

Attachment C
BOATING SAFETY PROGRAM
MARKETING & COMMUNICATIONS OUTREACH PLAN

Ref. #	Strategies / Tools	Message Distribution	Target Audience	Value	Measure of Effectiveness	Bi-annual Estimated Indirect Costs	Bi-annual Estimated Direct Costs	Implementation Frequency
1	Create/design catchy, identifiable logo, color scheme or photo to represent program (<i>use jointly with AGFD logo where applicable</i>)	Via marketing strategies and numerous media outlets [e.g. newspaper ads, posters, billboards, watercraft publications, Web site, T.V. and radio commercials, Public Service Announcements (PSAs), etc.]	All ages; Arizona residents; California and Nevada visitors	Program and agency recognition; conveys positive department and program image	Results of planned public surveys, target audience and registered boater questionnaires; compare annually	\$2,500	\$5,000	Once <i>(revisit campaign for improvements and new trends after 5 years)</i>
2	Create a uniquely clever slogan that conveys a message or statement to represent program (can be incorporated into logo, but not necessary); generally attached just below logo	Via marketing strategies and numerous media outlets (e.g. newspaper ads, posters, billboards, watercraft publications, Web site, T.V. and radio commercials, PSAs, etc.)	All ages; Arizona residents; California and Nevada visitors	Expresses intentions to target audience and develops own unique identity	Results of planned public surveys, target audience and registered boater questionnaires; compare annually	\$2,500	\$5,000	Once <i>(Revisit campaign for improvements and new trends after 5 years)</i>
3	Create 3-4 short key messages regarding program; can be clever, rhyme or have shock value	Via marketing strategies and numerous media outlets (e.g. newspaper ads, posters, billboards, watercraft publications, Web site, T.V. and radio commercials, PSAs, etc.)	All ages; Arizona residents; California and Nevada visitors	Illustrates meaningful messages most relevant to target audiences	Results of planned public surveys, target audience and registered boater questionnaires; compare annually	\$2,500	\$5,000	Once <i>(Revisit campaign for improvements and new trends after 5 years)</i>
4	Seek media buyer for advertising packages that have broad targeted media outlets	Assists in discount advertising packages that narrow target audiences and have broad media capabilities including theaters, public restrooms, pubs, stadiums, casinos, etc.	All ages; Arizona residents; California and Nevada visitors	Narrows target markets and has broad media exposure capabilities; saves staff time	Results of planned public surveys, target audience and registered boater questionnaires; compare annually	\$2,500	\$25,000 <i>(Percentage to media buyer based on ad package selection and pricing)</i>	Revisit with buyer annually
5	Create/design an organized and expanded informative boating Web site promoting boat registration, boating safety/education and conservation	AGFD Web site and interagency links (ensure easily accessible link from AGFD portal page, boating grants information, and links to additional resources such as law enforcement and partner agencies, boating education, etc.)	Internet users <i>(excludes some demographics)</i>	Benefits customers by making important agency information available 24/7; provides Web presence and national exposure	Number of visits and number of hits per month; compare statistics annually; make adjustments to strategy or tool accordingly due to routine maintenance	\$2,500	Minimal if any \$1,000	Once <i>(Bimonthly maintenance for updates)</i>
6	Incorporate video streaming capabilities on Web page (video and audio clips)	Video links of PSAs, short educational clips, boating footage, etc.	Internet users <i>(excludes some demographics)</i>	Directly links customers to key messages without television or radio; another mechanism for conveying PSAs, commercials (T.V. and radio), etc.	Number of visits and number of hits per month; compare statistics annually; make adjustments to strategy or tool accordingly due to routine maintenance	\$2,500	\$5,000- \$10,000 (Technical purchases)	Once <i>(Bimonthly maintenance for updates)</i>
7	Informative/educational direct mail to Arizona's registered boat owners.	Postcards, brochures, registration renewal inserts or leaflets, flyers, official letter, etc. (Provide informational packets to regional customer service counters for distribution).	To registered Arizona boat owners.	Reaches each registered boater at home or business	Results of planned public surveys, target audience and registered boater questionnaires; compare annually and make adjustments to strategy as necessary	\$2,500	\$100,000 (printing & postage)	Quarterly
