

## Scope of Services (PID: 124396)

### Traffic Safety Messaging

Two-year, task order contract to assist ODOT in developing and marketing safety messages to the public and specialized audiences. One consultant will be chosen for a maximum contract amount of \$300,000.

The project will include assisting ODOT staff with developing and marketing safety messages to the public and specialized audiences related to distracted driving and the new primary enforcement law, as well as anything listed in the state's Strategic Highway Safety Plan. Likely tasks include:

- Market research
- Message development
- Focus group testing
- Branding
- Graphic design
- Animation
- Web Design
- Ad strategy and small buys
- Strategic planning

#### **Background:**

The Ohio Department of Transportation is seeking consultant assistance to develop and deliver effective safety messages that change driver behavior to prevent key crash types included in Ohio's Strategic Highway Safety Plan.

[Strategic Highway Safety Plan \(SHSP\) | Ohio Department of Transportation](#)