

Don't Be That Guy/Lady

Work Samples

submitted by

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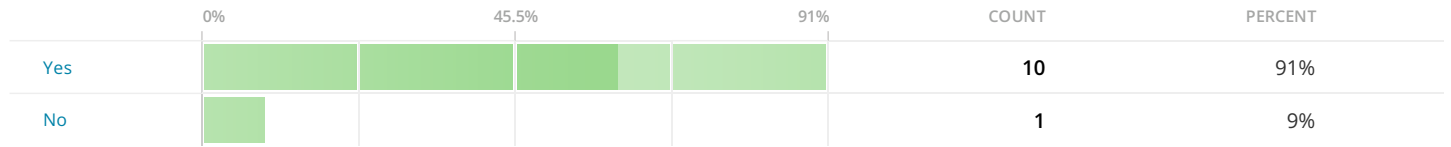
Chelan County Public Utilities

Pre-campaign stakeholder survey

Survey Results

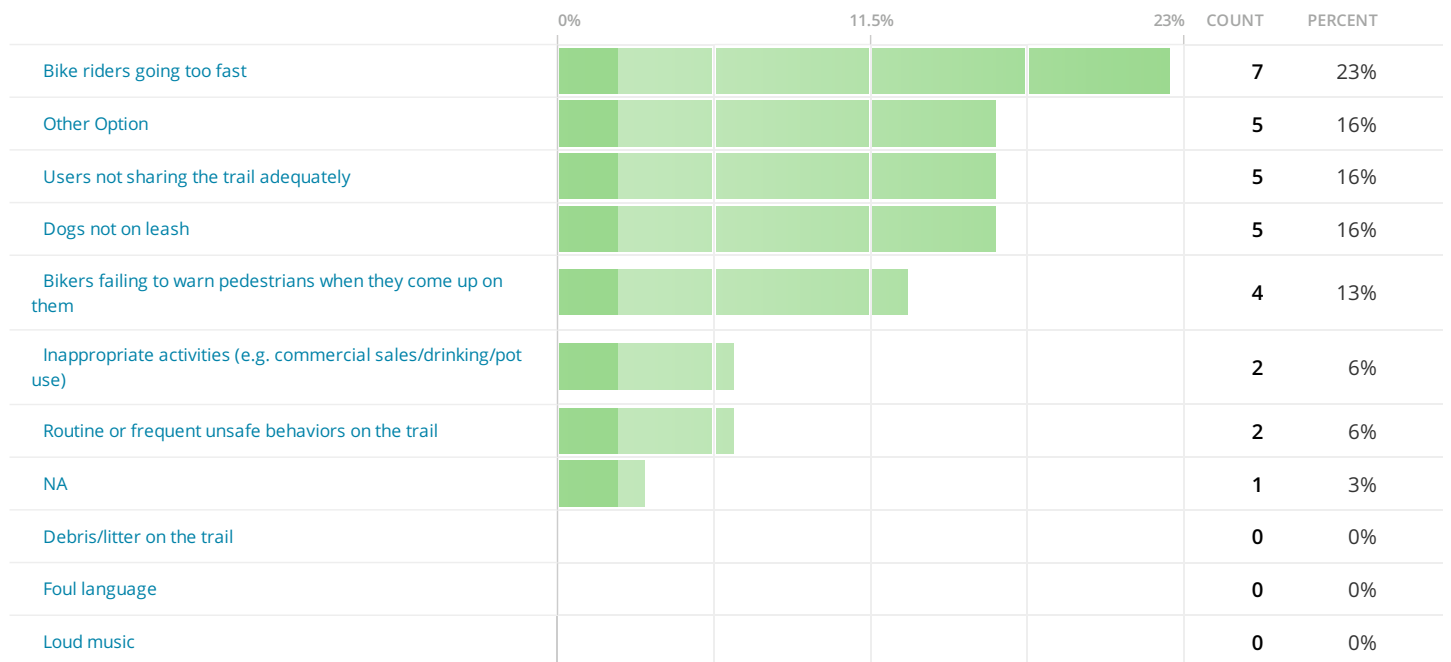
Question 01 Do you think there are potential safety or etiquette issues on the Apple Capital Loop trail?

