

# Safe 35th Ave

## Communications Campaign

### A challenge to safety improvements

After nearly a decade of community efforts, an initiative to provide safety improvements (bike lanes, additional sidewalks, curb bulbs, landscaping, etc.) on a busy arterial in northeast Seattle was challenged by businesses and their supporters at the 11th hour.

Supported by law firms, retailers, jewelers, restaurateurs, and other enterprises on or near 35th Ave NE, the opposition formed a coalition with a \$30,000 annual budget to oppose the improvements.



### Challenge Accepted

In response, we formed a community coalition, "Safe 35th Ave". Within a few months, we raised \$14,500, built a volunteer team of 215+ activists, and launched social media, email, content, posters and handouts, and initiated and managed a highly successful media relations campaign.

Our initiative set the standard for community organizations fighting for safety improvements.

*"What Safe 35th did for Seattle residents is remarkable... there is not a single news article or community discussion that doesn't now reference that street."*

*Sam Zimbabwe, former Director of SDOT*

## Earned media coverage

### TV



- KING5 (NBC)
- KOMO News (ABC)
- KIRO
- Fox13 (Fox affiliate)

### Print



- The Seattle Times
- Seattle PI
- Seattle Weekly
- The Stranger
- Crosscut

### Partnerships



- Sierra Club Washington
- Wedgwood Community Council
- Seattle Department of Transportation
- Seattle Neighborhood Greenways
- Seattle Public Schools
- Change.org
- Seattle Metro Transit
- Seattle Public Library

### Radio



- KUOW (NPR)
- Wheel Talk
- KIRO FM
- KOMO FM
- KING FM
- KTTH
- KNKX

### Online



- Yahoo! News
- MyNorthwest.com
- The Urbanist
- Curbed Seattle
- Seattle Transit Blog
- Metro Matters
- Ravenna Blog
- Publicola

Experts at inbound and outbound marketing, communications, PR, and advertising, kalopsia creative lab offers small, medium, and enterprise organizations a full suite of marketing services.

### Evaluations & Consulting

- Marketing Strategy Sessions
- Marketing, Communications, and PR Assessments
- Competitive Analyses
- SWOT Evaluations
- Campaign Reviews
- Brand Assessments
- Startup Readiness Consulting

### Plans & Programs

- Marketing Strategy
- Campaign Briefs
- Engagement and Partnerships
- Client Capture and Retention Plans
- Go-to-Market Plans
- Budgets
- Employer Branding
- Crisis Communication

### Campaigns

- Branding & Messaging
- Product Launches or Relaunches
- Proposals and SOQs
- Subject Matter Expertise
- Clients & Partnerships
- Internal

### Awards

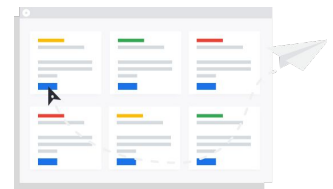
- Best Workplaces
- Submissions
- Evaluations

### Content

- Content, Brand, and Style Guides
- Collateral Development and Reviews
- Templates and Masters
- Writing and Editing
- Case Studies and Consumer Success Stories
- Firm, Team, and Product/Service Profiles
- Resumes and CVs
- Videos

### Digital

- Websites
- Social Media
- Email
- Blogs
- Newsletters



### Products & Solutions

- Launches or Relaunches
- Go-to-Market Plans
- Competitive Evaluations
- SWOT Analyses
- Campaign Assessments

### Events

- Trade Shows & Conferences
- Speaking Engagements
- Staff/Internal
- Webinars

### Thought Leadership Programs

### Media & Analyst Relations

### Advertising

- SEO/SME
- Digital
- Print