Create a bicycle web page	Done  Done
Dec. 19th	18.) Publish results of Focus Groups	Done
Jan., 2003	19. Deliver final report in form of a Strategic Marketing Plan for Bicycles	Done
April, 2003	20. Distribute PSA to local stations and cable shows	Done

## City of Milwaukee Bicycle Publicity Plan

### **Task 2 Identify options that educate the public and advocate the bicycle as a form of transportation**

It should be noted that certain options (see figure 1 below) were prioritized early on before the effectiveness research phase was completed. This was done due to a combination of immediate needs and opportunity. Secondary options were also identified and are listed later in figure 2.

#### **Figure 1 Early prioritized options for publicity plan:**

- I. Bicycle rack assistance program**
- II. Television public service announcement**
- III. Bicycle information web presence**
- IV. Logo for bicycle task force**

#### I. Bicycle Rack Assistance Program

The first priority identified was to ramp-up the free bicycle rack assistance program, which had not realized its full potential. This was done through a combination of methods in cooperation with the bicycle task force. First, several business improvement districts (BIDS) were contacted by BTF members from the Department of City Development and the Department of Public Works. Members of these BIDs received a letter from the mayor explaining the free rack program. The letter explained that racks would be installed in the public way in their district at no charge and offered individual businesses the chance to decline having a bike rack installed.

Then, locations for bike racks were marked by members of the BTF, BID members, the Milwaukee Police Dept. bicycle officers and Schlabowske. City crews then installed the racks. A publicity event was held with the Mayor, the downtown BID 21, the BTF and the BFW. All local stations and the two major papers covered the event. The event was also publicized in the City's DPW newsletter.

The event was also used to display the new Park for Free logo developed by the BFW. The BFW later developed a streamlined brochure for the program and updated the web page information on the DCD website, which was linked to the new City bicycle information web pages. All these products are attached in the creative showcase of this report or on the CD.

## City of Milwaukee Bicycle Publicity Plan

### II. Television Public Service Announcement

Next Schlabowske was able to leverage the BFW's non-profit status to make a \$55,000 television PSA for \$5,500. Schlabowske asked friends of his who own Purple Onion Productions if they would donate their services for the project, and they agreed. Since this was such a rare opportunity, the city decided that the Bike PSA would be the main option implemented under objective #5.

Schlabowske met with Purple Onion numerous times to convey to them three messages that would be appropriate for a spot. Purple Onion then developed 4 treatments from which Schlabowske selected two. Schlabowske then brought those two treatments to the City DPW staff and they approved one.

The target audience for the spot is healthy, married, adult males with middle to upper middle incomes. The spot is intended to encourage single occupancy vehicle drivers to try biking to work. The spot is also intended to help members of the target audience to see cyclists they may pass on the road as similar to themselves. The script chosen for the 30 second spot was lightly humorous. The story boards are attached in the next chapter and the spot is included on the CD copy of this report.

The PSA was finished with three different tagline options on the title page. These three options were shown to the BTF, the Mayor, City staff and the Wisconsin Department of Transportation. One was selected and a final version was created and delivered to the City and WisDOT for final approval. The spot was shot in such a way that the tagline and the credits could be changed if needed later for \$100-\$250. The spot was also shot so that it could be used in other cities or even other states.

The PSA will be distributed to the stations in the spring. WisDOT has expressed some interest in integrating it into their Marquette TDM publicity plan, which would allow a limited media buy. In the mean time, it was sent out as an unpaid PSA to all the local stations, the City's Channel 25 and Warner Cable.

### III. City Bicycle Information Web Presence

The City also wanted some simple bicycle information available on its website. To that end, City IT staff person, Hakima Williams, emailed Schlabowske the template pieces necessary to put together a bicycle web page that could be seamlessly integrated into the City web site. From these header and footer pieces, BFW member volunteer Greg Walz-Chojnacki constructed webpage templates. Schlabowske then developed the content for the pages. These pages have been delivered to Ms. Williams for upload to the City website and are included on the CD copy of this report.

## City of Milwaukee Bicycle Publicity Plan

### IV. Bicycle Task Force Logo

Members of the City of Milwaukee Bicycle Task Force decided the task force needs a logo and stationery for official business. Since the BTF works to encourage bicycle use in the city, it made sense to develop the logo with the publicity plan. For this, Schlabowske partnered with a student group from Professor Lilly Crowder's advanced advertising and public relations class at the University of Wisconsin-Milwaukee. These students worked with a volunteer graphic designer to develop a logo for the BTF. This logo will be used on stationery and is included as a tiff file and on page in chapter 4 of this report.

### **Secondary options for publicity plan**

In addition to the primary options, the secondary options are:

- V. Out of home:** a combination of billboard, bus backer panels and bus shelter flats and posters at bicycle retail stores.
- VI. Out of Home non-traditional:** trikes with banner ads would be unusual and could present at special events like Riversplash and other festivals. The BFW has one of these trikes. It was purchased for \$250 and banners could be added for little more than the cost of production.
- VII. Radio PSAs:** a series run during drive time while people are stuck in traffic. Possible script examples are included in the Creative Showcase.
- VIII. Print:** ads in the community papers and weeklies are cost effective and reach a specific target audience.
- IX. Sponsorship:** Leveraging a corporate brand or personality could be negotiated at little or no cost if properly pitched.
- X. Internet:** the website needs to be properly linked to maximize effectiveness. There are companies that do this professionally, or perhaps the City IT people could take this project on.
- XI. Valet Bike Parking:** running *Milwaukee by Bike* valet bike parking at festivals and special events would be a way to integrate marketing while providing a user service for cyclists. The Banner Trike could be used at this time.

## City of Milwaukee Bicycle Publicity Plan

**TASK 3                    PRIORITIZE OPTIONS IN TERMS OF BENEFITS AND EFFECTIVENESS:**

The market information and cost forms on the following page were estimated by Hanson Dodge advertising agency and are based on implementation of an integrated campaign described immediately afterwards. It should be noted that there currently exists no identified funding sources for such a campaign. But by leveraging the non-profit status of the Bicycle Federation of Wisconsin with the backing of WisDOT and the City of Milwaukee, much may be accomplished for free. However, a lack of dedicated funds for actual media buys will dramatically reduce the effectiveness of any campaign. Given that, this report suggests exploring the use of CMAQ dollars and/or Marquette Interchange Reconstruction TDM public information campaign funds as possible future monetary sources.

This proposed media campaign would include television, radio, print, out-of-home and non-traditional programs. These programs will highlight Milwaukee residents' ability to get involved in changing our community for the better. Not just by using clever marketing messages but also by creative use of the media channel itself. If **Milwaukee by Bike** wants to be seen as part of the fabric that makes-up a community then it needs to be involved in that community on many frontiers. From a presence at local special events, to community programs, to prominent community celebrity spokespersons, insuring a campaign's health over the course of several years is normally the responsibility of a professional marketing agency. The first year might only be a development year, consisting of brochures and basic educational messaging. The second year will take advantage of learning from the first and further tailor the message to the public. The third year could show vast rate cuts based on the historical spending and the economic standard – because the agency would negotiate that in advance.

