



**Request for Proposal (RFP)**  
**Please BE KIND to Cyclists: An Educational Video Promoting**  
**Bicycle Safety for Bicyclists and Motorists**  
RFP for Video Director/Editor

## **1. PURPOSE**

Please BE KIND to Cyclists (Please BE KIND) is soliciting proposals from **May 15, 2015 through May 21, 2015** from qualified companies and individuals for **Video Director/Editor** of nine (9) high quality short videos with intent to change behavior, attitudes, perception and awareness of safety about bicyclist's interactions with motorized traffic. These short videos will be 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 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 **Video Director/Editor** to contract with beginning **June 1, 2015**. The Video Director/Editor must be qualified with 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 direct, edit, and deliver to the Please BE KIND's Program Manager nine (9), 15-30 second educational short videos drawing from present DriveKind RideKind video raw footage.

The Video Director/Editor will work with Please BE KIND's Program Manager, Marketing/PR professional and 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 Video Director/Editor must have availability to perform the following objectives beginning **June 1, 2015** and completing the work by **September 30, 2015**.

1. Participate with Please BE KIND's team in a session analyzing the current DriveKind RideKind video and brainstorm key ideas for shorter videos.
2. Review, edit, and work with raw and edited footage to storyboard accurate and emotional shorter videos drawing from DriveKind RideKind video and continued guidance from designated local safety professionals and in collaboration with Program Manager and other designated creative members including Marketing/PR professional.
3. Provide equipment and media
4. Produce, edit, and deliver nine (9), fifteen-thirty second videos consisting of five (5), fifteen-second and four (4), thirty-second short videos for TV and Radio Announcements.
5. Submit Videos to Program Manager for submission to TxDOT
6. Edit videos as needed and resubmit to Program Manager in high definition formats for large screens, web, social media, and on TxDOT and Please BE KIND's YouTube channels
7. 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@bekindtocylists.org](mailto:pat@bekindtocylists.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, 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 criteria 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**

Please BE KIND's 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, 2015- 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).

