



ICBC Filing re: the Financial Allocation Methodology

INSURANCE CORPORATION OF BRITISH COLUMBIA UNDERTAKING

HEARING DATE

October 5, 2004

TRANSCRIPT REFERENCE

Volume 1, page 138 - 140

BRITISH COLUMBIA UTILITIES COMMISSION		
EXHIBIT B-25		
DAY	ENTERED BY	DATE
2	ICBC	Oct 6/04

REQUESTOR: IBC

QUESTION #1

Ref: 52.1.1 Attachment A, is there an original proposal for the Driver Survivor Youth Campaign-Greater Vancouver Region program? If so please provide a copy.

Ref: 52.1.1 Attachment A, please provide the amount of how much the Driver Survivor Youth Campaign-Greater Vancouver Region program cost. Please provide copy of the document containing the cost.

RESPONSE

As requested, a copy of the 'Driver Survivor Youth Campaign, Greater Vancouver Region' proposal is attached (Attachment A). This proposal includes program cost details.

Driver Survivor Youth
Campaign
2004
Greater Vancouver Region

December 2003

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YOUTH CAMPAIGN 2004 – DRIVER SURVIVOR

Team Lead: Kathleen Hicks

Team members: Gord Couling, Mabel Lee, Jatinder Rai & Alison Hart

Rationale/Background

- Car crashes are **still** the # 1 killer of youth
- New drivers are 5 times more likely to be involved in car crashes
- 82 teens were killed in car crashes last year in BC
- Approximately 36% of deaths of people aged 13 to 21 are the result from vehicle crashes
- 41530 youth related crash incidents occurred in BC in 2002
- 15403 youth related crash incidents occurred in the GV region in 2002
- Cost to ICBC was \$643,165,502.64 due to these youth related incidents in 2002
- Licensed drivers aged 16 to 25 represent 15% of licensed drivers but are responsible for 38% of crash-related claims

Goal

- To reduce the number of crash incidents involving youth in the Greater Vancouver Region

Objective(s)

- To contribute to the reduction of youth related crash incidents by 0.8% during the 1st and 2nd quarters in 2004
- To promote our road safety message to youth through the utilization of a Road Sense Speaker at high schools
- To educate and create awareness amongst youth about the seriousness of road safety issues

Key Message(s)

- Car Crashes are the #1 Killer of Youth
- Driver Survivor

Target Audience

- Primary: youth ages 13-21
- Secondary: teachers, parents, PAC groups, youth committees

Timeline

- March, April & May 2004

Campaign Overview

The plan contains 3 key projects:

- Project 1 – Road Sense speakers in high schools
- Project 2 – Production of rock/rap music video - "I Thought of You"
- Project 3 – Youth web contest

Key Measures

- 86 road safety presentations in high schools within the GV region
- Number of surveys and evaluations indicating driver behavior change due to Road Sense Speaker and/or music video presentation
- Number of CDs given out
- Targeted 1,650 website entries for 2003
- Number of earned media hits
- Number of locations where Driver Survivor material is displayed

Detailed Project Plans**Project 1 – RoadSense Speaker in High Schools**

- 86 high school presentations within the GV region
- 2 mock crashes to happen with in the GV region

Partners

- High Schools, School Boards, Heather Charlton (and other Road Sense Speakers), Brokers

Measures & Evaluation

- Number of schools participating
- Number of teens viewing mock car crash
- Number of surveys completed by teachers and teens
- Number of teachers and teens who advised they will change their driving behavior due to the Road Sense Presentation
- Number of schools participating in road safety/dry grad activities

Project Costs

Item	Unit Cost	Quantity	Extended Price
Road Sense speaker presentations	\$200.00	86 high school presentations	\$17,200.00
Mock Crashes	\$700.00	2 high schools	\$1,400.00
Total			\$18,600.00

Persons Responsible

- All GV Coordinators

Completion Date

- End of May 2004

Project 2 – Production of Rock/Rap Music Video – “I Thought of You”

- Work with Triton Films and Rap Artists to produce “I Thought of You” rap video to educate and create awareness amongst youth about road safety

Promotional Activities

- 3 minute video will be played on Much Music (29), Much More Music (35) and YTV approximately 15 times per week on each station for 4 to 6 months
- CD played on The Beat and Z95 throughout Mar, Apr and May
- 5 jam sessions conducted by artists of music video at high schools within the GV region
- 30 second PSA created and promoted to all major networks including CBC TV, Shaw Cable, Urban Rush), City TV (Breakfast Television)
- CD release party to launch song/video and Driver Survivor campaign as a whole
- Marketing activities to drive youth into GV regional Brokers’ offices to pick up promotional CD