*NOTE: The suggested media buy budget information on the next page reflects current standard rate sheets at the time of publication of this plan. The City has the right to accept or reject all or part of the suggested options in determining which media services will be included in the campaign. Media budgets can vary greatly upon space and materials reservation. Once a budget and buy plan, even a small one, is defined an agency will have much more negotiating power with the vendors.*

City of Milwaukee Bicycle Publicity Plan

**TABLE 4 SUGGESTED MEDIA BUY AND PRIORITIZED EFFECTIVENESS**

MEDIUM	# INSERTS	COST	% of Cost	REACH	% of Reach	CPM
Local TV	310	\$ 34,000	11%	61,233,882	45%	\$ 0.56
Radio	1040	\$ 91,420	30%	2,569,185	2%	\$ 35.58
Internet	n/a	\$ 10,500	3%	5,000,000	4%	\$ 2.10
Out-of-Home	205	\$ 121,600	40%	64,006,522	47%	\$ 1.90
Print	42	\$ 43,000	14%	2,435,320	2%	\$ 17.66
<b>Grand Total</b>	<b>1,597</b>	<b>\$ 300,520</b>		<b>135,244,909</b>		<b>\$ 2.22</b>

- \$60,000 Estimated Cost for Consulting Services on **TV commercial production**
- \$25,000 Estimated Cost for Consulting Services on **Radio spot production** (12 spots)
- \$40,000 Estimated Cost for Consulting Services on **Print execution** (8 ads)
- \$25,000 Estimated Cost for Consulting Services on **Print formatting** for various mediums
- \$20,000 Estimated Cost for Consulting Services on **Brochure execution** (8 pieces)
- \$31,000 Estimated Annual Cost for Consulting Services on **Media planning**
- \$25,000 Estimated Cost for Consulting Services on **Interactive/Web development**
- \$10,000 Estimated Cost for Consulting Services on **Sponsorship Model procurement**
- \$40,000 Estimated Annual Cost for Consulting Services on Account management
- \$40,000 Printing, Materials, Administrative and Reimbursable Costs (*Including, but not limited to such things as: printing, materials, survey administration, telephone, fax, postage, photocopying, transportation, etc.*)

**\$316,000 Total Estimated Annual Cost to the City**, actual cost will vary based on specific deliverables.

## City of Milwaukee Bicycle Publicity Plan

**TASK 4 AN INTEGRATED STRATEGIC MARKETING CAMPAIGN**

Developed the Bicycle Federation of Wisconsin and Hanson Dodge

Technical Approach and Suggested Best Practice: simplicity is the key

- **OBJECTIVE**
- **STRATEGY**
- **DESIGN**
- **PRODUCTION**
- **IMPLEMENTATION**
- **EVALUATION**

**CREATIVE STRATEGY**

The first step to any successful community marketing effort is to establish a clear creative strategy. After a City Staff person is assigned or an agency is contracted to implement this overall strategy, they could provide the City of Milwaukee with a map detailing a final timeline based creative strategy. Those recommendations should be based on marketing experience, combined with an understanding of the community, the market place and the campaign's objectives and transportation issues as they relate to cycling. If, at that time, it is determined that the messaging platform sketched out in this plan and the target audience are correctly aligned and require little manipulation, the creative production phase could begin immediately.

Creating a strong program that builds equity over time requires a very strategic and methodical approach. This campaign should be designed to take advantage of the media and the community at carefully selected points in time. It is crucial that the first stage be to develop a sound and permanent message, then support that message with strong ingredient programs that consistently deliver what the target audience is expecting from the brand. Then reach out into the community and exercise its involvement. All the while evolving through time to insure the message stays timely, relevant and fresh.

**CONCEPT IDEAS**

Great media programs and strong strategic placement are both lost if the message is off-target or improperly implemented. To really have a leg to stand on, the creative product has to be seen. It needs to evoke a reaction. To make a person notice and want to find out more...to incite interest.

## City of Milwaukee Bicycle Publicity Plan

To fully explore the ideas that have been proposed, the BFW has taken several of the messaging concepts to the composite stage to illustrate the breadth of the campaign. These comps are in the Creative Showcase in Appendix C. Here is the philosophy behind the campaign design.

### **CAMPAIGN LIFECYCLE**

It is important to realize there is life behind a campaign.

Does it have enough creative energy to withstand several months of constant bombardment, criticism, admiration and attention while still retaining its core values? Every campaign should have a definitive schedule. A strategic map to insure the creative product is always fresh, innovative and continues to evolve over the course of time. This will require someone who sees the big-picture as well as knowledge of facility improvements and bicycle transportation issues in general. The ideal person is a bike/ped coordinator or a specialized agency with similar knowledge. An intern or public ally may be able to fulfill this role. Or a professional agency with such specialized knowledge could also be hired (like an advertising or a transportation consulting agency).

This proposed campaign is designed to evolve over time. Not just by expenditure of media and marketing dollars (hoping that the people will simply 'jump-on-the-bandwagon'), but strategically, through the use of media barter agreements to augment media schedules and negotiate lower cost per thousand rates (CPM). Then, create a strategic map, or communications platform, that allows for the thoughtful integration of each media component into the overall strategy for the **Milwaukee by Bike** brand - - creating a cohesive campaign that offers results that shine. Finally, formulate success metrics that can be measured and judged over the life of the program to insure that the brand is continually evoking a positive response and building equity.

The campaign should begin with a broad-based program that reaches into the mass-market and seeds awareness of the brand that is **Milwaukee by Bike**. That brand then begins to stand for certain values, attributes and promises to the 'core-consumer' or target audience. This is the creation of Brand Equity. Brand equity is the value of the brand over the course of time as perceived by the audience. Harley-Davidson has brand equity.

This is accomplished by dissecting the lifecycle of the campaign into segments and understanding that in order to reach your objectives for the campaign it is imperative to follow a sound and concise strategy that will deliver the desired results. This plan suggests an approach that segments the campaign into phases that illustrate the focus of the individual programs in a clear direction to achieve the City of Milwaukee Department of Public Works' objectives, they are: Brand / Ingredient / Sponsorship / Community

## City of Milwaukee Bicycle Publicity Plan

### BRANDING CAMPAIGN

The core campaign is a branding campaign notifying the public of the new **Milwaukee by Bike** program and its attributes. This is an educational phase. It should carefully dissect the audience and the message so as to permeate each target with a succinct message until that message has become part of what they expect from the brand. This type of brand is referred to as the Master Brand. An example of this is IBM. They've taken a lifetime to insure that you know 'Big Blue.' Although 'Big Blue' is nothing you can purchase or touch or request from an operator...it is the quintessential Master Brand.

**Milwaukee by Bike** will be a Master Brand. Starting with the City's website, a television PSA, posters and pamphlets and brochures...and turning into a radio presence and then, hitting the streets...literally with the outreach trike display advertising. This plan envisions a campaign of billboards and posters that concentrate on easy-to-digest, simple messages with memorable visuals and a stand-out logo that ensures everyone understands whom we're talking about, and what values we stand for.

The Master Brand should be anchored by lively and interesting brochures that give the facts about traffic congestion, pollution, the associated costs and community involvement opportunities. Much of this information is already available in DOT and DNR brochures which could be easily adapted to this campaign.

### INGREDIENT CAMPAIGN

This phase of the campaign allows the brand to show multiple sides and faces. Becoming more than just one entity with one purpose - - but multiple missions under the same umbrella. An excellent example of this form of campaign is Citibank. Everyone knows Citibank. It's a trusted financial institution that is responsible for financing nearly one-in-seven publicly held companies. Yet it is still part of a larger whole - Citigroup. It is an ingredient brand to the Master Brand.

**Milwaukee by Bike** could be designed to show qualities of an ingredient brand. Having a clearly driver-oriented campaign as well as motorist and cyclist sub-campaign. Each execution could focus on the ability to convey a concise message uniquely to a targeted audience.

### SPONSORSHIP CAMPAIGN

This phase of the campaign allows the brand to branch away from its core responsibilities. Living off the reputation that it has created, it can now use basic association and still be recognized. An example of this is the "got milk?" campaign. The branding campaign was so successful and so prevalent that they can now leverage the Girls Scouts and their \$30M media purchasing power with its message, showing not only cookies...but Girl Scout® cookies - - still without milk.