Answers **11** Skips **0**
100% 0%



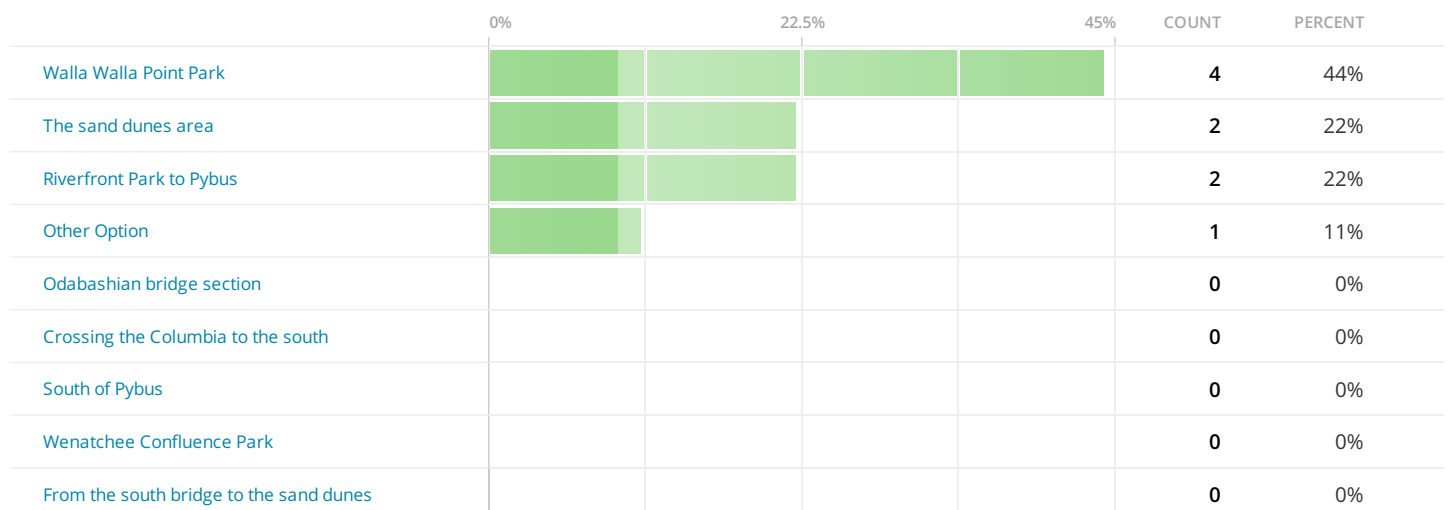
Question 02 If yes, check all that you think exist or potentially exist.

Answers **11** Skips **0**
100% 0%



Question 03 If you could pick one location where you think safety/etiquette issues are most likely to occur, where would it be?

Answers **9** Skips **2**
82% 18%



Question

04

Is there a particular age group that seems to be the biggest concern?

Answers

9

82%

Skips

2

18%

	0%	28%	56%	COUNT	PERCENT
No, no particular age				5	56%
36 - 50				2	22%
26 - 35				2	22%
12 - 18				0	0%
51+				0	0%
19 - 25				0	0%
Under 12				0	0%

Question

05

If you could pick one safety/etiquette behavior you would like to see changed on the trail, what would it be?

