



TRIANGLE J COUNCIL OF GOVERNMENTS

World Class Region

Request for Proposal (RFP)

Safe Routes to School Marketing and Education Campaign

Project Background:

Working with schools regionally, staff at Triangle J Council of Governments (TJCOG) has been provided funding to implement a Safe Routes to School program aimed at providing educational, encouragement and enforcement efforts to help reinforce mode shift for area schools. Working with parents, teachers and staff this program will work to ensure robust and lasting adoption. TJCOG is seeking a sub-grantee to assist with education and marketing for these efforts.

Project Objectives:

Staff will create program resources to provide educational tools to staff, parents and students to get them comfortable using alternative transportation modes for school trips. To ensure regional collaboration, TJCOG will work systematically with all of our 7-counties and impacted member governments to ensure lasting program impacts. Specifically, staff have worked pre-emptively to identified coordination opportunities, including working closely with applications in peer communities like Wake County and Chatham County, which intend to submit their own proposals for funding consideration. The RFP for marketing and education will solicit an organization that will be critical in helping to execute these deliverables. Staff are looking for a firm to assist with:

1. Education
2. Marketing Strategy
3. Outreach
4. Email and social media marketing strategy
5. Targeted outreach campaign for workshops and events (including but not limited to handout templates, etc.)

Target Audiences:

The target audience for this grant will be member governments in the 7-county region that makes up Triangle J's service area, including the counties of: Chatham, Durham, Orange, Moore, Lee, Johnston and Wake. Specifically, staff will work with the schools and school districts in each of these counties to provide resources and tools to help augment work taking place on Safe Routes to Schools activities in each of these counties. This grant will work strategically with the listed partners to advance mobility options for children that currently arrive to school by a vehicle and reinforce this transportation option for families that are already opting to partake in walking and biking to school. The target audiences and outreach strategies for this grant include:

- **Students:** Our primary audience will be students and families in the educational system in our 7-county region. Students will be reached through educational campaigns, targeted marketing, and onsite programming and events.

- **Parents:** As important as the students are the parents that are currently the decision maker for how a student gets to school. Parents will be reached through educational campaigns, targeted marketing, and onsite programming and events.
- **Teachers & Staff:** Teachers will play a critical roll in information distribution. Curriculum guidance will be developed to help teachers integrate Safe Routes to School programming into activities, this will be especially applicable for PE staff.
- **Administrators:** On a systemic level, staff will work to identify key administrators to participate in our working group model. Administrators will be critical to help change the ethos around transportation in a school system.
- **Municipal Staff:** Staff from planning and transportation departments will be encouraged to be collaborative members of our working group. Having their expertise at the table will allow a more holistic discussion that assesses current barriers to holistic transportation programming at schools.
- **Police Departments:** Enforcement will be a critical component of this program. Police Departments will be encouraged to participate in our LE Bicycle / Pedestrian training program with Sergeant Brian Massengill from the Durham Police Department. We will also reach out on a site by site basis to engage with the appropriate police department for enforcement campaigns and strategies.

Educational Resources:

For educational resources, this project will include the development of a series of videos, posters, social media advertisements and posts, public educational displays, and earned media efforts. Several versions of each campaign element will be developed with a specific target audience in mind, either focusing on parents, children, educators, or the general public. These audiences may include:

- All public/charter and private schools within the TJCOG 7-county region to be used as part of their physical education curriculum
- Community groups
- Law enforcement departments
- Municipal Planning and Transportation departments in TJCOG 7-county region

Scope of Work:

Programmatic activities will include a variety of campaigns to encourage broad based participation in Bike and Walk to School events. This project will aim to change the traffic safety culture of the area by spreading social norms that call attention to bicycle and pedestrian safety, empower people to speak up if they see unsafe behavior, and reward those who engage with safety efforts and active transportation trips. Encouragement efforts will include bumper sticker distribution, a “Ticket your Parents” activity with middle school students, videos highlighting local people walking and rolling, an art contest, a “Walk the World” program at school, and yielding encouragement through an observational study and public signage in high pedestrian traffic areas . Recognizing the context for campaigns will be contingent on site specific limitations or advantages, we will customize our approach for each school to ensure optimal impact. Other encouragement activities could include but not be limited to:

- Participation in Bike and Walk to School Days
- Vision Zero for Youth Programming
- Campaigns to encourage multi-modal trip tracking for students
- “Walk the World” programmed activities
- Encouragement videos highlighting best practices
- Other site specific activities as identified



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When reviewing marketing agency submissions, preference will be given to firms that can demonstrate past work with transportation and behavior change related content.

Timeline

1. Notification of intention to bid and Q/A Period: starts November 1, 2019
2. Proposals due: November 22nd, 2019 at 5:00 p.m. EST
3. Notification to awardee: November 29th, 2019
4. Project start Date: December 16th, 2019
5. Timeline for project completion: ongoing through Fall of 2022

Response Requirement:

Please provide information outlined below in the response for proposals (2 page maximum per requirement):

1. **Background of company:** Information on your organization.
2. **Relevant experience & qualifications:** What past experience contributes to this project? Have you done work with public sector agencies? Do you have experience with transit / transportation related projects?
3. **Project management:** Who will be project liaison from your staff? How will the project be managed? The team requests a minimum of 1-call monthly to review content, with additional calls or meetings based on program manager discretion.
4. **Deliverables and schedule:** List and describe specific deliverables that will be produced, including the anticipated schedule for their delivery. Also describe critical inputs and involvement from the project management team necessary for successful creation of these deliverables.
5. **Pricing and in-kind cost share:** Outlines of pricing for proposal. Please note due to the nature of our organization being a grant funded, public agency, all proposals will need to include 20% in-kind contribution from the marketing agency (total project costs * .20 = in-kind contribution rate). This can be done by providing a “non-profit” rate, etc. Please contact us directly if you have questions on this component.

Addenda

In the event that it becomes necessary to revise any part of this RFP, it will be posted to tjcog.org. Each Respondent shall acknowledge receipt of all addenda issued under this RFP by number and date, to be included in their response. Respondent is not required to include copies of the addenda with the RFP.

Inquires and Comments

Should a Respondent have questions, observations or comments related to any section of this RFP, the Respondent shall notify the Contact listed in this section in writing (written form or electronically). The Project Team Contact will review each question/comment and formulate a response. If necessary, a

written Addendum will be issued. Written inquiries (electronic is preferred) must be received no later than November 20, 2019 at the following address:

Mary Sell
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4307 Emperor Blvd, Suite 110
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msell@tjcog.org

Reserved Rights/Limitation on Funding

1. Triangle J COG makes no representations that a contract will be awarded as a result of this solicitation.
2. Triangle J COG reserves the right to waive any minor irregularities that may be contained in this RFP. The
3. Triangle J COG reserves the right to reject all responses and re-solicit or cancel this procurement if deemed by Triangle J COG to be in its best interest, without indicating any reasons for such action(s).

Main Point of Contact:

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