**Milwaukee by Bike** could become a strong community icon that draws corporate sponsorship dollars from the business residents of Milwaukee, the corporations and corporate foundations. Milwaukee has a corporate heritage that has value that can be leveraged. The Miller Lite Ride for The Arts is a prime example of this.

## City of Milwaukee Bicycle Publicity Plan

To get people truly involved in the campaign it is necessary to seek approval by association. There could be an outdoor campaign that leverages the employee populations of area corporations and utilizes the affiliation that the employees have with their corporate communities, gaining traction from the employees of Miller, Harley, Alterra Coffee or Northwestern Mutual. This plan is presently used for Bike to Work Week in Milwaukee to some degree, but with great success in Madison.

**“Get to work in Milwaukee by *Bike*, with a motor or without.” sponsored by Harley-Davidson.**

This approach allows people to feel pride in their community by association. Harley isn't just a Milwaukee company. Harley is a Milwaukee symbol of excellence. By engaging one symbolic company sponsor, other area companies will also step-up and get involved. This process will begin with a targeted direct marketing campaign to Marketing Directors of premier companies, including a possible electronic sign-up sheet on the web site.

The seeds of this have already been sown with the companies linked in the text of the ***Milwaukee by Bike*** information website.

## COMMUNITY CAMPAIGN

The community campaign builds further into the brand, creating yet another avenue for the foray of communication to continue, but this time in the absence of the marketing message. By leveraging the community service aspect of the programs we continue to get exposure within the community because of the core brand values that have been built from the previous campaigns, this is what makes people want to support your brand without getting anything in return and often give to its cause instead. The Miller Lite Ride, Trek 100 and Major Taylor Bike Club at the Boys and Girls Clubs of Greater Milwaukee are other examples of this kind of community campaign.

***Milwaukee by Bike*** at its core needs community involvement. This plan suggests developing some sort of program that offers 'Community Kits.' The kits could have some neat design packaging to make them look like something bike related, a simple musette for example. It could have the ***Milwaukee by Bike*** logo on it and include things like a new city bike map, a patch kit, coupons, stickers, fridge magnets, community program guidelines, PSA's with a :05 charge for the township to insert its call, print program and usage guides, generic TV and radio spots - - and of course community outreach sponsorship programs to aid in getting sponsorship dollars. This program could even include actual street signs with the community name and corporate sponsor logo guidelines, similar to the adopt-a-highway program.

## City of Milwaukee Bicycle Publicity Plan

### **PUBLIC RELATIONS**

PR is a critical component of any successful community marketing effort. Yet, it is such a highly specialized discipline, it either requires a professional agency with PR experience or a City PR specialist with constant communication with DPW staff. This agency or staff person needs to be on the watch for every opportunity to include **Milwaukee by Bike** in all appropriate messages.

### **DESIGN**

Good design and professional quality images will be necessary to compete against the barrage of messages put out from the auto industry designed to convince people they are what they drive. With professional and thoughtful design, this project can leverage and spin those messages to include bicycles in the thought process of motorists. You are what ride. But in order to compete against the barrage of other transportation messaged encouraging people to drive, **Milwaukee by Bike** will require top-quality professional design.

### **INTERACTIVE**

Whether Intranet or Internet, it is crucial that the user experience in the digital world be consistent with the overall brand strategy. The web experience is more complex than simply translating the visual style, but with limited resources, developing a consistent visual style is the place to start. This was done with the **Milwaukee by Bike** information pages and should be carried through whenever opportunities to develop the **Milwaukee by Bike** brand present themselves in the future. This could be on the DCD website, the WisDOT website and the Bike Fed website. Any time Milwaukee is discussed in relation to cycling, **Milwaukee by Bike** should be mentioned. As time goes by, a google search of "**Milwaukee by Bike**" should yield many links to a wide array of topics.

### **ADVERTISING**

Advertising is one of the most basic elements of any integrated marketing plan, and it can be extremely effective in building awareness within an extended community and a mass audience. After reviewing the final approved overall media budget, the contracted agency or assigned city staff person should analyze the integration of marketing, public relations, and promotion strategies to determine the best mix for the City of Milwaukee and to determine what role advertising may play. Most agencies have a full service media department that develops media strategies, plans, manages ongoing campaigns, and reports on all media programs. The media department will also recommend optimization strategies to maximize return on investment for City of Milwaukee or the Wisconsin Department of Transportation, depending on the final client. In addition to the strategic value, a professional agency can deliver the creative and media placement services to fulfill the needs of this campaign. The overall strategy for the advertising program will follow.

### **PROMOTION/SPONSORSHIP**

One of the best ways to build brands is to leverage existing brands through co-branding, co-marketing and sponsorship programs. An agency can create promotional programs designed to build the **Milwaukee by Bike** brand while delivering sponsorship dollars to assist in funding these programs or provide additional revenue opportunities for City of Milwaukee. Agencies often develop promotional programs that yield substantial return on investment and measurable results. Many professional agencies with bicycle advertising or transportation experience have the resources and to provide the strategy, ideation, program

## City of Milwaukee Bicycle Publicity Plan

development, sponsor solicitation, and program management services for promotions and sponsorship programs.

Promotions like the Bike to the Brewers Game and BikeFest 2002 can be very effective and still remain inexpensive to implement, but they do take a significant amount of effort to develop. If no agency is ever contracted to implement this plan in its entirety, perhaps it might be possible to hire an intern from the Public Allies to coordinate these sponsorship types of events and grow these partnerships. The City DCD uses Public Allies, as they can be hired for \$12,400 for 10 months of service. Public Allies can be contacted at the following:

Tonya Crampton  
Associate Director  
Public Allies Milwaukee  
1737 N. Palmer St.  
Milwaukee, WI 53212

Below are a few suggested general project types for a public ally:

- Local Professional Team Sponsorships
- Reciprocal Co-Marketing Corporate Programs
- Community Involvement Programs
- Area School/Community Center Sponsorships
- Local Outreach Program Co-Marketing/Sponsorship

## Deliverables Placement are based on a 3-Year Strategy

### **TELEVISION**

Ideally, the television promotions should include local Milwaukee network and cable stations (especially OLN). The buy should focus on early morning and evening spots. This could be supplemented with occasional mid-day and weekend spots. The ad formats would consist of 15, 30 and 60 second spots rotating through programming schedules. Although an agency will negotiate for the best placement possible within the advertising clusters, ultimately the amount of media dollars set-aside for the program will dictate the amount of traction available with the individual media vendors.

City of Milwaukee Bicycle Publicity Plan

**METROPOLITAN MILWAUKEE NETWORK/CABLE TV**

MATA CHANNELS 14 & 96  
2404 W. CLYBOURN ST.  
MILWAUKEE, WI 53212  
342-4000  
PSA CONTACT: PATTY DEE (PREFER FORMAT DVC PRO TAPES)

TIME WARNER CABLE SOUTHEAST WIS. DIV  
P.O. BOX 5102990  
MILWAUKEE, WI 53203-0057  
(414) 277-4400  
LOCAL ADVERTISING IS AVAILABLE ON ESPN/ESPN2, USA, CNN, MTV, TNT, TNN, LIFE, A+E, NICK,  
HLN. FAMILY, TDC, TWC, ODR, ENT, COM, HIST, TLC, CNBC, BET, TBS, TOON, SCI-FI, HGTV, MSC

WCGV-TV CHANNEL 24  
4041 N. 35<sup>TH</sup> ST  
MILWAUKEE, WI 53216  
PSA CONTACT: SHAUNA, WILL ACCEPT 10, 30, OR 60 SECOND TAPES.

