



RAPID CITY POLICE DEPARTMENT

Steve Allender, Chief of Police

MEMO

TO: Chief Allender

FROM: Tarah Heupel

DATE: 3/18/2013

Subject: Pedestrian Safety Grant

The Rapid City Police Department was recently awarded a \$40,000 grant for a pedestrian safety public education campaign. The grant is funded entirely by the South Dakota Office of Highway Safety.

In February I requested bids for professional marketing services from three agencies, seeking a collaborative partner in the development and implementation of a comprehensive campaign to reduce the number of car vs. pedestrian crashes in Rapid City. Agencies were invited to include potential campaign ideas as part of their proposal.

We received bids from three agencies: Midwest Marketing, TDG, and Lawrence & Schiller. After reviewing the three proposals, the best choice for this project is Lawrence & Schiller. Although their hourly rate is slightly higher, Lawrence & Schiller has the experience and creative vision to develop a successful campaign.

Their initial proposal included two possible campaign themes, incorporating both traditional mediums (i.e. television, billboards, print) and innovative use of social media. The creative strategies outlined in the proposal demonstrate the quality and abilities of the agency. L&S has also worked extensively with South Dakota Highway Patrol and the South Dakota Office of Highway Safety, making them a natural fit for this project. The scope of work produced for Highway Patrol was impressive – and effective.

L&S has the capabilities to produce all of the campaign elements requested, ranging from message development to video production and social media integration. I recommend moving forward with L&S for this project. If approved, our next step will be to meet with the agency to collaborate on a final creative strategy, with an anticipated campaign launch date of May or June.