

Request for Proposal



PR/Media Agency (BICI - Cycling Program)

Introduction

The [Global Designing Cities Initiative](#) (GDCI), a fiscally sponsored project of [Rockefeller Philanthropy Advisors](#) (RPA), requests proposals for a PR or media agency to promote the initiative and increase the number of earned media mentions of BICI, increasing its profile in international media.

Who We Are

Established in 2014, The Global Designing Cities Initiative was incubated as a program of the National Association of City Transportation Officials (NACTO), a New York-based 501c3 non-profit organization. In 2022, GDCI became an independent project of Rockefeller Philanthropy Advisors, a nonprofit organization and international thought leader specializing in the support of high-impact global projects and strategic philanthropic initiatives. GDCI is a team of (30+) designers, planners, and urban strategists committed to working in support of city practitioners to get projects on the ground. Our mission is to transform streets around the world. We inspire leaders, inform practitioners, and invite communities to imagine what's possible when we design streets that put people first. Our work is informed by the strategies and international best practices captured in the widely-acclaimed and award-winning [Global Street Design Guide](#).

Project Context

The Bloomberg Initiative for Cycling Infrastructure (BICI) is a competitive grant program that fosters catalytic change in city cycling infrastructure around the world. Announced by Bloomberg Philanthropies in June 2023, ten global cities have been awarded support through BICI to build innovative cycling infrastructure and sustainable mobility options for residents. Led in partnership with the Global Designing Cities Initiative (GDCI), in addition to funding to enact their proposals, each winning BICI city will receive technical assistance from GDCI on project development, cycling facility design, data collection, and resident engagement.

GDCI is the sole organization implementing the Bloomberg Initiative for Cycling Infrastructure (BICI), funded by Bloomberg Philanthropies (BP). Falling under the Government Innovation program of BP, BICI is considered to be a flagship initiative. Its launch was one of the highest-profile media opportunities for BP in 2022/2023.

GDCI requires a media agency to promote the initiative and increase the number of earned media mentions of BICI, increasing its profile in international media.

Anticipated Scope of Work

- Media monitoring for all news articles, reports, and publications mentioning BICI including brief summaries.

- Media monitoring for all news articles, reports, and publications regarding cycling, cycling infrastructure, active mobility, and benefits of cycling including environmental sustainability, economic equity and/or growth, physical and mental health, etc, including brief summaries.
- Create and continuously update an existing press contact list for international and U.S. media of media outlets and reporters who regularly write on these topics and the intersection of these topics.
- Draft, edit, and issue press releases and pitches to relevant press contacts and media outlets in coordination with GDCI leadership and BICI teams.
- Liaise with BICI and Communications program staff at GDCI and support coordination with city-level Communications teams for quotes, images, and other assets as needed.
- Assist with advising GDCI on other relevant PR opportunities to promote the BICI projects with a focus on international audiences.

Project Budget and Commitment

- The duration of this contract would remain through to the end of 2024, to be extended into 2025 as needed.

Recommended Background and Qualifications

- Firms or agencies that have demonstrated experience in media campaigns and delivering on the above tasks for similar clients in the nonprofit sector and related topics in international media.
- Firms or agencies that have experience working across various timezones particularly in two or more of the BICI cities – see <https://globaldesigningcities.org/bici-launch/> for the full list.

Timeline for Proposal

Proposals will be accepted through **July 20, 2024**

How to Apply:

Please submit the following materials under [GDCI's Application Portal](#)

- Cover letter describing one's past relevant experience and project understanding based on this RFP, with samples of work and summary of results for current and/or previous clients.
- Proposed scope of work and fee (fee would be paid on a monthly basis upon invoicing).

Please direct any questions to Communications Lead, Rachel Shue (rachel@gdci.global), with the subject line: **PR/Media Agency (BICI)**.