

REQUEST FOR PROPOSAL

The East Central Florida Regional Planning Council is requesting proposals from qualified media firms for the development of the Safe Routes to School and School Siting Policy Video based on the scope of work outlined below.

Said proposals must be received prior to 4 P.M., July 18th, 2011. The East Central Florida Regional Planning Council reserves the right to reject any and all proposals.

Dated this June 14, 2011.

Signed:

Tara McCue, AICP

Project Manager

East Central Florida Regional Planning Council

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CONSULTANT REQUEST FOR PROPOSAL

The East Central Florida Regional Planning Council is requesting proposals from qualified firms to develop the Safe Routes to School and School Siting Policy Video.

I. Selection Criteria, Scope of Work and Schedule of Deliverables

A. Selection Criteria

The selection of a firm shall be based on the following criteria:

- Previous examples of creative educational videos
- Understanding and approach of the services to be performed.
- Qualifications and expertise of professional personnel involved.
- Ability to meet time constraints and cost to perform services.
- Equal Opportunity Employer Disclaimer

Cost Proposal shall be placed in a sealed envelope and submitted with the RFP.

B. Scope of Work

1. Create script, story board and video for the following:

The purpose of this project is to create a social media video to encourage parents and community members to advocate for safe biking and walking environments.

Goals:

- encourage policy makers to incorporate Safe Routes to School policies into school planning and siting in order to encourage children to safely walk and bike to school;
- create healthy communities which foster a walking and bicycling lifestyle;
- educate school boards, health advisory committees, faculty, Parent Teacher Associations, and children about the importance of Safe Routes to School.

See general information on Safe Routes to School at
http://www.dot.state.fl.us/safety/SRTS_files/SRTS.shtm and
<http://www.saferoutespartnership.org/state/network/florida>.

The target audiences: policy makers, school board officials, school health advisory committees, school faculty, Parent Teacher Associations, transportation planners, designers and engineers and children.

The video will be divided into two main segments targeting different strategic audiences, but when played together, create one media piece for all audiences. It will be shown throughout the 6 county East Central Florida region, and ultimately across the state to the following groups:

- School Health Advisory Committees
- School Boards
- School Principals and Sites

- Parent Teacher Associations
- City and County Councils/Elected Officials
- Land Use Planners
- School Site Planners
- Transportation Engineers/Planners

Task A. –policy makers and technical audience

The first video segment is to encourage policy makers to incorporate the Safe Routes to School Program and guidelines and appropriate policies into all areas of school planning, policies, and curriculum to encourage children to safely walk and bike to school and help to create safe, healthy communities which reinforce walking and bicycling. It will be oriented towards decision makers such as the School Health Advisory Committees, School Boards, and other School and Elected Officials. Topics to be included are: School planning, land use planning, and transportation planning; therefore it is important that these policies also be encouraged in comprehensive and transportation plans. The video may also be used to educate Florida Department of Transportation (FDOT), Metropolitan Planning Organizations (MPOs), Transportation Planning Organizations (TPOs), urban planners, architects, and engineers about the importance of creating safe, connected walking and biking pathways within school service areas, and throughout the community.

Concepts to be addressed and tasks to be completed by the Media Firm, in coordination with the Health Masters Club, ECFRPC, and FDOT:

- Introduction to the Safe Routes to School (SRTS) Program.
- Commentary from 2 professionals on the benefits of walking and biking to school. Topics to be addressed would include:
 - Obesity
 - Grades
 - Behavior
 - Healthy and Responsible Lifestyles
 - School siting benefits (design, location, site size, co-location, reduced long-term transportation costs)
- Segment showing challenges, safety concerns, security issues and obstacles of walking to school in present day. Demonstrate some common problems. Depict multiple schools. Compare video with video from Davis California or another established SRTS program where all kids ride/walk to school. Compare and contrast local schools where relatively better or more challenging conditions exist. (consider this because it localizes the situation better making the responses more achievable-Consider Dommerich vs. 3-Pts Elementary)
- Discuss state and local policy obstacles to creating walkable, neighborhood centered schools. Explore how schools and municipal amenities can serve as centers of neighborhoods and communities, and how the co-location of schools and other neighborhood facilities such as parks and recreation centers promotes walkability and encourages healthy lifestyles and a sense of community. Included in this discussion is linking land use planning to the Safe Routes to School Program and

accessibility of neighborhoods to schools, school design, location, site size, and co-location.

