

Social Marketing and Media Campaign  
New Orleans Regional Bike/Pedestrian Safety  
and Community Education Program, Phase III (2011-2013)  
Purchase Order No. 2000011387 /RPC Project No. NBP3-Media

#### Project Description

This program is intended to raise awareness of laws and safe actions in order to influence the behaviors and attitudes of the general public towards pedestrian and bicycle safety. The target audience will be residents of the New Orleans region, with potential reuse of campaign materials in other regions of Louisiana. It is expected that two distinct campaigns will be created. The following expenditure designations will guide the use of available funds.

Media Buy	70%
Formative Research/Focus Groups; Campaign Awareness Market Research; Concept Testing	10%
Strategy, Public Relations and Administration	10%
Creative Production and Development	10%

#### Qualifications

- The Consultant should have previous experience with social marketing campaigns. Previous experience with campaigns in the New Orleans market is desirable, but not required.
- The Consultant shall demonstrate experience and expertise in Community Based Social Marketing to apply systematic marketing techniques to achieve specific behavioral goals for social good i.e. improved bicycle and pedestrian safety.
- The Consultant shall demonstrate expertise in identifying perceived barriers to social change.
- The Consultant shall demonstrate expertise in tools and techniques that support Community Based Social Marketing including selection and management of focus groups, creation and implementation of surveys and other market research methods, skills and experience in media strategy development and creative resources to build message content and presentation materials. In addition, the consultant shall demonstrate expertise in concept testing, media buys, public relations and leveraging earned media opportunities.
- The consultant will possess the ability to work collaboratively with RPC staff throughout the campaign to reach stated objectives and goals.

#### Tasks

1. The Consultant will develop a campaign media strategy in coordination with RPC staff to establish campaign goals, a timeline and will guide each campaign towards the desired outcome.
2. The Consultant will conduct formative research/focus groups to guide the direction of each campaign and messaging for the term of this project.

3. The Consultant will conduct pre and post campaign market research to identify and track the effectiveness of each campaign and the messaging.
4. The Consultant will develop media aimed at motorists, pedestrians and bicyclists to communicate the desired messaging. Media development can include print, radio, television, internet, etc. The Consultant will conduct concept testing of media materials to ensure on target messaging.
5. The Consultant will coordinate the media buy for each campaign including scanning for earned media opportunities. The Consultant should propose a plan for the length and saturation of each campaign's media buy.
6. The Consultant is responsible for providing documentation of each task in RPC approved format.

#### Deliverables

The consultant will provide written documentation of the project's methodology and strategy development, including data, records and invoices of media purchases, methods and findings for each task and report out project results as the initiative progresses. The Consultant will provide a final executive summary of the media campaign process and results. Five paper copies and five Compact Disks of the above materials will be provided to the RPC upon completion. All work will be provided in its original and a pdf file format.

#### Timeline

The Consultant must complete all work by June 30, 2013.

#### Project Budget

The project budget is \$641,450.