



# Request for Proposals

**PREPARATION OF A METRIC REPORT TOOL TO  
MEASURE COMPLETE STREET PROJECT IMPACTS**

**November 2019**

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## Background

Smart Growth America (SGA) envisions a country where no matter where you live or who you are, you can enjoy living in a place that is healthy, prosperous, and resilient. We empower communities through technical assistance, advocacy, and thought leadership to realize our vision of livable places, healthy people, and shared prosperity.

SGA has a strong track record of providing technical assistance to communities around the country to support economic development, local policy change, and community development around transit and active transportation. Much of our work shares a common approach: SGA utilizes its experience and expertise to provide education on best practices and/or data analysis that builds a common foundation of understanding on the topic and current conditions; facilitates a series of discussions to identify local challenges and opportunities; and ultimately synthesizes the outcomes of the data and these discussions into recommendations that represent the priorities of the community and/or stakeholders, which the group can then implement moving forward, often with SGA's continued support.

SGA and the National Complete Streets Coalition provide support, advocacy, and technical assistance for transportation and land use strategies under a collaborative agreement with the Centers for Disease Control and Prevention (CDC). We are enthusiastic that our recommendations will motivate states, regions, and municipalities nationwide to better address connections between the built environment and physical activity in the pursuit of creating healthier, more livable places.

## Project Goals and Scope of Services

We are seeking proposals to build a webpage where an audience of public officials, public health professionals, transportation planners, and advocates will be able to learn about a metric that measures the project level impact of a Complete Streets project on outcomes including Health, Safety, Environment, and Economy - using an equity lens. This webpage will walk users through application of the tool, present case studies where the tool has been applied, and provide access to the tool, an excel spreadsheet to download and use offline.

## Elements of Proposal

The project will proceed in phases, with each advancing the overall project closer to completion. Please explain how you intend to fulfil each of the project phases. The phases are:

1. Discovery – Investigate goals and context of website. Develop understanding of challenges and opportunities present.
2. Planning – Develop sitemap, and explore strategy and concept alternatives with SGA input. Develop messaging and establish content hierarchy.
3. Website Design – Select design aspects of the site including but not limited to: color, typography, illustrations, photography, and other elements. Create example pages for SGA input.
4. Development – Craft website and conduct testing for usability and troubleshooting. Launch website and provide relevant files to SGA.

## Project Timeline

The project will proceed in phases over 9 to 10 weeks, with each phase's time frame listed below:

1. Discovery – 1 week
2. Planning – 2 weeks
3. Website Design – 2 or 3 weeks

4. Development – 4 weeks

Please outline how you intend to meet the individual phase timelines, and the overall project timeline.

## Evaluation Criteria

This work is funded through a grant from the CDC, an agency of the federal government, therefore relevant federal regulations apply. These include, but are not limited to those listed on the CDC's terms and conditions for non-research grants and collaborative agreements: <https://bit.ly/2JGOojj>

Proposals will be evaluated comprehensively, based on how well they meet SGA's needs as a complete package. The ideal firm is one with experience translating important information into compelling visuals, and in creating functional websites, with preference given to firms that have experience communicating smart growth and complete streets concepts. Ideally, the candidate would also have experience working with clients in government, education, nonprofits, and other diverse clients. Final selection of the vendor is subject to CDC approval.

## Budget

SGA's budget for the project is \$8,000 on a flat fee basis. Payment will be a 50 percent deposit, with the other 50 percent payable upon delivery of the assets. Please indicate your expected fee, and its relation to SGA's budget.

## Time and Place to Submit Proposals

Proposals should be submitted by email to Emily Schweningen ([Eschweninger@SmartGrowthAmerica.org](mailto:Eschweninger@SmartGrowthAmerica.org)), Deputy Director of Thriving Communities at Smart Growth America, before the close of business on November 8, 2019.

## Anticipated Selection Schedule

The deadline to submit proposals is the close of business on November 8, 2019. We expect to select the preferred proposal on November 11, 2019, and will notify candidates after selection is complete. Questions regarding the RFP should be sent to Emily Schweningen ([Eschweninger@SmartGrowthAmerica.org](mailto:Eschweninger@SmartGrowthAmerica.org)), Deputy Director of Thriving Communities at Smart Growth America, by November 7, 2019.