



February 9th, 2024

The Wisconsin Bike Fed is a 501(c)3 non profit organization that cultivates, motivates, and unites residents, communities, business, and political leaders to move bicycling forward in Wisconsin through education, legislation, and involvement. The Wisconsin Bike Fed is the only statewide organization that advocates for better bicycling for everyone who rides a bike in Wisconsin, with thousands of individuals, households, organizations, buses and communities who support our work.

Request for Proposals: Bicycle Safety Video Series

Overview

Bike Fed is seeking proposals from qualified individuals or production companies to create an engaging and informative video series on bicycle safety. The goal of this series is to promote safe cycling practices, raise awareness about road safety, and encourage more people to use bicycles as a sustainable mode of transportation.

View past similar videos at these links

- https://www.youtube.com/watch?v=m84Cg_8rvJw
- <https://www.youtube.com/watch?v=dkoVxBnnGko>
- https://www.youtube.com/watch?v=uBGW8j_Jsg

Scope of Work

The selected proposal should cover the following aspects:

- Content and Script writing: Bike Fed staff will assist in development of outline and subject matter oversight. Develop a series of short videos that address key topics related to bicycle safety, including:
 - Rules of the Road: Explain traffic laws and regulations specific to cyclists.
 - Helmet Usage: Highlight the importance of wearing helmets.
 - Visibility: Discuss strategies for being visible to motorists.
 - Safe Riding Techniques: Provide tips on safe cycling practices.

- Interactions with Motor Vehicles: Address common scenarios involving cars and bicycles.
- Infrastructure: Explore bike lanes, shared paths, and other cycling infrastructure particularly newer and recently installed traffic calming installations in Wisconsin.
- Audience: The target audience includes cyclists of all ages, from beginners to experienced riders. Primarily focussing on children and adults who teach children.
- Format: The videos can be animated, live-action, or a combination of both. Creativity is encouraged!
- Accessibility: Ensure that the content is accessible to a diverse audience, including those with disabilities.
- Introduction Video: A brief overview of the series, lasting around 1 to 2 minutes.
- Topic-Specific Videos: Each video focusing on a specific aspect (e.g., helmet usage, safe riding techniques) can be 2 to 3 minutes long.
- Comprehensive Video: Consider creating a longer video (around 15 to 20 minutes) that covers all essential topics in-depth.
- The segments should be made to be combined into a full video but have the ability to pull out sections for easy social media sharing.
 - Plan, write, film to be able to pull 15-30 second cuts out as separate files/videos to share easily on social media

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevance: How well the proposal aligns with the goals of promoting bicycle safety.
- Expertise: Demonstrated experience in creating educational or safety-related content.
- Innovation: Creative approaches to engaging and impactful storytelling.
- Diversity: Efforts to include diversity in sub contractors hiring and acting talent is preferred
- Budget: Cost-effectiveness and feasibility.

Inclusion of Local Youth

We strongly encourage proposals that actively involve local youth in the creation of the video series. Including young actors, cyclists, and community members can enhance the authenticity and relatability of the content. Here are some ways to incorporate local youth:

- **Casting:** Consider casting local youth as actors or presenters in the videos. Their participation can resonate with the target audience and make the content more relatable.
- **Storytelling:** Involve local youth in shaping the narrative. They can share personal experiences related to bicycle safety, which can be powerful and impactful.
- **Filming Locations:** Choose familiar local settings for filming. Highlighting community landmarks, streets, and bike paths can create a sense of connection for viewers.

- **Youth Workshops:** Organize workshops or focus groups with local youth to gather insights, ideas, and feedback. Their perspectives can inform the content and ensure it addresses their specific needs. Bike Fed staff will assist with this.

Contracted Services

The selected proposal will be awarded a contract to produce the bicycle safety video series. As a contracted service provider, you will be responsible for the following:

- **Deliverables:** Provide high-quality video content as outlined in the proposal. Timely delivery is essential. **FINAL DEADLINE** for product delivery and all payments is **September 30th, 2024**
- **Budget and Payment:** The contract will specify the agreed-upon budget, payment terms, and any additional expenses. Payment milestones will be established based on project progress.
- **Collaboration:** Work closely with our team to ensure alignment with project goals, feedback incorporation, and revisions.
- **Rights and Ownership:** The contract will outline intellectual property rights, licensing, and ownership of the final video series to be owned by Wisconsin Bike Fed and the Wisconsin DOT.
- **Work plan timeline:** Video prep should begin upon acceptance of contract by March 31st 2024 and must be complete by September 30th 2024.

Please submit your proposal with the understanding that this is a contracted engagement. We look forward to collaborating with a skilled and committed team to create impactful bicycle safety content!

Proposal Submission

Interested parties should submit their proposals by the specified deadline on or before March 15th, 2024 to Info@Wisconsinbikefed.org with subject headline “ Bike Safety Video RFP”

- Please provide a director’s reel along with proposal submission.
- Budget range \$55,000-\$60,000