



McANDREW
C O M P A N Y

A Marketing Communications Plan for the
Street Smart Spring 2009
Public Awareness Campaign

Prepared for:

The Metropolitan Washington Council of Governments

Contract 08-016

January 2009

Proposed Components of the Street Smart Spring 2009 Public Awareness Campaign

I. Campaign/Event Development and Management:

Includes consultation/account representation, strategic planning, media and event planning, evaluation implementation, monitoring of campaign and development of the Street Smart Spring 2009 Public Awareness Campaign Marketing Plan.

\$ 15,000.00

II. Media:

Campaign Dates

- March 23 – April 19, 2009
- Weighted Wednesday – Sunday when the greatest number of pedestrian/bicyclist incidents occur.

Media Objective

- Educate the audiences (drivers, pedestrians, bicyclists) of pedestrian and bicycle safety
- Inform the audience about increased law enforcement enforcing pedestrian and bicycle traffic safety laws.
- Build on awareness of pedestrian/bicycle traffic safety issues that have been established in prior campaigns in order to change behaviors.

Target Profile

- Drivers: Adults, 18 – 49
- Pedestrian/bicyclists of all ages in the Washington, DC region
- Special emphasis in areas that have a high number of pedestrian/bicycle fatalities and/or injuries and in high-density Hispanic areas.

Media Purchasing Demographic

- Driver Demographic: Adults, 18 – 49
- Pedestrian Demographic: Citizens in key geographic locations that have a high number of pedestrian/bicycle fatalities and/or injuries
- Secondary Target Demographic: Afro-Americans and Hispanics

Geography

- Washington, DC Metro area with emphasis on target geographic areas to be defined with supplied data from the various jurisdictions on the Street Smart committee.

Media Strategy

- Use a mix of traditional media vehicles as well as new media technologies that are targeted to reach the designated audience
 - Radio
 - Outdoor
 - Internet
- Radio will be used as a primary way to reach drivers behind the wheel
- Transit shelters, bus backs and bus cards will be used to provide added frequency as well as providing consistent exposure throughout the campaign.
- Internet advertising will run during the campaign WTOPnews.com.

Media Tactics

Radio

- Radio will be used to reach the driving audience with messages in both English and Spanish
- Washington DMA
 - 100 TRPs per week during enforcement weeks
 - 60%, Wednesday – Thursday, 3 pm – 8 pm
 - 30% Weekends (Friday, Saturday and Sunday)
 - 10% Run of Station (ROS)
- Spots will be concentrated in peak drive times for targeted exposure.
- 20 – 30 spots per station, per week/ 5 – 6 stations per week.
- 120 TRPS per week/360 TRPs over 3 weeks
- 3 Week Radio Delivery (Adults 18 – 49): 55% Reach/12 Frequency
- A mix of :30's and :15's will be used to give added frequency and make efficient use of the budget.
- In addition to the paid advertising schedule, radio stations will air the Street Smart message in PSA's, distribute brochures at events, and conduct interviews with designated spokesperson's for the Street Smart campaign.

\$105,000.00

Outdoor: Bus Backs, Transit Shelters, and Bus Cards

- Bus backs and transit shelters will be used to provide added frequency for the message against drivers on the road as well as providing consistent exposure throughout the campaign.
- Bus cards will be used to educate the public about general pedestrian awareness and specific pedestrian awareness of safety around buses.

150 Bus Backs	\$ 41,000.00
55 Transit Shelters	\$ 61,000.00
500 Bus Cards	No Charge

Internet

- WTOPnews.com
Leaderboard (728 x 90) and Big Block (300 x 250) ads will rotate throughout the site. (In-banner video can be used by most will not run automatically.) 500,000 impressions per month.

\$ 13,000.00

\$220,000.00

III. Radio:

- Two radio spots will be created.
 - One radio spot will make the audience aware of pedestrian safety and inform the listeners about increased law enforcement enforcing pedestrian traffic safety laws.
 - One radio spot will make the audience aware of bicycle safety and inform the listeners about increased law enforcement enforcing bicycle traffic safety laws.
 - Both radio spots will be produced in English and Spanish as a :30, :15 and :10 spots – total of 12 spots. a

Includes account representation, creative direction, copywriting, recording, editing, studio time, talent fees with buy out rights, dubs/mp3 to create 2 radio spots (English and Spanish). Spanish radio spots would be written to make sure that the message is culturally correct. These radio spots would include produced versions of :30, :15, and :10 for a total of 12 spots.

\$ 15,000.00

IV. Internet/Email materials:

2009 Street Smart Internet/Email materials will be created using the concepts created for the outdoor materials according to the specifications submitted by each media. High definition files in multiple sizes and Street Smart Spring 2009 Public Awareness Campaign

formats will be created to support the media plan. A HTML version would be created that could be used in blast emails to various participating bicycle organizations.