8	Arizona Game and Fish Department's Wildlife Views magazine and PBS show	Direct mail subscribers, regional countertops, PBS viewers, etc.	AGFD subscription databases, AGFD facility visitors, loyal viewers, etc.	Existing AGFD media and forms of communication and education with established audiences	Results of planned public surveys, target audience and registered boater questionnaires; compare annually	\$1,200	Minimal if any \$1,000	Bimonthly

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9	Create/design watercraft online newsletter to post on Boating Safety Web page and send to subscribers using listserv (bimonthly)	Watercraft listserv; links to online registration and renewal notices	Internet users and listserv subscribers <i>(Excludes some demographics)</i>	Provides direct communication and updates to target audience/subscribers; strengthens customer relationships and improves long-term dept. image	Monitor growth of listserv subscribers annually; determine annual percentage goal to increase subscribers and maintain database listserv	\$1,200	Minimal if any \$1,000	Bimonthly
10	Watercraft publications advertisements including along popular waterways (based on chosen publications and their deadlines, develop planning schedule with costs and timeline for efficiency and tracking)	Magazines, tabloids and community newspapers (mainly along popular waterways) like Yuma, Blythe, Lake Havasu City, Bullhead City, etc., including AZ Republic and AZ Daily Star; identify target areas statewide and proceed accordingly with planning schedule annually	Arizona subscribers, retail shoppers, visitor center visitors in targeted areas	“Attracts” specific clientele in targeted areas; conveys messages directly to target audience; paid inclusion (guaranteed to be published)	Re-evaluate demographics and circulation numbers of chosen publications and alter planning schedule accordingly for better value	\$5,000	\$60,000 (\$5,000/mo.)	Monthly
11	Design bi-annual poster with relevant picture or key message; can include boating safety class schedule and conservation	Posting and distribution at all region facilities; post next to boater handouts; display at lake kiosks; boating retail stores (i.e. Cabela’s, Sportsmen’s, Bass Pro, etc.); USFW forest/lake offices; AZ State Parks park offices; marina restaurants and facilities; facilities where classes are conducted	Outdoor enthusiasts, children, tourists, retail shoppers and employees in targeted areas	A common and attractive visual aid that is easy and inexpensive to produce and update; placed in view of audience; portable	Results of scheduled public surveys and target audience questionnaires of how they heard about program; poster public demand and/or requests; compare annually	\$2,500	\$10,000/year	Bi-annual
12	Billboards along roadways to popular waterways	Identify billboards along roadways to popular waterways to determine strategically located available (scheduled) billboards for monthly rental of advertisement(s) and it’s management (media buyer may assist)	Commuters in high traffic areas; Arizona residents and visitors; boat/outdoor enthusiasts	Hits high traffic areas on interstates, intersections, bus stations, etc. and is a popular tool because it can’t be thrown away, turned off or fast forwarded; lowest cost per thousands of all media outlets	Evaluate annual/monthly trend of traffic counts on roadways where billboards are rented; results of scheduled public surveys and target audience questionnaires	\$2,500	\$480,000/year (10 billboards)	Annual
13	Public service announcements	Use internal video production for development; inquire about station schedules, air time availability	Local television station viewers and radio station listeners	Ads educational credibility; message will be taken seriously	Determine demographics T.V. and radio stations have aired (day and time); see if beneficial verses commercial; results of scheduled public surveys and target audience questionnaires	\$5,000	Minimal if any \$1,000	Annual
14	Produce television commercial for prime time airing	Use internal video production for development; inquire about station schedules, air time availability and costs (target stations in high use areas); consider partnering with Arizona State University’s Walter Cronkite School of Journalism and Mass Communication	Local television station viewers	Station programming and prime time airing is more likely to hit designated target audience	Purchased space during prime time television station peak times; results of scheduled public surveys and target audience questionnaires	\$5,000	\$10,000-\$100,000 <i>(depends on local programming)</i>	Bi-annual
