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**TO:** Prospective Bidders  
**FROM:** Sarah Anderson, Communications Manager  
**DATE:** October 23, 2009  
**RE:** Request for Proposal: Advertising and Creative for Ozone Aware Campaign

## **I. Introduction / Overview**

The Regional Air Quality Council (RAQC) – the lead air quality planning agency for the nine-county, metropolitan-Denver region – is requesting the services of a professional advertising or creative agency to help with a comprehensive public awareness and education campaign in order to educate the public on issues related to ozone pollution.

High concentrations of ground-level ozone during the past three summer ozone seasons have put the nine-county Denver region in violation of the federal health-based, eight-hour standard. Strengthening existing and developing additional programs to reduce ozone in both the short- and long-term is a priority for Gov. Bill Ritter, the Regional Air Quality Council (RAQC), Colorado Department of Public Health and Environment (CDPHE) and the Air Quality Control Commission (AQCC).

As a result of the significant consequences facing the region, ozone has now become the Denver region's top air quality priority. The timeframe between 2009 and 2012 is critical and dedicated federal funding will allow the RAQC and its partners to continue the large-scale advertising, outreach, and education campaign to complement its existing and future strategies.

While the RAQC's past outreach efforts have effectively raised awareness of ozone pollution among metro-Denver residents, it remains a priority to continue to enforce the messages of the 2005 to 2009 Ozone Aware campaign. The RAQC hopes to build on past momentum and continue to raise awareness and affect behavior change related to ozone-causing activities.

The Ozone Aware outreach and education program encompasses large-scale outreach, advertising, education, and evaluation components in order to raise public awareness and education about ozone issues and increase the number of people undertaking voluntary ozone reduction steps.

The RAQC has assigned two main staff members to oversee its outreach and education efforts over the next year. Sarah Anderson, communications manager, and Trevor Noel, communications coordinator, will be available to assist the selected agency with all aspects of the scope of work, as described below.

## **II. Description of Need / Scope of Work**

The Ozone Aware comprehensive outreach and education campaign was started in 2005 and has been running over the past five consecutive summers with a robust paid media schedule and outreach component. Based on pre- and post-campaign research conducted in 2007, the campaign was successful in raising overall awareness about ozone pollution between 2005 and 2007. The research showed that 62% of

citizens in the Denver-metropolitan region recognized ozone pollution as either a “major” or “moderate” problem in the area (The Howell Research Group, 2007). Survey respondents also reported an increase in the knowledge of actions contributing to ozone pollution with 92% acknowledging at least one action that drivers could take to reduce ozone (Howell, 2007). The RAQC plans to continue the effective combination of advertising and outreach as part of its overall effort by contracting with a professional advertising agency, interactive agency and research firm.

In addition to media advertising and outreach, the RAQC’s two-year program will increase outreach and assistance to local government public information staff as another means to reach citizens throughout the region. Respective of these goals, the RAQC is pursuing a contract with an advertising/creative agency to assist with the full-scale campaign. The RAQC’s two main goals include **(1) raising public awareness about issues related to ozone pollution and (2) increasing the number of people who take action and change habits due to targeted outreach and advertising messages**. In order to reach these two main goals, the RAQC anticipates needing the following services:

- a. *Strategic Plan* – a plan outlining the overall strategy for increasing public awareness about ozone-related issues and affecting behavior change related to the education and outreach components of the program. The written plan should encompass a narrative explaining the strategy for use of current logo/slogan, targeted paid advertising, materials development, social media coordination and research coordination. The plan should take into consideration current branding and marketing/advertising efforts that have been used in previous years’ campaigns.
- b. *Paid Advertising* – assistance with targeting specific and successful advertising media, such as radio, print, television, and web. In addition, the RAQC requests assistance with negotiating contracts for paid advertising and any other items needed for the program’s advertising efforts. The selected firm will also coordinate with RAQC staff on reporting and analysis at the end of the summer season.
- c. *Materials Development* – assistance with the artistic and written development of materials needed for the promotion of public events, press conferences, paid advertisements, and other items as needed. Major printed items should be developed in both English and Spanish languages. The selected agency will work collaboratively with public and media relations professionals, the RAQC’s interactive agency and RAQC staff to develop materials. All materials, messages, and artwork related to the campaign will become the property of the Regional Air Quality Council.
- d. *Social Media Coordination* – support and guidance on the RAQC’s social media outreach through strategic planning, message development and event support where appropriate. Due to the changing nature of media, the RAQC plans to increase its reach of the campaign through social media networking sites to boost awareness and education and requests assistance on developing a targeted outreach plan.
- e. *Research Coordination* – coordination with the selected research firm to obtain a comprehensive analysis of the five-year program to date. Assistance with development of research tools to ensure the appropriate data is collected to effectively analyze the program.

### III. Schedule of Events

Date	Event
October 23	RFP Release
October 28	Intent to Respond to RFP Due (see below)
October 30	Last day for written and verbal questions
November 6	Proposals due no later than noon
November 11	Proposal review by selection committee
November 18	Presentations to selection committee from three top-scoring selected agencies
Dec. Meeting	RAQC Board approval
December 2009	Approximate date selected agency begins work

### IV. Required Proposal Content

Please provide the following information in the listed order. Proposals should be no longer than **10 pages, not including the budget**. Artwork and other attachments are allowed. Original submittals should be accompanied by 15 copies for the review committee.