Partners

- ABT Offices, Driver Services, High Schools, School Boards, DPAC/PAC, SUCCESS, Triton Film Productions, Police, Heather Charlton (Road Sense Speaker), District Student Council Committees

Measures & Evaluation

- Amount of play time on TV and radio
- Number of interviews with Distance and Kyle on TV, radio and print
- Number of **Enhanced** CDs given out by Brokers, schools and Driver Services
- Earned media generated by CD release party
- Song evaluations by web contest entries
- Number of surveys completed indicating driver behaviour change due to video presentation

Project Costs

Item	Unit Cost	Quantity	Extended Price
Video Production Costs	\$30,000.00	1	\$30,000.00
Production of Enhanced CDs	\$1.34	10,000	\$13,400.00
Honorariums to Attend Jam Sessions	\$200.00 per show	5	\$1,000.00
Total			\$44,400.00

Persons Responsible

- Kathleen Hicks, Mabel Lee, Gord Couling

Completion Date

- Video and CDs will be completed by February 2004
- Play time of CD and DVD to commence during the first week of March 2004

Project 3 – Youth Web Contest

- This project involves increasing awareness amongst teens that car crashes are the #1 killer of youth by sponsoring a youth web contest
- Youth can download a sound bite and video of "I Thought of You" from www.icbc.com. They will be asked to either write in 100-150 words or less their thoughts about road safety and the song/music video, or they can write a verse for the song

Promotional Activities

- Teachers to incorporate web contest as a school assignment
- Road Sense Speaker will talk about the contest at all high school presentations
- Information about the web contest will be sent to all ABT offices, ICBC Claim Centers and Driver Service Centers
- Promotional material such as posters etc will be displayed at all GV high schools, ABT offices, malls, rec centers, DSCs, Claim Centres
- Presentations made by LP staff to regional PAC and youth committees about web contest
- Promoted through School Liaison Officers
- Promoted through CARS BC, via newsletter and website
- Web contest prizes include trip for two to Whistler Blackcomb, gift certificates for Future Shop, gift certificates for driving school lessons, pizza lunch for class room
- See other promotional activities on Marketing and Communications Plan

Partners

- High Schools, School Boards, External Organizations, ICBC Driver Services, RoadSense Speakers, Brokers

Measures/Evaluations

- % increase in student participation by 10% over 2003 – targeted 1,650 entries
- Number of youth who advise that music and video are good tools to get the road safety message out

Budget

Item	Unit Cost	Quantity	Extended Price
Prizes for web contest winners	\$5,000.00	Tba	\$5,000.00
Total			\$5,000.00

Persons Responsible

- Mabel Lee and Kathleen Hicks

Completion Date

- Web contest will start March 1st and run until end of May 2003

Budget Summary

Item	Unit Cost	Quantity	Total Extended Price
Project #1 – Road Sense speaker tour	Presentations - \$200.00	86	\$18,600.00
Project #2 – Production of Rock/Rap Music Video and Enhanced CDs	Video production - \$30,000.00 CD production and distribution	1 10,000	\$44,400.00
Project #3 – Web contest	1	1	\$5,000.00
Marketing costs			\$52,800.00
Grand Total			\$120,800.00

- Your costs now will be **\$73,450.00**
- **\$47,350.00** will be paid by the GV ICBC Loss Prevention and Communications Regional Team

Changes made due to no participation from the Fraser Valley

- Amount of CDs cut from 30,000 in original proposal, to 10,000 – savings of \$3,550.00 (please note unit cost increased as quantity decreased)
- Cut Youth Think Magazine ad – savings of \$6,000.00
- Famous Players Theater ads cut entirely out of the budget – savings of \$22,000.00
- \$6,000.00 cut from Multicultural Advertising

These cuts were chosen because these mediums also exist within the Fraser Valley. We kept the radio station medium as it is the best fit for the product (cd/video) and our target market – youth.

***Please Note**

- The negotiated royalties will include the following:
 - Any immediate profits will be directed back to the Autoplan Brokers and GV Loss Prevention & Communications Team to cover production costs of the music video and DCs
 - Remaining royalties will be a negotiated settlement between GV Regional Autoplan Brokers and GV Loss Prevention and Communications and the original artists
- The GV Autoplan Broker Team will received **all** related exposure through media. This will include both purchased and earned media through print, radio and TV mediums.