



Revised 2/5/10

**Request for Proposals
Communication Support for First Responder
Electrical Vehicle Training Program**

The National Fire Protection Association (NFPA) is seeking proposals from qualified public relations professionals to develop and implement a communication program to support a new **First Responder Electrical Vehicle Training Program**. This project is contingent upon funding from the Department of Energy (DOE). It is intended to be a three year project beginning in 2010.

Background

As part of a grants program to accelerate the manufacturing, deployment and acceptance of electric vehicles, NFPA received a grant to develop and implement a comprehensive awareness and emergency response training program for the 1.2 million members of the fire service and other first responders to prepare them for their role in the safety infrastructure for widespread implementation of advanced electric drive vehicles.

The training will include general awareness and emergency response tactical training for advanced electric drive vehicle and is aimed at reducing fire fighter and civilian death and injuries; and removing any concerns the fire service and other first responders may have for the deployment of electric drive vehicles. This will help pave the way to reach the President's goal of having 1 million electric drive vehicles on the road by 2015.

Key components of the NFPA project will be:

- a website to serve as a hub for emergency responder training and the dissemination of information associated with advanced electric drive vehicles. This interactive website will include an e-learning component, downloadable reference material, training videos, and discussion boards. The e-Learning component will offer 24 hour a day access to training.
- train-the-trainer seminars to state fire academy instructors. These instructors in turn will provide a much more extensive reach for this training initiative by training the emergency responders in their respective regions.
- the creation and delivery of a training toolkit which will include a training video and presenter's guide based on content from DOE, the vehicle manufacturers, and fire service experts. This training toolkit will be available to the more than 60,000 fire stations across the country.
- the creation and distribution of a companion reference guide. This reference guide, will contain vital safety information from DOE and the automotive industry, and will be available on the website for download in multiple electronic formats.

This project will be a large scale collaborative effort between DOE, the automotive industry, and numerous key fire safety organizations. NFPA will work with a number of organizations including: the Alliance of Automotive Manufacturers, National Renewable Energy Laboratory, the NFPA/International Association of Fire Chiefs, National Volunteer Fire Council, International Fire Marshals Association, National Association of State Fire Marshals, the North American Fire Training Directors, the Metropolitan Fire Chiefs, NFPA Fire Service Section and key fire service representatives of NFPA Technical Committees.

Communication Support

NFPA is seeking proposals from public relations professionals who will perform the following:

- Develop a name, logo and key messages for the program
- Design the wireframe for the website.
- Develop and implement a three year communication plan which will include:
 - A media relations/social media campaign targeting the fire service and other first responders
 - Paid ad campaign targeting fire service and first responders
 - A media relations campaign to the general public
 - A government communications strategy to inform officials of the campaign and encourage participation in their communities
 - Communication strategy for key constituent groups

The goal of the communication program is to drive awareness of and participation in the training program.

Evaluation of RFP

NFPA will evaluate RFP's based on the following criteria:

- Familiarity with the fire service
- Creativity of campaign ideas to utilize a broad array of outreach utilizing traditional and new media
- Proven track record in achieving measurable results from a public awareness campaign
- Cost effectiveness
- Timeliness of deliverables
- Strength of team members

Project Costs

The budget for this project for the public relations component is not to exceed \$600,000 over three years. This sum is inclusive of all agency, production and ad placement costs.

Our contracting source has requested that a 10% cost share be absorbed by the selected vendor.

Timeline

Pending funding, the project is slated to begin in March, 2010.

Deadline for Proposals

All proposals must be submitted by 5:00 pm on Friday February 26, 2010. Proposals should be limited to three pages and include references. The proposal and any additional information/updates can be found at www.nfpa.org/pressroom.

Please send to:

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