**2021 RSF/FHWA Pedestrian Safety PSA Campaign RFP – 3/31/21**The Roadway Safety Foundation (RSF) is seeking a full-service video production agency to develop creative concepts, script, and execute a series of three 30-second public service announcements (PSA) to educate the general public on pedestrian safety technologies. The PSAs will target the general public and will highlight the following three pedestrian safety technologies: Rapid Rectangular Flashing Beacons (RRFB), Leading Pedestrian Intervals (LPI), and Pedestrian Hybrid Beacons (PHB). The PSAs should convey relatable messaging through creative storytelling/narratives to educate the viewer. The full service video production agency will collaborate with the Roadway Safety Foundation and the Federal Highway Administration (FHWA) to develop a storyboard and script for each of the PSAs using their original ideas and creative approaches. The production agency must have capabilities to execute special effects, set design, actor recruitment, film location permitting, music licenses and other related services.  
  
In collaboration with FHWA, these PSAs will be utilized and distributed by state Departments of Transportation through local media and the National Association of Broadcasters’ PSA Spot Center. The PSAs should be completed and delivered to the Roadway Safety Foundation and the Federal Highway Administration by August 1, 2021 for a tentative release during the fall 2021. Below is a detailed list of specific items the full service video production agency will be responsible for:

* Participate in a kick-off meeting to discuss an overview of project expectations and PSA ideas;
* Develop PSA creative concepts for each pedestrian safety technology for review and approval by RSF and FHWA;
* Draft scripts and storyboards for 3 PSAs for review and approval by RSF and FHWA;
* Create and film PSAs (1 PSA per technology) for Rapid Rectangular Flashing Beacons (RRFB), Leading Pedestrian Intervals (LPI), and Pedestrian Hybrid Beacons (PHB);
* Deliver PSAs in .mov or .mp4 format by the designated time period.

Applications will be accepted through April 30, 2021. Applicants with previous transportation and/or PSA video experience preferred. Experience working with federal and/or state government public affairs departments is also preferred. Proposals must include:

1. Introduction summarizing any relevant experience and production resources;
2. Examples/samples of past projects, preferably of similar size and scope;
3. Proposed vision for the videos (broad concepts on the final products);
4. Proposed budget, which should include a suggested work plan and breakdown of fees for professional and administrative services;
5. Proposed schedule for the project, including various stages, milestones, and payments. 6. Point of contact information, including name, title, phone, and email address.

Please send the proposals to [info@roadwaysafety.org](mailto:info@roadwaysafety.org). No phone calls please. Qualified applicants will be notified within 14 days of the application deadline. Thanks for your interest.