Lewis and Clark County

Rural Communities Solid Waste Management Outreach and Education

Request for Proposals

1.0 Introduction:

Lewis and Clark County is soliciting responses for Rural Communities Solid Waste Management Educational Programs. This Request for Proposals (RFP) provides the specifications and requirements for prospective applicants to complete a proposal. The deadline for submittal in response to this solicitation is **5:00 PM Thursday January 27, 2011**. Proposals received after this date and time will not be accepted. *Postmarks are not acceptable*.

This project is being funded by a United States Department of Agriculture (USDA) Rural Communities Grant; proposed program should meet federal requirements for work funded by a USDA Grant.

2.0 Background:

Lewis and Clark County, along with the selected consultant, will develop and implement an educational program to improve Household Waste Management in Rural Communities. This program will include unique outreach strategies designed specifically for rural households. The targeted communities for this project are Augusta, East Helena, and Lincoln; the program will be released to all rural Montana communities at the next Waste-Not Montana conference. A comprehensive outreach strategy that includes a minimum of 4 broadcast ads, 1 billboard ad and additional promotional materials, as well as a web presence will be developed and implemented. Attendance at community meetings, special events and staff training sessions will be required in order to distribute program materials and disseminate the program message.

3.0 Project Objectives/Scope of Work:

The overall goal of the Rural Communities Household Waste Management Educational Program is to improve the knowledge base of, and motivate habit changes in residents of rural communities. The goals are to improve rates of recycling, use proper disposal methods for pharmaceuticals, and reduce the generation of household waste and toxins.

Task 1: Create an innovative, comprehensive outreach strategy designed specifically for rural communities.
Deliverable: Draft and final comprehensive written program narrative.
Task 2: Production of promotional materials.
Deliverable: Draft and final products approved in Task 1.
Task 3: Production of broadcast ads.
Deliverable: Drafts and final digital copy of broadcast ad and a summary of media placement.
Task 4: Production and implementation of billboard ad
Deliverable: Draft and final billboard ad

Task 5: Participation in community meetings, special events and staff training
Deliverable: Summary report for each event attended.
Task 6: Web presence
Deliverable: Completed web presence.

See section 5.0 for complete descriptions of deliverables.

4.0 Proposal Requirements by Task

Task 1- Comprehensive Rural Educational Strategy

The county, along with the contractor will create a comprehensive outreach strategy for Household Waste Management to include (but not limited to) 4 broadcast ads, 1 billboard ad, promotional materials (that may include posters, brochures, flyers, magnets or other innovative products), a web presence, and community meeting and special event attendance as well as staff training. The topics will include proper methods and types of recycling, locations that accept products to be recycled, types of products that can be recycled, proper disposal of waste pharmaceuticals, and reduction in the generation of household toxins and waste; additionally closing the loop and buying recycled products should also be incorporated. On-site community meeting, training and special event attendance should be included in the strategy and personnel who will be involved in on-site community training activities should be identified. Information presented to the community must be in layman's terms. The strategy should include branding in order to deliver the lasting message each task is designed to impart.

The proposal should include a summary that describes the outreach approach and schedule for completion no later than September 30, 2011.

Task 2- Promotional Materials

The proposal should include potential types of promotional materials, how promotional products will be used, target audiences for the materials and a description of how dissemination of the materials will occur. Additionally a schedule for design and production should be included. Examples of prior promotional materials produced for similar campaigns may be attached. This can include (but not meant to be exclusive) posters, brochures, and flyers as well as products such as magnets, toys or other non-paper products. Attachments are limited to 3 items.

Task 3-Broadcast Ads

Broadcast ads will be used to reach citizens and support the efforts made through the promotional and web campaign. Proposals should include experience with production of broadcast ads and a production schedule from conception to airing. One (1) DVD with a single previously produced broadcast ad may be attached.

Task 4-Billboard Ad

A billboard ad will be created and installed in a strategic location meant to gain the most daily impressions. The billboard should support the overall strategy and goals of the program. The proposal should include previous experience designing and placing billboard advertisements as well as how the billboard fits into the campaign and supports the overall message. The proposal may include one (1) 8 ½" x 11" photograph of a previously produced billboard.

Task 5- Participation in community meetings, special events and staff training

Participation in community meeting and special events is an excellent method to gain support for a program. The proposal should describe the approach taken at special events, including who would attend the events, how the message would get delivered, and how a lasting impression will be made. A one (1) page summary of an event organized or attended by the firm may be attached.

Task 6- Web presence

The proposal should describe the web platform to be used, how it will be used, the audience it will be directed at as well as potential content that may be posted. The proposal may contain a URL to a previously produced website.

5.0 Deliverables

All deliverables should be submitted to Lewis and Clark County electronically unless otherwise noted. The proposal should provide a description or outline of the work plan and reports that are part of the deliverables for the project. At a minimum, the following project deliverables are expected:

Task 1- Comprehensive Outreach Strategy.

The deliverable will be a stand-alone complete program package. It should be written in a manner that will allow additional rural communities to adopt the program in parts or as a whole. The deliverable shall include a detailed description of each task, who the task is meant to reach, when the task will be completed, materials needed for each task, where the task will take place, and how it will be completed.

