

CONTRACT 08-016

STREET SMART

SPRING 2008 PUBLIC AWARENESS CAMPAIGN

REVISED SCOPE OF WORK

PREPARED FOR

THE METROPOLITAN WASHINGTON

COUNCIL OF GOVERNMENTS

SUBMITTED BY

DESIGNHOUSE

JANUARY 2008

Spring 2008

CAMPAIGN/EVENT DEVELOPMENT AND MANAGEMENT:

\$15,000.00

Including consultation, research, strategic planning, media and event planning, monitoring of campaign and estimating of the campaign.

MEDIA:

Media Strategy: Radio

Media Objective

Create awareness of pedestrian and bicycle safety with pedestrians, bicyclists and drivers in the target demographics throughout the metropolitan Washington Area (DC, Northern Virginia, and Suburban Maryland) with emphasis in areas with a high number of pedestrian involved crashes, fatalities and/or injuries.

Campaign Dates

March 10 – March 30, 2008 (3 Weeks)
Outdoor/Internet/Print March 2008

The greatest number of pedestrian incidents occurs Wednesday – Sunday, 3pm - 8pm
Broadcast advertising will be concentrated for 3-weeksduring that time period.

Target Profile

- Drivers: Adults 18 – 49 (Emphasis on men 18 – 34)
- Pedestrians/Bicyclists of all ages in Washington, DC
Special emphasis in high-density Hispanic areas, as well as areas that have a high number of pedestrian fatalities and/or injuries.

Media Purchasing Demographic

Driver Demo: Men 18 - 49
Additional emphasis against Hispanics and African Americans

Pedestrian Demo: Citizens in key geographic locations

Geography

Washington metro area with emphasis on geographic areas to be defined.

Media Strategy

Use a mix of media vehicles in order to reach both audiences.

Radio: to reach drivers

Outdoor & Transit: to reach pedestrians

Newspaper: to reach commuters as they leave Metro, as well as Hispanic Newspapers to provide added coverage for the Hispanic community

Internet: for added emphasis to reach pedestrians and drivers during the day in-office (a very high time for internet usage)

Radio will provide frequency for the message.

- Radio will be used to reach the driving audience with messages in both English and Spanish.
- Radio will be scheduled to run primarily Wednesday – Sunday, 3 pm – 8 pm. with some spots to run in morning, midday, evening and weekend dayparts to increase reach for the message.
- A variety of spot lengths will be used to increase frequency: :15s and :30s

Potential Radio Stations

Added Value from Radio Stations:

- When possible, we will be a part of station events in order to get the message in front of the target audience.
- Stations will hand out fliers at radio station van hits and movie premiers.
- In addition to paid advertising schedule, radio stations will air PSA's and book law enforcement spokespersons on public affairs shows.
- Banner ads will run on station websites that will link to the Street Smart web page.

Pedestrians and drivers as well as bicyclists will be further targeted with Internet advertising.

Transit shelters in key locations including high-density Hispanic and Afro-American locations will be very visible to pedestrians.

Pedestrians and drivers both will be reached with the Ultra King bus sides. They are extremely large (55" high by 233" wide) and will allow the message to stand out in a big way. This will be supplemented with 65 regular bus kings for added impressions.

A mobile billboard will also be used to provide targeted exposure in key target areas outlined above. The huge size (10 feet x 22 feet) will make it almost impossible to miss the message. The billboard is illuminated for maximum visibility and also has a sound option. GPS tracking will provide a record of where the billboard traveled.

Bus sides on the Fairfax Connector will provide additional outdoor exposure in Fairfax County.

Pedestrians and drivers as well as bicyclists will be further targeted with Internet advertising. In-Banner Videos will run in a variety of websites through Advertising.com. They offer IP and demographic targeting of millions of web users. Placement will be geo-targeted to reach only people who live in the metro Washington, DC area. WTOPnews.com will also be included to provide added local exposure during the key mid-day in-office time period.

The Internet campaign will be monitored for click-throughs and modified to take advantage of those sites that are performing better than others.

Half page newspaper ads will be used to provide good visibility for the message, while allowing good frequency for the message.

Media Tactics: Radio

3-week schedule of radio. Station list for consideration:

WARW-FM	Classic Rock	WWDC-FM	Album Rock
WPGC-FM	Urban Hits	WTOP-AM/FM	All News
WJFK-FM	Talk	WIHT-FM	Hot Hits
WHUR-FM	Adult Urban	WKYS-FM	Urban Hits
WLZL FM	El Zol-Hispanic	WRQX-FM	Adult Contemporary
WASH-FM	Soft AC	WMZQ-FM	Country

5-6 Stations per week	20-25 spots per station per week
150 TRPs per week	450 TRPs over 3 weeks

3- Week Radio Delivery (Adults 18-49): 60% Reach 7.5 Frequency

Total Radio Media Costs	\$ 93,000.00
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Media Tactics: Outdoor and Transit