WDJT-TV CHANNEL 58  
809 S. 60<sup>TH</sup> ST.  
MILWAUKEE, WI 53214  
(414) 777-5800  
PSA CONTACT: SARA SILVER, WILL ACCEPT BETA SP ONLY

WISN-TV CHANNEL 12  
PO BOX 402-53201  
759 N. 19<sup>TH</sup> ST  
MILWAUKEE, WI 53233  
(414) 342-8812  
PSA CONTACT: SECOND BETA CAM OR 1 INCH TAPES

WITI CHANNEL 6  
PO BOX 17600  
9001 N. GREEN BAY RD.  
MILWAUKEE, WI 53217-0600  
(414) 355-6666  
PSA CONTACT: KELLY SKINDZELEWSKI

WTMJ-TV CHANNEL 4  
720 E. CAPITOL DR.  
PO BOX 693 (53201)  
MILWAUKEE, WI 53212  
(414) 332-9611  
PSA CONTACT: STANDARD LEGTHS AND FORMATS

WVTV CHANNEL 18  
4041 N. 35<sup>TH</sup> ST  
MILWAUKEE, WI 53216  
(414) 442-7050  
PSA CONTACT: SHAUNA, PREFER 1" VIDEO TAPE

## City of Milwaukee Bicycle Publicity Plan

### **RADIO**

The media program should focus on Milwaukee area radio stations broadcasting to the general population. The target stations cover the broad spectrum of programming formats from public and talk to general music programming.

WAUK AM	WJYA AM	WMSE FM
WBKV AM	WJZI FM	WMWK FM
WBSD FM	WKKV FM	WMYX FM
WBWI FM	WKLH FM	WNOV AM
WCCX FM	WKSH AM	WOKY AM
WEMP AM	WKTJ FM	WRIT FM
WFMR FM	WLTQ FM	WTMJ AM
WGLB AM	WLZR FM	WYRE CABLE FM
WISN FM	WMCS AM	WYLO AM
WJMR FM	WMIL FM	WXSS FM

The ad formats for radio could include 60-second spots, supplemented by 30 and 10-second spots with 15-second spot public service announcements and traffic, news and weather report sponsorships. These should be broadcasted through all target language segments (spanish and english). The campaign will target morning and afternoon drive times, with occasional spots throughout the day and weekends.

### **WEB**

Internet promotions should focus on web sites that provide geo-targeting capabilities. These web sites have the ability to target visitors based on their location. Major portals, search engines and directories will be used for this targeted interactive campaign. Ad units should include banners of all sizes and configuration, as well as sponsorships and key word buys.

The online program could include radio and television websites to extend broadcast coverage. The programs should include direction to the city web site.

### **INTERNET**

Search Engines – Excite, Google, Dogpile, AltaVista, Fast-all-the-web, Iwon, Webcrawler, DirectHit, HotBot, Goto, Lycos  
 Directories – Yahoo and About  
 Portals – MSN, Netscape, CNN, NBCi  
 Web Newspapers – Bayarea.com  
 WebRadio – Local Radio station websites  
 WebTV – Regional Television websites

## City of Milwaukee Bicycle Publicity Plan

### **OUT-OF-HOME AND NON-TRADITIONAL**

The out-of-home media programs include fixed and mobile transit promotions on buses and the trikes, as well as premier poster panels, billboard advertising and poster in retail bike stores. These promotions should be located throughout the central-city area, along freeways and major thoroughfares of the Milwaukee metro area.

The fixed transit ads cover bus shelters. Mobile ad programs will target the exterior and interior of city buses and the special trikes at events like Summerfest or Riversplash.

Premier poster panels will be located on major traffic areas throughout the city. These can be moved throughout the campaign to various locations to generate greater coverage. Selected billboards will be used in freeway corridors with five miles of Milwaukee's central business district and other in high population density areas like the south side. These locations will be negotiated for 'long-term' messaging - - such tactics are useful when entering into agreements of substantial length. They usually involve contracts for several years at substantially reduced rates.

In addition to traditional outdoor usage, this campaign **highly** recommends a non-traditional presence that ranges from special mobile trikes at special events with poster panel advertisements, to complimentary event admission with arrival via alternative transportation. These programs should be part of a community involvement ingredient campaign that would run the breadth of the second, third and subsequent years - - giving the campaign a long-term lifespan with real value for involvement. The Bicycle Federation of Wisconsin has such a trike. The City could simply purchase the banner ads to post on the trike and have it on display at special events.

### **PRINT**

The media program should include area newspapers and magazines. These target the general population and cover all demographics. The campaign could utilize black & white and 4-color advertisements that could be accented by a pervasive PR campaign. A complete list of all newspapers can be found in the All Wisconsin Media Directory, but here are a few special targets:

Milwaukee Journal Sentinel-Daily/Sunday

Milwaukee Magazine

The Shepherd Express

Milwaukee Business Journal

Riverwest Currents

The Bay Viewer and other Community Newspapers such as CNI

## City of Milwaukee Bicycle Publicity Plan

### **RESULTS – MEASURING SUCCESS – MEDIA PROGRAM OUTLINES**

The initial proposed media spending plan places emphasis on the mass market and the generally targeted audience to create the foundation of the community awareness program. As the Plan spreads in cost scope so too do the results. This is accomplished by utilizing the additional dollars spent, usually the most expensive dollars, for programs aimed at a targeted group of individuals called “influencers.” The more messages that are targeted to influencers the more expensive the campaign. Why? The surrounding public will emulate their actions. Influencer-targeted marketing often involves sponsorships, exclusive privileges and celebrity endorsement. Those types of programs can be included at varying scales throughout proposed plan levels; however they should be much more prevalent in the later plans. These programs could include:

- Telephone surveys to test for market awareness
- Mailer surveys that offer community-sponsored retailer discounts for participation
- Focus groups – double-blind and completely random to test the effectiveness of the campaign at critical intervals
- Online surveys that offer education and increased self-esteem for the children “In-School” programs
- Web games and quizzes that are fed traffic by each and every paid and non-paid message that is run throughout the campaign

Of course the real measure of success is are more people riding bikes and fewer people driving cars by themselves. This can be measured by surveying the mode split or checking the 2010 census journey to work data to see if Milwaukee has moved above the .28% share for bicyclists it measured in the 2000 Census. More specific data about this is provided in the table on the next page.

### **TASK 5 IMPLEMENT AT LEAST ONE OF THE IDENTIFIED OPTIONS**

Despite a very limited budget, the Bicycle Federation of Wisconsin was able to implement several identified options, rather than just one. These are the high priority options listed earlier in this report. In addition to those options, the BFW has included several other creative ideas that could be developed fully in the future, if more funding is identified. These are included in the creative showcase that follows.

City of Milwaukee Bicycle Publicity Plan

**APPENDIX A MARKET DATA**

***2000 Journey to Work Data***

Area	Workers	Single Occupancy Vehicles	Car Pool	Transit	Walk	Bike	Work at Home
Milwaukee County	427,620	320,665	49,293	29,454	15,857	1,454	8,956
Outside Milwaukee County	389,260	333,646	31,421	3,387	6,721	2,237	11,848
Milwaukee-Racine CMSA	816,880	654,311	80,714	32,841	22,578	3,268	20,804

***2000 Market Share***

Area	Workers	Single Occupancy Vehicles	Car Pool	Transit	Walk	Bike	Work at Home
Milwaukee County	100.0%	75.0%	11.5%	6.9%	3.7%	0.34%	2.1%
Outside Milwaukee County	100.0%	85.7%	8.1%	0.9%	1.7%	0.6%	3.0%
Milwaukee-Racine CMSA	100.0%	80.1%	9.9%	4.0%	2.8%	0.42%	2.5%