Task 2- Promotional Materials

Draft copies of each piece designed for the program shall be submitted to the County for approval. Included with the draft will be a cost summary of production, types of materials to be used, who will produce the item and a schedule for production. Additionally, a summary of the target audience for the material will be included.

Once approved, the final completed pieces shall be delivered to the county, along with all native files digital or otherwise for the county's future use.

Task 3- Broadcast Ads.

Draft copies of storyboards and scripts will be delivered to the county. A cost summary, production schedule, and identification of producers will be included.

Once approved, and production is complete, the final ad will be delivered to the county for approval for broadcast. A tentative schedule for broadcast, including media outlet, time and date of broadcast shall be included.

Once broadcast, the ad will be uploaded to the program web presence, and a copy on DVD will be provided to the county along with proof of broadcast.

Task 4- Billboard Ad.

A draft copy of the proposed billboard ad will be provided to the county for approval. Included shall be a cost summary for production and placement; potential locations for placement, potential dates for placement and number of potential daily impressions to be made for each location.

Once approved and placed, a photograph of the billboard shall be provided to the county, as well as a map showing the location of the billboard.

Task 5- Participation in community meetings and Special Events.

A summary of each event attended will be submitted to the county within five (5) days of the event's conclusion. Each summary shall include: who sponsored the event, what the event was for, the date of the event, where the event was held, and who the targeted attendees were. The report shall include a summary of the event listing approximate number of impressions made, promotional materials provided, and a general summation of how the event went; additional comments on how to improve effectiveness at the next event will be reported. Pictures of staff at the event shall be included in the summary. This can be submitted digitally in word or PDF format.

Task 6- Web presence.

A draft of the web presence shall be provided to the county. Included shall be the platform to be used, sample pages, potential links, a cost summary, and a plan for keeping the web presence updated and relevant. Once approved the web content can go live, and a completed web presence on the chosen platform shall be the deliverable. Any and all content shall be provided to the county for approval prior to posting. Once posted, the county will be provided with a URL to the material.

Progress Reports/Invoice submittals

Progress reports and invoices should be provided to the county on a monthly basis, no later than the 10th of each month. Invoices for production of materials shall be submitted when the completed product is delivered to the county.

Note: Any materials developed as part of this program shall be considered the intellectual property of the county.

6.0 Qualifications

Submittals should not exceed 10 pages of narrative; Calibri or Times New Roman font no smaller than 12 points may be used.

The proposal shall contain the following information:

- The firm's legal name, address, telephone number and principals' email address.
- Capsule resume(s) of the individual(s) and sub-consultants assigned to the project team with special emphasis on experience with similar projects. Each resume should be limited to 1 page per person.

- A description of the firm's experience with similar projects. Provide at least two (2) references including name of client, address, phone number and principal email address.

- Consultants understanding of the project tasks and a description of the firm's approach to completing the tasks

- Consultant's work plan broken out by task. The anticipated schedule for the activities listed above should be designed for the grant period ending September 30, 2011**.** Time should be allowed in the schedule to review and revise draft deliverables and for preparation of final documents.

- Experience providing community outreach and environmental education.

- Experience working with and knowledge of rural communities.

Attachments may not exceed the following limits:

Capsule Resumes of individuals assigned to the project. Each resume shall be no longer than one (1) page.
Three (3) previously produced promotional materials of any type.
One (1) DVD with a single previously produced broadcast ad.
One (1) photograph no larger than 8 ½" x 11" of a previously produced billboard ad.
One (1) single page summary of special event attendance
One (1) single URL to a previously produced web presence.

7.0 Project Contacts:

Susan Bawden
316 N. Park Avenue
Helena, Montana 59623
Ph: 447-8028
Fax: 447-8370
Email: sbawden@co.lewis-clark.mt.us

8.0 Submittal Procedures
Written response proposals to this RFP must be received **no later than 5:00 PM Thursday, January 27, 2011**. Proposals received after this date and time will not be accepted. *Postmarks are not acceptable*.

Deliver one (1) original and four (4) copies to:

Susan Bawden
Sustainability Coordinator
City-County Building
316 N. Park Avenue
Helena, MT 59623

Or hand deliver copies to: City-County Building, Room 304

A statement that the consulting firm presently has no interest and shall not have any interest, direct or indirect, which would conflict in any manner with the performance of the services contemplated by the agreement with the project must be supplied. No person having such interest shall be employed by or associated with consultant during the term of this agreement. The recipient must also state whether they are on the list of contractors that have been debarred from receiving Federal funding.

Questions about the project should be directed to Susan Bawden by calling 447-8028 or by emailing: sbawden@co.lewis-clark.mt.us.

9.0 Selection Process

An evaluation committee will review each proposal. Lewis and Clark County reserves the right to reject any or all proposals. The cost of preparing responses to this RFP shall be borne by the respondents and shall not be reimbursed by the County.
Criteria for rating firms shall include the following:

15% Overall Quality of Proposal
10% Quality of Attachments
25% The experience of key personnel to be assigned to the project
25 % The firm's experience with this type of project including environmental and rural community specific experience
15% The ability of the firm to provide required services and to perform the required work within the project period and project budget
10% The use of alternative and innovative educational and outreach strategies

Finalists may be invited to interview with the selection committee based on an evaluation of written responses. The selection committee may ask for additional documents to be provided at that time. The award of the contract will be made to the most qualified firm whose proposal is deemed most advantageous to Lewis and Clark County.