



Request for Proposal
CGA PSA Videos Task Team
Educational PSAs, Materials and Distribution Plan

BACKGROUND

The Common Ground Alliance (CGA) seeks to engage an agency to create educational public service announcements (PSAs), accompanying digital materials, and a distribution plan addressing the top root cause of underground damages, no notification made to the 811 Centers, to be available to CGA members and damage prevention stakeholders.

Established in 2000, CGA is committed to saving lives and preventing damage to North American underground infrastructure by promoting effective damage prevention practices of today and tomorrow. CGA is a member-driven association of more than 3,200 damage prevention professionals in every facet of the underground utility industry. Membership in the CGA is open to all stakeholder groups (Excavators, Locators, Road Builders, Electric, Telecommunications, Oil, Gas Distribution, Gas Transmission, Railroad, One Call, Public Works, Equipment Manufacturing, State Regulators, Insurance, Emergency Services and Engineering/Design) with a genuine interest in reducing damages to the underground infrastructure. CGA's top-tier members represent some of the largest companies and organizations in North America.

CGA was created, in part, to promote the concept that damage prevention is a shared responsibility and that it is in the public interest to ensure the safety, environmental protection and utility service reliability of underground facilities. Damage to underground utilities can result in deaths and injuries to individuals, damage to property and the environment, utility service interruptions and disruptions due to evacuations and road closures.

CGA is a non-profit organization that receives financial support from the owners of underground utilities (oil and gas pipelines, electrical power lines, water systems, telecommunications lines, cable television systems and others), excavators, one call centers, equipment manufacturers, the insurance industry, government regulators, the general public and the federal government through the U.S. Department of Transportation, Pipeline & Hazardous Materials Safety Administration (PHMSA).

PROBLEM STATEMENT

CGA's Educational Programs & Marketing Committee focuses on educational and promotional outreach, including initiatives such as the 811 campaign, educational video and material development, and the promotion of CGA's core programs. As part of the committee, a task



team was created to address the need for updated PSAs to bring the safe digging message to life with current personas and stronger language.

SCOPE OF WORK

The CGA is seeking an agency to create educational PSAs, accompanying digital materials, and a distribution plan addressing the top root cause of underground damages, no notification made to the 811 Centers, which will be made available to CGA members and damage prevention stakeholders.

The selected agency will be responsible for holding virtual meetings/check-ins, with CGA staff and task team members who will provide input, oversight and guidance.

The selected agency should be experts in PSAs, video production and editing, and script writing, as well as the creation of digital materials for educational purposes.

PROJECT DELIVERABLES

1. **Project planning:** Work with CGA staff/task team members to define a strategy and execution plan to achieve project deliverables and goals.
2. **Script development and writing:** Develop and create scripts for each educational PSA. Consider reworking a [previous script CGA used in 2010](#) to update the personas and scenarios for 2024. Suggested personas include, but are not limited to:
 - Remote worker
 - 911 communication center/dispatchers
 - Gas break at a hospital
 - Cost to responsible party who caused the damage and now they don't have money for a planned expense
3. **Audience:** CGA members have requested that these PSAs focus on the general public. However, we will also target active diggers for delivery/exposure.
4. **PSAs:** Develop 15-, 20- and 30-second PSAs. Digital file types should be suitable for television, audio, and various content platforms, including YouTube, X (formerly Twitter), Facebook, Instagram and TikTok.
5. **Accompanying materials:** Design digital assets to accompany the PSAs, including infographics and other marketing materials.
6. **Distribution plan:** The selected agency will work with CGA staff to design and develop a strategy for sharing/distributing PSAs and support materials to CGA members and stakeholders.



If you can only bid on part of this project, please indicate and explain how you would address the other deliverables.

We recommend reviewing the following CGA webpages to get familiar with the damage prevention industry, process and top root causes of all damages:

- <https://call811.com/>
- <https://call811.com/Before-You-Dig>
- <https://call811.com/Start-Here/Excavators>
- <https://call811.com/811-Tips/Excavator>
- <https://dirt.commongroundalliance.com/2022-DIRT-Report/Damage-Root-Causes-Remain-Consistent#mainContentAnchor>
- <https://commongroundalliance.com/Portals/0/Library/DIRT/2022/2022%20DIRT%20Report%20-%20Overview%20-%20Data%20Sheet.pdf>

SCHEDULE

The following is a general schedule intended to give agencies a sense of CGA expectations. The schedule is subject to modifications. It is anticipated that the successful bidder will have interaction, via video conferencing (Zoom, Microsoft Teams, etc.), throughout the process with members of the CGA staff and members who will provide input, oversight and guidance.

Draft schedule – Subject to Modifications:

- Deadline for agencies to submit RFP proposals to CGA by Monday, March 4
- Follow-up with top agencies: Thursday, March 7 and Friday, March 8
- CGA selects agency: Monday, March 11
- Project kick-off call: Thursday, March 14
- 15-, 20- and 30-second PSAs (TV and audio files), accompanying materials and distribution plan: Tuesday, May 28 – to ensure members/stakeholders have enough time to schedule this campaign with TV and radio station as part of 811 Day (Aug. 11, 2024)

BID PROCESS

Submitting Proposals:

To express an interest in becoming the CGA's contractor for this Scope of Work, please submit the following:

- A statement of capabilities relative to the goals and deliverables of the project described



above.

- A description of any relative prior experience.
- An outlined of the intended approach to the Scope of Work.
- An outline of pricing and proposed billing method for the Scope of Work in the form of one of the following: hourly rate, flat rate, deliverable rate or combination structure.

Proposals must be submitted electronically by Monday, March 4 at 5 p.m. EST to:

Lisa O'Leary

lisao@commogroundalliance.com

(Electronic confirmation of receipt of proposal will be sent following submittal)

Questions:

Send any questions related to the scope of work or RFP to lisao@commogroundalliance.com.