



Request for Proposals

Develop and Deliver a
Multimedia Pedestrian Safety Education Campaign

Proposal must be submitted via email by 3:00 p.m. EST on Monday, August 3, 2020

To: Mary Moomaw, MFF Sr. Project Manager, mmoomaw@michiganfitness.org

Subject Line: RFP – Develop and Deliver

DESCRIPTION

This Request for Proposals (RFP) invites professional firms and qualifying institutions to submit a written proposal to develop and deliver a multimedia pedestrian safety education campaign in southeast Michigan (SE MI).

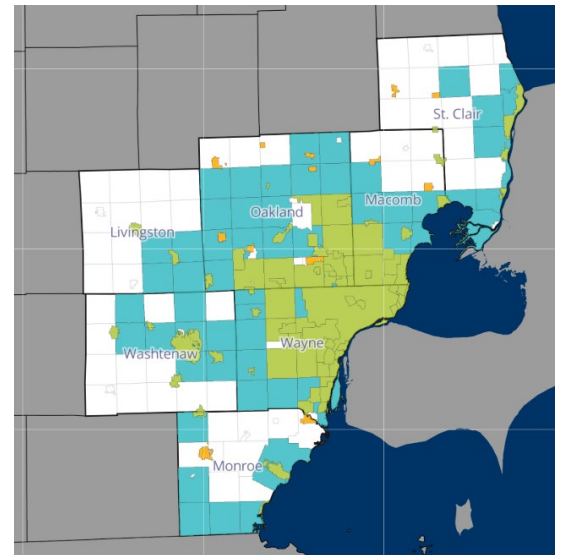
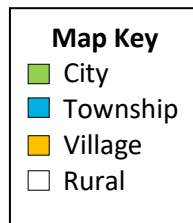
There are two RFPs associated with this project:

1. Research and Evaluation
2. Multimedia Campaign Implementation (Develop and Deliver)

Qualifying firms and organizations may submit a proposal for one or both. It is expected that the contractor will implement the work themselves and will not subcontract components to other organizations. This project will use a reimbursement-based contract.

BACKGROUND

In March 2018, the National Highway Traffic Safety Administration (NHTSA) Bike/Ped Assessment charged Michigan departments and organizations involved with pedestrian safety to lead an educational effort focused on pedestrian safety. This charge, coupled with Michigan’s steady rate of pedestrian crashes, has created a call to action to increase awareness and reduce pedestrian injuries and fatalities in the Michigan. The project will be piloted over a multi-year period in SE MI, where pedestrian crashes are the highest. Three communities will be identified as pilot sites to implement this campaign (potentially urban, suburban, and rural). The results of the pilot, including all processes and campaign materials, will be made available to other communities throughout Michigan and across the country interested in implementing a similar campaign.



For the purpose of this project, Southeast Michigan is defined as the seven counties in as Southeast Michigan Council of Governments (SEMCOG) service area outlined in the map above.

The project is being administered by the Michigan Fitness Foundation (MFF) in partnership with the Michigan Department of Transportation (MDOT) and will be managed by a Project Team. A Steering Committee will serve as an advisory group throughout the project.

This is a work for hire project. All materials prepared by the contractor will be the property of the funders and cannot be furnished to any party without written permission from said funders.

GOALS

The goals of the overall project are:

- To provide a multimedia pedestrian safety education campaign that:
 1. Educates on the specific needs of the community/population identified by the research and study campaign.
 2. Can be easily customized and used by communities across Michigan.
 3. Considers people with disabilities and meets ADA requirements.
- To educate Michigan citizens on how to safely utilize pedestrian transportation and educate pedestrians and drivers on safety and laws surrounding pedestrian transportation.
- To reduce the total number of pedestrian crashes, fatalities, and severity of injuries in three target communities in SE MI.
- To develop a comprehensive plan that can be used by other communities interested in implementing a similar pedestrian safety education campaign.

As two contractors are being sought for this project, it will be essential that they work together throughout the project. It will be expected that the contractor awarded through this RFP will be engaged during the research and evaluation components of this project.

DELIVERABLES FOR THIS RFP

The contractor will work with MFF to develop and engage a project Steering Committee in the development and delivery of a pedestrian safety education campaign. The contractor awarded this project will be expected to be engaged throughout the entirety of the campaign.

Utilizing the community needs assessments from the research phase of this project:

- A. Consider existing SE MI pedestrian safety campaigns, including SEMCOG and the Office of Highway Safety Planning, that could be used in full or part to reach our project goals.
- B. Solidify a project brand and education campaign to ensure successful outcomes.
- C. Pitch multiple concepts to the Project Team and Steering Committee to offer more than one branding idea for consideration.
- D. Develop campaign materials in a manner that enables them to be customized by other Michigan municipalities and communities.
- E. Identify and/or develop educational materials or curricula geared to targeted motorists and pedestrians, using existing materials if possible, and including materials in multiple languages as needed.
- F. Ensure that people with disabilities are included and ADA requirements met.
- G. Apply an equity lens to all aspects of the campaign.
- H. Identify multiple delivery platforms—not only traditional media campaigns—in order to expand educational opportunities and broaden the campaign depth and reach.
- I. Work closely with the Project Team to determine the optimal mix of multimedia and educational materials to ensure optimum reach.
- J. Participate in evaluation to effectively measure the campaign's success; and be prepared to modify the ongoing campaign based on the evaluation data.

