



Sacramento Abandoned Vehicle Services Authority

2022 Public Education Strategy

Phase One • Raise Program ID

Splash Web Site Creation

- New Infographics
- Complete Messaging (Cost/Benefit, ROI)

Outdoor Advertising

- Utilize Billboard “Mystery” Campaign
- Geotag Retarget Collection

Printed Materials

- Palm Cards to Transit & Public Meetings
- Possible Advertising Placement on Transit



Phase One • Web Site



FSB
PUBLIC AFFAIRS



[Home](#) [SAVSA Timeline](#) [Funding Sources](#) [Report An Abandoned Vehicle](#)

Time ^{Until} SAVSA Expires **52 : 12 : 11 : 23**
Days Hours Mins Secs

An infographic with a dark blue background and a white border. At the top center is the SAVSA logo. Below it, the text reads: 'Each year, SAVSA funds the removal of more than 20,000 abandoned vehicles.' To the left is an icon of a \$1 bill, and below it, the text 'PER YEAR'. To the right is an icon of a car being towed, and below it, the text '300,000'. At the bottom right, there is a shield-shaped icon with 'ANNUALLY' at the top and '\$1' in the center. The text 'abandoned vehicles removed from your community since 1991.' is positioned between the towed car icon and the '\$1' shield icon.

Each year, SAVSA funds the removal of more than 20,000 abandoned vehicles.

PER YEAR

300,000
abandoned vehicles removed from your community since 1991.

ANNUALLY
\$1

Phase One • Web Site



FSB
PUBLIC AFFAIRS

SAVSA
SACRAMENTO ABANDONED VEHICLE SERVICES AUTHORITY

Each year, SAVSA funds the removal of more than 20,000 abandoned vehicles.

PER YEAR **300,000**
abandoned vehicles removed from your community since 1991.

\$1 ANNUALLY



YOU SPEND HOW MUCH PER YEAR?

Service	Annual Cost
AMAZON	\$139 per year
NETFLIX	\$120 per year
SPOTIFY	\$100 per year

\$1 per year

20,000 vehicles per year

1991: The Sacramento Abandoned Vehicle Service Authority (SAVSA) was created to combat the growing problem of abandoned vehicles on private and public property.

2020: More than 20,000 vehicles are removed from Sacramento County streets thanks to the SAVSA program.

2022: SAVSA is scheduled to be terminated, but is placed on the June 2022 Election Ballot for renewal if the voters choose to do so.

Phase One • Outdoor Advertising

What is SAVSA?

SAVSAinfo.com

What is SAVSA?

SAVSAinfo.com

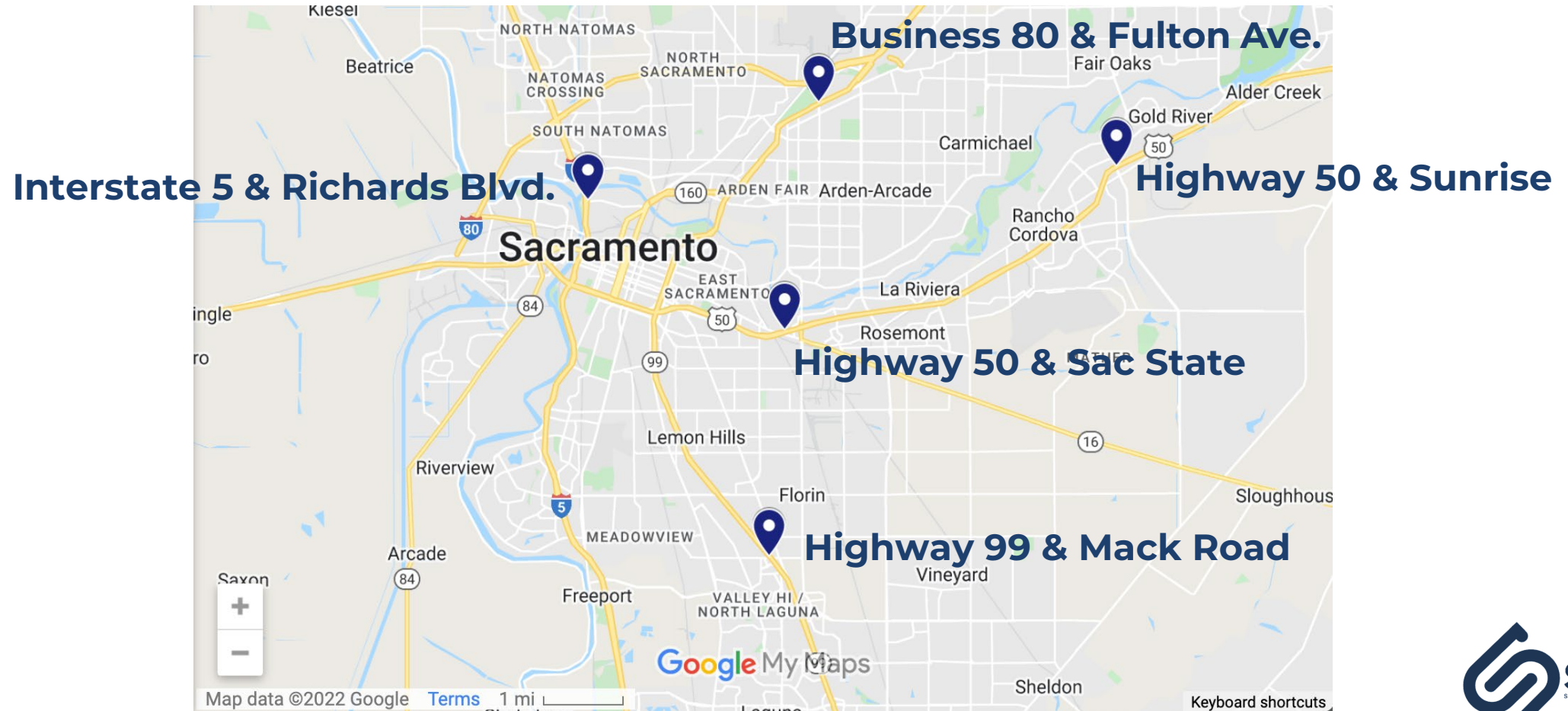
What is SAVSA?

SAVSAinfo.com

What is SAVSA?

SAVSAinfo.com

Phase One • Outdoor Advertising



Phase Two • Preview

TIME IS RUNNING OUT...

SAVSAinfo.com

**WHAT CAN \$1 DO FOR
YOU?**

SAVSAinfo.com

April 30, 2022

SAVSAinfo.com



F S B

PUBLIC AFFAIRS

Questions & Discussion

Contact Us

Andy Fields

916-759-1001

afields@fsbpublicaffairs.com