

REQUEST FOR PROPOSAL:

MOVE BEND COMMUNICATIONS SUPPORT

The steering committee of MOVE BEND, a transportation coalition of diverse stakeholders, seeks communications support for an upcoming public education and engagement initiative. The steering committee is made up of the following partners:

- Lou Capozzi—Bend 2030
- Lucas Freeman—Bend Bikes
- Katy Brooks—Bend Chamber of Commerce
- Quinn Kever—Bend Park and Recreation District
- Nick Arnis—City of Bend
- Sally Jacobson—COAR
- Karen Friend—COIC/CET
- Jeff Monson—Commute Options
- Serena Dietrich—Deschutes Brewery
- Reese Thedford—Mt. Bachelor
- Della Mosier—Oregon Department of Transportation
- James Dorofi—Old Farm District Neighborhood Association
- Casey Bergh—OSU-Cascades
- Mike Riley—The Environmental Center

Staff support of the coalition is provided by Bend 2030.

Proposals Due: Friday, Aug. 11

Send to:

Erin Foote Morgan

Bend 2030 Executive Director

efmOREGON@gmail.com

541-420-8603

RFP OVERVIEW

Introduction

MOVE BEND is a coalition of diverse stakeholders committed to developing and supporting solutions to Bend's transportation challenges. Members believe:

- *Bend's transportation system must be improved to provide better connectivity and accessibility for residents, visitors and commerce*
- *Creating more efficient road, transit, biking, and walking options, as well as innovative transportation strategies are key components to managing Bend's growth*
- *Funding for long-term growth and maintenance of the transportation system must be identified and secured*

The coalition now seeks communications support for a public engagement initiative to be launched in fall 2017 and sustained through 2018. Goals of the initiative include:

GOAL ONE: Inspire the community to become more engaged in transportation issues through exploring innovative transportation concepts, participating in demonstration projects and interactive online exercises, assessing their own neighborhoods, and crafting funding solutions

GOAL TWO: Promote the inclusion of performance measures across all mode splits within the City of Bend Transportation System Plan

GOAL THREE: Gather public input and ensure it is a component of transportation decision-making processes

Please refer to the **draft** MOVE BEND community engagement plan provided with this document to review the phases of the project, communication components and project outcomes. The MOVE BEND coalition wishes to contract with a full-service communications firm capable of providing a range of services to support the execution of this plan. The ideal communications firm will provide services including but not limited to strategic communications advice, website creation, video production, social media support, presentation creation and delivery, focus group and survey development, creation of marketing and education materials, and support in the use of innovative public engagement methods often accessed through websites or apps.

Issuing Organization

Bend 2030, an Oregon 501(c)3, will contract with the selected communications partner on behalf of the coalition. Bend 2030 engages and empowers our community to achieve the Vision, created by community members in 2005. The executive director of Bend 2030, Erin Foote Morgan, is the point of contact for all questions related to this request.

Anticipated RFP Schedule

The coalition anticipates the following general RFP timeline, though changes may occur:

- Issuance of RFP July. 27, 2017
- Deadline for proposal submission Aug. 11, 2017
- Interviews, if applicable Aug. 14-15, 2017
- Award of contract Aug. 16, 2017

Project Budget

The coalition anticipates a minimum \$10,000 budget for communication services to be delivered between August 2017 and end of 2018.

We encourage firms to closely review the **draft** MOVE BEND community engagement plan and envision the needs of the coalition and how they can be met through proposals of all financial amounts, including those offering services on budgets of less than \$10,000 and those offering services valued well above that amount.

The project shall be funded by grants, sponsorships and donations from organizations and individuals at the state, local and national level. Bend 2030 shall pay all project costs.

Scope of Work

Contract deliverables that must be provided:

- Creation of MOVE BEND website by end of September, 2017, which is intended to serve as the platform for plugging Bend residents in the MOVE BEND engagement plan. Site tells the story of the decisions we must make as Bend grows, the link between housing and transportation, provides history of Bend transportation system, relevant measures of system performance (mode splits, etc.) offers robust relevant research, links to relevant plans, links to interactive maps, and offers context for exploring tradeoffs and decision-making. Site offers coalition membership and sponsor details, latest news, upcoming events, frequent alerts and clear opportunities for engagement in the MOVE BEND coalition. Site is highly visual and interactive.
- Social media support, including the creation of color blocks and an interactive campaign that creatively engages the community in transportation issues
- Assistance in creation of marketing and education materials, such as brochures, lit pieces and posters

Contract components that are non-essential, but may be included in a finalized contract based on individual proposals:

- Strategic communications advice
- Logo creation and branding support
- Video production
- Presentation creation and delivery
- Focus group support
- Online and statistically valid survey development
- Support in the use of innovative public engagement methods and strategies, including virtual reality, gamification, social media sites, etc.

Solicitation Documents

Interested parties should provide a proposal of no more than eight pages and include the following items:

- **Letter of Submission.** Include an introductory letter expressing interest in the project and relevant experience in communication support. Include full name of company, RFP contact person, email address, mailing address and phone number. Letter must be signed by person authorized to bind the company.
- **Qualifications and Experience.** Provide brief project descriptions for up to three recent projects similar in nature to the proposed project, including deliverables provided, timelines met, and strategies employed to achieve success. Please include client reference names and phone numbers for each project. Please also list the experience and qualifications of staff who would be working on this project.
- **Project Description and Approach.** Provide a statement of the services to be provided, including a detailed timeline of when the services are to be provided. Confirm availability and commitment of named key staff to the project.
- **Budget.** Provide an itemized budget outlining the costs associated with each component of your proposal. Please be sure to include estimated labor costs and all expenses.

Selection Process

Members of the MOVE BEND steering committee are responsible for selection of the communications partner. The steering committee may seek the advice of other stakeholders to evaluate proposals. Evaluation will be based on the following scoring rubric:

- 25% relevant and successful experience
- 25% technical and administrative capabilities
- 35% proposal outline and cost
- 15% knowledge of transportation issues

Please leave several time blocks open on Aug. 14 and 15 for a possible interview with the selection committee.

Submission Date and Location

Proposals shall be delivered via email to Erin Foote Morgan by 5 p.m. on Friday, Aug. 11 at efmOREGON@gmail.com.