

**NOTICE OF INTENT TO CONTRACT
PS20181871**

Issue Date: November 28, 2018
Closing Date: December 12, 2018

Re: Safety Campaign for Children and Seniors

Notice is hereby given by the City of Vancouver ("City") of its intent to contract with Pebble Star Productions for the supply and provision of a Safety Campaign for Children and Seniors.

In 2016 the City of Vancouver started the "Moving Towards Zero Safety Action Plan" to accelerate achieving the City's target of zero transportation related fatalities and serious injuries. Elimination of transportation-related fatalities and serious injuries will place special emphasis on vulnerable road users (pedestrians & cyclists) as well as at-risk groups (seniors, children and those with mobility challenges).

A key focus area of the plan is to work on education and public outreach. City of Vancouver is planning to conduct a road safety campaign targeted to children and seniors. The goal is to influence travel behavior and focus on positive messages and the local character of Vancouver as a multimodal city. The campaign must place emphasis on educating young and senior Vancouverites to share the road. As well as promoting safe, courteous, and mindful road-user behaviors.

The City of Vancouver wishes to contract Pebble Star Productions to undertake various tasks related to the event planning and management. The tasks include recording a road safety song and music video, illustrate and design a 20-page road safety colouring and activity book, and organize concerts for the Vancouver School District.

Pebble Star Productions partnered with Will Stroet from Will's Jams on existing safety songs used on a previous campaigns conducted by ICBC, including Walk 'n' Roll, Bike Safety Boogie, Boost Me Up. Will's Jams will perform his existing songs and his new road safety song at the school concerts.

The contract is valued at approximately \$25,255.00

Anyone wishing to request more information and/or has any questions with regard to this NOITC may contact Elana Walker by email to elana.walker@vancouver.ca prior to the closing date and time listed below.

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