Answers

9

82%

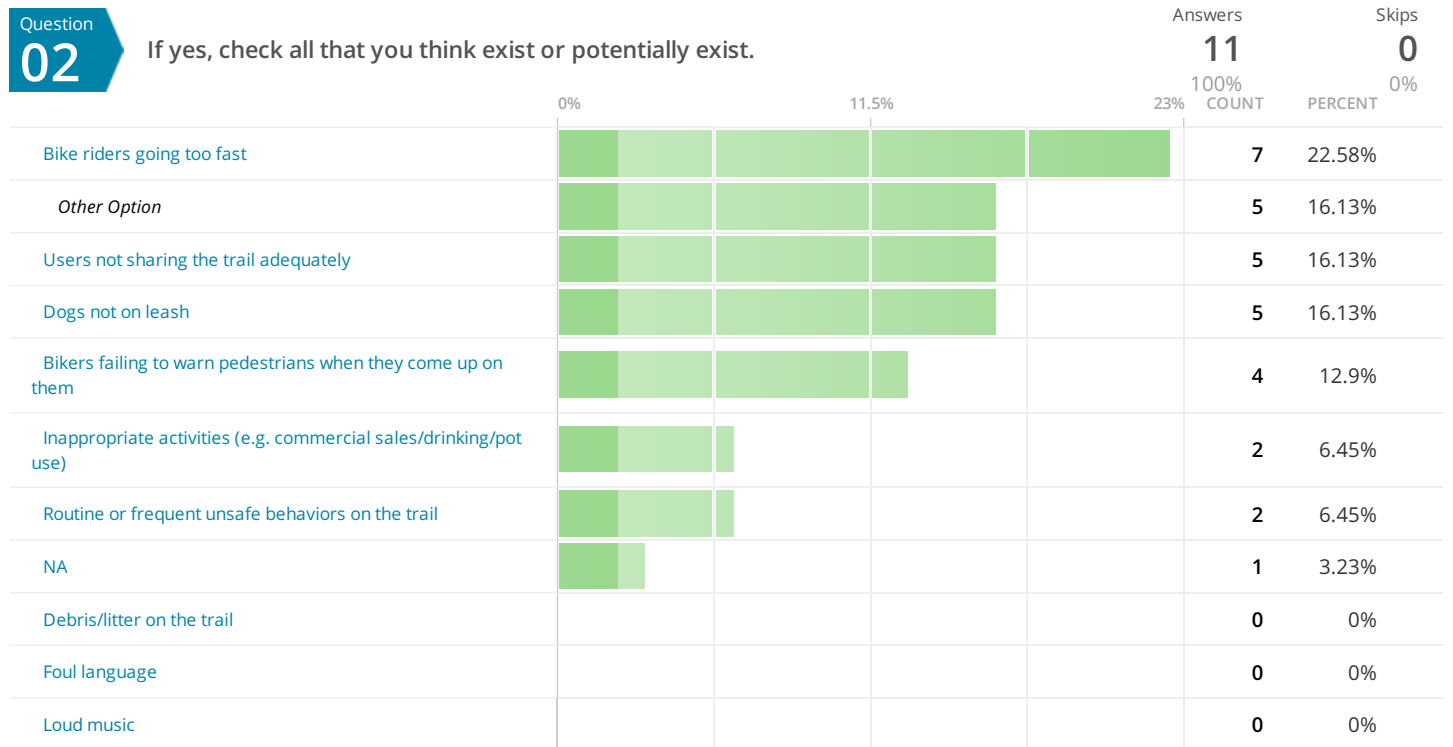
Skips

2

18%

154,925,067	Improving warn when passing, bike speed	Today, 8:25AM
154,805,515	Pets on shorter leashes!	Friday, May 20th 12:31PM
154,801,255	slow down the people who race bikes	Friday, May 20th 11:03AM
154,800,966	Honestly I think it comes down to consideration of other users, being aware of what's in front of and behind you and keeping the bike speeds down	Friday, May 20th 10:55AM
154,799,229	I would like to see a parallel bike path.	Friday, May 20th 10:19AM
154,798,958	Build a parallel path for pedestrians on the Wenatchee side, especially from Walla Walla to Pybus. See Minneapolis system for an example.	Friday, May 20th 10:12AM
154,798,171	Bikes speeding and not saying on your left	Friday, May 20th 9:47AM
154,797,228	Speed of bikers in the congested high utilized areas.	Friday, May 20th 9:35AM
154,796,001	Bicycle speed.	Friday, May 20th 9:13AM

Result Details



Other Responses

Answers
5

	transients	Today, 8:25AM
154,925,067		
	Pets on "extend-a-leash" that cross the entire Trail and pedestrians with head phones who cannot hear bike traffic coming	Friday, May 20th 12:31PM
154,805,515		
	Pets on "extend-a-leash" that cross the entire Trail	Friday, May 20th 12:29PM
154,805,236		
	Generally very good, but I'd say it's more about lack of attention and awareness of other users. Consideration of trail use.	Friday, May 20th 10:55AM
154,800,966		
	Saw a guy masturbating south of Pybus along the trail. That whole section to the bridge is sketchy.	Friday, May 20th 10:12AM
154,798,958		

Stakeholder Meeting Notes



CHELAN COUNTY
Parks Division

Apple Capital Loop Trail Safety & Etiquette
Stakeholder Meeting Notes
May 23, 2016

Purpose of the meeting: Identify ways to improve safety on the Apple Capital Trail

Desired outcome: Action items that can increase public awareness about safety and achieve desired behaviors without restricting the enjoyment of the trail and the parks

DISCUSSION:

Perceived safety & etiquette issues

- Speed
- Warning
- Trail width
- Vegetation management
 - Line of sight
- Goat heads
 - (goatheadwarriors.com)

Objectives

- Consistent messaging by all stakeholder groups
 - PUD
 - State parks
 - City
 - Eastmont
 - User group organizations (Wenatchee Outdoors, retailers, etc.)

