

# **Informal Request for Proposal**

**Event #0000001705**

**Public Works Department**

**Communications and Marketing Implementation Campaign  
Plan**

# Communicating the #gompls Vision: linking project design decisions to citywide transportation goals

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## Background

The City of Minneapolis has developed and adopted significant policy and planning work over the past several years that clearly articulates a vision of transportation in Minneapolis that focuses on increased walking, rolling, biking and taking transit. Specific policy and planning documents include:

- In 2017 the City committed to **Vision Zero**, with the goal of eliminating fatalities and serious injuries on City streets by 2027.
- A **climate emergency** was declared by the City Council in 2019 in response to the continued threat of climate change on city residents, businesses, systems, and infrastructure.
- The **Vision Zero Action Plan** was first adopted in 2019 which set out specific activities to improve safety within three years, with updates on a regular basis.
- In 2019 the City adopted **Minneapolis 2040**, a comprehensive plan for growth and development which included transportation as a key element in achieving long-range goals.
- **Racism was declared a public health emergency** in mid-2020 following the death of George Floyd on a Minneapolis street.
- In late 2020 the City adopted the **Transportation Action Plan** which establishes ten-years of actions to guide future planning, design and implementation of transportation projects for all people in all the ways they move around.
- In spring 2021 the City finalized the **Minneapolis Street Design Guide**, which informs the planning and design of all future street projects in Minneapolis, including street reconstructions and street retrofit projects. This guide is a key step to make walking, bicycling, and transit real options for people of all backgrounds and in all neighborhoods of Minneapolis, eliminating all traffic deaths and severe injuries, and addressing the effects and lessening the causes of climate change

Three major metrics coming out of the Transportation Action Plan are:

1. Achieve a **mode split goal** by 2030 of having 60% of trips taken by means other than a car – 35% by walking and biking and 25% by transit.
2. **Decrease greenhouse gas emissions** in line with citywide goal set in the Climate Action Plan to have 80% reduction by 2050 (2006 baseline level).
3. **Reduce vehicle miles travelled** in Minneapolis 1.8% per year – roughly equivalent to travelling 4 miles less per person by car in Minneapolis every day.

The policies provide guidance for what we aim to accomplish; the goals and metrics by which we plan to measure progress are established. The plans are ambitious and give multiple avenues for reaching the goals. All projects involve community input and that means we hear a full spectrum of thoughts and opinions; people have different priorities and we deal in tradeoffs when it comes to making project decisions. Design decisions about whether to remove parking in favor of transit or bike lanes, for example, create great divisions in neighborhoods throughout Minneapolis as project design work occurs. For the

policies, plans and goals to be met, we must connect project level design decisions to these higher-level citywide policy goals. This will help streamline individual project decision points and provide consistency from project to project.

## Goals & Objectives

The goal of this scope of work is to develop a communications and marketing implementation campaign plan and approach that will help articulate the rationale of project tradeoffs and show how individual project decisions lead to a greater whole – one where transportation projects support a future that encourages walking, rolling, biking and taking transit and those benefits are personally felt and well understood by the general public. This work is to be targeted beyond the usual stakeholders engaged in Public Works-led project development processes. The audience for this work includes (but is not limited to) the business community (small, neighborhood businesses a priority), cultural communities who are traditionally underrepresented in project engagement efforts, those who currently drive but would prefer a different choice, and those who currently do not support walking, biking and transit as safe and climate friendly alternatives. On-street parking is an important element of how community discussions around project implementation typically unfold; it is expected parking will be explicitly addressed as a part of this work.

The goal of developing and implementing this communication and marketing campaign is to support project managers to communicate citywide policy goals at a hyper-local, targeted level to manage and improve stakeholder conversations and understanding of project tradeoffs and decisions, and how they link to broader goals and outcomes. This campaign will increase communication resources and tools for Public Works staff, tailored to target audiences that project managers can utilize on corridor specific projects.

## Approach

The City anticipates the entirety of this communications and marketing work will occur in 3 phases:

1. Formulation – data review, collection, and analysis, including market research; develop communications and marketing plan and approach for phase 2
2. Production – design and develop marketing and communication materials
3. Implementation – use the marketing and communication materials and/or methods at both a project level and more broadly with city-wide initiatives

The City is currently soliciting responses to a scope of work focused specifically on phase 1.

### City Role

Minneapolis Public Works will assign a Project Manager for this effort in the Transportation Planning and Programming Division, who will closely coordinate with the City's Communications Department. The Project Manager will direct the consultant team and coordinate as needed internally.

### Consultant Role

Minneapolis is looking for a creative team to develop a unique communications campaign approach that effectively brings the public to a better understanding of the connection and importance of project design and overarching citywide goals. The consultant will work in close coordination with, but act independently of, the City's Project Manager to effectively deliver the following tasks and deliverables.

### **Tasks and Deliverables**

A draft list of tasks and deliverables will be further refined in consultation with the consultant, but will focus on:

- Task 1: Review existing data, identify existing gaps in data, conduct interviews, develop and implement surveys, and analyze all of the accumulated data to develop and refine the project goals and metrics of this campaign
  - Deliverable 1.1: Review existing data and identify any existing gaps
  - Deliverable 1.2: Conduct interviews, surveys, or other applicable method to fill data gaps
  - Deliverable 1.3: Analyze all data and provide refined list of project goals and metrics
- Task 2: Conduct market research to identify target audiences within Minneapolis and what tailored communications and marketing approaches resonate with various groups
  - Deliverable 2.1: Provide complete list of identified target audiences
  - Deliverable 2.2: Provide detailed information regarding attitudes and current and intended behaviors as it relates to mode split, greenhouse gas reduction, and reduced VMT for each target audience
  - Deliverable 2.3: Outline the types of messaging that would be most effective for each target audience
- Task 3: Develop a general communications and marketing approach and implementation strategy
  - Deliverable 3.1: Draft communications and marketing approach and implementation strategy
  - Deliverable 3.2: Revised, final communications and marketing approach and implementation strategy

All materials developed for this scope of work will be the property of the City.

### **Engagement**

To the extent the consultant needs to conduct any engagement to better understand what messages resonate with different communities, those details should be articulated and included in the refined list of tasks and deliverables.

## **Timeline**

### **Phase 1:**

August - September: Finalize scope and hire consultant

September: Data review, collection, and analysis (Task 1)

October: Conduct market research to identify target audiences (Task 2)

November-December: Develop communications and marketing approach and implementation strategy (Task 3)

All work for Phase 1 to be completed by December 31, 2021. Future phases will be dependent on the success of Phase 1 and funding availability.

## **Budget**

Work not to exceed \$50,000.

## **Proposal Format**

As part of the proposal submittal, please include the following:

- Overall approach to the project including anticipated tasks and deliverables (Maximum 2 pages)
- Measures of Success (Maximum 1 page)
- Anticipated timeline (Maximum 1 page)
- Cost estimate, including staff and level of effort (Maximum 1 page)
- Examples of similar work experience/project experience (Maximum 3 pages)