

Broward County Sponsorship Opportunity

AGENCY:	Transportation Department
CONTACT NAME:	Tim Garling, Deputy General Manager
ADDRESS:	1 N. University Drive, Suite 3100A, Plantation, FL 33324
TELEPHONE:	954-357-8424
EMAIL:	tgarling@broward.org

Summary Proposal:

This sponsorship opportunity would allow the Broward County Transportation Department (BCT) to participate in an advertising campaign that is a joint effort between the Florida Department of Transportation (FDOT), the Florida Public Transportation Association (FPTA), the Florida Transit Association Finance Corporation (FTAFC) and individual transit systems across Florida. These agencies are partnering to conduct a statewide educational campaign to:

- Create awareness of the benefits of transit in local communities;
- Educate residents and visitors about the important role transit played in keeping the public safe while providing services vital to Florida's economic recovery (e.g., helping essential workers get to work safely during the pandemic);
- Communicate information regarding current safety measures and transit services; and
- Attract former and new riders.

The total cost of the proposed campaign is \$1,291,500. BCT has been invited to participate at a one-time cost of \$150,000 to be paid to the FPTA in September 2022.

Why We Should Participate

Transit systems across the state are struggling to regain pre-pandemic ridership levels. A coordinated statewide approach to public education will provide consistent messages, reduce expense due to shared development costs, realize economies of scale for the purchase of media across multiple markets, tap into delivery channels that could be limited or out of reach to individual communities, and inform and make a lasting impact on audiences across Florida.

FPTA Deliverables:

- **Online Survey:** FPTA will create and disseminate an online survey to help understand attitudes and perceptions of transit. Survey findings will help shape campaign elements.
- **Website:** FPTA will create a landing page on its website to be a public-facing repository for the campaign. This site will be linked from the Broward County and BCT home pages.

- **Media Relations:** FPTA will publicize the launch of the statewide campaign with media outlets across the state. News release templates will be provided to transit agencies to use in local outreach efforts.
- **Local Media Tool Kit:** FPTA will develop and provide a turnkey tool kit to agencies across the state with print, video and digital elements including social media graphics that can be adapted to local market and outreach efforts.
- **Campaign Development:** FPTA will develop a statewide ad strategy including numerous media outlets to ensure comprehensive and consistent coverage across the state. Four key venues are social media, Google, streaming services and billboards. Messages that appeal to former riders and draw interest from non-riders will be presented, including cost of gas, increased parking fees, congestion, etc.
- **Media Plan and Placement:** FPTA will create a statewide media plan and procure media buys. Transit system input will be considered in media decisions. Advertising elements to be developed and placed across the state include, but are not limited to:
 - a. Two 1:30-2:30 minute “brand videos”
 - b. :30 and :15 second PSAs
 - c. 50+ static and digital billboards
 - d. Social media advertising on Facebook, Facebook Messenger, Instagram and YouTube
 - e. Ads on Google targeting specific audience types
 - f. Ads on Pandora/SiriusXM/Tunein/Soundcloud Audio Advertisement with SXM Radio and Spotify – reaches younger audiences who use radio, music and podcasts as their primary form of media
- **Final Report:** FPTA will collect performance measures and issue a final report. Metrics used to measure success of the campaign include, but are not limited to:
 - a. Media coverage received and impressions at state and local levels
 - b. Ridership numbers by agency, before and after the campaign
 - c. Website views and visits
 - d. Views and click-throughs on digital channels, social media posts and ads and Google
 - e. Social media engagements (followers, likes, comments, views)
 - f. Impressions from placements of billboards along high traffic venues
 - g. Feedback from stakeholders, influencers and riders/potential riders

BCT will utilize the provided media tool kit to enhance current on-going and upcoming multi-lingual media campaigns.