



**REQUEST FOR PROPOSAL**  
**WALK BIKE TULSA - PEDESTRIAN AND BIKE SAFETY MEDIA CAMPAIGN**  
**RELEASE DATE: February 7, 2019**

INCOG is requesting proposals for marketing and communication services to manage and administer the continued efforts of the FY2019 **Walk Bike Tulsa** pedestrian and bicycle safety campaign. This submittal is for a comprehensive, multi-platform advertising campaign. **PLEASE PROVIDE PROPOSED FEES FOR THIS PROJECT.**

Proposals are to be mailed or delivered to: INCOG, Attn: Chase Phillips; 2 W. 2<sup>nd</sup> Street, Suite 800, Tulsa, Oklahoma, 74103 by **February 22, 2019 at 5:00pm CST**. Provide 1 hard copy of your proposal and send an electronic copy to [CPhillips@incog.org](mailto:CPhillips@incog.org) and [Jziegler@incog.org](mailto:Jziegler@incog.org). INCOG will select a consultant or consultants to interview. It is anticipated that a contract will be negotiated with the selected firm. The total proposal budget for the FY2019 Walk Bike Tulsa pedestrian and bike safety campaign is \$35,000.00. This includes media budget, any needed creative work, and all communications and consulting services. This RFP will provide marketing and communications services for a period of 5 months, approximately April to August with all contract activities to be completed by August 31<sup>st</sup> 2019.

Answers to questions received from potential firms will be posted at no later than 5:00pm, February 15, 2019, after which no further communication with consultant teams will occur. Updates will be posted to: [www.incog.org/transportation](http://www.incog.org/transportation)

For more information visit [www.incog.org/transportation](http://www.incog.org/transportation) or contact Chase Phillips at (918) 579-9419 or [cphillips@incog.org](mailto:cphillips@incog.org).

## I. Introduction.

INCOG is seeking a qualified consultant or team of consultants to develop and implement a pedestrian and bicycle safety public education campaign, continuing previous efforts under the Walk Bike Tulsa branding, graphics, etc. The purpose is to provide a sustained, public education campaign to increase the safety awareness of motorists, pedestrians, and bicyclists on roadways in the Tulsa metropolitan region. The Walk Bike Tulsa campaign will have general goals of increasing awareness and understanding of “share the road” driving, walking, and bicycling behavior with the long-term outcomes of creating safer streets throughout region. It is envisioned that the FY2010 Bicycle and Pedestrian Safety Awareness Campaign will:

- Generate awareness and educate drivers, pedestrians, and bicyclists on traffic safety
- Change perception and attitude of target audiences
- Positively influence behavior and reduce amount of traffic collisions & fatalities

## II. Project Area Description

The Indian Nations Council of Governments (INCOG) has determined an eligible project area to be all roadways potential roadway users of the Tulsa metropolitan region. This being a comprehensive campaign to extend across multiple advertising platforms, we expect to see a wide array of media options in the proposal, including but not limited to:

- Digital media: Facebook, Twitter, Instagram, general mobile ads
- Print media: ads in local papers
- Outdoor advertising: Airport terminal advertising, billboards
- Radio
- Transit and bus stop advertising

As a result of previous Walk Bike Tulsa campaign efforts, INCOG does have established branding, graphics, and digital materials created for this project, though some graphic design edits is expected to be included in this project.

## III. Background

The goal of the FY2019 **Walk Bike Tulsa** Bicycle and Pedestrian Safety Awareness Campaign is to improve driver, pedestrian, and bicyclist behavior through education and awareness. With the high rates of bicyclist and pedestrian fatalities, Tulsa has a need for a targeted public safety education program that will successfully impact behaviors for safer streets. As stated previously, to change behaviors and create awareness, campaign programs have to be implemented between the months of April 2019- August 31<sup>st</sup> 2019. The FY2019 funds will continue the efforts of the initial **Walk Bike Tulsa** campaign to further drive the message of safety so behaviors attitudes change.

