

Scope of Services (PID: 121220)

Bicycle and Pedestrian Safety Message Development and Marketing

Assist ODOT in developing and marketing safety messages to the public and specialized audiences.

The project will include, but is not limited to, assisting ODOT staff with:

- Market research
- Message development
- Focus group testing
- Branding
- Graphic design for print and media platforms (among others)
- Animation
- Web Design
- Strategic planning

Background:

Serious crashes involving bicycles and pedestrians have been rising over the past decade in Ohio. They now make up about 11% of all the state's serious crashes and about 15% of all serious injuries and deaths on Ohio roads. On average, these types of crashes are 9 times more likely to result in serious injuries or deaths than other crash types.

Road design and road user behavior play significant roles in influencing these crashes.

The Ohio Department of Transportation is seeking consultant assistance to develop and deliver effective safety messages that change road user behavior to prevent key crash types. The messaging and its delivery should build off available data, including **Ohio's Vulnerable Road User Assessment**, [Strategic Highway Safety Plan](#) and [Your Move Ohio](#) educational materials and toolkit.

The ultimate goal of this contract is to develop a statewide, Ohio branded bicycle and pedestrian safety campaign that promotes awareness and behavior change.