- Show how schools, cities and counties can create a cultural shift from auto-oriented, schools and the resultant effects on traffic congestion, obesity, and student performance, to a healthier community that promotes walking, biking, safety and responsibility. Issues to be addressed:
 - Creation or implementation of Safe Routes to School Curriculum and Cross Curriculum from K-8th grade. This proposed curriculum would start with the basics in Kindergarten such as basic bike safety and rules of the road. With each grade, a new concept built upon the previous year would be introduced with the main goal of educating and encouraging students in various aspects of transportation, transit, bikes, walking, wayfinding, mapping, and urban planning. The goal is to encourage and educate students to be safe and knowledgeable in all areas of transportation and encourage them to change their lifestyle.
 - How the SRTS program may provide benchmarks in PE Curriculum and Health Education Curriculum Next Generation Sunshine State Standards will be introduced (Health literacy and healthy behaviors)
 - Include examples of curriculum in place; lessons; videos of children learning; kids using public transit, walking and biking for a purpose.
- Conclusion showing how implementation of the Safe Routes to School Program into School Board, School Health, and County Policies and planning can foster a safe and encouraging walking and biking community as well as benefit the children in a multitude of ways, especially with lifestyle changes they will take with them into adulthood. The conclusion will emphasize how in some areas infrastructure is already in place. Yet how education and encouragement can be influential in promoting beneficial use to improve healthy lifestyles.
- To highlight programs already implemented, video and interviews with Best Practice Schools or Counties will be shown. For example, the following agencies, projects or schools may be shown: Brevard County TPO, SRTS website, and a sample school such as Nap Ford Community School or Dommerich Elementary, and a national example.

Task B - general audience and advocacy audience

The second segment of the video will be to educate faculty, PTA, parents and children about the importance of Safe Routes to School infrastructure, encouragement, and education and its link to a healthy lifestyle and learning environment. The video aims to encourage parents and community members to advocate for safe biking and walking environments and education for children and families. This segment will be used at school facilities, PTA meetings and events, on closed circuit TV in schools, and more.

Video to include, but not limited to:

- Benefits of walking and biking to school and the creation of a cultural shift to walking and biking
- The importance of Safe Routes to School for biking/walking safety
- Education

- Infrastructure
- Visibility/Eyes on the Sidewalks
- How to use what you already have
- Back to basics
- Drop offs
- Walking School buses
- Educational media already completed
- Encouraging children to walk and bike to school
- Walk to School Days
- Rewards
- Feet Not Fuel
- Safety Videos
- Incorporate into curriculum
- Safe Routes to School Curriculum and Cross Curriculum from K-12th grade.
- Interviews of children who have the Safe Routes to School program already implemented.

Media Firm will work in conjunction with the Health Masters Club for student videos, scripting, story board, and information compilation.

Story boards will be delivered and reviewed by the ECFRPC and FDOT. Coordination with video producer, HMC, ECFRPC and FDOT project manager during the creation of the story boards will be necessary.

Care must be exercised to avoid photographing any identifiable child unless the project has a guardian's permission to use the image.

C. Schedule of Deliverables

1. First Cut of Segment One due 6 weeks after contract sign date.
2. First Cut of Segment Two due 14 weeks after contract sign date.
3. Final Deliverable of the Safe Routes to School and School Siting Policy Video Due 20 weeks from contract sign date.

II. Information to be included in RFP

In order to simplify the review process and obtain the maximum degree of comparison, the Council is requesting that the proposal be organized according to the following format:

- A. Title Page
- B. Show the RFP subject, the name of the firm, local address, telephone number, name of the contact persons and the date.
- C. Table of Contents
- D. State the names of the persons who will be authorized to make representations for the firm and the titles.
- E. State that the person signing the letter will be authorized to bind the firm.