Target audience and message content

- Cyclists
 - Trail etiquette
 - Speed limit
- Walkers and Runners
 - Walking three or more in a group across the trails
 - Wearing head-sets and not hearing/heeding warnings
- Dog owners
 - Dogs on leash
 - Shorter leashes
- School age kids
 - Be aware when crossing the trail
- Area residents
 - Promotion of parks and activities to do in the park
- Park users
 - Signage strategically placed about etiquette

How to deliver message to target audience

- Cyclists
 - Stencil trail; rumble tape cross-hatched to warn of congestion
 - Signage
 - Video message on the screen at movie theatre
 - Videos to use on website and stakeholder websites
 - Videos for GoLakeChelan and Community TV
 - Facebook/Twitter promotions
 - Radio ads
 - Contact bike shops for assistance in sharing information

- Area residents
 - Newsletter (coupon to local retailers promoting three safety mottos)
 - Parks adding “pet areas”
 - Put information into PUD bills (Chelan and Douglas)
 - Slip info into shopping bags at targeted retailers
 - Chelan PUD host a community event and have area bike shops do safety checks
 - Work with management of Riverside 9 apartments

- Dog owners
 - Info at pet stores
 - Info at Veterinary offices
 - Info at dog events

- Kids
 - Flyers at school – maybe with a coupon at a local retailer (and when used, retailer asks the three safety mottos)

Action items and assignments

- Add “rumble tape” area to trail in congested areas
- Add 1 inch on each side to width of trail
- Put in mile markers
- Audit vegetation over-growth and plan for clearance
- Purchase trail stencil and share
- Help promote Goat Head removal effort (link to website)

That Lady at Public Power Week Oct. 8

DON'T BE THAT LADY!
PUBLIC POWER WEEK EVENT – OCT. 8/PYBUS MARKET



**That Guy/
Lady
campaign
metrics**

Results from Sep 06, 2016 - Oct 03, 2016

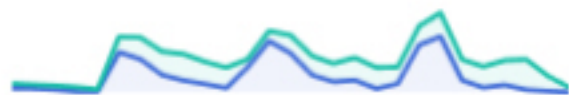
Organic Paid

Reach

September 6 - October 3

302,048

People Reached ▲ 508%



Post Engagements

September 6 - October 3

28,396

Post Engagement ▲ 652%

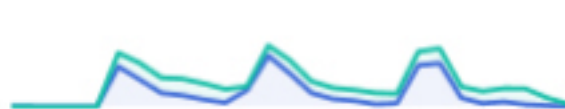


Videos

September 6 - October 3

104,640

Total Video Views ▲ 1,892%



**Post
campaign
intercept
interview
questions**

Park Etiquette Survey Questions

1. Home zip code _____
2. Are you a frequent park user?
 Yes No
3. Have you seen or heard anything lately about things you should or shouldn't do in the park?
 Yes No

If yes, ask them what it was about:
(Just briefly write down their first response)

If no, ask them, "Have you seen or heard any ads or seen videos about "Don't Be That Guy" or "Don't Be That Lady?"

- Yes No (If no, thank them for their time)
4. What did you think when you heard or saw the ad?
(Write the first thing that they say . . . funny/dumb/good reminder, etc.)
 5. Have you ever seen someone who you consider to be "That Guy" or "That Lady" in the park?
 Yes No
 6. Would you ever say anything to someone who was behaving like "That Guy" or "That Lady?"
 Yes No

If yes, what do you think you would say to someone like that? (Really brief response – first thing they say)

7. Do you think this campaign is effective or will get people to change their behavior?
 Yes No

If no: "What should we change?" (Brief response)

Thank them and give them either a T-shirt or a safety light..

