

York County Planning Commission

Request for Proposals (RFP)

Messaging Strategy & Materials for Implementation of the York Countywide Action Plan for Clean Water (CAP)

Purpose:

The York County Planning Commission (YCPC) is seeking a local professional marketing firm or team to design and develop consistent messaging materials and a messaging strategy that will assist the YCPC and the York County Coalition for Clean Waters (YCC4CW) with launching a long-term education and outreach campaign to implement the York Countywide Action Plan for Clean Water (CAP). The materials would include a logo, slogan, website, and other outreach resources. The expected outcomes of a successful campaign are a more informed populace, increased engagement in the implementation of water quality best management practices (BMPs), and a broader array of stakeholders serving on the YCC4CW. The YCPC has significant data and resources that will help support the work of the consultant.

Background:

As required by the Chesapeake Bay Agreement, Pennsylvania recently developed its Phase 3 Chesapeake Bay Watershed Implementation Plan (Phase 3 WIP) to meet its share of the Bay pollutant reduction targets by 2025. The Plan outlines a strategy to collaborate with a team in each county to develop and implement a Countywide Action Plan for Clean Water (CAP). Clean water efforts at the county level are the foundation of Pennsylvania's Phase 3 WIP.

When the Pennsylvania Department of Environmental Protection (DEP) reached out for development of a local CAP, the York County Planning Commission (YCPC), with the support of the County Commissioners, volunteered to collaborate with the York County Conservation District (YCCD) and the York County Coalition for Clean Waters (YCC4CW) to develop a Plan. The York CAP identifies three priority initiatives for York County to make progress toward improving water quality as it relates to the Chesapeake Bay goals.

Within each priority initiative, there are implementation actions to meet the countywide goal of reducing nitrogen loading by 4 million pounds from our streams and waterways by 2025. Through the planning process, community awareness of local water quality has grown, but York County still has far to go. York County agencies and key stakeholders understand their role within the Chesapeake Bay Watershed and the need to improve local water quality. However, that message is not widely known or understood in the broader York County community. This is a serious impediment to implementation. Simple and consistent messaging about the problem and the York County approach to address the problem and reach the goal would help broaden the understanding of the importance of the CAP, as well as motivate people to take action.

Scope of Services:

Services will include, but not be limited to, the following:

- Develop a localized broad messaging strategy for long-term education and outreach that includes a variety of distribution methods. The messaging will focus on the importance of clean water to York County. Along with that broad message, include targeted sector specific messaging for more clear understanding.
- Develop a logo and slogan for use in the implementation efforts of the York CAP. The logo will be transferable across the numerous community organizations participating in the York CAP implementation. The logo and slogan shall be easily recognizable, marketable, and memorable.
- Develop an array of concepts and designs for messaging materials that include, but are not limited to, the following:
 - Marketing materials, such as flyers, posters, and postcards
 - Microsoft Office Programs (PowerPoint template, Word template, etc.)
 - Videography
- All messaging will include English and Spanish versions.
- Design the www.yorkstormwater.com website to track the progress of the York CAP implementation efforts and educate/inform users of ways to take action.
- Provide guidance and measure effectiveness of the messages and messaging methods during the initial quarter of the messaging campaign.
- Collaborate with the YCPC and YCC4CW during the contract period.

The YCPC reserves the right to extend the contract for additional branding and marketing needs beyond this initial contract.

Anticipated Completion Time:

The anticipated time for completion of the services is nine (9) months. This includes six (6) months to develop the messaging strategy and messaging tools, followed by three (3) months of analytics to measure the effectiveness of the messaging campaign and messages. Funds must be fully expended within nine (9) months from the date of contract execution.

Project Budget:

Upon finalization, the contract shall not exceed \$45,000.00

Proposal Requirements:

All proposals should concisely convey the following information by order and headings given:

- Firm History and Organization

- Experience: Provide description of the firm’s background in branding, marketing, and graphic design projects.
 - Work Samples [Community service organizations (non-profit) are preferred but other business examples will be accepted.]
 - Description of services provided, firm’s strengths and distinguishing skills or capabilities as they might relate to this project
 - Owner’s name, address, contact person and telephone number
- Outline of your firm’s proposed approach to providing the services and a proposed project time line.
- Full budget, inclusive of the branding process and design. (We also encourage you to suggest additional messaging materials not identified in this RFP.)

Review and Award:

To be considered for selection, responders must submit a complete response to this RFP. Failure to submit all information requested may result in the rejection of the proposal. An authorized representative of the company must sign the proposal before submission.

The following criteria may be used in evaluation of the RFP:

- Work and experience samples
- References
- Project approach and timeline
- Interviews with the selected pool of applicants (if requested)

Terms and Conditions:

- The York County Planning Commission reserves the right to reject any or all proposals and to select the proposal that it determines is in the best interest of York CAP implementation.
- Contract execution is contingent upon grant award to YCPC.
- Proposers are bound by the deadline for submittals in response to this RFP as stated above.
- Proposals will remain effective for review and approval by the York County Planning Commission for 30 days from the deadline for submitting proposals.
- The proposer is encouraged to add to, modify, or clarify any scope of services items it deems appropriate to develop a high quality product at the lowest possible cost. Proposer should list and explain all changes. However, the scope of services proposed must accomplish the purpose and work stated above.
- The York County Planning Commission shall have unrestricted authority to reproduce, distribute, and use any materials and associated documentation designed or developed and delivered to the York County Planning Commission as part of the performance of the contract.

RFP Timeline:

Deadline for Bidders to ask questions:	August 13, 2020
Proposal Due:	August 31, 2020
Interviews of selected Bidders (If Requested):	September 23 and 24, 2020
Contract Awarded:	September 30, 2020
Project completed and funds expended:	Within 9 months of Contract Execution

Questions and Proposal Submission:

Please direct any questions and submissions to YCPC's CAP Coordinator, Rachel Stahlman at rstahlman@ycpc.org. Responses to questions will be posted on the YCPC website (www.ycpc.org).