

<b>Project: Web Ticket Transition Study for 811 Public Awareness Campaign</b>
<b>Project Purpose and Description:</b>
The Common Ground Alliance, CGA, is soliciting a Request For Proposal (RFP) for a vendor to provide a plan, execution assistance, creative concepts for evolving the 811 campaign from being viewed as a phone number to an avenue for entering requests for locates through a variety of means. These means may include fax, online, mobile friendly as well as the traditional calling method.
<b>Situation Analysis</b>
811 is the national call before you dig number and accompanying public awareness campaign was launched in May 2007. This single brand provide the opportunity for streamlined messaging, collaborative multistate promotions and unified special events.  As technology continues to evolve for requesting utility locates; so does the need for our message. Those who intend to dig may now use online web ticket entry in some states as opposed to making a phone call. It is the desire of various stakeholders that the existing 811 campaign reflect the ability to notify by either clicking or calling.  All states have the ability for professional excavators to submit an online request, however not all states provide that capability for homeowners.  Examples of existing variations to the campaign are listed below: <ul style="list-style-type: none"><li>• Click, call or tap before you dig <a href="http://www.oups.org">www.oups.org</a></li><li>• <a href="http://www.indiana811.org">www.indiana811.org</a></li><li>• <a href="http://811now.com/">http://811now.com/</a></li><li>• <a href="http://www.georgia811.com">www.georgia811.com</a> defines their organization as a contact-center; as opposed to a call center</li></ul>

<b>Call 811 Background:</b>
Call 811 from anywhere in the country a few days prior to digging, and your call will be routed to your local One Call Center. Tell the customer service representative where you are planning to dig, what type of work you will be doing and then your affected local utility companies will be notified about your intent to dig. In a few days, a utility representative will locate and mark the approximate location of your underground lines, pipes and cables, so you will know what's below - and be able to dig safely. Visit <a href="http://www.call811.com">www.call811.com</a> or <a href="http://www.commongroundalliance.com">www.commongroundalliance.com</a> for more information.

<b>Project Scope:</b>
Vendor responsibilities will include: <ol style="list-style-type: none"><li>1. Provide project management including budget management, deliverables and mutually agreed upon timelines.</li><li>2. Provide documentation and/or research to substantiate campaign direction</li><li>3. Provide examples of evolving existing 811 brand and tagline</li><li>4. Develop and communicate a comprehensive plan of action to transform 811 branding for those who want to undertake and implement the initiative knowing that member companies have varying levels of skill sets and budgets</li><li>5. Provide graphic standards for final art</li></ol>

Request for Proposal Common Ground Alliance – Bridge the 811 Gap

**Proposal Deliverables:**

1. The plan needs to be flexible as members have varying levels of budget and staff
2. Creative samples are anticipated
3. Research and or data used to come to conclusion

**Timeline/Submission Details:**

1. No phone calls please
2. Please email [kerr@commongroundalliance.com](mailto:kerr@commongroundalliance.com) if you intend to submit by March 16, 2015
3. Emailed questions regarding the proposal will close on March 20, 2015 at which time a teleconference will be convened to provide answers (if necessary)
4. Email submissions must be sent by 5:00 PM Eastern on Monday, March 31<sup>st</sup>, 2015 to [kerr@commongroundalliance.com](mailto:kerr@commongroundalliance.com)
5. Selected vendor will be notified by April 17<sup>th</sup>, and if proposal approved by Board of Directors, contract execution will follow.
6. Project completion will be 30 days from contract execution

**RFP responses should include:**

1. A detailed description of approach and methodology.
2. A statement of capabilities and understanding of the target audience.
3. Examples of previous projects or relevant prior experience.
4. Successful strategies to capture the attention and change the behavior of the target audience