



REQUEST FOR PROPOSALS: ALTERNATIVE TRANSPORTATION FESTIVAL

Alternative Transportation Festival is an event to raise public awareness of alternative means of transportation and advocate for the use of public transportation, car-sharing, alternative fuels, and human-powered vehicles. This project will combine internationally observed events with Pittsburgh's own innovations and activities.

OPPORTUNITY

The combination of a vital public transit system, locally-led innovation in alternative fuels and vehicles, and a growing community of activists and operators makes Pittsburgh an urban center at the forefront of alternative transportation solutions to pressing national and international issues on fossil fuel consumption, carbon-based pollution and urban living.

SCOPE

Proposals are not limited to this description and may also include programmatic elements, websites, marketing, and other activities that enhance the effectiveness of the initiative.

Alternative Transportation Festival should:

- Promote activities citywide
- Be coordinated with a nationally or internationally observed festival with similar goals
- Harmonize with the work of groups already active in this field in Pittsburgh
- Plan events to engage the public in a way that educates as well as inspires action
- Be especially focused on daily car commuters
- Facilitate the transition to alternative means of transportation

Project Managers will be responsible for the following outcome:

- Coordination, promotion, and execution of the festival

FUNDING RANGE

Funding for this project will cover the planning and coordination of events. Sprout will consider funding requests of up to \$25,000 for this project.

REQUEST FOR PROPOSALS (RFP)

The Sprout Fund invites community members to submit their approach to this proposed project, one of five identified during the Engage Pittsburgh civic engagement initiative. Proposals should present an innovative and effective realization of the idea described in this request. If awarded, the successful project team will be engaged to implement their proposal.

Proposals will be evaluated according to the answers to the questions asked and each applicant's ability to fulfill the project requirements and achieve the desired outcomes described in the RFP.



PROPOSAL PROCESS

BACKGROUND

Engage Pittsburgh began in September 2006 with The Idea Round Up, where over 300 participants from Pittsburgh and the surrounding communities of Allegheny County brainstormed more than 100 ideas for community projects. The dialogue continued throughout late 2006 and early 2007 online at WWW.ENGAGEPITTSBURGH.ORG to refine the original ideas and propel the strongest projects to the forefront.

Five ideas have made it through to become contenders for a share of \$100,000 in project funding. The Sprout Fund is requesting proposals from the Pittsburgh community to move these exciting, innovative projects forward.

TIMELINE

Proposals are due **NO LATER THAN 5PM, THURSDAY, MAY 24, 2007.**

Decisions will be announced in **LATE JUNE 2007.**

Funding will be distributed for project activities beginning in **JULY 2007**

HOW TO SUBMIT

Applications are encouraged to be submitted via email attachment to:

ENGAGE@SPROUTFUND.ORG

Applications can also be faxed, mailed, or hand-delivered to:

The Sprout Fund
4920 Penn Avenue
Pittsburgh, Pennsylvania 15224-1609
Tel: (412) 325-0646 Fax: (412) 325-0647

Please contact Sprout prior to submitting a proposal if you have any questions or need further clarification.

PROPOSAL FORMAT

Eligible proposals **MUST** include 3 components: a coversheet, your narrative, and several attachments.

COVERSHEET

PROPOSAL INFORMATION:

- Name of Engage Pittsburgh Project for which you are applying
- Proposed Project Name (if different)
- Total Project Expenses
- Funding Amount Requested

CONTACT INFORMATION for Project Manager(s):

- Name(s)
- Organization(s) (if applicable)
- Complete Mailing Address(es)
- Telephone(s)
- Email Address(es)



PROPOSAL FORMAT (CONTINUED)

NARRATIVE

In no more than 2000 words, please address the following questions:

1. **ORGANIZATION/TEAM DESCRIPTION:** Describe your organization and/or project team. Who are your staff and/or your collaborators? What skills and/or experience you and/or your organization possess that demonstrates your ability to successfully execute the project?
2. **IMPLEMENTATION PLAN:** Describe the components, features, and activities of your project, specifying any relevant dates. What activities will take place during the festival? Where will the festival take place? What is the timeframe of the festival? What national and/or international strategies or events can the project benefit from? What local, Pittsburgh-based activities, organizations, or innovations will be featured?
3. **PROJECT GOALS:** What are the goals of the festival? How many people will be involved and/or affected by the festival? What effects will the festival have on the commuting population? What do you hope to learn from the project?
4. **PROMOTION AND MARKETING:** How will you build an audience for the project? How will the project reach an audience outside the already active alternative transportation activists?
5. **PARTNERSHIPS:** What partnerships and/or collaborations will be formed for this project? What organizations will participate in the event? How will the project coordinate the activities of participating groups?
6. **COMMUNITY CONNECTIONS:** At what stage(s) does the project engage the community and how? What role will community members have in the project and how will they be included? Who does the project serve and how?
7. **MEASURES FOR SUCCESS:** How will you determine the success of the project? What measures will be used to assess how well the goals of the project are met?
8. **PROJECT SUSTAINABILITY:** At this stage in project development, what goals and/or ideas do you have for sustaining your initiative after Engage Pittsburgh funding has expired?

ATTACHMENTS

- **BUDGET:** Please use the standardized budget form provided by Sprout to detail revenues, expenses, and the amount of Sprout's support that would go toward particular expenses. If after providing your budget in the required format, you believe that it is not a sufficient representation of the details on the revenues and expenses for your project, you may email a spreadsheet with additional details.
- **TIMELINE:** Please list when the activities described in your implementation plan and elsewhere in the proposal will take place. A list of activities with corresponding approximate dates is sufficient.
- **REFERENCES:** Please provide the complete contact information for 2 professional references that can address you or your organization's relevant project experience.
- **SUPPORTING DOCUMENTS AND/OR IMAGES (Optional):** Please submit any other additional materials with your application which will be helpful in evaluating your proposal.