



3780 Wilshire Bl, Suite 1020
Los Angeles, CA 90010
tel: 213.365.0605 / ciclavia@gmail.com

CicLAVIA 4.10.11

PR - Marketing - Outreach Campaign

Request for Qualifications

Section 1:

Purpose and Invitation to Provide Qualifications

The CicLAVIA Board of Directors is seeking qualifications from qualified individuals and firms to work as a PR/Marketing/Outreach Campaign Coordinator for the second CicLAVIA, to take place on Sunday, April 10, 2011 from 10 am to 3 pm.

The purpose of this Request for Qualifications (RFQ) is to provide the CicLAVIA Board with a qualified consultant(s) who has the experience and capability to perform the tasks described in the Scope of Work. The successful candidate(s) will possess a proven track record and have demonstrated abilities in planning, administering and managing a successful pr and outreach campaign related to an event or program of this scale. The candidate(s) should have experience organizing such a campaign of similar scope and magnitude.

The term of the proposed contract is expected to begin late February and shall run concurrently with the project schedule, which is estimated to conclude at the end of April 2011.

The selected consultant(s) will work in conjunction with the CicLAVIA Board of Directors, Community Arts Resources (CARs), the event producer, Joe Linton, CicLAVIA consultant, and Colleen Corcoran, CicLAVIA graphic designer.

The total budget for the pr and outreach campaign is \$12,000. This budget includes:

- The selected consultant's fee
- Traditional and online earned media placements
- Social media outreach and placements

Please note that we are willing to split the scope between an English-language consultant and Spanish-language consultant, if one firm does not satisfy both markets. In such a case, the budget will be split down the middle between the two firms: \$6,000 and \$6,000.



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Section 2: Project Background

What is CicLAVIA?

Inspired by Ciclovía, the original, weekly street closure event in Bogotá, Colombia, CicLAVIA consists of the temporary opening of Los Angeles streets to pedestrians and bicyclists so that they may enjoy a safe and pleasant recreation space, without the fear of car traffic. CicLAVIA is a recurring free program that features interconnected routes throughout the Southern California region, creating a web of temporary public space where Angelenos are encouraged to make active use of their streets – a ‘pop-up’ space for recreation and social integration.

On 10/10/10, CicLAVIA took place for the first time in Los Angeles and was enjoyed by an astounding number of participants: an estimated 100,000. From 10 am to 3 pm, 7.5 miles of roadways were temporarily closed to car traffic and open for recreational purposes. From Boyle Heights to Downtown, MacArthur Park to East Hollywood, families, pedestrians, cyclists, joggers, skateboarders, and rollerbladers rediscovered the roadways and neighborhoods that too often go unnoticed in a car.

CicLAVIA is a partnership with Mayor Antonio Villaraigosa and the City of Los Angeles. Without the vision of the Mayor and the support of his staff and the strong backing of the City Council, CicLAVIA would not be possible. In addition, the pilot event was made a reality through generous public-private partnerships and sponsorships, such as those detailed in this packet. In addition to the 2010 sponsors of the 10/10/10 event, individuals and organizations lent their support early on, enticing others to jump on the bandwagon and join the movement.

The CicLAVIA organization is currently planning for three CicLAVIA events in 2011: April 10, July 10, and October 9, 2011.

Benefits of CicLAVIA include:

- Improved public health
- Increased available public space
- Enhanced community and economic development
- The promotion of bicycle, pedestrian, and public transportation advocacy

CicLAVIA Audience

On 10/10/10, CicLAVIA drew 100,000 participants from a diverse cross-section of Los Angeles. Participants included those from the immediate neighborhoods, as well as westsiders, bike enthusiasts, suburbanites, and others compelled to experience their city in a new and exciting way.

In 2011, CicLAVIA will draw an even larger audience to its three events in April, July and October – we anticipate 500,000 participants during this year alone. Work is already underway to expand the route south to USC, Exposition Park and South LA, as well as north into Chinatown and to the Los Angeles State Historic Park to accommodate the larger crowds and expanding popularity of the program.



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About Us

CicLAvia is recognized by the State of California as a nonprofit public benefit corporation; however, the organization remains under the fiscal receivership of the Los Angeles County Bicycle Coalition (LACBC), while it awaits its 501c3 status from the IRS.

The CicLAvia Board of Directors is a grassroots, volunteer-driven movement that has found support from individuals, organizations, and government agencies that cover a broad spectrum. The Board includes members from diverse backgrounds, including bicycle and public space advocacy, graphic design, urban and environmental planning, arts and culture, event production, journalism, and engineering. This coalition's objective is to institute substantial policy change that allows Southern Californians to reclaim the streets and make active use of existing public infrastructure. CicLAvia's mission is to encourage safe, vibrant public spaces, sustainable transportation, and public health through a program of car-free street events.

Section 3: Scope of Work

As decided by the CicLAvia Board of Directors, desired outcomes of the second CicLAvia event on 4/10/11 include:

- A successful second event that draws a participation of 150,000 to 250,000 Angelenos.
- Significant traditional and online/social media coverage both before and after the event.

The selected firm/individual will be responsible for managing the pr-marketing-outreach campaign for the pilot CicLAvia event, which will assist the CicLAvia steering committee in accomplishing the desired outcomes mentioned above. In order to realize this goal, elements of the pr/marketing scope include:

1. Craft a message that positions CicLAvia as more than a bike event.
2. Secure significant traditional and online/social media coverage both before and after the pilot event.
3. Manage considerable Latino outreach and media placements, as well as other niche target demographics to be identified by the CicLAvia organization in conjunction with selected consultant(s).



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Section 4: Submittal Requirements

All submittals shall include the following information, organized as a separate sections of the document. The submittal shall be concise and to the point:

1. Consultant Identification:
Provide the name of the individual or firm, the individual or firm's principal place of business, and the name, telephone number, and email address of the contact person, as well as a brief narrative description of the consultant or consulting team, organization and general experience.
2. Related Project Information:
List at least three (3) comparable projects completed for public agencies or private firms within the last five years that best represent your experience listed under the scope of services. Include specific project name and location, client name and contact person together with title, organization, address and telephone number(s).
3. Sub-Contractors:
List anticipated sub-contractors and their qualifications, as well as a description of the role they will perform.
4. Statement of Interest:
Provide a 1-2 page description of your firm's interest in working on this project.

Section 5: Selection Process

Notification will be given to each respondent by February 28, 2011.

Criteria used in evaluating submittals will be:

- Experience in working on a pr/marketing campaign with a similar scope and scale.
- Proven project management skills.
- Ability to guide/create innovative and successful pr/marketing campaigns.
- Knowledge of current trends in pr, marketing and outreach, and social media related to public events.
- Evidence of ability to work collaboratively with clients.
- Knowledge of the Los Angeles region.



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Section 6: Submission Deadline

Deadline for submittal is **Monday, February 14th**. Submissions must be received in the Community Arts Resources (CARS) office by 5 pm on Monday the 14th, either by delivery, mail or email. Emailed submittals must be consolidated into one PDF document.

An original plus two (2) copies of the proposal are requested with each mailed or delivered submittal.

Interested parties should send their completed proposals to the following contact:

Amanda Berman
Community Development & Planning Associate
CicLAvia Event Producer
Community Arts Resources (CARS)
3780 Wilshire Blvd., Ste. 1020
Los Angeles, CA 90010

P: 213.365.0605
E: Amanda@carsla.net

