



Metropolitan North Georgia Water Planning District

International Tower | 229 Peachtree St., NE | Suite 100 | Atlanta, GA 30303

REQUEST FOR PROPOSALS **Metropolitan North Georgia Water Planning District** **Communications and Marketing Support Services**

November 24, 2020

The Metropolitan North Georgia Water Planning District (the District) is requesting proposals from firms to perform communications and marketing services to support the District's water resource messaging efforts related to the District's key regional messaging programs including the My Drop Counts (www.MyDropCounts.org) water conservation program and the Clean Water Campaign (www.CleanWaterCampaign.org).

The District is seeking a firm or team of firms with experience in public relations, social media marketing, video production, K-12 educational programming, and program measurement to perform this support.

The District intends to enter into one or multiple agreements with the selected firm(s) for 12 months with an option to extend two additional 12-month terms provided that each party has fully complied with its obligations under the agreement and has maintained a performance standard acceptable to the other party during the prior term and the agreement has not been terminated.

The District intends to award the contract(s) to begin on January 4, 2021 with an estimated total budget of \$50,000 (Task 1: \$30,000 and Task 2:\$20,000) for the first 12-month term, a figure which does not include media buys. The budget and scope for future 12-month terms will be determined at a later date. The successful consultant(s) or team(s) of consultants should be prepared to begin work immediately. The District reserves the right to award all or part of the available funds in one or multiple contracts for this project.

Proposals should be limited to a total of no more than 15 pages (not including cover, table of contents, divider sheets, resumes, and cost proposal) and should include the following information:

1. Name of the lead firm and sub-consultants, if any;
2. Point of contact (name, title, email address and phone #);
3. Project Manager (name, title, and phone number);
4. Qualifications and technical competence;
5. Description of similar experience on projects related to the Project Description;
6. Three references with current contact information (name, title, email address, and phone #);

7. Identification of specific personnel committed to work on the project and a description of their education and experience directly related to the Scope of Work. Provide one- to two-page resumes for up to 5 key staff as an appendix to the proposal;
8. A proposed approach to accomplishing the work described in Exhibit A.
9. A proposed project cost proposal in the format of Exhibit B to this RFP (not included in the page limit);
10. Any other pertinent information including potential additional services beyond the scope of work.

The submittal should provide project cost estimates in the format provided in Exhibit B. The consultant shall determine the level of effort for each task of the Scope of Work, which must be clearly provided in the proposal. This level of effort is to be presented in a format which includes the cost for each task.

The District will convene an evaluation committee composed of members of the District staff. The evaluation committee will review all proposals and make a consultant selection recommendation to the Chairman of the District Board.

Based on the responses to this request, the District may identify a short list of firms from the proposals received. Should it be determined that interviews are required, the shortlisted firms may be invited to participate in an interview process with the evaluation committee. The District reserves the right to award this contract based on submittals received without interviews.

The contract will be awarded to the consultant(s) determined to be the most qualified to perform the work based on the following evaluation criteria:

1. Qualifications and experience related to the scope of work of the firm (or team of firms) and individuals in the firm directly assigned to the project. (50 percent)
2. Proposed approach to address the Scope of Work. (40 percent)
3. Consultant's proposed cost structure. The cost structure shall follow the format outlined in Exhibit B. (10 percent)

Disadvantaged Business Enterprises (DBE) shall have equal opportunity to participate in the performance of the District's contracts. Such DBEs are encouraged to compete, as prime consultant, consultant team members or sub-consultants and should be so identified in responses to this RFP.

Questions shall be received no later than **December 4, 2020** and should be submitted in writing to Sarah Skinner (sskinner@atlantaregional.org). Pertinent information, including questions and responses from written questions will be provided to prospective bidders by **December 9**. No other direct contact related to this Request for Proposals between prospective consultants and the District staff or Board members is permitted.

The District must receive one emailed digital pdf copy and one printed copy of the proposal mailed to the address below with a tracking number **no later than 12:00 p.m. on December 14, 2020**. The consultant shall email the tracking number separately to Sarah Skinner. No responses received after this date and time will be considered.

Font size should be a minimum of 11 point.

The delivery package shall be labeled:

Communications and Marketing Support Services

Proposals shall be emailed to sskinner@atlantaregional.org and be delivered to the following address using a tracking number:

Metropolitan North Georgia Water Planning District
ATTN: Sarah Skinner
229 Peachtree Street, NE
Suite 100
Atlanta, GA 30303

EXHIBIT A

SCOPE OF WORK

Introduction

The Metropolitan North Georgia Water Planning District (the District) is responsible for developing a comprehensive regional water resource plan for the 15-county Atlanta metropolitan area that encompasses the following counties and their respective municipalities: Bartow, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Paulding, and Rockdale counties. The District has adopted a comprehensive [Water Resource Management Plan](#) that local governments within the 15-counties are required to implement. The Plan outlines requirements for education and public outreach efforts. In order to assist the local governments with their education and public awareness initiatives for water conservation and water quality protection, the Metro Water District has created a variety of education and outreach campaigns including the [My Drop Counts](#) campaign and the [Clean Water Campaign](#).

