

March 30, 2011

Dear Consultant:

Ozark Greenways Inc. is requesting the services of a consulting engineering firm to perform the described professional services for the project included on the attached list. If your firm would like to be considered for these consulting services, you may express your interest by responding to the appropriate office, which is indicated on the attachments. Limit your letter of interest to no more than three pages. This letter should include any information which might help us in the selection process, such as the persons or team you would assign to each project, the backgrounds of those individuals, and other projects your company has recently completed or are now active.

DBE firms must be listed in the MRCC DBE Directory located on MoDOT's website at www.modot.gov, in order to be counted as participation towards an established DBE Goal. We encourage DBE firms to submit letters of interest as prime consultants for any project they feel can be managed by their firm.

Ozark Greenways Inc. will evaluate firms based on a) experience and competence, b) the capacity of the firm to perform the work in the timeframe needed, c) past performance, and d) proximity to and familiarity with the project area. (23 CFR 172 Administration of Engineering & Design Related Service Contracts and RSMo 8.285 through 8.291)

It is required that your firm's Statement of Qualification (RSMo 8.285 through 8.291) and an Affidavit of Compliance with the federal work authorization program along with a copy of your firm's E-Verify Memorandum of Understanding (15 CSR 60-15.020) be submitted with your firm's Letter of Interest.

We request all letters be received by 5:00 pm, Friday April 15, 2011 at 830 North Boonville Office 201 or mail to Ozark Greenways, P.O. Box 50733 Springfield Missouri 65805.

Sincerely,

Terry Whaley
Executive Director
Ozark Greenways, Inc.

Ozark Greenways, Inc. Branding/Marketing Request For Proposal

ASSIGNMENT:

The Ozark Greenways, STAR Team committee, will be launching a “Drive Less. Live More.” (DLLM) campaign in the Springfield, Missouri, market in 2011.

The core idea behind this campaign, as the name suggests, is to promote ways consumers can “drive less” and the resulting “live more” benefits, including:

- Healthier Individuals
- Healthier Families (due to spending more quality time together)
- Monetary Savings To Individuals (of less fuel/expense due to car use)
- Monetary Savings To Government (due to less congestion & road maintenance)
- Enhanced Community Attractiveness & Economic Development
- Improved Air & Water Quality

There are many ways that consumers can drive less, though the surface message can be easily misunderstood. We are not necessarily saying “don’t buy cars” or “stay home and buy everything online.” Even simple movements such as carpooling or walking between stores at shopping centers, instead of driving, can make a huge impact on your pocketbook and our environment. There are definitely extreme cases of families that have sold one or all of their vehicles and are instead using other means of transportation (bicycles, mass transit, and even renting cars only when necessary), and these may have a place in our campaign—but more than likely, only as case histories. Our focus will be to begin to effect change in consumer perceptions, education, awareness, and habits in the short-term, as a means to build the foundation for a long-term “movement” towards smarter driving and transportation habits.

CONSIDERATIONS/INSIGHT

Beyond the obvious benefits for a campaign of this nature at any time, additional issues may provide this campaign more “sticking power” right now:

- Economic Recession
- Rising Gas Prices
- Middle East Conflicts
- Supportive Local Political Environment & Initiatives

In addition to OGI, there are other partners who we propose to work with including City Of Springfield: Traffic Advisory Board, Health Department

- Greene County
- MoDOT
- City Utilities
- Ozarks Transportation Organization
- Partnership For Sustainability

We hope to make DLLM more of a “movement” than simply a campaign. However, it will be imperative to the program’s success to first fully research, concept, and plan a program that will be successful over the long term.

PROPOSAL REQUIREMENTS

Each submitted proposal should include recommended process, and timetable for:

- A. **Brand Message:** Determine if DLLM message is best option and/or recommend alternative messages for consideration/approval (based on potential for “drive less” to potentially misunderstood, as previously mentioned).
- B. **Logo/Identity:** Provide 4-5 options, with supporting rationale for OGI consideration/approval, finishing off 1-2 finalists into approved Logo/Identity and required files/formats.
- C. **Brand Style Guide:** Publish a detailed guide for use of the Logo/Identity and associated fonts, treatments, etc. that can be provided to area media and other parties using Campaign Logo/Identity.
- D. **Brand/Target Research:** Download relevant messaging and other information from OGI and other stakeholders, as well as conduct secondary research to identify and prioritize most valuable target audiences.
- E. **Target Messaging:** Develop brand messaging for each high-priority target audience, capitalizing on their specific, identified needs/priorities to best reach them.
- F. **Representative Creative Looks/Samples:** Develop, at minimum, preliminary content and layouts for a program web site, including org chart, content suggestions, and enough page layouts to get a feel for recommended site. This would not include any detailed content development, programming, or hosting—all of which will be priced out separately (as part of G below). In addition, provide representative headlines and layouts for at least TWO other potential media that could be used (i.e., billboard, print advertising, etc.).
- G. **Strategic Launch Plan:** Develop and publish a plan to launch this campaign in the Springfield, Missouri market. This process/plan will help identify potential programs, events, deliverables and media costs for OGI approval to take this campaign “to market,” including resulting additional program costs/budgets. Please be as specific as possible on the process and contents that your firm’s plan will include.
- H. **Additional Thoughts/Ideas:** Feel free to use this section to include any potential vehicles or strategies your firm may want to present on how OGI can best launch an effective, broad-reaching campaign with extremely limited funds.
- I. **Timetable:** Your proposal should also include a timetable to successfully launch this campaign by mid-2011.
- J. **Agency Service Team/Experience:** Detail overall and assignment-specific expertise your firm has in areas or industries relevant to this campaign, as well as the bios on the service team that will be engaged on this effort.

As long as the all requested content is included, please feel free to submit your proposal in Word, PowerPoint, or PDF format to terry@ozarkgreenways.org. Only one copy is necessary for consideration at this time.

SELECTION PROCESS

Ozark Greenways Inc. will evaluate firms based on a) experience and competence, b) the capacity of the firm to perform the work in the timeframe needed, c) past performance, and d) proximity to and familiarity with the project area.