



Request for Proposals

Research and Evaluation for 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 – Research and Evaluation

DESCRIPTION

This Request for Proposals (RFP) invites professional firms and qualifying institutions to submit a written proposal to conduct research, including analysis of crash data, and develop a community needs assessment to inform the implementation of a multimedia pedestrian safety education campaign in southeast Michigan (SE MI). In addition, this RFP includes the process and outcome evaluation for all aspects of the project.

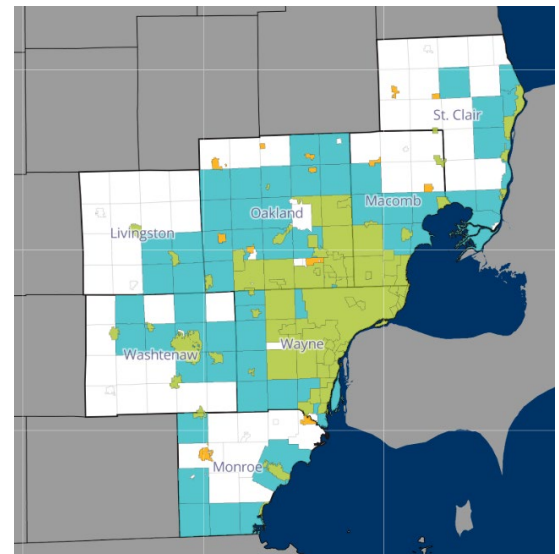
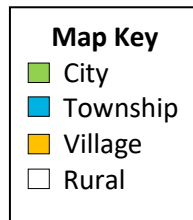
There are two RFPs associated with this project:

1. Research and Evaluation
2. 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 compliance.
- 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 campaign development and implementation.

DELIVERABLES FOR THIS RFP

The contractor will work with MFF, the Project Team, and a Steering Committee in the preparation for and evaluation of the multimedia pedestrian safety education campaign. The contractor awarded this project will be expected to be engaged throughout the entirety of the campaign.

- A. Recommend three diverse areas in SE MI (potentially urban, suburban, and rural) with the greatest need for education and safety by creating community needs assessments that includes:
 1. Analyzing SE MI crash data, including K-A crashes, to assist with identifying up to three communities with highest data to be targeted with the campaign.
 2. Analyzing recent or conducting alternative studies, such as surveys, focus groups, etc., to discover driver and pedestrian knowledge of best safety practices and ordinances/laws. Compare and contrast the best safety practices and pedestrian ordinances to determine the pros and cons.
 3. Exploring options for partnering and coordinating safety education activities with public and private schools and universities, private entities, and organizations.
 4. Assessing the need for a multilingual campaign.
 5. Ensuring that people with disabilities are included and ADA compliance is considered in recommendations.
 6. Ensuring that an equity lens is applied throughout the research and needs assessment processes.
- B. Recommend pedestrian safety education programs by researching and reviewing those administered by other communities, states, and countries, including SEMCOG and the Office of Highway Safety Planning.
- C. Work with MFF to assess community readiness and support for the campaign and program.

- D. Develop and implement a qualitative and quantitative evaluation design including:
 - 1. The criteria to determine project success and the data needed to measure project performance.
 - 2. The evaluation methods to be used throughout the campaign.
 - 3. Message testing at critical points in the campaign.
- B. Participate in Project Team and Steering Committee meetings.
- E. Develop reports with recommendations for the continuation and/or modification throughout the campaign.
- F. Develop a broad dissemination plan for the campaign results that will be communicated to multiple stakeholders via multiple streams.
- G. Develop a timeline and budget for the research and evaluation components and implement both in concert with the Project Team.
- H. Contribute to a written plan documenting the research, community needs assessment, and evaluation processes in a way that allows other municipalities to independently utilize the campaign research and evaluation (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.
- It is anticipated that the campaign will take place sometime between April and September.

BUDGET

Proposed budget should not exceed \$70,000 for the period of the contract (October 2020-December 2023). This project is financed with Transportation Enhancement funds through the Michigan Department of Transportation (MDOT). 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.

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 Develop and Deliver 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.