

“Look Alive” Safety Campaign
Request for Proposals for Design & Campaign Development Services

BACKGROUND:

Distracted driving, now such a well- established problem that many states have bans in place when it comes to using technology while driving, accounts today for approximately 25 – 30% of vehicle accidents. On the other hand, the dangers of distracted walking are relatively new.

Pedestrian deaths in the United States increased by an estimated 10% in 2015. If this estimate is confirmed when last quarter 2015 data is included, it will be the single largest increase in pedestrian deaths since 1975 when the Federal government first began collecting this type of data.

While there are likely multiple causes for this alarming increase, one that may be partially to blame is the growing use of cellphones by walkers. In the case of pedestrians, it’s not just texting while walking that’s a problem. Talking, checking email, using social networking apps, surfing the web, listening to headphones and even playing games all contribute to the problem of distracted pedestrians.

The Pittsburgh Downtown Partnership (PDP) will partner with the Port Authority, Allegheny County Health Department (Live Well Allegheny, Traffic Safety Education Program), and Bike Pittsburgh to develop a safety campaign. The campaign will have an overall theme, but with specific interventions and activities that connect to the work of each partner.

The PDP’s main focus will be addressing the behavior of pedestrians, public transit users, bikers and drivers at particular selected intersections in Downtown which experience heavy bus, motor vehicle and pedestrian traffic. Port Authority’s focus will center on rider behaviors both on and off busses.

Goal:

Reduce pedestrian accidents in Downtown Pittsburgh from distracted walking, driving, and other behaviors.

Objectives:

The overall campaign will include messaging that can serve as an umbrella for each organization. The PDP specific initiatives will be to develop short and long-term interventions at ___key Downtown intersections identified as dangerous for pedestrians by the PDP and Port Authority. These interventions will be targeted at distracted drivers and pedestrians and will utilize guerilla marketing tactics and supportive print and social media to raise awareness of the dangers distracted walking and driving.

Methods:

The campaign can be in the short-term engaging, even humorous, using unique approaches to attract the audience while leaving a message that resonates long-term. We are open to working with an agency to fully develop the programmatic aspects of the campaign.

Through an RFP process a marketing firm will be selected to conceptualize and develop the campaign. PDP transportation and marketing staff as well as representatives of the partner organizations will serve on the selection committee and manage oversight of the project. The interventions will heighten awareness of the dangers of distracted driving, distracted walking and jaywalking.

Timeline:

August – September 2016

Staffing/Administration:

The PDP Pedestrian Safety Campaign is a collaborative effort with partners Allegheny County Health Department (Live Well Allegheny, Traffic Safety Education Program), Bike Pittsburgh and the Port Authority of Allegheny County. Selection of the marketing firm will be done by a committee composed of staff from the PDP as well as the partner organizations. Oversight and management of the campaign will also be provided by this committee. The PDP will be the lead fiscal agency.

Funding:

Funding for this campaign is provided by the PDP's Transportation Management Association (TMA). Costs for conceptualization and design should not exceed \$30,000. Additional funding is in place for activation of the intervention concepts and designs and will be part of a separate budget.

Deliverables:

Development of the overall campaign theme

Ideas for interventions at ___intersections;

Suggested supportive print materials and print ad campaign (insertion size, location and number TBD;

Social media tactic calendar;

Potential outdoor and transit (TBD)

RFP Requirements:

The elements listed above may have additions or deletions as the projects progress. Itemized pricing is required for each element. Hourly charges for changes will not be accepted once the project is awarded. The Partner organizations will own all rights to the work and finished product.

Quotes for all projects should include the following:

- Coordination of printing/installation - to include gathering quotes, proofs and presence at print check/installation, if needed
- All print ready & native files
- Proofreading services for all pieces

Response Format

All responses are due June 15, 4:00 p.m.

- One hard copy of the original proposal to:
Pittsburgh Downtown Partnership
Attn: Leigh White/Lucinda Beattie
925 Liberty Avenue
Pittsburgh, PA 15222
- Electronic copy of the proposal emailed to: lwhite@downtownpittsburgh.com & lbeattie@downtownpittsburgh.com

Proposal should include:

- cover letter
- company information and/or resume
- company references
- samples of relevant work
- Approach to the scope of work
- List of staff who will be working on various pieces
- Itemized costs for all deliverables