## City of Milwaukee Bicycle Publicity Plan

**MODAL SPLIT INFORMATION FOR WISCONSIN'S MAJOR MUNICIPALITIES**

	Place	1990 Population	1990 Bike	1990 Public Transit	1990 Households w/o a car	2000 Population	2000 Bike	2000 Public Transit	2000 Households w/o a car
1	Madison	207525	3.29%	7.39%	11.8%	191262	3.44%	7.89%	13.82%
2	La Crosse	51638	1.14%	2.46%	12.13%	51003	1.67%	3.19%	14.49%
3	Sheboygan	50801	0.97%	1.59%	10.34%	49676	0.88%	2.29%	11.66%
4	Manitowoc	33996	0.8%	0.72%	9.84%	32520	0.43%	1.15%	11.74%
5	Oshkosh	62943	0.75%	1.34%	7.42%	55006	0.66%	2.03%	10.77%
6	Eau Claire	61516	0.74%	1.71%	7.36%	56930	1.08%	1.46%	9.29%
7	Fond du Lac	42296	0.68%	1.04%	8.81%	37757	0.47%	0.82%	9.24%
8	Appleton	70124	0.55%	1.12%	6.53%	65651	0.63%	1.93%	7.25%
9	Racine	81827	0.49%	3.37%	13.27%	84298	0.67%	3.44%	14.29%
10	Wausau	38404	0.41%	2.12%	10.07%	37060	0.56%	2.12%	11.15%
11	Green Bay	102368	0.39%	1.37%	8.37%	96466	0.53%	2.22%	10.54%
12	Milwaukee	596956	0.34%	10.44%	21.36%	628088	0.34%	11.2%	24.51%
13	West Bend	28133	0.31%	1.35%	7.59%	23916	0.36%	0.28%	7.02%
14	Waukesha	64372	0.29%	1.79%	8.24%	56958	0.33%	1.51%	7.47%
15	Superior	27382	0.27%	2.07%	11.81%	27134	0.57%	1.83%	16.57%
16	Janesville	59366	0.23%	0.98%	5.94%	52133	0.34%	1.23%	7.39%
17	West Allis	61295	0.23%	3.34%	12.5%	63221	0.24%	4.18%	11.49%
18	Wauwatosa	47271	0.18%	2.27%	8.07%	49366	0.18%	2.69%	7.62%
19	Brookfield	38807	0.15%	0.53%	1.99%	35184	0.21%	1.13%	1.93%
20	Greenfield	35478	0.14%	1.85%	7.63%	33403	0.36%	2.78%	5.01%
21	Oak Creek	28456	0.14%	1.22%	4.76%	19513	0.07%	1.36%	3.74%
22	Kenosha	90668	0.13%	1.57%	8.85%	80375	0.43%	2.25%	11.45%
23	Beloit	35653	0.11%	1.1%	10.34%	35573	0.37%	1.04%	11.29%
24	New Berlin	38362	0.1%	0.55%	2.61%	33592	0.19%	0.75%	1.07%
25	Menomonee Falls	32646	0.02%	0.68%	4.77%	26840	0.04%	0.89%	4.29%

City of Milwaukee Bicycle Publicity Plan

Table 1. Profile of Selected 1990 and 2000 Characteristics

Geographic Area: Milwaukee County, Wisconsin

Subject	1990 Census		Census 2000		Change 1990 to 2000	
	Number	Percent	Number	Percent	Number	Percent
<b>POPULATION</b>						
Total population .....	959,275	100.0	940,164	100.0	-19,111	-2.0
In households .....	933,402	97.3	916,003	97.4	-17,399	-1.9
In group quarters .....	25,873	2.7	24,161	2.6	-1,712	-6.6
<b>HOUSEHOLD SIZE</b>						
Total households .....	373,542	100.0	377,983	100.0	4,441	1.2
1-person household .....	109,051	29.2	124,562	33.0	15,511	14.2
2-person household .....	116,463	31.2	114,974	30.4	-1,489	-1.3
3-person household .....	60,472	16.2	56,529	15.0	-3,943	-6.5
4-person household .....	49,285	13.2	44,291	11.7	-4,994	-10.1
5-or-more-person household .....	38,271	10.2	37,627	10.0	-644	-1.7
Mean number of persons per household .....	2.50	(X)	2.42	(X)	-0.08	(X)
<b>VEHICLES AVAILABLE<sup>1</sup></b>						
Total households .....	373,542	100.0	377,983	100.0	4,441	1.2
No vehicle available .....	67,936	18.2	60,862	16.1	-7,074	-10.4
1 vehicle available .....	144,030	38.6	156,388	41.4	12,358	8.6
2 vehicles available .....	123,106	33.0	123,539	32.7	433	0.4
3 vehicles available .....	28,947	7.7	28,346	7.5	-601	-2.1
4 vehicles available .....	7,238	1.9	6,535	1.7	-703	-9.7
5 or more vehicles available .....	2,285	0.6	2,313	0.6	28	1.2
Mean vehicles per household .....	1.39	(X)	1.40	(X)	0.01	(X)
<b>WORKERS BY SEX<sup>1</sup></b>						
Workers 16 years and over .....	439,449	100.0	427,620	100.0	-11,829	-2.7
Male .....	227,488	51.8	215,300	50.3	-12,188	-5.4
Female .....	211,961	48.2	212,320	49.7	359	0.2
<b>MEANS OF TRANSPORTATION TO WORK</b>						
Workers 16 years and over .....	439,449	100.0	427,620	100.0	-11,829	-2.7
Drove alone .....	319,058	72.6	320,665	75.0	1,607	0.5
Carpooled .....	52,539	12.0	49,293	11.5	-3,246	-6.2
Public transportation (including taxicab) .....	34,683	7.9	29,454	6.9	-5,229	-15.1
Bicycle or walked .....	22,655	5.2	17,091	4.0	-5,564	-24.6
Motorcycle or other means .....	2,383	0.5	2,161	0.5	-222	-9.3
Worked at home .....	8,131	1.9	8,956	2.1	825	10.1
<b>TRAVEL TIME TO WORK</b>						
Workers who did not work at home .....	431,318	100.0	418,664	100.0	-12,654	-2.9
Less than 5 minutes .....	10,674	2.5	9,901	2.4	-773	-7.2
5 to 9 minutes .....	47,973	11.1	41,982	10.0	-5,991	-12.5
10 to 14 minutes .....	75,406	17.5	69,055	16.5	-6,351	-8.4
15 to 19 minutes .....	90,859	21.1	81,921	19.6	-8,938	-9.8
20 to 29 minutes .....	117,297	27.2	112,954	27.0	-4,343	-3.7
30 to 44 minutes .....	63,163	14.6	69,955	16.7	6,792	10.8
45 or more minutes .....	25,946	6.0	32,896	7.9	6,950	26.8
Mean travel time to work (minutes) .....	19.7	(X)	21.9	(X)	2.2	(X)
<b>TIME LEAVING HOME TO GO TO WORK</b>						
Workers who did not work at home .....	431,318	100.0	418,664	100.0	-12,654	-2.9
5:00 a.m. to 6:59 a.m. ....	119,727	27.8	113,808	27.2	-5,919	-4.9
7:00 a.m. to 7:59 a.m. ....	129,580	30.0	125,680	30.0	-3,900	-3.0
8:00 a.m. to 8:59 a.m. ....	60,050	13.9	57,934	13.8	-2,116	-3.5
9:00 a.m. to 9:59 a.m. ....	18,934	4.4	18,229	4.4	-705	-3.7
10:00 a.m. to 11:59 a.m. ....	13,240	3.1	13,728	3.3	488	3.7
12:00 p.m. to 11:59 p.m. ....	80,523	18.7	75,482	18.0	-5,041	-6.3
12:00 a.m. to 4:59 a.m. ....	9,264	2.1	13,803	3.3	4,539	49.0

1 See the entry for this item in the Technical Notes in the root directory or state subdirectories (filename: tech\_notes.txt).  
(X) Not applicable.  
Source: U.S. Census Bureau. Census of Population and Housing, 1990 and 2000 long-form (sample) data.