- a. **Contact Information** – please provide the name, title, mailing address, phone and fax numbers, and e-mail address for the main point of contact for this project. **(5 points)**
- b. **Background and Experience** – please provide a brief summary on the company’s background and experience related to topic. If the agency does not have any specific related experience, please describe experience with other environmental and/or governmental public education campaigns. In addition, please provide a list of recent clients and three references that may be contacted to discuss related work. **(25 points)**
- c. **Staff Biographies** – please provide brief descriptions (one to two paragraphs) of professional experience on key personnel expected to work on the project. **(15 points)**
- d. **Narrative** – please provide a descriptive narrative on how your agency will meet the two key goals – described in Section II – by addressing each of the listed needed services (strategic plan, paid advertising, materials development, social media coordination and research coordination). This section should make up the majority of the proposal. Please provide any artwork or materials as attachments rather than as part of the narrative section. **(25 points)**
- e. **Budget** – the RAQC and its partners have budgeted approximately **\$65,000** for this contract. This program is a two-year effort; the tentative budget for **2011** is approximately **\$70,000**. The budgets for both years may be increased if additional funding is secured. The contract with the selected agency for year one will be reviewed at the end of 2010 to determine whether or not to award the agency a contract for work expected in the following year(s). In addition, the RAQC has allocated about \$280,000 for paid media in 2010.

Please provide a proposed detailed budget for year one, using the amount of \$65,000 as well as estimated costs for advertising, materials, graphic work, and any other expected expenditures. The RAQC has allocated additional funding for other contractors to supply services and other items as needed, such as printing, promotional items, etc. The final budget and line item expenditures will be determined in the contract with the selected agency; however, the proposal budget should not exceed \$65,000. **(20 points)**

- f. **EPA Forms** – fill out and include the attached EPA forms 6100-3 and 6100-4 pursuant to the United States Environmental Protection Agency (EPA) Disadvantaged Business Enterprises (DBE) program. **(10 points)**

- g. **Submittals** – your original proposal and 15 unbound copies should arrive to the below address no later than **5 p.m. on November 6:**

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**V. Review Process**

Proposals will be reviewed by an RFP review committee, who will select the three top-scoring agencies to make 30-minute presentations to the Committee on or around November 18. The RFP review committee will make a recommendation to the RAQC Executive Director, who will then make a final recommendation to the RAQC Board for approval.

**VI. Contract Terms and Conditions**

The contract start date is contingent upon a finalized contract between the RAQC and its funding source and will continue through the end of the year, at which time the contract will be subject to review. The contract may be extended for work in 2011, depending on the level of satisfaction with the provided services as well as future funding capabilities. The RAQC and the selected agency will work out the details of the contract upon Board approval.

The RAQC must not make any award to any party which is debarred or suspended or is otherwise excluded from or ineligible for participation in Federal assistance programs under Executive Order 12549, (40 CFR Sec. 31.35).

**VII. Written Intent to Respond to RFP**

In order to compete in this process, a written Intent to Respond to the RFP must be received by the RAQC no later than **5 p.m. on October 28, 2009**. This can be sent in the form of email or phone call to the contact person listed below. This does not have to be more than a simple one-sentence statement about your organization's intent to respond; it will help the RAQC and its partners prepare for the review process.

**VIII. Attachments**

Attached is the RAQC's Work Plan, which outlines its preliminary plans for media advertising and outreach, citizen outreach, local government and outreach, and analysis and reporting. It may be used as a guide in developing proposals. Also attached are the EPA's Disadvantaged Business Enterprises (DBE) forms, please fill out and return with the submittal.

**IX. Questions**

In order to address fairly any questions related to the Request for Proposal and its specific content, both written and verbal questions will be taken until **3:00 p.m. on October 30**. All questions and answers will be posted on the RAQC's ozone dedicated web site at [www.OzoneAware.org](http://www.OzoneAware.org). For written and verbal questions, please contact:

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### **Attachment: DBE Guidelines**

The Regional Air Quality Council (RAQC) is committed to procuring contracts with small and minority firms, women's business enterprise and labor surplus area firms. Pursuant to 40 CFR 31.36, the RAQC will adhere to the following guidelines:

- a) The grantee and subgrantee will take all necessary affirmative steps to ensure that minority firms, women's business enterprises, and labor surplus area firms are used when possible.
- b) Will place qualified small and minority businesses and women's business enterprises on solicitation lists.
- c) Will assure that small and minority firms, and women's business enterprises are solicited whenever they are potential sources.
- d) Will divide total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority business, and women's business enterprises.
- e) Establish delivery schedules, where the requirement permits, which encourage participation by small and minority business, and women's business enterprises.
- f) Will use the services and assistance of the Small Business Administration, and the Minority Business Development Agency of the Department of Commerce.
- g) Will require its proposal respondents to fill out EPA FORM 6100-3 and EPA FORM 6100-4
- h) Require the prime contractor, if subcontracts are to be let, to take the affirmative steps listed in guidelines a) through g) listed above.