Includes account representation, creative direction, print production supervision to format materials in high-definition files in multiple sizes and formats.

\$ 7,500.00

V. Outdoor materials:

There will be 2 outdoor/bus backs (targeting drivers in English) and 3 transit shelters (targeting pedestrians safety around buses (1), pedestrians (1) and bicyclists (1) developed for the 2009 campaign each in English and Spanish – a total of 6 transit shelters. Two bus cards (general pedestrian awareness and specific pedestrian awareness of safety around buses) each in English and Spanish – a total of four bus cards. The purpose of the outdoor media is to make the audience aware of pedestrian and bicycle safety and increased law enforcement enforcing pedestrian and bicycle safety laws. The outdoor will be produced in multiple sizes and formats.

Includes account representation, creative direction, copywriting, print production supervision, manufacturing and distribution.

\$60,000.00

VI. Collateral Materials:

The 2009 Street Smart collateral materials including a 4-page brochure citation folder, 6-page tips brochure, crosswalks brochures and/or posters will be updated and/or created, printed and distributed as directed by COG.

Includes account representation, creative direction, copywriting, print production supervision, printing and distribution to create all requested collateral materials.

\$ 20,000.00

VII. Public Relation/Earned Media:

Now more than ever with so many competing messages vying for media attention, an even bigger challenge for highway safety public awareness campaigns than gaining media and public attention is retaining that interest. For a campaign like Street Smart, constant creativity must be applied to capture our hard-to-reach audiences. Fresh approaches and executions are essential. McAndrew Company, Inc. and Strat@comm would develop one major public relations event. The event would include various representatives of the federal, state and local fund partners, participating law enforcement agencies and other transportation experts, etc.

\$ 17,500.00

VIII. Evaluation:

Methodology

- To assess the program's communication effectiveness, we are proposing conducting a longitudinal tracking study among the target group for the campaign. The 'pre' survey would be conducted prior to the initiation of the 2009 campaign and would provide benchmark measurements of awareness and attitudes in the Washington Metropolitan area. This pre-wave would begin prior to the start of the campaign. The second survey would be conducted approximately one week after the campaign concludes.
- To provide a random sample, random digit dialing will be employed. This procedure provides for an equal probability of selection of working residential phone numbers in the Washington Metropolitan area, both listed and unlisted.
- Within households selected, a single respondent between the ages of 18 and 34 would be selected at random (using the most recent birthday method) for inclusion from all eligible adults residing in that household.
- Up to three attempts will be made to reach each randomly selected respondent.
- Data obtained from the supplemental sample would be combined with the random digit-dialing sample in proportion to their weight in the population.
- All interviewing would be conducted from PROvuncular interviewing facilities using computer-assisted telephone interviewing (CATI). CATI improves quality, efficiency, and cost.

Questionnaire Development and Content

- PROvuncular, based on the input provided by McAndrew Company and representatives from COG, will develop the questionnaire. For cost estimating, we have assumed a 10-minute interview with one open-end question requiring content analysis.
- The questionnaire will be submitted to McAndrew Company and the COG representatives for review and approval. Based on this review, the questionnaire will be revised as necessary.

Pre-Test

- A pre-test of the questionnaire will be conducted before the actual full-scale interviewing begins. Questionnaire pre-testing is the responsibility of PROvuncular. The McAndrew Company 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 McAndrew Company 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-wave, we would develop a presentation style report which would assess the effectiveness of the Street Smart Spring 2009 Public Awareness Campaign in terms of awareness and effect on behavior. 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 both the pre- and post waves.

\$ 20,000.00

IX. 2009 Street Smart Annual Report:

The 2009 Spring Street Smart Annual Report will be written using the, evaluation results, law enforcement, public relations and media summaries. The final summary would be developed as a presentation style report, which would assess the effectiveness of the program in terms of awareness and perceived behavior. The report will include clear charts, graphs, campaign materials and photographs of events. The annual report will be written and designed in January and printed in February. Includes consultation, creative direction, copywriting, illustration, graphics, charts, electronic formatting, print production supervision, printing and distribution.

\$ 7,500.00

**Total Projected Costs for the Proposed
Metropolitan Washington Council of Governments'
2009 Spring Street Smart Social Marketing Campaign**

\$382,500.00

Committed FFY 2009 Funding:

COG Total Funds	\$646,100.00
COG 8% fee	(\$ 51,688.00)

Available Campaign Funds \$594,412.00

Fall 2008	\$211,536.70
Spring 2009	<u>\$382,500.00</u>

Total FY 2009	\$594,036.70
Projected Costs	