City of Milwaukee Bicycle Publicity Plan

CENSUS TRANSPORTATION PLANNING PACKAGE (CTPP 2000)

Table 2. Profile of Selected 2000 Characteristics

Geographic Area: Milwaukee County, Wisconsin

Subject	Census 2000	
	Number	Percent
<b>POPULATION BY AGE</b>		
Total population .....	940,164	100.0
Under 16 years .....	221,595	23.6
16 to 20 years .....	68,239	7.3
21 to 24 years .....	55,943	6.0
25 to 44 years .....	285,911	30.4
45 to 64 years .....	187,063	19.9
65 years and over .....	121,413	12.9
Mean age (years) .....	35.2	(X)
<b>HOUSEHOLD INCOME IN 1999<sup>1</sup></b>		
Total households .....	377,983	100.0
Less than \$15,000 .....	65,598	17.4
\$15,000 to 19,999 .....	26,545	7.0
\$20,000 to 24,999 .....	27,468	7.3
\$25,000 to 49,999 .....	119,862	31.7
\$50,000 to 74,999 .....	72,565	19.2
\$75,000 to 99,999 .....	35,982	9.5
\$100,000 or more .....	29,963	7.9
Mean household income (dollars) .....	48,868	(X)
Median household income (dollars) .....	38,100	(X)

Household Size by Vehicles Available<sup>1</sup>

Household Size	Mean vehicles per household	Vehicles available					
		Total households	No vehicle	1 vehicle	2 vehicles	3 vehicles	4 or more vehicles
<b>Total households</b> .....	<b>1.40</b>	<b>377,985</b>	<b>60,860</b>	<b>156,390</b>	<b>123,540</b>	<b>28,345</b>	<b>8,850</b>
Row percent .....	(X)	100.0	16.1	41.4	32.7	7.5	2.3
Column percent .....	(X)	100.0	100.0	100.0	100.0	100.0	100.0
<b>1-person household</b> .....	<b>0.84</b>	<b>124,560</b>	<b>32,770</b>	<b>81,440</b>	<b>8,415</b>	<b>1,360</b>	<b>575</b>
Row percent .....	(X)	100.0	26.3	65.4	6.8	1.1	0.5
Column percent .....	(X)	33.0	53.8	52.1	6.8	4.8	6.5
<b>2-person household</b> .....	<b>1.54</b>	<b>114,975</b>	<b>11,630</b>	<b>39,620</b>	<b>56,170</b>	<b>6,130</b>	<b>1,430</b>
Row percent .....	(X)	100.0	10.1	34.5	48.9	5.3	1.2
Column percent .....	(X)	30.4	19.1	25.3	45.5	21.6	16.2
<b>3-person household</b> .....	<b>1.73</b>	<b>56,530</b>	<b>6,215</b>	<b>15,725</b>	<b>23,605</b>	<b>9,455</b>	<b>1,530</b>
Row percent .....	(X)	100.0	11.0	27.8	41.8	16.7	2.7
Column percent .....	(X)	15.0	10.2	10.1	19.1	33.4	17.3
<b>4-or-more-person household</b> .....	<b>1.80</b>	<b>81,920</b>	<b>10,250</b>	<b>19,600</b>	<b>35,350</b>	<b>11,400</b>	<b>5,315</b>
Row percent .....	(X)	100.0	12.5	23.9	43.2	13.9	6.5
Column percent .....	(X)	21.7	16.8	12.5	28.6	40.2	60.1

Means of Transportation to Work by Travel Time to Work<sup>1</sup>

Means of Transportation	Mean travel time to work (minutes)	Travel time to work					
		Workers who did not work at home	Less than 10 minutes	10 to 19 minutes	20 to 29 minutes	30 to 44 minutes	45 or more minutes
<b>Workers who did not work at home</b> .....	<b>21.9</b>	<b>418,665</b>	<b>51,885</b>	<b>150,975</b>	<b>112,955</b>	<b>69,955</b>	<b>32,895</b>
Row percent .....	(X)	100.0	12.4	36.1	27.0	16.7	7.9
Column percent .....	(X)	100.0	100.0	100.0	100.0	100.0	100.0
<b>Drove alone</b> .....	<b>20.6</b>	<b>320,665</b>	<b>37,170</b>	<b>122,205</b>	<b>93,550</b>	<b>50,935</b>	<b>16,800</b>
Row percent .....	(X)	100.0	11.6	38.1	29.2	15.9	5.2
Column percent .....	(X)	76.6	71.6	80.9	82.8	72.8	51.1
<b>Carpooled</b> .....	<b>22.3</b>	<b>49,295</b>	<b>5,695</b>	<b>17,600</b>	<b>12,810</b>	<b>9,155</b>	<b>4,035</b>
Row percent .....	(X)	100.0	11.6	35.7	26.0	18.6	8.2
Column percent .....	(X)	11.8	11.0	11.7	11.3	13.1	12.3
<b>Public transportation (including taxicab)</b> ..	<b>39.9</b>	<b>29,455</b>	<b>580</b>	<b>4,150</b>	<b>4,800</b>	<b>8,775</b>	<b>11,150</b>
Row percent .....	(X)	100.0	2.0	14.1	16.3	29.8	37.9
Column percent .....	(X)	7.0	1.1	2.7	4.2	12.5	33.9
<b>Bicycle or walked</b> .....	<b>11.6</b>	<b>17,090</b>	<b>7,975</b>	<b>6,435</b>	<b>1,515</b>	<b>645</b>	<b>525</b>
Row percent .....	(X)	100.0	46.7	37.7	8.9	3.8	3.1
Column percent .....	(X)	4.1	15.4	4.3	1.3	0.9	1.6
<b>Motorcycle or other means</b> .....	<b>33.1</b>	<b>2,160</b>	<b>470</b>	<b>585</b>	<b>275</b>	<b>445</b>	<b>380</b>
Row percent .....	(X)	100.0	21.8	27.1	12.7	20.6	17.6
Column percent .....	(X)	0.5	0.9	0.4	0.2	0.6	1.2

<sup>1</sup> See the entry for this item in the Technical Notes in the root directory or state subdirectories (filename: tech\_notes.txt).  
(X) Not applicable.  
Source: U.S. Census Bureau, Census of Population and Housing, 1990 and 2000 long-form (sample) data.

City of Milwaukee Bicycle Publicity Plan

**APPENDIX B AGENCY CONTACT INFORMATION**

**The Bicycle Federation of Wisconsin**

Milwaukee Office:

1845 N. Farwell Ave., Suite 220

Milwaukee, WI 53202

414.271.9685

Contact Person: Dave Schlabowske, Milwaukee Program Manager

Madison Office:

106 E. Doty St., Suite 400

Madison, WI 53703

608.251.4456

**City of Milwaukee Department of Public Works**

Frank P. Zeidler Municipal Bldg.

841 N. Broadway Ave.

Milwaukee, WI 53202

Jeff Polenske, P.E.

City Engineer

414.286.2400

[jpolen@mpw.net](mailto:jpolen@mpw.net)

Mike Loughran, P.E.

Infrastructure Services Division, Room 919

414.286.3667

[mlough@mpw.net](mailto:mlough@mpw.net)

**Hanson Dodge Inc.**

301 N. Water St

Milwaukee, WI 53202

Contact: Duane Nelson

414.347.1266

City of Milwaukee Bicycle Publicity Plan

## Creative Showcase

Most of the images that follow are meant as starting points and guides and not intended as final products. It is assumed that any agency hired to implement this marketing strategy would develop a unified campaign with the professional quality images and design necessary to compete against the constant assault of messages from the auto manufacturers.

