

Request for Proposal (RFP)
Be Kind to Cyclists: An Educational Video Promoting
Bicycle Safety for Bicyclists and Motorists
RFP 7 SEO Specialist

1. PURPOSE

Please Be Kind to Cyclists (PBKTC) is soliciting proposals from **Thursday, April 3 through no later than 5:00 PM, Monday, April 14, 2014** from qualified companies and individuals for a high quality video with intent to change behavior, attitudes, perception and awareness of safety about bicyclists' interactions with motorized traffic. This video will be designed to appeal to reason as well as to connect emotionally with the viewer. The video will be shown at classes for drivers, cyclists, police cadets, and commercial drivers.

PBKTC an Austin-based globally concerned 501c3 non-profit organization will use funds from the federally-funded Texas Traffic Safety Program grant administered by the Texas Department of Transportation (TxDOT) for the development, production, and marketing of a video (the video) that will be distributed to beginning driver's classes, defensive driving classes, commercial driving schools, law enforcement agencies, and bicycle safety educators online and through shipping of the product package.

Please Be Kind To Cyclists is seeking a professional **Search Engine Optimization (SEO) Specialist** to join a creative team PBKTC is forming in **April, 2014**. The SEO Specialist must have qualifications and demonstrable experience working with non-profit organizations in the field of bicycle and/or motorist safety.

2. BACKGROUND INFORMATION

The services to be performed are to implement SEO and Analytics for a website to support and promote a dramatic and poignant, graphics-based educational video that will raise awareness and help save lives and prevent unnecessary injuries on roadways.

The SEO Specialist will work with the PBKTC point person for this program -- the Program Manager, a Marketing/PR Firm and a Web Developer as part of PBKTC's creative team for this grant.

3. SPECIFIC CRITERIA

The SEO Specialist must have availability to perform the following objectives beginning **early May, 2014** and completing work **mid-September, 2014**. These dates are approximate and will be defined in the contract.

1. Attend and observe three focus groups which will be held in Austin, Texas on one day in **May, 2014** with the following constituencies:
 - a. Law enforcement, TxDOT, and local traffic safety professionals
 - b. Educational curriculum developers
 - c. General public
2. Work with Program Manager, Web Developer, and Marketing/PR Firm as a member of PBKTC's Creative Team for this TxDOT grant
3. Design key words and tag all aspects of website for Search Engine Optimization

- (SEO).
4. Implement SEO on key external sites.
 5. Implement 100% of analytics for tracking user info and website usage
 6. Work with Program Manager to Track estimated number of showings of video per month
 7. Provide 4 months of SEO analytics of website and social media posts.
 8. Subcontractor will be in contact via phone, email, or in person meetings with Program Manager and/or Creative Team a minimum of once per week during the term of the contract

4. Delivering Your RFP

Please email your proposal to donna@bekindtocyclists.org, mail or deliver to Please Be Kind to Cyclists, 805 W. 10th St., Suite 300a, Austin, TX 78701 no later than **5:00 PM, Monday, April 14, 2014.**

Include the following in your proposal numbered as follows:

1. Your/your company's name, mailing address, email, and phone number(s);
2. Which RFP you are replying to – by number and title;
3. Demonstration of your qualifications and experience -- a resume, CV, or portfolio, copies of or links to sample work, three professional references;
4. Narrative describing how you propose to fulfill this grant and the assets you bring to this program;
5. Assurance of availability to perform during the time frame described above;
6. Assurance that you will show due diligence in advising and participating in processes outlined in negotiation of contract;
7. Any insights, concerns, suggestions or particularly winning concepts or approaches that would guide your work.
8. Statement of whether or not you are a small business, or minority or woman-owned business.
9. Statement of intention to follow PBKTC's Policies and Procedures which adhere to CRF 49-19 and include policies for resource conservation, use of safety belts, and prohibition of cell phone use while driving a vehicle. PBKTC's Policies and Procedures are available by email request.

5. Selection & Contract

The PBKTC Program Manager will convene a panel of 3-5 people to review proposals and make a selection in mid April, 2014. The selected proposer will need to be available to negotiate and sign a contract approximately between April 16-25, 2014.

PBKTC is an Equal Opportunity Employer. We will make positive efforts to utilize small businesses, minority-owned firms, and women's business enterprises, whenever possible.

Applicants will be evaluated and selected based on any or a combination of the following criteria: best value, best price, work history, and/or demonstrated quality of work and ability to deliver on a timely basis.

This RFP does not constitute a contract. The contract may include but will not necessarily be limited to the objectives outlined in this RFP.

6. Payment for Services Rendered

Subcontractor will negotiate a payment schedule with PBKTC and will invoice PBKTC accordingly. PBKTC will make payment by check(s). Subcontractor will provide receipt(s).