



CITY OF MEMPHIS

REQUEST FOR PROPOSAL

#51952

BIKEWAY AND PEDESTRIAN PROGRAM

2020 ACTIVE TRANSPORTATION EDUCATION, SAFETY,

AND AWARENESS CAMPAIGN

Addendum #1

Questions & Answers

Except to remove vendor names and addresses, questions are provided exactly as submitted.

#		Section	Question / Answer
1	Q	3.4	Does the City of Memphis have a specific budget allocated for this campaign?
1	A		The anticipated budget range for the first year of this project (the portion being requested through this RFP) is \$60,000 to \$80,000. The City's intent is that a demonstrably successful and effective initial campaign will lead to the establishment an annually re-occurring campaign with an increased budget.
2	Q	1.2	Is this campaign limited to within Memphis city limits or does it include surrounding metro areas?
2	A		The campaign is focused on the City of Memphis, but various content, such as on social media, may bleed over to adjacent communities. The City may also entertain the option of sharing content deliverables with neighboring communities.
3	Q	1.3	Can you give us a list of the laws and ordinances that pertain to active transportation?
3	A		<p>Local Ordinances: Consult City Code Chapters 11-24 and 11-28, and 11-40 to a lesser extent. We recommend using the Municode website.</p> <p>State Laws: https://www.tn.gov/tdot/multimodal-transportation-resources/bicycle-and-pedestrian-program/statewide-active-transportation-plan.html</p> <p>Note: The ordinances and laws referenced through the above sources are fairly exhaustive. This campaign will concentrate on a selective number of ordinances/laws deemed of highest need, as well as on some unsafe behaviors that may not necessarily constitute illegal actions.</p>
4	Q	1.3	Please provide the City's definition of transportation equity
4	A		The City does not use a specific definition of transportation equity to guide the work of the Bikeway and Pedestrian Program. Transportation equity is a broad concept. However, research suggests that roadway design and injuries sustained in roadway use have inequitable impacts on people of low-income and people of color, as well as people walking, using a wheelchair, bicycling, and accessing public transit. For the City, transportation equity is a goal to achieve through sets of objectives and strategies outlined by national best practices and research. Similarly, the City defers to industry leadership such as the policy and research work of the National Association of City

			<p>Transportation Officials (NACTO), U.S. Department of Transportation (DOT), and other experts and scholars. Some of the following source material can be useful to understanding the Bikeway and Pedestrian Program’s transportation equity goals.</p> <p>Example guiding source material:</p> <ul style="list-style-type: none"> • Brown, C.T. (2020) 12 Strategies for Centering and Prioritizing Equity in Transportation. ITE Journal. Vol. 90, Iss. 2, pp. 42-45. Retrieved from https://search.proquest.com/docview/2355328570 • Morency, P., Gauvin, L., Plante, C., Fournier, F., and Morency, C. (2012) Neighborhood Social Inequalities in Road Traffic Injuries: The Influence of Traffic Volume and Road Design. American Journal of Public Health v. 102, pp. 1112-1119. Retrieved from https://doi.org/10.2105/AJPH.2011.300528 • Litman, T. (2014) Evaluating Transportation Equity: Guidance for Incorporating Distributional Impacts in Transportation Planning. Victoria Transport Policy Institute, Victoria, BC. Retrieved from https://nacto.org/wp-content/uploads/2015/07/2014_Litman_Evaluating-Transportation-Equity.pdf • Sanchez, T. W, Stolz, R., & Ma, J. S. (2003). Moving to Equity: Addressing Inequitable Effects of Transportation Policies on Minorities. <i>UCLA: The Civil Rights Project / Proyecto Derechos Civiles</i>. Retrieved from https://escholarship.org/uc/item/5qc7w8qp
5	Q	1.3	Does the City have accident crash data by zip code?
5	A		Yes
6	Q	1.4	What other languages, in addition to Spanish, would the City like to see in multi-lingual option?
6	A		Spanish is the primary foreign language that may be needed. The need for other languages is unlikely, but could include Vietnamese.
7	Q	1.5	How often does the Advisory Committee need to meet or is this TBD by the needs the campaign?
7	A		Monthly is most likely, but this will be determined as the project gets underway and in consultation with the committee.
8	Q	2.2	Are there any city resources available to assist with survey and research? Should the entirety of the measurement and research scope be included in the proposal?
8	A		The measurement and research scope should be included in the proposal. The City can assist in providing information such as crash report data or any other routinely-collected data points that may have restricted access.

9	Q	2.3	What, if any, transportation advocacy groups are already working with the City of Memphis and/or MATA?
9	A		The City of Memphis Bikeway and Pedestrian Program convenes quarterly meetings of a Bicycle Advocacy Council and a Pedestrian Advocacy Council. The Program also has representatives on the Transportation and Mobility Policy Working Group of BLDG Memphis. Additionally, the Program regularly collaborates with various community groups and non-profit organizations that have an interest in active transportation, such as The Works, Inc., Memphis Medical District Collaborative, The Heights CDC, Memphis Center for Independent Living, Overton Park Conservancy, etc.
10	Q	3.4	What is the overall budget or NTE contract award amount?
10	A		The anticipated budget range for the first year of this project (the portion being requested through this RFP) is \$60,000 to \$80,000. The City's intent is that a demonstrably successful and effective initial campaign will lead to the establishment an annually re-occurring campaign with an increased budget.
11	Q		Is there an anticipated or expected media mix of traditional vs digital? What has been done in the past?
11	A		Yes, a media mix is anticipated and expected. The ideal mix is expected to be determined by the awarded consultant based on their expertise in the field. As a new campaign, no prior example is available.
12	Q		Is there a budget established for ad spend or identified target markets already?
12	A		The anticipated budget range for the first year of this project (the portion being requested through this RFP) is \$60,000 to \$80,000. The City's intent is that a demonstrably successful and effective initial campaign will lead to the establishment an annually re-occurring campaign with an increased budget. Target markets are not already identified.
13	Q		What insights will be provided in order to measure effectiveness i.e. crash data, partnerships on the City of Memphis' part etc. Will we have access to the data on an ongoing basis?
13	A		As suggested, insights such as crash data, partnerships, and other measurements of effectiveness as determined by the awarded contractor should be utilized. Information such as crash report data or any other data points with restricted access will be provided as needed for measuring effectiveness.
14	Q		Is it expected that general [group thinks] (?) and data collection methods are a part of the campaign rollout or will that come from a separate budget?
14	A		Part of the campaign rollout.
15	Q	3.4	Is there are overall target budget for this project?

15	A		The anticipated budget range for the first year of this project (the portion being requested through this RFP) is \$60,000 to \$80,000. The City's intent is that a demonstrably successful and effective initial campaign will lead to the establishment an annually re-occurring campaign with an increased budget.
16	Q		Will you provide talent/actors for video production or do we need to include a talent budget in our proposal?
16	A		Through both City staff and our community of engaged organizations and individuals, we believe we will be able to provide a sufficient number of volunteers for talent/actors as needed.
17	Q		Do you have any timeline milestones and/or events that we need to consider in our timeline planning?
17	A		Generally speaking, no, not at this time. Statistically, spring and fall are the most dangerous times of the year for walking and bicycling. We also typically observe a rise in crashes around the start of the school year.