Understanding and Approach

- A. State your understanding of the services to be provided.
- B. State the approach to be exercised by the firm to accomplish the services to be performed.

Profile and Qualifications of the Firm

- A. State the location of the office from which the work is to be performed and the number of staff employed at the office.
- B. List and describe recent experiences similar to or of those required in this proposal.
- C. Provide names, addresses and telephone numbers of clients for three of the engagements listed above.
- D. Provide the names of the persons that will be assigned to this project along with qualifications and experiences. Resumes should be included in an appendix.
- E. List the number of projects currently in contract for the pertinent staff.
- F. Comment on the firm's media and software capabilities.
- G. Submit Non-Discrimination Disclaimer.

Knowledge of Region

- A. State the firm's familiarity with the East Central Florida Region and extent of experience in this region.
- B. State the firm's knowledge of the Safe Routes to School Program.

Quality Control and Conflict of Interest

- A. Describe the quality control procedures utilized by the firm in its performance of high quality work.
- B. State whether the firm has been involved in a government contract that ended in termination or in litigation due to sub-standard quality, untimely submittal of deliveries or for other reasons that should be disclosed.
- C. State whether the firm has or anticipates a conflict of interest if project is awarded.

Timeframe

- A. Make a statement of the firm's commitment to perform the work within the time period specified.
- B. State whether the firm has been involved in a government contract in which some costs have been disallowed.

Examples of Work

Provide at least 2 samples of videos completed by the firm for a similar project.

Additional Information

Since the preceding sections are to contain only specifically requested information, any additional information considered essential to the proposal should be included in this section. If there is no additional information to present, state "there is no additional information we wish to present."

All requirements of the Competitive Negotiations Act Chapter 287, F.S.) will be adhered to.

Five sealed copies, one electronic copy of the proposals, and a sealed project cost bid, should be submitted to the East Central Florida Regional Planning Council, c/o Tara McCue, Program Manager, 309 Cranes Roost Blvd. Suite 2000 Altamonte Springs, FL 32701.

Envelope must be marked RFP/BID along with the acceptance date.

Proposals will be accepted until 4:00 p.m., July 18, 2011.

The sealed proposals will be reviewed by a committee composed of appropriate Council and FDOT staff. The top three applicants may be asked to make presentations to the committee. Due to the need for expeditious action, such invitations for a presentation will be on notice of no more than 72 hours.

The Council reserves the right to refuse any or all proposals.

PROPOSAL EVALUATION METHOD

UNDERSTANDING AND APPROACH (10)

- a. Understanding of services to be provided (0-5)
- b. Approach to be exercised to accomplish work (0-5)

TECHNICAL EXPERIENCE AND QUALIFICATION (85)

- a. Number and organizational structure of the assigned team (0-5)
- b. Technical experience specific to the scope of work-example of previously done similar educational video (0-40)
- c. Technical experience and qualifications of assigned team (qualifications of staff, education, including continuing education and other training courses taken, and years and type of experience will be considered) (0-25)
- d. Firm's media and software capabilities (0-20)
- e. Affirmative action plan with current employment statistics in place (0-5)

QUALITY CONTROL AND CONFLICT OF INTEREST (15)

- a. Quality control procedures in place (0-5)
- b. No other government contract litigated or terminated due to sub-standard work or non-delivery of services (0-5)
- c. No conflict of interest anticipated (0-5)

TIME FRAME AND COST INFORMATION (20)

- a. Commitment to perform within period specified (0-15)
- b. No disallowed cost in other government contracts (0-5)

SAMPLE MEDIA PROJECTS (60)

- a. Rating of Media Project 1 (0-30)
- b. Rating of Media Project 2 (0-30)

TOTAL POINTS (0-190) =====

EVALUATORS SCORING SYSTEM:

Not Included	Needs Improvement	Satisfactory	Maximum Total
0	2.5	5	5
0	5	10	10
0	7.5	15	15
0	10	20	20
0	12.5	25	25
0	15	30	30