



REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES

Carson River Healthy Watershed Marketing and Outreach Campaign

May 3, 2017

Introduction and Project Overview:

Carson Water Subconservancy District (CWSD) is seeking a vendor to provide professional design and marketing services to work with CWSD; our grantor, Nevada Division of Environmental Protection (NDEP); and our Carson River Coalition Environmental Education (CRC -EE) stakeholders to develop and kick-off a Carson River Healthy Watershed Marketing/Outreach Campaign.

CWSD's mission is to promote cooperative action for the watershed by working within existing governmental frameworks that crosses both agency and political boundaries. CWSD acts as lead agency for integrated watershed planning and funds the Carson River Watershed Coordination Program, which facilitates the Carson River Coalition. CWSD strives to involve all counties and communities within the watershed in an effort to meet the various future water needs, enhance the health of the river system, protect the floodplains, and provide outreach and information to the community.

The Carson River Healthy Watershed Marketing/Outreach Campaign is the main outreach portion of CWSD's Watershed-Literacy Program (WLP). The WLP aims to increase community knowledge of watershed issues and encourage actions that reduce nonpoint source pollution (polluted run-off); ultimately leading to water quality improvements. The Carson River Watershed is a Priority Watershed under the NDEP's 2015 Nonpoint Source Management Program Workplan Milestones. Improving water quality and reducing NPS pollution in the Carson River Watershed generally requires an informed citizenry. Through a grant from NDEP's Nonpoint Source Pollution Program, CWSD is currently under contract to develop and begin implementation of a Healthy Watershed Marketing Campaign.

The vendor must be able to create and communicate informative, engaging, and compelling print, radio, television, social media/online advertisements, brochures, educational materials, public service announcements, and other campaign materials. CWSD intends to award this contract to the vendor whose proposal and qualifications best meet the skills and financial parameters sought by CWSD and our CRC partners for the project. CWSD will be the lead contact agency, and will coordinate involvement with our broader CRC-EE partners.

Background:

The Carson Water Subconservancy District is a unique multi-county, bi-state (CA/NV) agency dedicated to establishing a balance between the water needs of the communities within the Carson River Watershed and the function of the river system. The watershed contains the jurisdictions of six counties, two tribal governments and multiple State and Federal public land management agencies. Associated land uses include everything from highly populated urban areas to more rural settings, and the geography ranges from the high Sierra mountains to high desert. *The Carson River is the lifeline connecting our communities*, as stated on our [Watershed Map](#).

The vision statement of the Carson River Watershed is:

“A healthy sustainable Carson River watershed, led by community and private/public partnerships, plans and projects, where all lands and waterways (surface and underground) safely receive, store, and release clean water for the good of all peoples, environments and natural resources of the Carson River Basin.”

This campaign is the culmination of work undertaken by the CRC Education Working Group starting as early as 2011. The campaign idea and focus has broad CRC-EE stakeholder support and is consistent with the following (click hyperlinks to view documents):

- the [Carson River Watershed-Literacy Action Plan 2015 \(WLAP\)](#) and its suggested actions;
- the [Carson River Watershed-Literacy Survey](#) conducted watershed-wide in 2015;
- the [Carson River Watershed Marketing and Communication Plan](#) and its recommendations (2016);
- CRC-EE stakeholder input received during our [Environmental Education Roundtable](#) event held in April 2016; and
- the *Draft CR Watershed Adaptive Stewardship Plan* (Mar 2017) (available from CWSD by request).

The campaign must actively engage and inform a wide variety of people, including our Spanish speaking population, property and business owners, residents, and visitors in the Carson River Watershed. For more information about Nonpoint Source concepts visit <https://www.epa.gov/nps>.

General Scope of Services:

The selected consultant will work with CWSD to develop a more detailed scope prior to entering a professional service contract. The consultant will work with CWSD staff to develop a focused and market tested outreach "Healthy Watershed" media campaign. The consultant will utilize the concepts and recommendations developed in the Watershed-Literacy Action Plan, Watershed-Literacy survey results, Marketing and Communications Plan, and the 2016 EE Roundtable. The overall communications and messaging strategies and techniques needed to ensure the campaign is as effective as possible.

The scope of work will include specific project tasks for both the consulting firm staff and CWSD staff; any proposed subcontractors; budget; timeline/schedule for development; testing, stakeholder involvement and implementation; types of media/campaign materials to be developed (live footage, videos/PSA's including length, photographs, web pages including pledges, voice over/scripts, graphics, digital images, written media, etc.); and any material creation costs and digital media buys for kick-off.

The selected firm should also bring their independent expert knowledge and ideas about how to spread education and outreach messages through low or no-cost channels to reach as many people as possible. Although the grant expires December 31, 2018, the media advertising will be set up for the spring, summer, and fall of 2018 and all of 2019. It must be designed to reach as many Carson River Watershed residents, business owners and property owners as possible. This campaign will also include two stakeholder and community awareness events in 2018.

The budget for this contract is between \$40,000 and \$50,000 including staffing for creative, message testing, production, advertising, media buys, printing costs and event promotion.

Description of Services for RFP:

CWSD staff will work with consultant and EE partners to create and test taglines, message content, and graphical elements including a campaign logo, other branding elements, PSAs, and a web interface (including a basic stewardship pledge) for the Healthy Watershed Campaign. CWSD will work with the contractors to develop and plan a fully interactive stewardship pledge (per Objective 6 of the WLAP). Due to cost and funding constraints, we foresee implementing the stewardship pledge in a phased approach. Under this contract, the marketing consultant will be responsible for working with CWSD and the CRC Education Working Group on overall planning of the approach to the pledge and implementing the initial/basic phase.

