

David VanLuven
Town Supervisor

TOWN OF BETHLEHEM

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REQUEST FOR PROPOSALS

Town of Bethlehem Street Safety Education Program

Date: May 2, 2022

Proposals Due: May 27, 2022

Statement of Purpose

The Town of Bethlehem, partnering with the Bethlehem Bicycle and Pedestrian Committee (Committee), invites proposals from qualified independent consultants (Consultant) to create a Street Safety Education Program (Program) to design and launch a safety campaign to make our streets safe for all road users.

Background

The Town of Bethlehem (Town) is a dynamic and diverse community with a population of over 35,000 and a total area of 52 square miles. Bethlehem is home to three public school districts, in whole or part, several private schools, and abundant recreational facilities for young and old. The blend of suburban neighborhoods, rural life, and commercial enterprises make Bethlehem a pleasant, attractive, and enjoyable community for businesses and residents alike.

In existence for twelve years, the Bethlehem Bicycle and Pedestrian Committee's mission is to advise the Town, educate the community, and advocate for opportunities to improve mobility and connectivity for bicyclists and pedestrians in Bethlehem. The Committee has provided a number of actions and recommendations to improve the safety of our community. Over the past few years, the Committee has discussed options for an **education program that would reduce vehicle accidents and speeding complaints, and better protect pedestrians in designated crosswalks in our community.**

The pandemic has significantly increased the number of pedestrians and bicyclists using our roads and walking infrastructure. School age children walking and biking to and from school has dramatically increased. A comprehensive **Street Safety Education Program would educate our community about the need to obey speed limits, reduce distracted driving, and create an environment considerate of pedestrians and bicyclists on our roads and in crosswalks.** The recommended Program would also educate target pedestrian and bicyclist audiences to become proactive about their personal safety by using marked crosswalks where available, and wearing appropriate high visibility clothing and lighting at night. The Program should be based on proven methodologies and research recommendations for producing effective traffic safety campaigns. It should be well-designed, based on local data and needs, and developed with an understanding of why people are engaging in dangerous behaviors. The program should utilize messages that will reach and resonate with the target audiences. The program will include community messaging, content format, design elements, delivery methods and products, and a schedule for execution.

Scope of Work

The Town is looking for a highly qualified Consultant to work closely with the Town Supervisor's Office, Department of Economic Development and Planning, Police Department, and Bethlehem Bicycle and Pedestrian Committee to create a Street Safety Education Program based on the following goals and objectives:

Goals

- Streets are safer and more comfortable for pedestrians and cyclists of all ages
- Streets are safer and more predictable for drivers
- Fewer vehicle accidents, especially along residential streets

Objectives

- Drivers drive more slowly, especially in residential neighborhoods (85% of speed is at or below speed limit)
- Drivers obey speed limits even when reduced to 25mph in residential neighborhoods
- Drivers aren't distracted (fewer crashes attributable to distracted driving)
- Drivers are more considerate of pedestrians and bicyclists
- Drivers stop for pedestrians in crosswalks (increase in percentage of vehicles yielding to pedestrians) and respect bicyclists when sharing the road
- Pedestrians and bicyclists obey traffic law, wear lights and high visibility clothing at night, and walk/ride on the correct sides of the road

Performance Measures

An evaluation of the Program's success shall be conducted at the completion of the Program and include an assessment of the following "before and after" performance measures:

- Number of vehicle, pedestrian and bicycle crashes (e.g. town wide or targeted areas)
- Awareness for vehicle drivers of dangerous driving behavior such as cell phone use, speeding, failure to stop at stop signs, yielding to pedestrians etc.
- Awareness for pedestrians such as using marked crosswalks, walking against traffic, and wearing high visibility clothing/using light sources to increase visibility
- Awareness for bicyclists as to riding with traffic, using lighting to enhance visibility, and riding single file
- Predictability of driver behavior by pedestrians and bicyclists and increased predictability of pedestrian and bicyclist behavior by drivers
- Level of pedestrian and bicycle activity on streets
- Others to be considered

Tasks

The following tasks are suggested and other creative approaches are welcome:

Task 1: Produce a Marketing Campaign Plan

The Consultant will meet with appropriate staff from the Engineering, Planning, Police, DPW, Senior Services, the Bethlehem Bicycle and Pedestrian Committee and other departments whose work impacts town transportation and traffic safety. Also hold a public meeting with community members including organizations with a stake in transportation safety to develop a base understanding for the needs of the community to be met by this campaign. The Consultant will then develop a campaign plan to include messages, content, graphics, products, and a schedule for execution.

Product(s): Written Meeting Minutes; Campaign Plan

Task 2: Brand/Logo Development

The Consultant will produce brand to include a logo and style guide for the campaign. The brand may include graphics to be used by the town and its partners for distribution through existing online newsletters already produced by the Town and its partners, social media, PowerPoint presentations, a page on the Town website, and via flyers and an advertisement on the CDTA bus. The Town suggests the following products as a minimum, but is open to other ideas/products in accordance with the campaign plan.