15	Produce radio commercial for prime time airing	Use internal audio production for development; inquire about station schedules, air time availability and costs (target stations in high use areas)	Local radio station listeners	Station programming and prime time airing is more likely to hit designated target audience	Purchased space during prime time radio station peak times; results of scheduled public surveys and target audience questionnaires	\$5,000	\$10,000-\$25,000 <i>(depends on local programming)</i>	Annual

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16	Redesign Operating Under the Influence (OUI) logo and key messages for new (future purchase) command post trailers; when not in use, stage at strategic areas for commuters to read.	Presence at expositions (e.g. International Sportsman's at University of Phoenix stadium, AGFD Outdoor Expo), conferences, fairs, special events statewide, etc.	Arizona commuters, boat/outdoor enthusiasts, general public	Provides effective messages alongside commuters; creates cross-state recognition and familiarity with program; reinforces message	Results of scheduled public surveys and target audience questionnaires; compare statistics annually	\$2,500	\$10,000	Once (Bimonthly maintenance for updates)
17	Determine useful and appropriate promotional giveaways for adults and children, order in large quantities, and maintain annual inventory and distribution schedule/plan for managing reproduction <i>(e.g. floating key chains, koozies, waterproof wallet and floating cylinders; children's stickers and temporary tattoos; miniature CPR, first aid and sun kits, flash lights; police whistles, rain ponchos, caps/visors, t-shirts, visor clips, compasses, goggles, inflatable beach balls, bobble and fishing lures, reflectors, survival tool kit, sport /rally towels, etc.)</i>	Distribute to key regions (law enforcement incentives or rewards), boating education classes, seminars, AGFD informational and educational booths, conferences, fairs, boat shows, etc.; incorporate into operational planning (holiday weekends, boating safety checks, etc.)	All event and class participants and day-to-day operation interaction with the public	Free, useful, meaningful and long lasting/permanent giveaway that simultaneously serves educational purposes	Inventory creation: numbers ordered and areas of distribution monitoring to determine future orders and inventory management	\$2,500	\$75,000 <i>(40,000 pieces anticipated)</i>	Annual
18	Create statewide annual events schedule for sponsoring/hosting booth space for distribution of literature and promotional giveaways, and determine participation numbers after each event for planning and efficiency; conservation materials and watercraft grant information included	Presence at expositions (e.g. International Sportsman's and AGFD Outdoor Expos), related events at stadiums, conferences, fairs, special events statewide, etc.	Boating/outdoor enthusiasts, general public (outreach)	Gives credibility to program by employee presence and demonstrates importance of message through one-on-one interaction with the public	Monitor and evaluate number of venues participated and their public attendance individually to determine venue worthiness annually	\$2,500	\$10,000 (booth spaces)	Annual
19	Schedule monthly watercraft news story/press release ; ensure PIO database is current; research new publications and add to PIO database	Statewide to selective and applicable magazines, tabloids, newspapers, etc.	Arizona subscribers, retail shoppers, visitor center visitors	Keeps program and related messages newsworthy and consistently in the public eye	Determine if articles are published so contact can be to those not publishing articles	\$3,000	Minimal if any \$1,000	Monthly
20	Publish logo and key messages in AGFD boating education class materials ; maintain annual inventory and distribution plan for managing reproduction	Boating education materials	Boating education class participants	Provides consistency on all printed materials sending the same message	Determine how many publications are distributed per year to measure exposure	\$2,500	Minimal if any \$1,000 <i>(materials included in existing budget)</i>	Annual
21	Develop plan that indicates methodological process for selecting marketing pieces to be reproduced in Spanish and identify target market/demographic areas to post, distribute and display; consider translating revamped/improved watercraft Web site to Spanish (and publicize Web site to Hispanic market using target market/demographic areas to be identified); create effective distribution plan for printed materials	Link to agency Web sites based on demographics (e.g. Patagonia Lake State Park, Santa Cruz County, Nogales, Yuma, areas along the Colorado River, etc.); research demographics across state to expand links; a process to make conscience decision or "consideration" to translate all materials produced	Latino residents and visitors from California & Nevada	Attracts, communicates and engages second largest population in Arizona	Results of scheduled public surveys and target audience questionnaires; compare statistics annually	\$10,000	\$25,000 <i>(for first two years)</i>	As materials in English are being produced and reproduced

