

CREATIVE BRIEF

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PROJECT TITLE: PROJECT 20 AWARENESS CAMPAIGN

BACKGROUND

Project 20 is a program that offers citizens of San Francisco an alternative form of payment for parking citations in the form of community service. I want to raise awareness of this program because oftentimes citizens are issued tickets and do not have the means of paying them. By installing a campaign of awareness of Project 20, citizens will know their options and if they cannot afford to pay a citation, they know they have another alternative to simply having delinquent parking tickets on their record.

TARGET AUDIENCE

The target audience for this campaign would be citizens of San Francisco who own or operate non-commercial vehicles. Many citizens think that their only options when issued a citation are to pay it or protest it (which if they lose, are still required to pay the ticket). Currently, the only way to find out about Project 20 is to search for alternative ticket payments online (and hope that it pops up among the mess of search results), if you were told about it through a friend or family member, when you go into the SFMTA to protest a citation and are required to waive your right to participate in Project 20, or if you go to the SFMTA/DMV and ask about the program directly.

OBJECTIVES

The objective is to create a campaign of awareness throughout the city of San Francisco about Project 20. Ammending the back of a citation to include Project 20 as a form of payment, implementing the distribution of flyers with each ticket given by the SFMTA, infomational pamphlets and brochures that will be displayed at all SFMTA, DMV, and MTA offices as well as major city offices such as City Hall, all court locations, etc. The success of the campaign will be measured by the number of new citizens that sign up for and use the program as an alternative to paying a citation.

In addition to raising awareness, the campaign will need to work with SFMTA, DMV, MTA, and Project 20 in order to create an efficient system of managing the influx of citizens that will hopefully use Project 20. This would entail developing a clear system of keeping track of hours, the number of people, developing clear communication between Project 20 and SFMTA,

DMV, and MTA workers as well as the non profits that citizens will be working with. Implementation of a system to deal with citizens with extreme financial hardships will also need to be created so that these citizens can pay back their debt faster so as not to burden them with more stress.

SINGLE MESSAGE

“You have options!” I want people to walk away simply knowing that there are alternatives to simply paying a parking ticket.

MANDATORY ELEMENTS

SFMTA logo, address, and contact information as well as the web address to a website that contains more information on Project 20 and how to participate.

DELIVERABLES

The awareness campaign will consist of the following:

- A website to offer citizens information about Project 20, eligibility requirements, enrollment information, a list of non-profit organizations that participate, an explanation of how the program works, information for people with an extreme financial situation, a staff section that displays the supervisors citizens will be working with, and contact information.
- Small flyers (the same size as a citation and on the same paper) that would list the forms of payment, including Project 20. (See attached example)
- Creation of signs that will be hung on the wall of all SFMTA and MTA offices that are open to the public. (See attached example)
- Informational brochures and pamphlets that will be displayed in all SFMTA, DMV, MTA, and major city offices such as City Hall, all court locations, etc. that will include information about the program, how to enroll, what you will be doing as a volunteer, and contact information.

TIMELINE

Work on the campaign (the design and printing process) should start immediately and can be expected to be done in a 2-3 month period. There will most likely be a couple (1-2) design rounds for the printed material (brochure, flyers, and signs) and around 3-4 design rounds for the website.

BUDGET

In an ideal world, the city would supply a budget of at least \$8,000 to help with the printing of brochures, pamphlets, flyers, and signs to be distributed and displayed as well as hiring a designer to create the website. Otherwise,

fundraising will need to be held in order to finance the printing of materials, at the least.

APPROVALS

We would need approvals from the SFMTA, DMV, Project 20, and possibly city officials as well for the addendum of Project 20 as form of payment on the back of a ticket, distribution of flyers, and the implementation of signs and brochures.

DESIGN SAMPLES

FLYER

DIMENSIONS: 3 in x 8 in

PAPER TYPE:

Waterproof (same as current paper used for SFTMA citations)

FORMS OF PAYMENT

1. Pay the fine via mail in the envelope provided, via telephone at (415)553-1631, or in person at the SFMTA office, address located below.
2. If you feel you were wrongfully cited, you can protest the citation by sending in a written protest to:
SFMTA Citation Review Center
1 South Van Ness
San Francisco, CA 94103
More information on protesting your citation can be found on the back of the citation.
3. If you do not wish to protest the citation but do not have means of paying the fine, you may be eligible to enroll in Project 20, a community service program. For more information, call the Project 20 offices at (415)123-4567 or visit www.project20.com

SFMTA | 1 South Van Ness, San Francisco, CA 94103
(415) 553-1631 | Hours: 8am-5pm | www.sfmta.com

DESIGN SAMPLES

SIGN

DIMENSIONS: 20 in x 20 in

RECEIVED A CITATION AND CAN'T PAY? **ASK ABOUT PROJECT 20**

What is Project 20?

Project 20 is a fine alternative program for those who cannot afford to pay their citations. This is accomplished in the form of community service in which San Francisco residents would work off their fine instead of monetary payment.

What will I be doing?

As a participant in Project 20, you will be performing various community services in the city. This can range from sweeping up litter, planting and tending to neighborhood trees, painting out graffiti, or helping take care of schools, parks and community gardens.

How do I enroll?

Ask a SFTMA service representative for information on enrollment and eligibility requirements, or visit www.project20.com

DESIGN SAMPLES


WEBSITE

DOMAIN NAME: www.project20.com

PROJECT 20

SAN FRANCISCO FINE ALTERNATIVE PROGRAM

1234 South Van Ness
San Francisco, CA 94117
(415)123-4567
Office Hours: 8am-5pm



- ABOUT
- ELIGIBILITY
- PROGRAMS
- STAFF
- CONTACT
- ENROLL

ABOUT PROJECT 20

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HOW IT WORKS

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