



RAPID CITY POLICE DEPARTMENT

Steve Allender, Chief of Police

Feb. 14, 2013

2013 Pedestrian Safety Campaign Request for Bids

The Rapid City Police Department is seeking bids for professional marketing services for a pedestrian safety campaign. The RCPD is seeking the services of an agency to work as a collaborative partner in the development and implementation of a comprehensive campaign to reduce the number of car vs. pedestrian crashes in Rapid City.

Campaign Goal: To reduce the number of car vs. pedestrian crashes in Rapid City. Rapid City's pedestrian crash rate is more than double the state average. Lowering this number will require changing the behavior of both drivers and pedestrians.

Campaign Budget: The RCPD received a \$40,000 grant from the South Dakota Department of Public Safety for this campaign.

Campaign Timeline: The grant budget must be used by Sept. 1, 2013. Ideally, the RCPD would like to roll out a campaign starting in April or May 2013, running through the summer.

Campaign Elements: We're looking for a comprehensive campaign that targets drivers and pedestrians. The campaign should include traditional mediums like TV PSAs and billboards, but we're also open to out-of-the-box creative to drive the message home, such as sidewalk art (<http://bit.ly/14QUAbW>).

Services: The agency will assist in message development, including an overall theme or tagline for the campaign. In addition, the agency will assist in the production of campaign elements (video production, graphic design, etc.) and purchasing/placement.

Past efforts:

The RCPD implemented a pedestrian safety campaign in summer 2011, with the tagline "Pedestrian Safety is a Two-Way Street." Campaign elements included:

- Two TV PSAs, which also ran in movie theaters throughout July. <http://bit.ly/XyYJuY>, <http://bit.ly/XHPqLd>
- In-street signage at high-risk crosswalks.
- Increased enforcement for pedestrians and drivers. Officers conducted stings in high-risk crosswalks, and provided a printed education card to violators with each ticket issued. www.rcgov.org/Police/crosswalksafety.html
- Significant news coverage of enforcement efforts.

A recent public survey indicated that much of the public was aware of the increased enforcement efforts. However, there is still much work to be done.

Next steps: The RCPD is seeking bids from several agencies. If you wish to submit a bid, please send a summary of prior agency work on public education campaigns, along with an estimate of per-hour agency fees to Tarah.Heupel@rcgov.org by **March 8**. Recommendations or proposed ideas for the campaign are also welcome. The department will make a final determination by **March 15**. For questions, please contact Tarah by email or at 394-6031.