The campaign will use an overarching theme with a brand/tagline, and up to three additional focused messages, (determined from CWSD's watershed-literacy survey, the Marketing and Communications Plan, and developed further through the 2016 EE Roundtable).

The consensus based on the 2016 EE Roundtable on an overarching theme is:

"Connect our community's health and quality of life to the health of their watershed."
Key words are *connection, health, water*.

Consensus on three initial messages in the campaign that tier from this overarching theme:

- 1) The Carson River and its watershed is the source of drinking water.
- 2) Reducing runoff from your property can improve water quality.
- 3) Protect the floodplain from future development.

Various media types may be considered to target particular areas/audiences (e.g. newspapers, internet, social media, ad space, EE partners, point of sale advertising, or other measurable promotional materials). Taglines/graphics will be used to engage audiences to act to improve water quality and the health of the watershed. CWSD will retain ownership of all created content/assets during and post contract completion.

Desired Deliverables include:

- Campaign logo;
- TV PSAs in English and Spanish languages;
- Design/layout 44/20' billboard ad;
- Web page design/layout (integrated into existing www.cwsd.org WordPress pages);
- Tri-fold brochure design;
- Social media design and content (existing facebook page);
- Point of sale advertising media content for co-branding;
- Webpage banners, or co-branding for partner websites;
- Other media content (including newspaper articles/ads, etc.);
- Coordinate media buy;
- Implementation of relevant portions of the CR Marketing and Communication Strategy 2016; and
- Effective planning and initial implementation of the determined Healthy Watershed Campaign.

Project Timeline:

At the discretion of the committee, additional information and/or oral interviews of the top-rated project teams that are deemed qualified by the committee may be requested. The committee may also select a consultant based solely on the RFQ.

Proposals due to CWSD by Noon:	June 7, 2017
If necessary, interviews of top candidate firms will be conducted by:	June 16, 2017
Selection Committee will make its decision on or before:	June 21, 2017
Project Scoping completed by consultant in conjunction with CWSD by:	July 6, 2017
Staff authorized to proceed by CWSD Board of Directors:	July 19, 2017
Completion no later than:	October 31, 2018

RFP Submittal Content and Selection Process:

A selection committee will evaluate the RFPs content. The selection committee will include CWSD staff and CRC members. The committee may select consultants for interviews; however, we reserve the right to enter directly into contract negotiations with consultants based on the following point scale:

General Information (20 points)

- Provide a general description of the company and/or team that is proposing to provide services, including all sub-contractors;
- Provide an organizational chart showing key personnel. For each key person, provide the following information:
 - Percentage of time that each person will be committed to the project;
 - Length of time with the firm; and
 - Applicable professional registrations and education.

Project Team experience with similar projects preferably in the regional/local area of Northern NV/CA including experience with PSAs and government public outreach (35 points):

- Provide a description of similar projects with which the project team has experience. For each referenced project, please provide the following information:
 - Description of the project, including project name and location;
 - Project owner and/or client information;
 - Role of the firm, including a description of the services provided;
 - Role of each key team member who worked on the reference project and the percentage of time spent by each key team member on said project;
 - Approximate dates services were provided;
 - Final detailed budget;
 - Link to example media such as finished videos, webpages, written content, and social media content (including specific types e. g. Facebook, Twitter, Instagram) etc.; and
 - Reference information - two (2) contacts, including current telephone numbers per project.

List current workload of project team and indicate ability to start immediately and complete project within specified timeline (15 points):

- Provide a table/list that summarizes the current major assignments of all key team members;
- Percentage of time committed to each assignment;
- Anticipated end date of major assignments;
- Percentage of time to be committed to this project;
- A statement as to when the team would be available to start work on this project; and
- A timeline for completion of the project.

Proposed campaign production and innovations (30 points):

- Discuss the particular expertise your firm/team offers and how you propose to use that expertise to the benefit of CWSD to add value to the project; and
- Identify any technical innovations that may be incorporated and /or innovative approaches that will be used in executing the work.

Proposed Budget (20 points):

- Itemized budget per production/implementation of deliverables/media type.

During evaluation, the committee reserves the right to request additional information for clarification from the Consulting Firm, or to allow for corrections of errors or omissions.

The proposal, including cover letter, shall not exceed 15 single-sided pages. Resumes of key personnel, including project manager, and related information and company brochures are not counted in the page count and should be attached as an appendix. Minority and Women own businesses are encouraged to submit proposals.

Selection and Negotiations:

CWSD will enter negotiations with the selected firm and execute a contract upon completion of negotiation of fees and contract terms. If CWSD is unsuccessful in negotiating a contract with the best-qualified firm, CWSD may then negotiate with the next most qualified firm until a contract is executed, or may decide to terminate the selection process.

Submittal Deadline:

To be considered for selection, please submit two (2) hard copies and a digital copy of your proposal to the address below by **June 5, 2017**.

Hard Copies

Brenda Hunt

Carson Water Subconservancy District

777 E. William Street, Suite 110A

Carson City, NV 89701

Digital Copies

Brenda@cwsd.org

Questions:

Please call or email Brenda Hunt with questions regarding the proposal at 775.887.9005 or brenda@cwsd.org.

Objection by Unsuccessful Proposer:

Any firm who is not selected by the committee may file a written objection to CWSD. Any objection shall be submitted to CWSD a minimum of five (5) days prior to the CWSD Board of Directors meeting where action on this RFP will be heard. Deadline July 14th, 2017, any late objection will be rejected.