Post campaign survey results

Park Etiquette Survey Questions

Home Zip Code	Are you A Frequent Park User	Have you seen or Heard Anything Lately About things you should or shouldn't do in the park?	If yes what was it about?	Have you seen or heard any ads or seen videos about "Don't Be That Guy" or "Don't Be That Lady" in the park?	What did you think when you heard or saw the ad?	Have you ever seen someone who you consider to be "that guy" or That Lady in the park?	Would you ever say anything to someone who was behaving like "That Guy" or "That Lady"	If yes, what do you think you would say to someone like that?	Do you think this campaign is effective or will get people to change their behavior?	If no, what should we change?	Additional Comments
98801	Yes	No		No							
98801	Yes	No		No							
98822	Yes	No		No							
98801	Yes	Yes	Don't be that guy Alex	Yes	Thought they were a great mix of humor and information	Yes	Yes	If on a bike a warning "on your left"	Yes		At least it starts the conversation
98801	Yes	Yes	The videos	Yes	Humours, engaging, truthful and educational	Yes	Yes	Slow down on bike path	No opinion		
98801	Yes	Yes	Videos at the movies	Yes	Well done	No	Yes	Dog on a leash	Yes		
98801	Yes	NA		No							
98801	Yes	Yes	Don't be that Lady	Yes	Cute loved it	Yes	Yes	Slow down also, pick up after your dog	Yes		
98801	Yes	Yes	Signs	Yes	Interesting	Yes	Yes	Try to avoid confrontation dogs off leash is a bother	Yes		
98801	Yes	Yes	NA	Yes	Watched them film it. Doesn't reach u. Reaches the younger group	Yes	No	Would stop running in heat with dogs	Yes	Energy loop. Protect what we have	When biking always have hands on break - lots of multi-cultural families spread out our trail
98801	Yes	Yes	NA	Yes	Addressing appropriate issues on trail	Yes	Yes	Slow down	NA		There's a need to address etiquette worst offenders are bikers
98801	Yes	Yes	Radio too fast dogs leashed up	No							
98801	Yes	Yes	Signs about dog poop	Yes	I laughed	Yes	Yes	I would say something if I felt myself or kids were in danger	Yes		Gets people talking about it
98802	Yes	Yes	Keep dogs on a short leash - pick up trash	Yes	these are different	Yes	Yes	Put your dog back on a leash	No	Promote park etiquette in person at the parks	
98828	No	No		No							
98801	Yes	Yes	Writing on sidewalks	No							
98801	Yes	No		Yes	Watched them on Youtube	No	No		Yes		
98801	Yes	No		No							
98802	Yes	No		Yes	On Facebook movies	Yes	No		Yes		
98815	No	No		No							
98802	Yes	No		No							
98801	Yes	Yes	After hours notice	No							
98801	Yes	Yes	Ad on Facebook	Yes	Yes! Finally	Yes	Yes	Please warn when passing	Yes		
98815	Yes	Yes	Funny look at park etiquette	Yes	Love them and should	Yes	No		Yes		Hopefully it will make people change
98801	Yes	Yes	Commercials	Yes	Funny	Yes	Yes	Slow Down	Yes		
98802	Yes	Yes	Walking dogs on a leash	Yes	Funny	Yes	No		Yes		
98801	Yes	Yes	Ads slowing down on bikes	Yes	Loved hem and could relate	Yes	Yes	Slow Down	Yes		
98850	Yes	Yes	Signs at the park with rules	Yes	They are funny and informative	Yes	No		Yes		
98802	Yes	Yes	Commercials about the trail	Yes	Funny and good refresher on how to behave on the trail	Yes	Yes	Need to be more respectful of others	Yes		
98801	No	No		Yes	Kinda cheesy	Yes	Yes	You are a jerk	No	More signage on the trail, MPH signs	
98828	Yes	No		Yes	People are usually courteous	Yes	Yes	Safety concern	Yes	No smoking signs as well	