<u>Metro Bus</u>	\$26,765.00
25 Ultra Kings (55" high x 233" wide)	
65 King Bus Sides (30" high x 122" wide)	\$20,877.00
<u>Fairfax Connector Bus Sides</u>	\$13,485.00
Half Showing of Bus Sides (25 buses)	
<u>Bus Cards</u>	No Charge
450 Interior Cards	
<u>Transit Shelters</u>	\$21,412.00
10 General Market Shelters + 2 Bonus	
10 Shelters in Hispanic Neighborhoods	
<u>Mobile Billboard</u>	
One Billboard (10 feet x 22 feet illuminated)	\$20,877.00
With optional sound and GPS tracking	

Total Outdoor Transit Media Costs \$103,416.00

Media Tactics: Newspaper (1/2 page ads)

Washington Post Express	5 col. X 6"	2 insertions per week	8 Total Insertions \$21,600.00
El Tiempo Latino	6 col. X 10"	1 insertion per week	4 Total Insertions \$ 9,120.00
Total Newspaper			\$ 30,720.00

Media Tactics: Internet

Advertising.com

Multiple Web Sites including news, weather, shopping & entertainment

In-Banner Video (Geographically Targeted) \$21,412.00

4,210,400 Impressions

WTOPnews.com

Leaderboard (728 x 90) and Big Block (300 x 250) ads will rotate throughout the site. (In-banner video can be used but most not run automatically)

500,000 Impressions per month \$ 6,424.00

Total Internet \$ 27,836.00

Total Spring 2008 Media Costs \$ 254,972.00

Radio Spots: Creative and Production

Two new spots – one in English and one in Spanish produced as a :30, :15 :10 and second spots – a total of six spots.

Includes creative direction, copywriting, broadcast production, studio, talent (with buy out rights) and final dubs to radio stations.

Total Radio Costs **\$15,000.00**

Internet Materials: Creative and Production

Includes account representation, creative direction, copywriting, print production supervision to create animated, high definition files in multiple sizes and formats. Final specifications to be determined by media.

Total Internet Materials Costs **\$15,000.00**

Newspaper Ads: Creative and Production

Two 1/2-page ads (3 sizes) (general pedestrian awareness and specific pedestrian awareness of safety around buses) each in English and Spanish – a total of six ads.

Includes creative direction, copywriting, photography/illustration, desktop publishing and publication materials.

Total Newspaper Ads Costs **\$ 3,000.00**

Website: Creative/Production

Create, write and/or modify materials as directed by the committee on the Street Smart website hosted by COG.

Total Costs for Website **\$10,000.00**

MEDIA MATERIALS: CREATIVE/PRODUCTION/PRINTING

Metro Station Transit Shelters: Creative, Production and Manufacturing

1. Creative and Production:
Two Transit Shelters (general pedestrian awareness and specific pedestrian awareness of safety around buses) each in English and Spanish –
a total of four Transit Shelters.
Includes consultation, desktop formatting,
print production supervision. \$ 2,500.00

2. Manufacturing:
Metro Transit Shelters:
Quantity: 22
Size: as per specifications from Metro
22 x \$100.00 \$ 2,200.00

- Total Transit Shelters Costs \$ 4,700.00**

Metro Bus Kings and Ultra Bus Kings (Sides): Creative, Production and Manufacturing

1. Creative and Production:
Two Bus Kings/Two Ultra Bus Kings (general pedestrian awareness and specific pedestrian awareness of safety around buses) each in English and Spanish –
a total of four Bus Kings and four Ultra Bus Kings
Includes consultation, desktop formatting,
print production supervision. \$ 3,200.00

2. Manufacturing:
Metro Bus Kings (Sides):
Quantity: 65
Size: 30” high x 122” wide
72 (need 10% over) x \$55.00 \$ 3,960.00

- Metro Ultra Bus Kings (Sides):
Quantity: 25
Size: as per specifications from Metro
28 (need 10% over) x \$375.00 \$ 10,500.00

- Total Bus Kings and Ultra Bus Kings (Sides) Costs \$ 17,660.00**

Mobile Billboard: Creative, Production and Manufacturing

1. Creative and Production:		
Two Mobile Shelters (general pedestrian awareness and specific pedestrian awareness of safety around buses).		
Includes consultation, desktop formatting, print production supervision.		\$ 2,500.00
2. Manufacturing:		
Mobile Billboard		N/C
Total Transit Shelters Costs		\$ 2,500.00

Metro Bus Cards: Creative, Production and Manufacturing

1. Creative and Production:		
Two Bus Cards (general pedestrian awareness and specific pedestrian awareness of safety around buses) each in English and Spanish – <u>a total of four Cards.</u>		
Includes consultation, desktop formatting, print production supervision.		\$ 2,500.00
2. Manufacturing:		
Quantity: 450 (Metro); 130 (Alexandria DASH)5		
Size: 11" x 28", 4-color Matan prints		
580 x \$12.50		\$ 7,250.00
Total Costs for Metro/DASH Bus Cards		\$ 9,750.00