City of Milwaukee Bicycle Publicity Plan



*Milwaukee by **Bike***

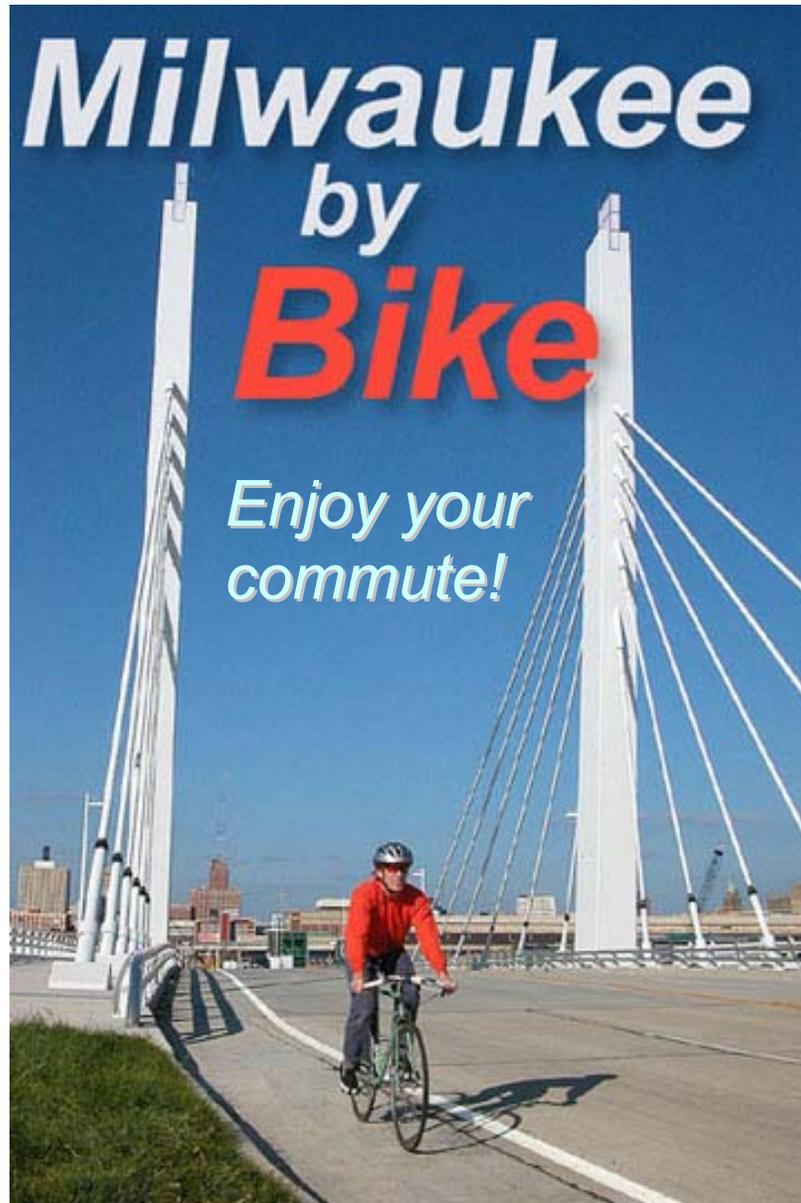
**Media:** Logo Option #1 **Audience:** Milwaukee Metro Area **Campaign:** Branding  
**Benefits:** Easily translates into multiple messages and formats

City of Milwaukee Bicycle Publicity Plan

*Milwaukee*  
*by **Bike*** 

**Media:** Logo Option #2 **Audience:** Milwaukee Metro Area **Campaign:** Branding  
**Benefits:** Easily translates into multiple messages and formats

City of Milwaukee Bicycle Publicity Plan



*Milwaukee By **Bike** > Enjoy your commute*

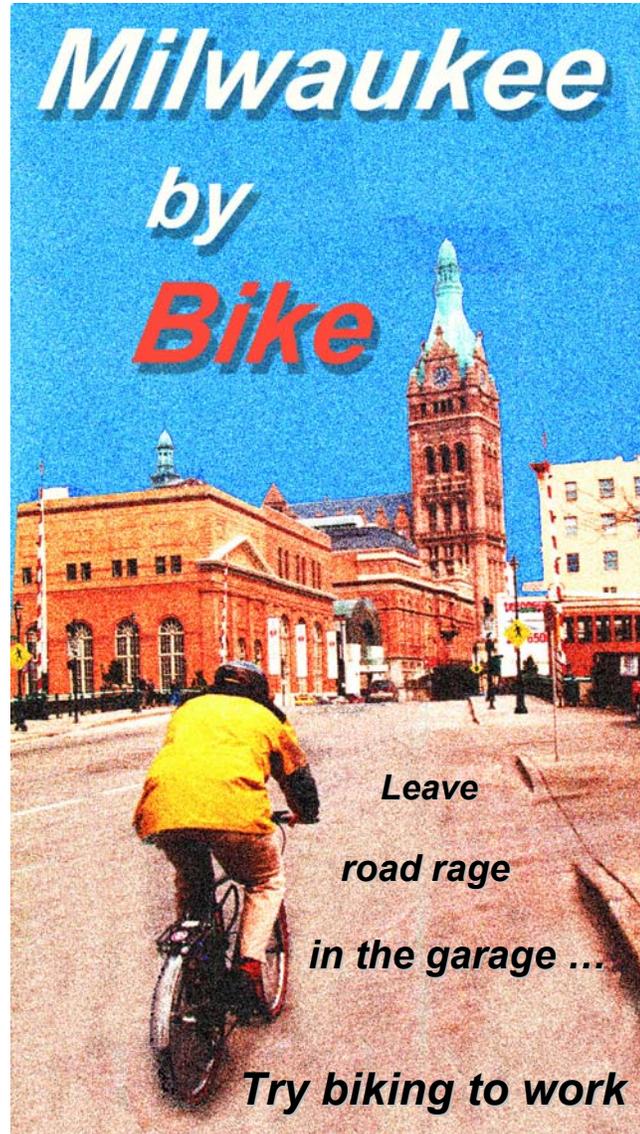
**Media:** poster, billboard or busbacker **Audience:** Drivers commuting to work city streets

**Campaign:** Brand **Message:** Enjoy your commute

**Goal:** Convince drivers with short commutes to try cycling

**Benefits:** Strong visual with high recognition

City of Milwaukee Bicycle Publicity Plan



*Milwaukee by **Bike*** > Leave road rage in the garage

**Media:** Poster, billboard or bus backer **Audience:** Drivers commuting to work city streets

**Campaign:** Brand **Message:** Enjoy your commute

**Goal:** convince drivers with short commutes to try cycling

**Benefits:** Strong visual with high recognition that reinforces television spot

City of Milwaukee Bicycle Publicity Plan

## *Milwaukee by **Bike** > Outreach Trike*

**Media:** Poster, billboard or bus backer **Audience:** Drivers commuting to work city streets

**Campaign:** Sponsorship, Ingredient or Community **Message:** Enjoy your commute

**Goal:** convince drivers with short commutes to try cycling

**Benefits:** Strong visual with high recognition that reinforces the message by association. The Trike is the message, carries the message and can leverage the message by association with the event at which it appears

The trike pictured on the first page belongs to the Bicycle Federation of Wisconsin. It could be leased for a minimal charge and the Bike Fed could create and apply banners to the trike specific to event outreach needs. The trikes pictured on the following two pages are from an advertising agency. Those trikes are much more expensive to lease, costing nearly \$8,000 for a short period.

City of Milwaukee Bicycle Publicity Plan



This Trike is in excellent condition. It has a basket capable of holding brochures and a larger cargo area below that could be modified to hold a large pop-up banner similar to those on the tri-bikes on the next two pages.