- K. Provide access to up-to-date analytics and reporting platforms (e.g., live dashboards, video completion rates, website attribution, etc.)
- L. Negotiate and make media buys on behalf of MFF should it be determined that media advertisements are a necessary part of the campaign.
- M. Participate in Project Team and Steering Committee meetings.
- N. Utilize partnerships and connections to most effectively implement the campaign.
- O. Develop the campaign's timeline and budget and implement both in concert with the Project Team.
- P. Contribute to a written plan documenting the development and implementation of the campaign in a way that allows other municipalities to independently utilize the campaign (e.g., public campaign playbook).

TIMELINE*

This estimated timeline includes the complete campaign (research, evaluation, development, and delivery) to give applicants the opportunity to see the full timeframe.

- July 10, 2020: RFP released
- August 3, 2020: RFP closes
- August-September 2020: Contractor selection and contract established
- October 2020-August 2021: Study and Evaluation Phases (Round 1)
- August-April 2021: Development Phase (Round 1)
- April-September 2022: Implementation/Deliver Phase (Round 1)
- September-December: 2022: Evaluation of Round 1
- December 2022-April 2023: Study, Development, and Evaluation Phases (Round 2)
- April-September 2023: Implementation/Deliver and Evaluation Phases (Round 2)
- September-December: 2023 Evaluation of Round 2.

*Timeline Assumptions:

- In-depth research is desired at the outset of this project and a significant amount of time is built into the timeline for this purpose.
- We anticipate that the campaign will take place sometime between April and September.

BUDGET

For the period of the contract (October 2020-December 2023), the proposed budget should not exceed \$125,000 for all activities associated with the development and delivery of the multimedia campaign. The tools necessary to provide robust analytics should be included in the budget. There is also more than \$700,000 for educational materials, multimedia buys, etc. Do not include this amount in your budget as these expenses will be billed to MFF.

PROPOSAL SUBMISSION

The Michigan Fitness Foundation will consider proposals from contractors who demonstrate clear understanding of the proposed project in the context of pedestrian safety.

The proposal should be submitted according to the following specs:

- Use the numbering and headers identified immediately below
- At least 11 pt. font
- Times New Roman font
- 1" margins
- Include page numbers

- Maximum of ten (10) single spaced pages, plus the timeline and budget

A complete proposal packet should include the following headings:

1. **Organization Overview:** General information about your organization, including legal name, year of establishment, number of employees, and organizational experience and success directly related to the RFP content.
 - a. **Project Staff:** Identify the lead contact person and key personnel for project implementation, including their applicable skills. Identify the percentage of time key personnel will spend on the project. Acknowledge that key staffing changes must be discussed/approved by MFF.
 - b. **Markets Served:** Description of geographic/industry markets you typically serve.
 - c. **Services:** Description of your services and core competencies.
 - d. **Partners & Collaborators:** Identify current, relevant partners and collaborators and how they will enhance the campaign's success.
 - e. **Reimbursement:** Discuss your ability to manage a reimbursement-based project.
 - f. **References:** Provide at least two organizations that can speak to your work on similar projects. Include contact information and brief project descriptions.
2. **Goals and Deliverables:** Describe how you will operationalize the RFP deliverables and how they directly inform the goals of the project. Discuss how you will work in concert with a second contractor if you are not awarded/applying for both RFPs (see the Research and Evaluation RFP for details). Describe how you will work with the Project Team and Steering Committee.
3. **Timeline:** Build a draft timeline addressing the deliverables including key milestones. Discuss how you will manage the flexibility necessary for successful project completion.
4. **Budget:** Present a draft budget including a breakdown of costs related to the deliverables and project oversight/administration.

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SELECTION PROCESS

Proposals will be evaluated according to quality of the responses to the sections identified in the Proposal Submission section. Please ensure that your packet is complete, and directions are followed. The submission deadline is not flexible.

POINT OF CONTACT AND QUESTIONS

To request one 30-minute Skype or Zoom session to discuss the RFP and project in more detail, contact Mary Moomaw, Sr. Project Manager, Michigan Fitness Foundation, mmoomaw@michiganfitness.org.

This project is financed with Transportation Enhancement funds through the Michigan Department of Transportation. The contract for this project will be subject to approval by MDOT. All Federal and State contractual requirements will be the responsibility of the contractor. The multimedia campaign will be funded in part by the Ralph C. Wilson, Jr. Foundation.

ABOUT MICHIGAN FITNESS FOUNDATION

The Michigan Fitness Foundation (MFF) works to inspire healthy lifestyles through education, environmental changes, community events, and policy leadership. As a trusted convener with a presence

in all 83 Michigan counties, MFF brings together thought leaders and mission-aligned organizations to guide statewide strategies to increase Michigan's quality of life around healthy living. MFF is an Implementing Agency for Michigan's Supplemental Nutrition Assistance Program Education (SNAP-Ed), facilitating statewide nutrition education and encouraging physical activity. MFF also leads Michigan's Safe Routes to School. MFF organizes and hosts the Governor's Fitness Awards annually recognizing Michigan's health champions.

All information provided in this RFP is offered in good faith. Specific items are subject to change based on project circumstances. Funds for this project are subject to and conditional upon the availability of funds to MFF and MDOT for such purposes.