



Request for Proposal (RFP)
BE KIND to Cyclists: An Educational Video Promoting
Bicycle Safety for Bicyclists and Motorists
RFP for Marketing/PR Professional

1. PURPOSE

Please Be Kind to Cyclists (Please BE KIND) is soliciting proposals from **May 15 through May 21, 2015** from qualified companies and individuals for **Marketing and Public Relations** of nine (9) high quality short video with intent to change behavior, attitudes, perception and awareness of safety about bicyclist's interactions with motorized traffic. These short videos are 15 – 30 seconds in length and are designed to appeal to reason as well as to connect emotionally with the viewer. The videos will be marketed to television and radio outlets throughout Texas to obtain press coverage.

The videos are a part of the DriveKind RideKind program which was jointly developed by Please BE KIND to Cyclists and the Texas Department of Transportation (TxDOT) to promote safe driving practices by motorists as they share Texas roads with vulnerable road users such as cyclists and pedestrians. Please BE KIND to Cyclists developed the DriveKind RideKind program under a TxDOT grant, specifically for: driver education instruction and schools, defensive driving classes, commercial driving schools, law enforcement academies in Texas, as well as the general public.

Please BE KIND is seeking a professional **Marketing and Public Relations (PR) Professional/Firm** to join our team on **June 1, 2015**. The Marketing and PR professional must have media and radio qualifications and demonstrable experience. Working with non-profit organizations in the field of bicycle and/or motorist safety is a plus.

2. BACKGROUND INFORMATION

The services to be performed are to promote viewership, usage, and impact of the videos by developing press releases, contacting media, staging press events, developing radio and TV spots, and ensure that the video receives statewide attention and response.

The **Marketing and PR Professional** will work with Please BE KIND's Program Manager, Video Director/Editor professional and with Traffic Safety Program Manager at TxDOT as part of Please BE KIND's team.



Please BE KIND to Cyclists members work with cyclists, motorists, policy-makers, and community members to raise awareness and promote mutual respect between drivers and cyclists on the road, creating healthier and more harmonious communities.



Save a Life™
Texas Department of Transportation

The **TxDOT Traffic Operations Division** has developed safety campaigns to raise awareness about safe driving, sharing the road, ensuring the safety of kids and teens, and traveling in inclement weather, among others.

3. SPECIFIC CRITERIA

The Marketing and PR Professional must have availability to perform the following objectives beginning **June 1, 2015** and continuing through the end of the contract **September 30, 2015**.

1. Participate actively in designing the social media marketing campaign including but not limited to writing key posts and identifying key words to include in blogs.
2. Compose and issue eleven (11) blog posts throughout the contract duration at a rate of one (1) per week.
3. Work with Please BE KIND sub-contracted Video Producer/Editor to develop radio and TV Announcements
4. Contact a minimum of ten (10) media outlets to request showings of the short videos
5. Design process and write online survey for tracking by phone, email, and survey the estimated number of monthly showings in June through September, 2014.
6. Subcontractor will be in contact via phone, email, or in-person meetings with Program Manager a minimum of once per week during the term of the contract

4. Delivering Your RFP

Please email your proposal to pat@bekindtocyclists.org, or mail or deliver to Please BE KIND to Cyclists, 805 W. 10th St., Suite 300, Austin, TX 78701 no later than **5:00 PM, Thursday, May 21, 2015**.

Include the following in your proposal numbered as follows:

1. Your/your company's name, mailing address, email, and phone number(s);
2. Demonstration of your qualifications and experience -- a resume, CV, or portfolio, copies of or links to sample work, three professional references;
3. Narrative describing how you propose to fulfill this grant and the assets you bring to this program;
4. Assurance of availability to perform during the time frame described above;
5. Assurance that you will show due diligence in advising and participating in processes outlined in negotiation of contract;
6. Any insights, concerns, suggestions or particularly winning concepts or approaches that would guide your work.
7. Statement of whether or not you are a small business, or minority or woman-owned business.
8. Statement of intention to follow Please BE KIND'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. Please BE KIND's Policies and Procedures are available by email request.

5. Selection & Contract

The Please BE KIND Program Manager will convene a panel of 4 people to review proposals and make a selection. The selected proposer will need to be available to negotiate and sign a contract between **May 28 through June 1, 2015**.

Please BE KIND 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 Please BE KIND and will invoice Please BE KIND accordingly. Please BE KIND will make payment by check(s). Subcontractor will provide receipt(s).

