



Request for Proposals (RFP) - Creative and Marketing Services for RAD Pass Initiative: Campaign within Allegheny County

## 1. Introduction

Allegheny Regional Asset District ([RAD](#)), a public entity dedicated to supporting regional assets that enhance the quality of life in Allegheny County, is seeking proposals from qualified creative and marketing firms to design and implement a plan that supports the [RAD Pass](#) initiative.

Our goal is ambitious: within the next three years, we want every one of the 1.3 million residents of Allegheny County to know about RAD Pass and understand how to use it.

RAD Pass is a free access program that connects Allegheny County residents to cultural and recreational experiences across the region. For additional background on RAD Pass, please visit [RADpass.org](#) to learn how Allegheny County residents may [use a library card](#) to access free or reduced cost tickets to the county's cultural and entertainment attractions.

Access to RAD Pass experiences is made possible with a library card from any library in Allegheny County. RAD partners with Carnegie Library of Pittsburgh to administer the RAD Pass program.

## 2. Project Overview

RAD seeks a strategic partner to develop and execute a targeted marketing plan within Allegheny County that will:

- Build widespread awareness and improve overall understanding of RAD Pass across diverse communities in Allegheny County with the goal to drive sustained engagement and usage of the program
- Reach target audiences, including (but not limited to):
  - Current RAD Pass users who can serve as advocates for the program
  - People who have never heard of/used RAD Pass
  - People who have heard of RAD Pass but never used it
  - People who do not have a library card
  - The regional assets themselves, who want to see that RAD Pass is gaining traction and can serve as advocates
  - County and city government
  - County and city libraries and parks, which have a captive audience to see advertising or references to RAD and RAD Pass

- Create compelling visuals or themes that resonate with audiences (this may differ from one part of the county to another) in their home communities.
- Position RAD Pass as a vital and accessible resource for cultural enrichment and community pride

### **3. Scope of Work**

RAD expects to invest \$100,000 in this project during the first year; budgets for subsequent years will be determined following benchmark reviews. Please do not feel limited by this amount in your proposal submission—we are open to creativity and innovation.

The selected firm will be responsible for:

- **Marketing & Messaging:** Refining RAD Pass marketing and using data and appropriate community-level resources/media to develop inclusive messaging that resonates across Allegheny County’s municipalities and associated varied demographics.
- **Creative Development:** Producing compelling visual content to support messaging for advertising (print/digital) and social media.
- **Benchmarking:** Creating benchmarks to measure campaign success and adjust as needed. Establishing KPIs and reporting systems to monitor campaign effectiveness.
- **Digital Strategy:** Enhancing RAD Pass’s online presence through SEO
- **Coordination with RAD:** Meet regularly with key members of RAD staff and Carnegie Library of Pittsburgh RAD Pass Project Team, as needed, to report campaign efficacy and adjust campaigns and strategies, as needed

Completed messaging, artwork, and all other project deliverables will be the property of the Allegheny Regional Asset District.

### **4. Proposal Requirements**

Interested firms should submit a proposal that includes:

- **Company Overview:** Background, team bios, and relevant experience
- **Approach & Methodology:** Your vision for achieving county-wide awareness in three years
- **Work Samples:** Examples of past campaigns with similar scale or public impact
- **Budget Estimate:** Projected costs and fee structure, presented in an a la carte menu format.
- **Timeline:** Proposed phases and deliverables
- **References:** At least two client references from comparable projects
- **RAD makes efforts, where possible, to contract with Minority, Women, and Disadvantaged Business Enterprises.** If applicable, please provide publicly-certified documentation regarding this status.

## **5. Evaluation Criteria**

Proposals will be evaluated based on:

- Creativity and strategic insight
- Demonstrated experience with public sector or targeted regional campaigns
- Community engagement approach and alignment with RAD's goals
- Cost-effectiveness and value for services
- Capacity to deliver long-term results

## **6. Submission Details**

- Submission deadline: May 29, 2026 at 4:30 pm
- Format: PDF or digital submission emailed to: [info@radworkshere.org](mailto:info@radworkshere.org)
- Questions: Rachel Handel, Communications Director, [rachel@radworkshere.org](mailto:rachel@radworkshere.org)

## **7. Timeline**

- RFP Release: April 30, 2026
- Questions Due: May 15, 2026
- Proposal Deadline: May 29, 2026
- Proposal presentations to review committee in mid-June
- Selection: by early July
- Project Kickoff: Immediately thereafter

This RFP is available at RAD's website. [radworkshere.org](http://radworkshere.org). Any additional information or clarification will be posted to the RFP online.