



OVERVIEW:

WalkDenver seeks a consultant to assist with Marketing, Videography, and Storytelling for a “Citizen Academy” focused on promoting a car-lite lifestyle. The consultant will work with WalkDenver staff on developing tools and strategies to share the stories of academy participants and document personal and community transformations.

BACKGROUND:

WalkDenver is a grassroots advocacy organization working towards making Denver the most walkable city in the US (www.walkdenver.org).

WalkDenver was awarded grants from DRCOG and the Colorado Health Foundation for a “Citizen Academy” that will engage Denver residents who want to be advocates for a cultural shift toward healthy, active, “car-lite” lifestyles and a new way of thinking about transportation and mobility.

WalkDenver will recruit 25 participants (two “cohorts” of 12-15) to attend two 7-month academy sessions in 2017. Throughout the Academy, participants will be encouraged to record and share their stories of individual and neighborhood change through photos, videos, blog posts, social media, and similar tools. These real-world stories will form the basis of a broader media campaign touting the benefits of healthy, active, car-lite lifestyles.

Through recruitment of Academy participants, the efforts of participants to engage others in neighborhood projects, and broad dissemination of the stories of individual and neighborhood change that result from the Academy, WalkDenver targets reaching more than 7,000 people.

SCOPE:

The consultant will work with WalkDenver staff to:

1. Academy Branding: Create recognizable and unique brand and name for the academy. This will include marketing strategy for recruitment of participants and engaging community members in conversations about car-lite lifestyles, neighborhood improvements, and policy changes.
2. Personal Storytelling: Provide technical assistance to the academy participants to create blog posts, videos, social media interaction to facilitate a “public engagement campaign” where members of the public follow personal transformation of the participants. The stories may follow a “reality TV” format where participants engage in change of personal habits, struggle with challenges, but in the end embrace the change. Consultant will advise on cost effective strategies to engage the public in following the personal stories. Examples may include short (less than a minute) videos recorded on personal phones and posted on social media blogs or similar.
3. Illustrating community transformation: Academy participants will engage in community transformation projects such as organizing a “walking school bus”, “snow buddy” program, public art, tactical urbanism demonstrations or similar. The consultant will provide technical assistance to document the projects and disseminate the community stories. The projects will serve as templates that other communities can adopt and their stories will inspire similar actions across Denver neighborhoods.
4. Public Outreach: Consultant will develop and implement a strategy for distributing stories to mass and social media outlets.



- 5. **Marketing Materials:** Consultant will design printed materials such as stickers, flyers, brochures, t-shirts or similar to promote the Academy and disseminate the message. Consultant will not be responsible for printing costs.

SCHEDULE:

- Fall of 2016 – develop branding, name and promotional materials for the academy
- Jan – July 2017 – collaborate with the first academy cohort
- April – November 2017 – collaborate with the second academy cohort

BUDGET:

Total budget for Marketing Consultant support for this project will not exceed \$50,000

TIMELINE:

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| July 21, 2016 | Request For Proposals issued |
| Aug 1, 2016 | “Notice of Intent” to submit a proposal emailed to Gosia Kung – gosia.kung@walkdenver.org |
| Aug 2, 2016, 5.00 PM | Deadline for questions |
| Aug 5, 2016 | Response to consultants’ questions. Response will be distributed via email to consultants who submitted the Notice of Intent |
| Aug 12, 2016, 5.00 PM | Proposals due |
| Aug 17-19 | Consultant Interviews |
| Aug 31 | Selected consultant announced |

Notice of Intent and questions should be emailed to Gosia Kung – gosia.kung@walkdenver.org

CRITERIA FOR SELECTION:

The proposals will be scored based on the following criteria:

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|---|-------------------|
| Project understanding outlined in the summary of approach | 30 points |
| Creativity and cost effective strategy for unique branding, storytelling, and engaging broader community in the personal and community transformation of the academy participants | 30 points |
| Prior success with similar projects | 20 points |
| Team qualifications | 10 points |
| Detailed budget including hourly rates. | 10 points |
| TOTAL | 100 points |



SUBMISSION REQUIREMENTS:

The submittals should include:

- Statement of Qualifications
- Summary of Approach
- Summaries of 3-5 similar projects where consultant designed a “public engagement campaign” based on personal interest stories
- Name and short bio of key staff to be engaged on this project
- Detailed budget including hourly rates

The submittals should not exceed 5 (five pages) single PDF file.

Please email to Gosia Kung – gosia.kung@walkdenver.org by **5.00 PM on August 12, 2016**