

Request for Proposals
Bike Friendly Business Improvement District Pilot Program
Business Improvement District Council
Released: March 16, 2012
Due Back: March 20, 2012 at 9:00am

The Business Improvement District Council (www.bidcouncil.org) is seeking proposals from groups or marketing professionals to develop a Bike Friendly Business Improvement District Program in 7 local Business Improvement Districts.

Elements of this program will:

- 1) Develop a plan for Business Improvement Districts to incorporate bicycles into the daily “buzz” in local districts.
- 2) Analyze the current bicycle parking and infrastructure in each district
- 3) Analyze the current use of bicycle friendly policies in the 7 communities as a baseline
- 4) Recommend and draft an implementation program to increase bicycle friendly practices in each district including the following
 - a. Event driving bicycle incorporation
 - b. Education of riders
 - c. Community education
 - d. Graphic identity for the program
 - e. Marketing materials that can be incorporated into the BIDs current website and social media
- 5) Work with local representatives to implement the program elements
- 6) Draft a written program document to deliver to the Business Improvement Districts and Partners.
- 7) Public Relations for the launch of the program

Requirements for responding: Firms that respond should have:

- A proven track record in bicycle advocacy in San Diego
- A public relations partner
- Experience in implementing Bicycle programs in a diverse urban environment
- Ability to meet the City of San Diego insurance requirements (1Million/2million GCL policy requirements)
- Demonstrated program to implement the program in a short time frame (prior to June 15, 2012)

PLEASE EMAIL RESPONSES TO: mail@bidcouncil.org

If you have any questions or concerns please contact **Elisha McLemore** at mail@bidcouncil.org.