



VISION ZERO ACTION PLAN

Prepared for: Space Coast TPO

May 22, 2019 **REVISED 6.3.2019**

Fulfilling your desire to communicate.

Advertising | Design | PR | Web | Social Media



Client Needs

The Space Coast TPO team is preparing to launch the Vision Zero Action Plan – which works to unify the local community in adopting measures that will yield zero fatalities and serious injuries on the roadways. After initial conversations, we understand the following as a desired scope of outreach / education activities for the BowStern team. This scope would take place over an estimated 12 – 18 months.

- **Marketing / Branding Vision Zero**

- o Develop Cohesive Brand

- Develop brand package for Vision Zero to include logo, color scheme, guidelines and document template.
 - Develop an emotionally-charged marketing campaign. This will include a creative concept, look / feel, core message and tagline with call-to-action.

- o Digital Campaign

- Single Web Page

- ✓ Develop a single web page with an interactive call-to-action (i.e. take the pledge to stop unsafe driving behavior). On the back end, this web page will be coded for ad optimization and retargeting.

- Social Media

- ✓ Development of 20 – 25 social media content posts and custom graphics associated with the Vision Zero campaign. TPO social media platforms will include: Facebook and Instagram.

Note: Posting, monitoring & responding on organic social media would be handled by the TPO staff member.

- Advertising
 - ✓ Launch of brand awareness advertising for Vision Zero project, over a 3-month timeframe. Recommended platforms include Facebook / Instagram + Google remarketing. Audience and geo-targeting would be detailed in an advertising plan prior to placement.
 - ✓ BowStern would handle placement, monitoring and ongoing optimization of advertising efforts throughout the duration of the project.
 - ✓ Advertising reports will note impressions, number of clicks, conversions on the web page (performance) and demographic information at a minimum.
- Development of Outreach Toolkits / Education Materials
 - Creation of toolkits for partner organizations
 - ✓ Assets will include: creative campaign templates, tri-fold brochure, pledge certificate, digital ad graphics, web banners, sample social media postings, :15 and :30 second public service announcement, and two eblasts.
- **Vision Zero Task Force**
 - Workshops #1, #2 & #4
 - Graphic design of workshop materials, including flyers, agenda & onsite signage.

Note: All other workshop logistics, task force invites, speaker line-up, media outreach, etc. would be handled by TPO staff.
 - Workshop #3 – Corridor Event
 - Graphic design of workshop materials, including flyers, pop-up banners & onsite signage.
 - Paid advertising with a resident call-to-action for event participation.
 - ✓ Launch of event-specific digital advertising on Facebook and Instagram.
 - ✓ Handling of community calendar postings / submissions.
 - ✓ Management and ongoing optimization of advertising efforts throughout the duration of the project.



Budget

The following reflects BowStern costs for the Vision Zero public outreach effort. This budget is based on our current knowledge and understanding of the project. Note that this budget does not include any travel costs.

REQUESTED ACTIVITIES	COST
MARKETING / BRANDING VISION ZERO	
Brand Development	
Branding Package	\$2,500
Marketing Campaign Creative	\$4,000
Digital Campaign	
Single Web Page <ul style="list-style-type: none"> - Page build for launch on TPO site (\$2,000) - Back-end coding for ad tracking purposes (\$600) 	\$2,600
Social Media <ul style="list-style-type: none"> - Content + graphics for Vision Zero posts 	\$2,500
Advertising: Brand Awareness for Vision Zero <ul style="list-style-type: none"> - Length of run: 3 months - Ad plan (\$1,500) - Hard costs: (\$9,900 total / \$3,300 per month) <ul style="list-style-type: none"> Facebook/Instagram \$9,000 Google Remarketing \$900 - Ad setup & management fees (\$5,250 total / \$1,750 per month) - Reporting (\$900 total / \$300 per month) 	\$17,550
Development of Outreach Toolkits <ul style="list-style-type: none"> - Assets include: campaign templates, brochure, pledge certificate, digital ad package, web banners, social media postings, PSAs & eblasts 	\$12,900

MEETINGS & WORKSHOPS	
Workshops #1, #2 & #4	
Graphic design of workshop materials	\$1,700
Workshop #3 – Corridor Event	
Graphic design of workshop materials	\$1,700
Advertising: Event Driven Awareness & Participation <ul style="list-style-type: none"> - Length of run: 2 - 3 week blitz - Hard costs: Facebook / Instagram (\$2,000) - Ad graphic design with event-specific details (\$400) - Ad setup & management fees (\$950) 	\$3,350



Billing Schedule

While the timeline for the project is still being developed, BowStern anticipates that the budget will bill according to the following phases. The budget allocated below totals: \$48,800.

	PHASE 1 BRAND/DIGITAL DEVELOPMENT (July – Sept 2019)	PHASE 2 PARTNER TOOLKIT DEVELOPMENT (Oct – Dec 2019)	PHASE 3 ADVERTISING ACTIVATION (Jan – June 2020)
Service Fees	\$13,300	\$12,900	\$10,700
Hard Costs	\$0	\$0	\$11,900
TOTAL	\$13,300	\$12,900	\$22,600

Payment Terms

Services: Paid upon completion of project.
Hard Costs: Paid prior to placement with submittal of ad plan.

Additional Terms

- a) This work order is valid if accepted within 45 days of proposal date.
- b) BowStern is approved as a subconsultant and will adhere to and be bound by all provisions of the Professional Services Agreement between the Space Coast Transportation Planning Organization and Atkins North America, Inc., dated March 1, 2017 as stated in SECTION XIV – SUBCONTRACTING.
- c) Changes or additions to this work order scope of services must be in writing and signed by both parties. Such changes or additions may be considered additional services and will be billed as such in accordance with the hourly billing rates as defined in Attachment “A” of the PSA and mutually agreed upon by both parties.
- d) Changes or additions to the scope of services may affect projected delivery dates.

Agreement

I signify that I have authority to sign on behalf of Client, and that the above is acceptable. Please sign and return.

Signature, Name and Title Kim Smith Kim Smith, Safety and Education Coordinator

Signed Date July 25, 2019

Acceptance

BowStern _____

Signed Date _____