



**CITY OF MEMPHIS**

**REQUEST FOR PROPOSAL**

**#51952-2**

**BIKEWAY AND PEDESTRIAN PROGRAM**

**2020 ACTIVE TRANSPORTATION EDUCATION, SAFETY,**

**AND AWARENESS CAMPAIGN**

**Addendum #1**

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## 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: <a href="https://www.tn.gov/tdot/multimodal-transportation-resources/bicycle-and-pedestrian-program/statewide-active-transportation-plan.html">https://www.tn.gov/tdot/multimodal-transportation-resources/bicycle-and-pedestrian-program/statewide-active-transportation-plan.html</a></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"> <li>• Brown, C.T. (2020) 12 Strategies for Centering and Prioritizing Equity in Transportation. ITE Journal. Vol. 90, Iss. 2, pp. 42-45. Retrieved from <a href="https://search.proquest.com/docview/2355328570">https://search.proquest.com/docview/2355328570</a></li> <li>• 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 <a href="https://doi.org/10.2105/AJPH.2011.300528">https://doi.org/10.2105/AJPH.2011.300528</a></li> <li>• Litman, T. (2014) Evaluating Transportation Equity: Guidance for Incorporating Distributional Impacts in Transportation Planning. Victoria Transport Policy Institute, Victoria, BC. Retrieved from <a href="https://nacto.org/wp-content/uploads/2015/07/2014_Litman_Evaluating-Transportation-Equity.pdf">https://nacto.org/wp-content/uploads/2015/07/2014_Litman_Evaluating-Transportation-Equity.pdf</a></li> <li>• Sanchez, T. W, Stolz, R., &amp; 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 <a href="https://escholarship.org/uc/item/5qc7w8qp">https://escholarship.org/uc/item/5qc7w8qp</a></li> </ul>
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.
18	Q		If our approach does not specifically identify how particular mediums (e.g., videos, flyers, billboards, etc.) will be used for different parts of the community or in key corridors, can we provide a potential cost range?
18	A		Yes. We anticipate that the proposer will present potential cost as needed based on their skill and expertise to best meet the desired outcomes of the campaign.
19	Q		Can we modify Exhibit 2 to reflect the potential costs, dependent on community findings?
19	A		Yes. Exhibit 2 was provided for example purposes only. We anticipate the skill and expertise of the proposer to modify the Price Form as needed to best meet the desired outcomes of the campaign.
20	Q	1.3	Can you provide a forecast of additional city improvements to the active transportation infrastructure that are scheduled for completion within the campaign timeframe?
20	A		All in-progress active transportation infrastructure projects are listed at <a href="http://bikepedmemphis.wordpress.com">bikepedmemphis.wordpress.com</a> .
21	Q	2	What budget has been allocated to this campaign effort?
21	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.
22	Q	2	Does the funding for this campaign cover FY21 and FY22, and if so, what is the breakdown between fiscal years?

22	A		We anticipate that expenses will incur over FY21 and FY22 but are unable to provide a detailed breakdown between fiscal years at this time.
23	Q	2	Are there any media placements that have been donated to support this effort, or are owned by the City of Memphis and can be taken into consideration in the development of the proposed solution? If so, can you provide any guidelines around the terms of those donations (types, material submission due dates, cycle length, etc.)? If not, does the City of Memphis have existing relationships that might be leveraged to gain donated media to support this campaign?
23	A		Owned media to consider includes the Bikeway and Pedestrian Program website and social media accounts: <a href="https://bikepedmemphis.wordpress.com">https://bikepedmemphis.wordpress.com</a> ; @BikePedMemphis; City of Memphis website; etc.  At this time we do not have any secured placements. However, based off of prior City campaigns, we anticipate that we can expect donated or discounted placements through established partnerships.
24	Q	2	Does the City of Memphis have preferred production partners with pre-negotiated rates that might be leveraged in the execution and installation of the campaign?
24	A		We anticipate that the City's in-house print shop may provide some assistance with hard copy materials depending on the size and quantity desired. To the best of our knowledge, there are no known existing partnerships to consider leveraging at this time.
25	Q	2.5	Should we assume that the duration of the engagement of the City of Memphis will be longer than 12 months, to accommodate the start-up and close-out periods required for strategy, creative development, production, and reporting, and that 12 months is the expected duration that the campaign itself is in-market?
25	A		Yes. Agency should anticipate some additional months before and after the 12-month period for campaign start-up and close-out activity.
26	Q	3.3	Does the proposed solution have to incorporate content for all media in the campaign, or will there be time after award to craft additional content?
26	A		No. There will be time after award to craft additional content. The City anticipates that new content may rolled out over the 12-month period. If effectiveness measures or advisory committee guidance determine a need to adjust strategy or approach, agency may expect to craft additional content.
27	Q	Exhibit 4	Can you provide a copy of the City's Travel Policy and Procedures as referenced under "Travel Expenses" in the sample contract template?

27	A		We would prefer not to cover travel costs, but would entertain such a request during contract negotiation. If entertained, a copy of the City's Travel Policy and Procedures will be provided.
28	Q	4.6	Will the City accept electronic proposals as posted on the City's RFP/RFQ page on the website? The City continues to accept online bids, which is the preferable method for bidding. If so, is email acceptable? If not, will the City accept electronic signatures for the required forms? Our signatory is in close contact with immunocompromised persons and trying to avoid outside contact as much as possible.
28	A		Electronic signatures are acceptable, but hard copy responses are required. We will not accept emailed responses or online responses submitted electronically.
29	Q	3	Should we include resumes in the proposal response? If so, should they be included in an appendix?
29	A		Resumes in the proposal response are not required. If agency determines that resumes are needed to demonstrate relevant experience related to this project, they may be included as an appendix to the proposal response.