Park Etiquette Survey Questions

Home Zip Code	Are you A Frequent Park User	Have you seen or Heard Anything Lately About things you should or shouldn't do in the park?	If yes what was it about?	Have you seen or heard any ads or seen videos about "Don't Be That Guy" or "Don't Be That Lady" in the park?	What did you think when you heard or saw the ad?	Have you ever seen someone who you consider to be "that guy" or That Lady in the park?	Would you ever say anything to someone who was behaving like "That Guy" or "That Lady"	If yes, what do you think you would say to someone like that?	Do you think this campaign is effective or will get people to change their behavior?	If no, what should we change?	Additional Comments
98815	Yes	Yes	Dog on leash commercial	Yes	Super cute	Yes	Yes	Only if they had an aggressive dog	Yes		
98801	Yes	No		No							
98802	Yes	No		No							
98801	Yes	Yes	Commercials for the loop	Yes	Clever	Yes	Yes	Due to my children you need to stop	Yes		
98802	Yes	Yes	Loop trail commercials	Yes	Hilarious and clever	Yes	No		Yes		
98801	Yes	Yes	Dog leash commercials		Very funny	Yes	Yes	Their behavior is unsafe	Yes		
98801	Yes	No	No								
98801	Yes	Yes	Waste of time and money	Yes	I did not feel like there were any serious issues out here	No	No		No	There are not enough problems out here to spend money on	
98801	Yes	No		No							
98801	Yes	Yes	Bike and rollerblading commercials	Yes	Funny and an eye opener to some people	Yes	Yes	Warn when passing be more courteous	Yes		
98801	Yes	Yes	TV Spot	Yes	Clever and cute	No	No		Yes		
98802	Yes	Yes	Dogs poop, bike passing	Yes	Woman and man gender neutral	Yes	No		Yes		
98828	Yes	Yes	Dog lady	Yes	Funny and cute	Yes	Yes	Maybe you should pick that up	Yes		
98826	Yes	Yes	Girl with dog	Yes	Corny made point	Yes	es	Tell them the rules and correct them	Yes		
98801	Yes	Yes	Commercials	Yes	Good and funny	yes	Yes	Please slow down be watchful of kids	Yes		
98826	No	Yes	NA	Yes	Love them	Yes	No		Yes		
98801	Yes	Yes	Dog commercials	Yes	Funny	No	Yes	Put your dog on a leash	Yes		
98828	Yes	No		No							
98826	No	No		Yes	Good and funny	No	No		No	I don't know	
98801	Yes	No	No								
98801	Yes	Yes	Bikes and dog commercial	Yes	Good idea	Yes	Yes	Put your dog on a leash	Yes		
98801	Yes	Yes	Facebook	Yes	Yes it happens	Yes	Yes	Uncomfortable	Yes		
98802	No	No		No							
98801	Yes	Yes	Youtube Videos	Yes	Appropriate	Yes	Yes	Please read the rules	No	People do not change	
98801	Yes	No	No								
98801	Yes	Yes	TV Commercial	Yes	Entertaining	Yes	Yes	Slow down	Yes		
98802	Yes	No		No							
98815	Yes	No		No							
98802	Yes	Yes	Videos on Facebook	Yes	Funny	Yes	Yes	Please leash your dog	Yes		
98801	Yes	No		Yes	Weird	No	Yes	Don't be that guy follow the rules	Yes		
98843	Yes	Yes	Signs	No							
98801	Yes	No		No							

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Home Zip Code	Are you A Frequent Park User	Have you seen or Heard Anything Lately About things you should or shouldn't do in the park?	If yes what was it about?	Have you seen or heard any ads or seen videos about "Don't Be That Guy" or "Don't Be That Lady" in the park?	What did you think when you heard or saw the ad?	Have you ever seen someone who you consider to be "that guy" or That Lady in the park?	Would you ever say anything to someone who was behaving like "That Guy" or "That Lady"	If yes, what do you think you would say to someone like that?	Do you think this campaign is effective or will get people to change their behavior?	If no, what should we change?	Additional Comments
98801	Yes	No		Yes	Funny	No	No		Yes		
98801	Yes	Yes	Dog lady	Yes	Hokey but very good points	Yes	No				
98801	Yes	Yes	Dogs on leashes Curfew/Homeless	No							
98801	Yes	Yes	Dog commercials	Yes	Great	Yes	Yes	Read the signs	Yes		
98802	Yes	Yes	Posted rules at park	Yes	Smart and funny	Yes	No		Yes		
98801	Yes	No		Yes	NA	Yes	No		No		
98801	Yes	Yes	Dog commercials	Yes	Love them great	Yes	Yes	Did you read the signs	Yes		
98801	Yes	Yes	TV ads		Correct	Yes	Yes	Hit them you are out of line	No		
98801	Yes	No		Yes	Hilarious	No	No		Yes		
98801	Yes	No		Yes	I thought it was fantastic and really well done	No	No		No	Only saw dog leash one people do not change	
98801	Yes	No		No							
98065	No	No		No							
98801	No	No		No							
98802	No	Yes	What not to do at the loop trail	Yes	I thought they were funny	Yes	No		Yes		