COLLATERAL MATERIALS: CREATIVE/PRODUCTION/PRINTING

Collateral Materials: Creative, Production and Printing

1. Posters (four versions including general pedestrian awareness, pedestrian awareness about walking safely around bigger vehicles. English and Spanish)

Quantity: 4,475: 150 each of 4 large; 700 each of 4 small

Size: 225: 22" x 28"; 2,250: 11" x 17"

Stock: 100# Gloss, text

Ink: 4/4 (4-color process)

- a. Production:

Includes consultation, desktop formatting, print production supervision.

\$ 4,000.00

- b. Printing:

\$ 5,000.00

Total Posters Cost

\$ 9,000.00

2. Handouts

Quantity: 100,000 (50,000 each of 2 versions)

- a. Version 1

Size: flat: 8-1/2" x 11" folds to 3-3/8" x 8",

Stock: 60# Gloss, text

Ink: Black and 2 PMS, 2 sides, bleeds

- b. Version 2

Size: flat: 3-3/8" x 8",

Stock: 60# Gloss, text

Ink: Black and 2 Neon PMS, 2 sides, bleeds

- a. Production:

Revise existing files with approved changes and modifications includes, consultation, desktop formatting, and print production supervision.

\$ 2,500.00

- b. Translations of Version 1

\$ 720.00

- c. Printing:

\$ 6,500.00

- d. Distribution of posters and handouts

\$ 2,500.00

Total Costs Handouts

\$12,220.00

Total Collateral Materials Costs

\$21,200.00

PUBLIC RELATIONS

Public Relations Specialist

Kick-Off Press Conference

- Spotlight the consequences of driver inattention or responsibility concerning pedestrian injuries and fatalities. Details as discussed.

Monitoring.

- On an ongoing basis, we will provide monitoring of media coverage (print, radio, TV and web site). – provide quick, almost instant follow-up with ready to go letters to the editor on the issue and the program after crashes, etc.
- Have a variety of measuring tools at our disposal, including our own on-line searches and services like Lexis-Nexis and Dow Jones News Service/Factiva, as well as follow-up calls, clip services, on-line website searches.
- Will provide interim and final media reports.

Total Costs for Public Relations Specialist	\$15,000.00
Total Costs for Press Conference Materials	\$ 750.00
Total Public Relations Event	\$15,750.00

POST- EVALUATION SURVEY

PROvuncular Post-Evaluation Survey

Methodology

Final methodology to be determined.

Questionnaire Development and Content

PROvuncular based on the input provided by DesignHouse and representatives from COG will develop the questionnaire.

The questionnaire will be submitted to DesignHouse and the COG representatives for review and approval. Based on this review, the questionnaire will be revised as necessary.

Post-Test

A post-test of the questionnaire will be conducted before the actual full-scale interviewing begins. Questionnaire pre-testing is the responsibility of PROvuncular. The DesignHouse team has the option of a personal visit and monitoring the pre-test or using our remote monitoring capability.

Any necessary revisions that stem from the pre-test will be made prior to beginning the study. If extensive revisions are required, another pre-test will be conducted.

The final questionnaire will be submitted to DesignHouse and the COG representatives for final approval.

Data Presentation

With the exception of questions that deal with incidence, tables and charts contained in the report would be based on those asked a specific question.

We would conduct appropriate statistical tests between waves at the 95% level of confidence.

Deliverables

Upon completion of the post-survey, we would develop a presentation style report that would assess pre-awareness prior to the start of the Spring 2008 Street Smart Pedestrian Safety Public Education and Awareness Campaign. The report would include all charts and graphs to support the observations. Additionally, we would provide COG with a complete data file, which will include the data from the pre-wave.

Total PROvuncular Post-Evaluation Costs

\$10,000.00

SUMMARY REPORT

Summary Report

Quantity: 500

Stock: Cover: 80# gloss cover

Size: 8-1/2" x 11, 8 pages

Ink: 4/4, bleeds, heavy ink coverage

a. Creative:

Includes the following: consultation, creative direction,
illustration, electronic graphics, copywriting, desktop formatting
and print production supervision

\$ 3,500.00

b. Printing:

\$ 2,500.00

Total Summary Report Costs

\$ 6,000.00

**Total Projected Costs for the Proposed
Metropolitan Washington Council of Governments'
2008 Street Smart Social Marketing Campaign**

\$400,532.00

Proposed FFY 2008 Funding:

COG Total Funds \$749,800.00

COG 8% fee (\$ 59,984.00)

Available Campaign Funds \$689,816.00

Fall 2007 \$288,363.24

Spring 2008 \$401,452.76

Total FY 2008 \$400,532.00

Projected Costs