



REQUEST FOR QUALIFICATIONS (RFQ)
TRAVEL WITH CARE - PEDESTRIAN AND BICYCLE SAFETY
MEDIA CAMPAIGN
RELEASE DATE: September 18, 2020

INCOG is requesting qualifications for marketing and communication services to manage and administer the continued efforts of the FFY2021 **Travel With Care** pedestrian and bicycle safety campaign. This submittal is for a comprehensive, multi-platform advertising campaign. PLEASE PROVIDE PROPOSED FEES FOR THIS PROJECT.

Proposals should be electronically submitted to: INCOG, Attn: Zhao Wu: zwu@incog.org; 2 W. 2nd Street, Suite 800, Tulsa, Oklahoma, 74103 by **September 18, 2020 at 5:00pm CST**. 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 FFY2021 **Travel With Care pedestrian and bike safety campaign** is \$60,000.00. This includes media budget, any needed creative work, and all communications and consulting services. This RFQ will provide marketing and communications services for a period of 11 months, approximately September to August with all contract activities to be completed by August 31st 2021. The contract may be renewed for a period of three years annually at the discretion of INCOG.

Answers to questions received from potential firms will be posted at no later than 5:00pm, **September 10, 2020**, after which no further communication with consultant teams will occur. Updates will be posted to: www.incog.org/transportation

For more information visit www.incog.org/transportation or contact Zhao Wu at zwu@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 Travel With Care 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 Travel With Care 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 the region. It is envisioned that the FFY2021 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 the eligible project area to be all roadways and 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
- Transit and bus stop advertising

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

III. Background

The goal of the FFY2021 Travel With Care 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 October 2020- August 31st 2021. The FFY2021 funds will continue the efforts of the initial Travel With Care campaign to further drive the message of safety for behavioral changes.

Over the last decade, the Tulsa region 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 Tulsa region. 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 local non-profit organizations and Oklahoma Highway Safety Office, seeks to improve the safety of our streets through increased knowledge of safe roadway practices and improved awareness of alternative 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, 2021.
- Coordinate with previously established creative and website maintenance agreement between INCOG and non-profit on website tracking data and reporting metrics for existing media landing page for digital campaign activities.

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 FFY2021 Travel With Care pedestrian and bicycle safety campaign is \$60,000.00. 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 RFQ is open to any firm that provides consulting services that comply with all elements identified within this RFQ. 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 “Travel with Care” or similar campaigns and related messaging.
- Consultant's record and success on similar projects, examples of similar work.
- Client references for similar projects.

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

- 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.
- Whether the CONSULTANT has sufficient qualifications and experience to successfully perform the Scope of Services within the budget. The reviewers will also assess the applicability and relevance of the CONSULTANT'S experience and previous projects.
- Specific references may be used to better clarify the nature and relevance of past projects.
- CONSULTANT'S response should demonstrate success on similar projects and provide examples of similar work. Proposed staffing for the project should be clearly noted in referenced projects.
- CONSULTANT should clearly indicate the Project Manager along with contact information.
- CONSULTANT should provide at least 3 client references, including contact information from previous clients.
- Provide your availability for a one-hour interview during the week of September 28th through October 3rd.
- DBE and Women owned businesses are encouraged to apply.

Proposals are due to INCOG by **September 15, 2020 at 5:00pm CST**. The proposal should be electronic and limit it to twelve (12) pages. Any additional documentation should be included as hyperlinks or pdf's. Send an electronic copy to Zwu@incog.org.

INCOG reserves the sole right to evaluate the submittal, waive any irregularities therein, select candidates or reject 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 Zhao Wu, INCOG Transportation Planner, at Zwu@incog.org