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22	Create practical incentives for adults and children to attend boater safety class (boating registration discounts, contests, coupons, drawings, etc.)	Promote via AGFD Web site (including online boating education course[s]), statewide publications, direct mail, etc.	Boating registrants, subscribers to relevant publications, retail shoppers, visitor center visitors	Attractive money saving opportunities for boaters and the general public	Account for the number of participant discounts/savings coupons distributed and redeemed annually to determine effectiveness; adjust accordingly	\$2,500	\$10,000 minimum <i>(Discount values to be determined by AGFD management)</i>	One discount/coupon offered every 6 months
23	Partner with boating supplies and equipment retailers ; can create AGFD informational safety packets to new boaters	Convey information and/or educational materials, boat registration discount coupons, etc. to retail customers through retailers	Retail customers; boating/outdoor enthusiasts	Point of sale communications and information conveyance to boating/outdoor enthusiasts via retailers	Follow through with retailers to determine demand and the need for reproduction of safety informational packets; results of scheduled public surveys and target audience questionnaires; compare statistics annually	\$2,500	\$5,000 (\$5/packet)	Annual
24	Design/create permanent interpretive signage with basic key safety messages; seek partnership with ADOT sign shop for cost of supplies; create sign monitoring and replacement program	Post at or nearby lake launching ramps and lake picnic areas and parking lots in high use areas statewide, especially high user areas or areas with high accident rates	Boating/outdoor enthusiasts and users; Arizona, California, Nevada visitors	Posted where users recreate; message is unavoidable	Results of scheduled public surveys and target audience questionnaires; compare statistics annually	\$5,000	\$20,000	Once <i>(monitor every 6 months)</i>
25	Design/create large roadside signage (4' x8' or larger) with basic key messages or ad and partner with Arizona State Parks and other landowners for placing large signs near high traffic areas	Identify locations along roadways to popular waterways	Boating/outdoor enthusiasts and users; Arizona, California, Nevada visitors	Posted near or where users recreate; message is unavoidable	Results of scheduled public surveys and target audience questionnaires; compare statistics annually	\$2,500	\$10,000	Once <i>(monitor every 6 months)</i>
26	Outdoor park or tourism informational kiosks (bullet proof, secure including roadside scrolling electronic message centers for passerbys); create schedule for refilling and updating trailhead-like kiosks and programming electronic scrolling messages	Identify and install in beneficial high use lake areas, parking lots and entrances with key messages and brochure/material availability; roadside electronic kiosks in secure and high surveillance areas; monthly electronic scrolling message management	Boating/outdoor enthusiasts and users; Arizona, California, Nevada visitors	Posted near or where users recreate; message is unavoidable	Results of scheduled public surveys and target audience questionnaires; compare statistics annually	\$5,000	\$100,000	Place/construct 4 first two years
27	Partnership with ADOT to use their roadside Solar Message Centers	Identify locations along roadways to popular waterways	Boating/outdoor enthusiasts and users; Arizona, California, Nevada visitors	Posted near or where users recreate; message is unavoidable	Results of scheduled public surveys and target audience questionnaires; compare statistics annually	\$2,500	Minimal if any \$1,000	Before or during summer major holidays
28	Establish alliance or partner with California and Nevada for cooperative and/or shared publishing opportunities	AGFD regions, California and Nevada affiliated agencies, visitor centers statewide, hotel/motel availability in popular waterway areas, etc.	Boating/outdoor enthusiasts and users; Arizona, California, Nevada visitors	Delivery of the same message from three neighboring states	Results of scheduled public surveys and target audience questionnaires; compare with statistics of neighboring states	\$2,500	Partner share \$10,000 per brochure	Annual coordination meeting to brainstorm shared resources ideas
SUBTOTALS						\$90,400	\$1,107,000	
TOTAL						\$1,197,400		