5 Graphics for Social Media

1 PowerPoint Template

1 for Postcard Direct Mailer

1 Graphic Flyer

1 Youth Handout (Coloring Page or Activity for Community Events)

Product: Branding to include logo and a style guide

Task 3: Copywriting

The Consultant will produce copy for the campaign. The copy will be used in newsletters, social media, on the Town and partner websites, in presentations, and via email messages.

Product: Copywriting deliverables that are in line with the campaign plan

Task 4: Webpage

The Town will create a homepage for the campaign utilizing graphics and copy produced in the above task. The homepage will include graphics and links to informational websites and videos that relate to street safety (such as New York Bicycling Coalition).

Products from Consultant: Copy, Graphics, and Layout for Webpage

Task 5: PSA/Radio Spot Production

The Consultant will coordinate with local radio and television stations to produce PSAs that will air during peak traveling times and target drivers in the Town and Albany County area. The Consultant will produce the script for the PSA/radio spots, determine the appropriate deliverer of the message, and propose the frequency of radio spots in order to meet the campaign objectives.

Products: Radio Spots

Task 6: Video Production

The Consultant will produce 3 videos that last 1 to 2 minutes.

Products: 3 1-2 minute videos

Task 7: Direct Mail Production

The vendor will produce and mail one postcard direct mailer that will go out to 10,000 households in the Town of Bethlehem.

Products: Direct Mailer to 10,000 residents (**Actual # TBD**)

Task 8: Adspend

The Consultant will produce a schedule for advertising via social media and other platforms in order to reach the target audience and provide a quote for advertising costs.

Products: Advertising Schedule, # of Ads, and #s of Target Audience Reached

Required Meetings

The following should be incorporated into the proposal's scope and budget.

The consultant will be expected to hold a minimum of four meetings with the Street Safety Education Program Committee, at least one meeting with the Bicycle and Pedestrian Committee, one public meeting, and one meeting to provide presentation to the Town Board.

The Street Safety Education Program Committee will be composed of the following members:

- Bethlehem Town Supervisor
- Town of Bethlehem Director of Economic Development and Planning and/or staff as assigned
- Town of Bethlehem Bicycle Pedestrian Committee Chair and Members as assigned
- Executive Assistant to the Bethlehem Town Supervisor
- Bethlehem Police Department Officer(s) as assigned

The following organizations have been identified as Stakeholders and will be invited to participate in meetings as needed:

- Public Schools
- Private Schools
- Parent Teacher Organizations
- Community groups

Submittal Requirements

The Town is requesting **6 hard copies and one PDF copy** of the proposal, which must contain the following information:

1. Letter of Interest and Approach (2-page maximum): Please include a letter expressing the Consultant's interest in being considered for the project. As part of the letter, please describe your approach for establishing a Street Safety Education Program based on the project's scope of work.
2. Strategic Advisor/Project Manager Experience (2-page maximum): Please include information about the specific relevant experience of the Consultant or team (project manager, personnel assigned to project) who will design the Program. Please include examples of similar projects and the goals that were accomplished. Firms are encouraged to include a transportation planner/engineer as a team member.
3. Scope and Budget (3-page maximum): Based on the proposed Scope of Work, please provide billing rates, budget, and overall schedule for the project based on a proposed Summer 2022 start in time for Fall 2022 back to school, then again in Spring 2023 as people start walking and bicycling with good weather, and possibly continuing through the Fall of 2023.

Submittal Instructions

Responses should be submitted by mail or in person by **May 27, 2022** to:

Robin Nagengast
Office of the Town Supervisor
Town of Bethlehem

445 Delaware Avenue
Delmar, New York 12054

Submittals shall be clearly marked on the outside cover or envelope "Response to Request for Proposals: Street Safety Education Program." For environmental reasons, please submit paper only - no plastic sleeves, covers, or bindings.

Selection Process

Based upon the qualifications of the submitted proposals, informational interviews will be conducted by the Street Safety Education Program Committee. The Committee will then meet to review proposals, discuss interviews, and select a preferred Consultant. The Town intends to complete the contract with the selected Consultant in a timely manner so that the Consultant can commence work in early Summer 2022 and be essentially complete by early Fall 2022.

The final selection will be based upon the following criteria:

- A. The Consultant's experience and results with similar projects and demonstrated expertise in Safety Campaigns.
- B. The Consultant's demonstrated understanding of the proposed scope and the approach to create a Street Safety Education Program for the Town.
- C. Qualified personnel assigned to the project including at least one member with Bicycle and Pedestrian management experience. The experience of the project manager will be heavily weighted in evaluation.
- D. The Consultant's proposed budget amount for this one-time project.

The Town will not discriminate against any interested firm or individual on the grounds of race, creed, color, sex, age, disability or national origin in the contract award. The Town reserves the right to reject any and all proposals at its discretion, including not awarding the contract to any firm. Women and Minority Owned businesses are encouraged to respond.

Questions

Robin Nagengast, RNagengast@townofbethlehem.org, is available to answer questions and respond to requests for additional information. All questions must be submitted in writing.