City of Milwaukee Bicycle Publicity Plan

City of Milwaukee Bicycle Publicity Plan

City of Milwaukee Bicycle Publicity Plan

## Milwaukee by **Bike** > Game Show

**Media:** :60 Radio **Audience:** Motorist Drive time **Message:** Biking in Milwaukee is safe, healthy and fun **Campaign:** Brand **Goal:** Inform drivers that bicycling in the city is a safer than in suburbs **Benefits:** Humorous way to get simple fact across

(Don Pardo type voice) : "It's time to play Wisconsin's favorite game show ...

(audience voices shout): Milwaukee By Bike!

(Host voice): I'm your host Lance Legstrong. Let's meet our first contestant Don from Bay View. Spin the wheel Don.

(Sound of bicycle wheel spinning then stopping)

(Host voice): All right Don, for \$250, Fact or fiction: Riding a bike on city streets is safer than in the suburbs.

(Milwaukee voice): Oh yah Lance, it's a fact!

(Host): You're Right Don! (Audience applause) A recent study by the Federal Highway Administration showed that it is actually safer to ride your bike on city streets than in outer ring suburbs. Biking in Milwaukee is healthy, safe and fun!(more applause)

This message brought to you by the City of Milwaukee Bicycle Task Force and the Bicycle Federation of Wisconsin. For more information about enjoying Milwaukee by bike, go to the bicycle information page on the City of Milwaukee website at [www.milwaukee.gov/bike](http://www.milwaukee.gov/bike).

City of Milwaukee Bicycle Publicity Plan

## Milwaukee by **Bike** > It's a date

**Media:** :30 Radio **Audience:** Motorist Drive time **Message:** Biking in Milwaukee is safe, healthy and fun **Campaign:** Brand **Goal:** Inform drivers that bicycling in the city is a safer than in suburbs **Benefits:** Humorous way to get simple fact across

(Phone rings, sound of woman answering): Hello?

Man's voice sounding very upbeat but equalized to sound like on a phone): "Hey Mary, wanna grab some coffee?"

(Woman): "Oh hi Jim. Sure, let's meet at the new Alterra Coffee pumping station by the lake."

(Man's voice sounding doubtful): "That place is cool, but the last time I drove there I had a hard time finding a place to park."

(Woman's voice sounding slightly amused): "There's tons of parking ... *if we go by bike*. See ya there in ten minutes?"

(Man's voice, light laugh in his reply): "Oh *alright*, It's a date Ms. Milwaukee By Bike, but this means I'm getting the whipped cream with my mocha!"

(Radio voice): For more information about how to enjoy Milwaukee by bike and its many bike-friendly businesses, check out the bicycle information page on the City of Milwaukee website. This message brought to you by the City of Milwaukee Bicycle Task Force and the Bicycle Federation of Wisconsin. Milwaukee by bike: Leave the car at home.

City of Milwaukee Bicycle Publicity Plan

## Milwaukee by **Bike** > Officer Friendly

**Media:** :30 Radio **Audience:** Cyclists and motorists **Message:** Bikes belong on the road **Campaign:** Brand **Goal:** Inform drivers that bikes belong on the road **Benefits:** Encourages cyclists

(Sound of bike wheel, then police whistle and an Irish voice says) Pull over there junior. And what just do you think you're doing, now?

(Cyclist's voice, slightly out of breath a bit) I'm riding my bike to work officer. Why, what did I do?

(Irish officer) Well, I don't see any training wheels on that bike and you hardly look like yer younger than ten years old, so can you explain why ya I find ya ridin on the sidewalk?

(cyclist) But officer, I'm afraid to ride in the street ... it's too dangerous.

(Sound of ticket being torn off pad, Irish cop) Yeah, yeah, tell it to the judge pal, if you were paying attention in drivers ed, you'd know that if you wear your helmet, ride your bike in a predictable manner AND obey the traffic laws, you're actually safer on the street than the sidewalk.

For more information about the laws and getting around **Milwaukee by bike** safely and legally, check out the city's bicycle information page at [www.milwaukee.gov/bike](http://www.milwaukee.gov/bike). This message brought to you by the City of Milwaukee Bicycle Task Force and the Bicycle Federation of Wisconsin. Milwaukee by bike: Same roads, same rights.

City of Milwaukee Bicycle Publicity Plan

## Milwaukee by **Bike** > Not just for kids

**Media:** :30 Radio **Audience:** Motorist Drive time **Message:** Biking is not just for kids  
**Campaign:** Brand **Goal:** ozone action days **Benefits:** Builds brand image by associating with ozone action day message.

(woman's voice) Honey, will you be home from work in time to mow the lawn?

(man's voice, tone of mock sincerity) Oh, *I'm sorry dear*, but the radio said today is an ozone action day. So I won't be able to mow the lawn.

(woman's voice) And I suppose that means you'll just *have* to ride your new bike to work too ...

(man's voice full of humor) Well, I'm just trying to do my part to fight pollution.

(woman laughs) Well, have a good day at work, you big kid.

For more information about how to get to work in **Milwaukee by bike**, check out the city's bicycle information page at [www.milwaukee.gov/bike](http://www.milwaukee.gov/bike). This message brought to you by the City of Milwaukee Bicycle Task Force and the Bicycle Federation of Wisconsin. Milwaukee by bike: It's not just for kids.

City of Milwaukee Bicycle Publicity Plan



*Milwaukee by **Bike** > Bikes Mean Business*

**Media:** logo **Audience:** business owner **Message:** cyclists spend money if they can park near your store **Campaign:** Brand - Bike rack program **Goal:** promote free bike rack program **Benefits:** Builds brand image and encourages cyclists to shop by bike

City of Milwaukee Bicycle Publicity Plan



## Bikes Mean Business\$

For information about Milwaukee's free bike rack program and about how bikes can benefit your business and employees, call 271-9685



*Milwaukee by **Bike** > Bikes Mean Business*

**Media:** flyer **Audience:** business owner **Message:** cyclists spend money if they can park near your store **Campaign:** Brand - Bike rack program **Goal:** promote free bike rack program **Benefits:** Builds brand image and encourages cyclists to shop by bike

City of Milwaukee Bicycle Publicity Plan

*Milwaukee by **Bike** > Bikes Mean Business*

**Media:** tri-fold brochure **Audience:** business owner **Message:** cyclists spend money if they can park near your store and bike commuters make good employees **Campaign:** Brand - Bike rack program **Goal:** promote free bike rack program **Benefits:** Builds brand image and encourages bike culture at businesses

City of Milwaukee Bicycle Publicity Plan

City of Milwaukee Bicycle Publicity Plan

City of Milwaukee Bicycle Publicity Plan

## *Milwaukee by **Bike** > It's a Bike*

**Media:** :30 television PSA **Audience:** SOV Motorist **Message:** Biking in Milwaukee is safe, healthy and fun **Campaign:** Brand **Goal:** Encourage people to see themselves as future cyclists  
**Benefits:** Humorous way to encourage mode shift

City of Milwaukee Bicycle Publicity Plan

City of Milwaukee Bicycle Publicity Plan

## *Milwaukee by **Bike** > Website*

**Media:** Internet **Audience:** Mass **Message:** Biking in Milwaukee is safe, healthy and fun  
**Campaign:** Brand **Goal:** Inform drivers that bicycling in the city is a safer than in suburbs  
**Benefits:** Takes advantage of the city website at no cost and leverages city image to make message

\*Note the website is now live and can be viewed at <http://milwaukee.gov>, but two pages from the site have been included here as examples.

City of Milwaukee Bicycle Publicity Plan



*Milwaukee by **Bike** > Website*

**Media:** Varied **Audience:** Mass **Message:** Milwaukee cares about cycling issues and has a place for public involvement **Campaign:** Ingredient **Goal:** Gives identity to the Task Force **Benefits:** Useful on stationary, website, etc.