

A S T O N E

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION 2007 REGIONAL ADVERTISING COMMITTEE

The following program development, implementation and assessment tasks are suggested for the 2007 Bay Area Stormwater Management Agencies Association Regional Advertising Committee efforts.

Task 1: Attitude/perception survey and report **\$37,000**

Implement a quantitatively reliable telephone survey (600) within Marin, Alameda, San Mateo, Contra Costa, Santa Clara County and the cities of Fairfield-Suisun and Vallejo to measure public awareness of the causes of storm water and watershed pollution, attitudes about trash and littering behaviors and the public's understanding of major contributors to pollution of the region's waterways and the Bay. The survey will be developed for use as a baseline study for comparison to future surveys that measure and evaluate changes in the public's awareness of the pollution prevention behaviors with emphasis on information disseminated through BASMAA's mixed media campaign.

Task 2: Strategic Plan Development **\$20,000**

Develop a three-year strategic plan to address significant findings, message strategies and key audiences, identify communication tools, partnerships and media outlets, discern outreach strategies, and describe programs to be implemented over time. Provide a methodology for measuring the results of the campaign on a regular basis. Facilitate workshops with the BASMAA leadership team and other key individuals to accomplish a comprehensive information transfer, gain insight from committee members, guide the direction of the strategic plan and establish expectations. This plan will act as a road map for the Regional Advertising Campaign Committee.

Task 3: Creative Development **\$10,000**

Develop two alternative creative approaches for changing behaviors related to littering and trashing the regional watershed. With input from the regional committee, narrow the alternatives to two for creative execution into billboard, print ad and television storyboard formats. The final creative approach will be refined based on input from focus groups. The creative direction and design services will be based on "communication drivers" identified in the strategic planning process.

Task 4: Focus Group Testing **\$20,000**

Convene 3 focus groups within the region to review and evaluate the strategic creative approaches. Use the focus groups are used only has a guide and to help refine and assist in the selection of the creative approach for compelling messaging and brand positioning about litter and trash. Use these personalized, interactive sessions to gain insight into the attitudes and perceptions of important audiences within the community.

Task 5: Partnership Collateral **\$4,000**

Write copy and provide art services to provide concise, compelling information about the benefits of partnership with the regional campaign. Print quantities needed to implement recruitment of business, institutional and media partners for the campaign for a year. Use fact sheet to assist committee with establish partnerships with groups like the following:

- Professional sports teams
- School districts
- Regional organizations like Keep California Beautiful, County Public Works Departments, California Bay and Film Alliance
- Media outlets for promotions and value-added placements

Task 6: Partnership Development **\$10,000**

Negotiate value added promotions and organize promotions and sponsorships as part of the public education effort for the regional trash litter campaign.

As budget permits, develop partnerships with regional agencies, businesses and non-profits to extend the value of the campaign and expand the number of stakeholder participants communicating and promoting the trash/litter messaging. Upon the request of staff, provide training on gaining and maintaining partnership relationships for the campaign.

Task 7: Litter Media Campaign **\$226,000**

Develop and produce mixed media campaign tools. These tools will be identified in the strategic plan. Deliverables may include radio and TV PSAs, outdoor billboards, posters, theater ads, door hangers, and/or specialty items. The media tools will address the impact of trash and litter on the storm drains, creeks, waterways, the Bay and the Pacific Ocean.

Plan, coordinate and implement a multi-media campaign most likely utilizing cable television, radio, newspaper, and/or billboards. Utilize alternative media such as bus signs and movie theater advertising as appropriate. Target those audiences identified in the research as being those most likely to be heavy polluters. Provide media planning, placement and assessment services. Analyze

costs and audiences reached by specific programming, and negotiate and implement contracts. Provide BASMAA with documentation of task progress for approval.

“New” media options will be researched and recommended where it is appropriate or where we think BASMAA will get the greatest return.

Task 8: Printing & Duplication **\$2,000**

Plan, identify vendors, and coordinate printing and/or duplication of materials as needed or requested by the RAC Committee. Provide estimates for Committee approval.

Task 9: Project Management **\$30,500**

Provide process management and coordination services to assure continuity of public outreach messages among various forms of media and materials developed during the contract year. Provide RAC committee with agenda and meeting notes regarding activities and produce brief evaluation documents as needed to summarize the development of program media and materials. Provide print estimating, vendor management and quality control services as required to assure consistent quality in the production of program materials. Documentation for an annual report will be prepared.

Task 10: Pesticides Media Campaign **\$60,000**

Produce outdoor signage and/or print materials utilizing the existing creative. These tools will be identified in the strategic plan. Deliverables may include outdoor billboards, bus signs, theater ads, magazine ads, and/or specialty items. The media tools will address the impact of pesticides on the storm drains, creeks, waterways, the Bay and the Pacific Ocean.

TOTAL SCOPE OF WORK **\$419,500**