



REQUEST FOR QUOTATIONS

Better Bike Share Partnership Neighborhood Ride Guides

Project Description

The Better Bike Share Partnership (BBSP) is a national initiative to create a socially equitable and sustainable model for bike share in which people in underserved communities have access to this new form of transportation and the benefits that go with it.

To help fulfill this goal, The Bicycle Coalition of Greater Philadelphia (BCGP) seeks a graphic designer to design two neighborhood ride guides that highlight local bicycle infrastructure, community resources, and green space for two specific neighborhoods (Mantua and Strawberry Mansion). The guides should be both creatively and accurately executed. We expect that a user of this guide would be able to follow it just like any other map, but that it would show hyper-local resources and clearly illustrate specific routes to green space and other local destinations. The marking on these maps should include, but are not limited to: street names, Indego bike share stations, parks, and local destinations. The final product should be one that is folded into a pocket-sized map, but expands large enough to include needed map details, illustrations, and quotes / photos from neighborhood leaders.

The map content has been sourced by community leaders and BBSP Ambassadors and curated by BCGP staff. The content, along with preliminary design vision will be delivered to the designer by BCGP staff. The designer and BCGP staff will work in collaboration to deliberate a final design concept, including size, format, symbols, etc. and the designer will bring those ideas to fruition, allowing BCGP two rounds of edits.

Project Goals

Urban bicycling comes with a variety of health, financial, and mobility benefits; benefits that can tangibly help improve a person's quality of life. The introduction of bike shares across the United States has sought to make these benefits available to wider audiences. The goal of these maps is to help ensure that those benefits are also available to low-to-moderate income Philadelphians.

Research conducted here in Philadelphia has recommended that promoting bike share as a form of recreation is especially effective in low-to-moderate income neighborhoods.¹ Our own participant surveys have suggested the same idea: people in lower income brackets tend to see bicycling as a form of recreation/exercise more so than transportation. The neighborhood ride guides seek to meet this need by empowering new and experienced riders by offering accessible recreational rides. Additionally, the maps should have enough street and infrastructure details to be useful in helping bicyclists get around their neighborhood for other non-recreational purposes.

By being a resource for recreation and transportation, the ultimate goal of these maps is to help improve the quality of life for people who use them by actively connecting them to green spaces for recreation, exercise, family outings, etc. as well as helping people better navigate the city by bike for day to day transportation.



Target Audience

These maps will be distributed to residents of the chosen neighborhoods at BBSP community events, rides, and classes. They will also be made available to local leaders.

Project Timeline

* Please note: the project design time cannot exceed four weeks, including two rounds of edits.

- RFP submission due: 03/05/2018
- Up to 3 finalists selected for interviews: Week of 3/5/2018
- Designer awarded the contract starts work: Week of 3/12/2018
- Project in hand and ready for print: 04/06/2018

Reporting and Responsibilities

- Report to Gregory Young, Education Programs Manager and Brenda Hernandez, Better Bike Share Partnership Community Liaison at the Bicycle Coalition of Greater Philadelphia.
- Creatively and accurately design local maps that effectively convey the best biking routes to get around neighborhoods and the local stories behind those routes.
- Communicate with BCGP staff in a timely manner (within 24 hours on business days), set editing turn-around times in advance, and complete the final design by the deadline noted above.

Artist Eligibility

This project is open to individual graphic designers or graphic design companies, residing and eligible to working the United States, specializing in working with map design. Applicant's work samples should demonstrate their template-and image- creating skills. Up to three finalists will be selected for an interview process, and one will be awarded the project.

Additional Desirable Qualifications:

- Know and understand Philadelphia neighborhoods, especially Mantua or Strawberry Mansion
- Know and work with local printers
- Have a passion for advancing bicycling in Philadelphia
- Are committed to racial and socioeconomic justice.

Deadline

The Bicycle Coalition of Greater Philadelphia must receive proposals no later than **5 p.m. on Monday March 5th, 2018.**

To apply please send the following:

- Brief letter of interest
- CV or resume
- Examples of your work
- Estimated cost for completing this work

Send all applications to search@bicyclecoalition.org