

Sacramento Area Micromobility Marketing and Outreach

The expansion of bike and scooter share in the Sacramento region is a landmark opportunity to expand access to bicycling and scooting to residents, commuters, students, and visitors as a convenient, healthy, environmentally-friendly, and congestion-reducing transportation option. As more micromobility devices become available in the region it is important that people understand the rules and regulations around where they can ride and park those devices. A robust outreach and marketing campaign is key to achieving a safe and successful launch of a bike and scooter share system for users and non-users of the system.

SACOG is seeking a consultant to work collaboratively with city partners and micromobility providers to develop an innovative marketing and outreach plan, execute marketing and outreach activities, and create materials that educate users about the rules of the road and parking requirements.

The following tasks represent the work a consultant will undertake to develop and implement a marketing and outreach plan. We are aware the marketing industry has advanced rapidly and are interested in any modern or progressive techniques accompanied with data analysis that supports those techniques. The micromobility rider base tends to trend more with the younger generations where those advanced marketing techniques may be most effective in making a behavior change.

The objective of this project is to help SACOG and its partners reduce the number of people riding scooters on sidewalks and improperly parked devices. The consultant will work with SACOG, city partners, and micromobility operators to create a marketing and outreach plan that includes specific messages, events, and materials for each city (Davis, Sacramento, and West Sacramento).

These tasks will take place in two phases with the first phase focusing on education and outreach based on current parking regulations and the second phase focusing on education and outreach after piloting various parking solutions. For example, the city partners currently require parking devices next to a bike rack, but they may decide to allow parking on the street like a motor vehicle. This second phase would require different messaging and graphics depending on the city and the parking pilot results.

Task 1: Campaign Initiation and Management

The purpose of this task is to launch the project, clarify roles and responsibilities, keep all partners informed, and keep the project on time and on budget.

TASK 1.1: KICK-OFF MEETING AND PROBLEM DEFINITION

Schedule and facilitate a project kick-off meeting that includes relevant SACOG staff, City partners, micromobility operators, and existing key stakeholders. The meeting shall accomplish the following:

- Define specific campaign goals, messaging, target behaviors, and desired outcomes
- Determine metrics that will be used to define success of the campaign and outreach work
- Discuss existing relevant policy, data, peer system research and work done to date related to parking and riding education
- Identify stakeholders who will take part in materials review
- Discuss campaign opportunities, such as existing outreach events, donated and earned media opportunities, social media influencers, and prospective partners

Deliverable:

- Kick-off meeting agenda, facilitation, and summary notes

TASK 1.2: PROJECT MANAGEMENT

Schedule regular meetings and phone calls to keep SACOG and partners informed and projects on task, during campaign planning and materials development phases.

Deliverables:

- Ongoing meetings and calls to provide progress updates
- Ongoing project management

Task 2: Campaign Planning and Strategy

The purpose of this task is to learn about existing marketing opportunities, assets and prospective partners to inform the marketing and outreach plan.

TASK 2.1: OPPORTUNITY SCAN

Use micromobility system information (membership levels, parking locations, existing marketing strategies used by vendors) and information from Task 1 to determine key stakeholders and priority audiences in the service area and assess opportunities, risks, and constraints to consider in the development of the marketing plan.

Work with SACOG, city partners and micromobility operators to inventory existing marketing and outreach assets (e.g., social media accounts, in app messages, email blasts, outreach events) among city partners and organizations that may benefit from marketing and outreach efforts in target areas. Determine how best to leverage the marketing that has been done to date and build on existing efforts.

Deliverable:

- Opportunity scan memo

TASK 2.2: MARKETING AND OUTREACH PLAN DEVELOPMENT

Consultants are encouraged to bring fresh, innovative ideas to developing a marketing and outreach plan that includes strategies and materials for reaching target audiences, changing target behaviors, and achieving campaign goals. The marketing and outreach plan should include:

- List of graphic elements to be produced
- Earned, social, and paid media opportunities (please provide data quantifying outreach impact where available)
- Outreach kit, including electronic toolkit, videos, or games for electronic or in-person outreach
- Any on-street, in-person outreach and education recommendations
- Other innovative strategies and materials for changing target behaviors
- Estimated budget for all campaign expenses including social media influencers and media buys

Examples of campaign graphics and materials include the following:

- Social media advertisements and posts for use by partners, providers, and influencers
- Text and graphics that can be used on websites and in email blasts
- Collateral materials, such as banners or signs for on-street, in-person engagement
- Design support for games or engaging activities for in-person outreach or social media engagement

Deliverable:

- Draft marketing and outreach plan
- Final marketing and outreach plan

Task 3: Design and Production

The purpose of this task is to finalize messaging and design for production of materials.

TASK 3.1: OUTREACH MATERIALS MESSAGING AND CONTENT

Develop the messaging and content for all outreach and collateral materials. The copy will include high level messaging to be used by outreach staff as well as content for all printed material.

Deliverable:

- Draft messaging and copy
- Final messaging and copy

TASK 3.2 CAMPAIGN DESIGN

Prepare design concepts for overall look and feel, including colors, fonts, and graphics.

Deliverables:

- At least two draft campaign designs
- One final campaign design

TASK 3.3 MATERIALS PRODUCTION

Design and produce campaign materials as set forth in the marketing plan. Example campaign materials include online ads, social media posts, banners, signs, and other outreach collateral approved by SACOG and partner cities.

Deliverable:

- Draft design of graphic and collateral materials approved by SACOG
- Final design and production of graphic and collateral materials

Task 4: Implementation

Print and procure collateral, post to social media, and conduct outreach activities to get messages out to the community.

TASK 4.1 OUTREACH MATERIAL PROCUREMENT AND PRINT MANAGEMENT

Upon completion of the marketing plan, consultant will work with SACOG to source printers, request print bids, and work with the selected printer(s) to manage the print process before and after the release of files. Print management tasks will include detailing specifications, quantities, and delivery details; the release of print-ready files including detailed specifications, paper selection, digital proofing, coordination of shipping of the final product, and communications with the printer(s) throughout the print process.

Deliverables

- Print management
- Printed material as specified in the Marketing and Outreach Plan

TASK 4.2 CAMPAIGN OUTREACH SUPPORT

The consultant should budget a significant amount of time for in-person outreach at Develop a training for outreach staff to prepare them for outreach activities in the community. Possible outreach activities include the following:

- Hanging posters, banners or signs in high-ridership areas
- Talking with micromobility users as part of on-street, in-person engagement efforts
- Hosting activities in high-ridership areas to provide information about micromobility device riding and parking

Deliverables:

- One (1), two-hour training for outreach staff
- Staffing of any in-person outreach efforts recommended by consultant and hosted in coordination with cities and providers (4 in Sacramento, 3 in West Sacramento, 3 in Davis)