Over the last decade, the city of Tulsa has averaged more 160 pedestrian and bicycle collisions per year, with numbers trending upward. These collisions have resulted in 10-15 pedestrian fatalities every year in the city of Tulsa. This finding is consistent with national trends of increasing number of pedestrian and bicycle collisions. A recent 2019 report found that the number of people struck and killed while walking increased by 35 percent. 2016 and 2017 were the two highest years since 1990 for the number of people who were killed by drivers while walking.

To counter these trends, INCOG in partnership with the City of Tulsa and Oklahoma Highway Safety Office seeks to improve the safety of our streets through increased knowledge of safe roadway practices and improved awareness of alternatives modes of transportation.

#### **IV. Proposed Scope of Services**

The consultant may be asked to provide the following services:

- Coordinate creative timelines with INCOG staff.
- Consult with INCOG to confirm goals and strategies, and to obtain needed information.
- Provide rationale for selecting the source(s) to INCOG for media buying and placement.
- Negotiate with media providers for best rates, schedules and added value opportunities
- Provide instruction and direction to media providers.
- Check media contracts and invoices for accuracy.
- Be responsible for payments to the individual media providers
- Present recommendations of one or more sources for delivering the message using paid advertising.
- Prepare monthly reports, summaries and billing.
- Purchase, monitor and maximize INCOG's traffic safety education messages through August 31, 2019.

INCOG is the final authority on all decisions made regarding this contract and the media buy. Proposal should reflect ability to provide creative services to INCOG to edit and improve media and educational materials, when needed. The total proposal budget for the FY2019 Walk Bike Tulsa pedestrian and bike safety campaign is \$35,000.00. This includes media budget, any needed creative work, and all communications and consulting services.

#### **V. Evaluation Criteria**

Proposals will be evaluated by an internal staff review committee. Proposals will be reviewed in terms of content, completeness, experience of the consultant(s), and proposal's ability to meet scope of services within budget. Previous client references may be contacted to verify client satisfaction, including clients not listed on the proposal. This RFP is open to any firm that provides consulting services that comply with all elements identified within this RFP. Proposal should include:

- Experience and technical competence of the Consultant and project staff in pedestrian and bicycle safety marketing. This includes:

Familiarity with the traffic safety challenges  
Familiarity with “Share the Road” and related messaging  
Consultant's record and success on similar projects, examples of similar work.  
Client references for similar projects.

The grading of SOQs will be accomplished by considering the following:

Whether the CONSULTANT has sufficient qualifications and experience to successfully perform the Scope of Services within budget. The reviewers will also assess the applicability and relevance of the CONSULTANT'S experience and previous projects. Contact with specific references may be used to better clarify the nature and relevance of past projects.

CONSULTANT'S response must demonstrate a level of familiarity with the proposed scope of work and an understanding of the planning challenges posed by the project. CONSULTANT should demonstrate familiarity with Share the Road messaging and similar campaigns as well as familiarity of traffic safety challenges for all modes of transportation.

CONSULTANT'S response should demonstrate success on similar projects and provide examples of similar work. Proposed staffing for the project should have been involved in referenced projects. Demonstrate how the proposed staff completed the work demonstrated in this section.

CONSULTANT should provide at least 3 client references, including contact information from previous clients.

Proposals are due to INCOG by **5:00 p.m. CST on February 22<sup>nd</sup>, 2019**. The proposal is limited to twelve (12) single-sided pages. Any additional documentation should be included as hyperlinks. Send 1 hard copy to Chase Phillips, INCOG, 2 West 2<sup>nd</sup> Street, Suite 800, Tulsa, Oklahoma 74103. Send an electronic copy to [Cphillips@incog.org](mailto:Cphillips@incog.org) and [Jziegler@incog.org](mailto:Jziegler@incog.org).

INCOG reserves the sole right to evaluate the submittal, waive any irregularities therein, select candidates or reject any and all firms that submitted should it be deemed for its best interest. Parties selected will be notified by e-mail. Please direct comments, questions, and any request for information to Chase Phillips, INCOG Transportation Planner, at (918) 579-9419 or [Cphillips@incog.org](mailto:Cphillips@incog.org).