

REQUEST FOR PROPOSAL (RFP)

For Neighborhoods to Receive Funding and Guidance to Improve Pedestrian Safety

The University of North Carolina Highway Safety Research Center (UNC HSRC) was awarded a Cooperative Agreement from the National Highway Traffic Safety Administration (NHTSA) to pilot test the newly developed guidebook entitled, *A Resident's Guide for Creating Safe and Walkable Communities* (Resident's Guide). HSRC is seeking up to ten communities or neighborhoods interested in making their environment safe for pedestrians and walkable to pilot test the Guide. Each selected site will be provided \$2,000 for their participation, as well as technical assistance from pedestrian safety experts.

The Resident's Guide is designed to be used by anyone who is looking for ways to improve the pedestrian safety and walkability of their neighborhood, whether they are just beginning to learn about walking safety or are already part of an established community safety group. The Guide presents various methods for identifying pedestrian safety concerns and addressing the concerns through community education, officer and neighborhood enforcement programs, and engineering treatments. The Guide is available online at:

<http://www.walkinginfo.org/library/details.cfm?id=4163>.

Project Purpose

The intent of this RFP is to identify and select up to ten communities who will use and assist in evaluating the Resident's Guide as they implement activities to make pedestrian safety improvements in their neighborhoods. Community make-up and size may vary, but the project (and the Resident's Guide) is expected to be of most benefit for small neighborhood groups with limited geographical coverage. The demonstration project will run for approximately one year after the participant communities are selected. The demonstration project findings will be used to generate recommendations for modifications or additional materials to be developed to support further use of the Resident's Guide in addressing pedestrian safety concerns.

Participants will benefit from:

- A kick-off meeting (via conference call) to review the contents of the Resident's Guide, discuss approaches they can take to improve pedestrian safety in their neighborhoods, and understand documentation requirements for the project.
- Monthly conference calls to de-brief and share experiences with other communities.
- Direct technical assistance from experts in pedestrian safety.
- Participation in a web-based conference call to discuss the activities and results of the demonstration projects.

Participants will be required to submit brief, monthly email updates to report progress; respond to three surveys to provide feedback on the content of the Resident's Guide and needed supplements; as well as submit a final, detailed report (no more than 25 pages) of project activities.

Technical and Financial Support provided by UNC HSRC to Selected Communities

UNC HSRC will provide \$2,000 in financial support to demonstration project participants. In general, the first \$500 will be provided at the beginning of the project, after participants have participated in a kick-off meeting. The second \$500 will be provided within 6-months. The final \$1000 will be provided near the end of the project, upon receipt of a final report, to consist of no more than 25 pages. This payment schedule can be flexible depending on community conditions and need.

Throughout the project, the UNC HSRC team and staff from the Pedestrian and Bicycle Information Center will provide technical expertise as needed to participants. Technical assistance can be provided in the form of emails, conference calls, and the provision of web-based or print materials as available.

Eligibility Requirements

Only government agencies and other not-for-profit organizations and neighborhood groups (such as PTAs, homeowner's associations, advocacy groups, etc.) are eligible to apply. Project funds are not payable to individuals.

Criteria for Selection

Proposals will be judged on the following criteria:

1. There is a strong statement of need for improving pedestrian safety
2. Community reflects socioeconomic and geographical diversity, and faces a range of pedestrian safety concerns
3. Proposed activities relate to the content of the Resident's Guide and are realistic to implement and evaluate within the 1-year project timeframe
4. The community has the ability to fully participate in the Guide evaluation (including attending conference calls, writing monthly reports, responding to surveys, and submitting a final report no more than 25 pages)
5. There is at least one established champion or organizer during the project timeframe
6. The community can provide, if possible, a letter of support from an additional group documents existing partnerships or support from other organizations within the community

Although not a requirement for participation, communities should make note of any supplemental resources they have (including staff time, non-federal funds, etc.) that could be committed to better implement the Resident's Guide.

Responding to the RFP

Each entity responding to this RFP must specifically respond to the following requests and provide complete information. The total length of response to items 1 through 6 should be no longer than 4 pages. Respondents should repeat the heading/topic before providing an answer.

1. **Contact Information:** Provide the name of the key contact person(s), name of organization, mailing address, phone, fax, and e-mail.
2. **Statement of Need:** Describe your involvement with and understanding of the need for creating safe and walkable communities, and what challenges your community faces in improving pedestrian safety.
3. **Community Description:** Provide some basic demographics of your community and who is affected by pedestrian safety concerns.
4. **Ability to Participate:** Describe the organization's ability to participate in the Guide evaluation throughout the project timeframe, including the availability of key community staff, project participants, or other resources available. Describe how continuity and consistency will be maintained over the span of the project if multiple parties are involved. If possible, provide information on any previous experience with pedestrian safety issues.
5. **Proposed Activities:** Describe your proposed approach to utilize the materials and content of the Resident's Guide in implementing pedestrian safety projects or programs in your community. If possible, describe the timeframe in which the projects would be implemented, planned expenditures, and potential partnerships.
6. **Letter of Support:** Provide, if possible, at least one letter of support from another organization within the community.

Filing Deadline

A pre-submission conference call will be held on Friday, May 1, 2009, from 1:00 – 2:30 p.m. Eastern Daylight Savings Time, to provide additional detail on expected project activities and answer any questions. To register for the call, please visit http://www.walkinginfo.org/res_guide/call.cfm.

All proposals should be received by 5:00 p.m. Eastern Daylight Savings Time on Friday, May 29, 2009. We reserve the right to contact respondents to schedule a Q&A session by phone. UNC HSRC anticipates selecting the communities by mid-July, 2009, with the participation of each community beginning immediately after UNC HSRC issues a purchase order for services. Purchase orders are not payable to individuals.

Submission

To submit proposals electronically (either WORD or PDF file), please visit http://www.walkinginfo.org/res_guide/RFP.cfm. Once you submit your proposal, you will receive an e-mail confirmation of its receipt. If you have additional questions, you may contact Laura Sandt at sandt@hsrc.unc.edu or 919-962-2358.