Since its creation in 2001, the District and its 50+ water utilities, 15 counties and 95 cities, have implemented one of the most comprehensive regional water management plans in the country making it a national leader in water conservation. Over the last 15 years, the District's Water Supply Water Conservation strategies have led to a significant reduction in water use across the 15-counties of metro Atlanta. Since 2000, total water use in the region has dropped by 10 percent, even as the population has increased by 1.3 million. Furthermore, per capita water use in the District has dropped by more than 30%.

One of the District's important water conservation strategies is strong and robust education and outreach programming. The District supports the efforts of local governments and water utilities, while providing regional water conservation messaging guidance and tools. Two of the main education and outreach tools of the District are the [District website](#) (intended for a technical audience) and the [My Drop Counts](#) website (information for residents of metro Atlanta). In addition, the My Drop Counts program includes print material, video PSAs, radio PSAs, movie theatre ads, billboard ads, and internet advertising.

Key District Messaging

The District seeks to promote its programs and develop deeper engagement with the regional business community and 5,000,000 plus residents living in the District.

The District's [My Drop Counts Business Pledge](#) launched in 2018 with several major regional partners in business and education. The pledge is strong and offers businesses a practical guide for water conservation and a means by which to reduce their water footprint. There is still a lot of potential in the region to recruit business partners and academic institutions to take the pledge. The District seeks to continue and expand this effort.

The District's overarching regional message is this:

www.northgeorgiawater.org

Metro Atlanta has done a great job conserving water, which allows us to be resilient when drought conditions occur. But, saving water is something we all must do year-round, every year to support the long-term economic growth and success of the region.

In addition to a sustained promotion of My Drop Counts and Clean Water Campaign, the District seeks to maintain continued messaging on water conservation and watershed protection to:

- Protect and promote the Atlanta region's water stewardship reputation,
- Promote an understanding of Georgia's water story and history,
- Encourage a culture of water stewardship through individual, community, and corporate efforts,
- Build non-traditional partnerships to increase the reach of our messaging,
- Support leading edge, science-based integrated water planning,
- Sow the seeds of a broad-based coalition for our water future

Target Audiences

The Communications and Marketing Support Services contract will target multiple audiences within the 15-county region and will vary based on direction from District staff. Target audiences may include businesses and organizations, elected officials, government agencies, school systems and teachers, students of all ages, building managers, single and multi-family residents, developers, trade organizations, potential new community partners, and other professional organizations.

Scope of Work

Task 1 – Annual Communications and Marketing Support

The consultant will provide ongoing communications and marketing support to the District to build awareness of the My Drop Counts and Clean Water Campaigns. This support may include the following services:

- Participating in communications and marketing strategy sessions
- Advising District staff on appropriate communications and marketing strategy
- Developing marketing strategy plans
- Performing project management services
- Managing group communications
- Drafting written materials including newspaper articles, blog posts, website language, video storylines and scripts, speaking points, and social media posts
- Developing visual materials and graphics for external communication including infographics, brochures, slide presentations, web banners and icons, infographics, social media marketing materials, and video
- Taking the lead in media partnership opportunities, including media buys with a preference for in-kind media opportunities
- Providing strategy, support, and guidance to identify and secure additional funding

District staff will continue to manage the District's social media accounts including [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

www.northgeorgiawater.org

To remain relevant in an environment of robust virtual events and activities, the District also seeks to expand existing annual events with virtual offerings and create new and creative ways to engage virtually. As virtual events have become more commonplace during the global pandemic, we expect that the public will continue to desire some virtual elements within events that were previously in-person only.

Additionally, the District seeks to continue efforts to incorporate more information on Georgia's water story into Georgia K-12 curriculum standards by building partnerships with Georgia Department of Education, teacher associations, and other influential partners in the state.

Task 2 – Virtual Engagement for K-12 Schools

An immediate area of focus for the District will be to develop a live virtual engagement for school-aged children in our region and state. The consultant will assist District staff with the development of materials and messaging on Georgia's water resources and the importance of water conservation and watershed protection. The consultant will work with District staff to develop a live virtual engagement effort that should incorporate Georgia curriculum standards, activities, virtual tours of water resource infrastructure, and highlight information about professions in Georgia's water industry. While a live, virtual event is desired, opportunities for recorded sessions may also be considered.

Schedule

The following schedule is anticipated for this project:

Contract awarded	January 4, 2021
<u>Task 1</u>	
Ongoing Communications and Marketing Support	January 2021 – December 2021
Work completed	December 2021 (option to extend)
<u>Task 2</u>	
Virtual Engagement Development	January 2021 – May 2021
Work completed	May 2021 (option to extend)

The District reserves the right to execute multiple contracts for the scope of work and may modify the contract award date to fit the District's schedule.

EXHIBIT B

PROPOSED PROJECT BUDGET

Task 1 – Annual Communications and Marketing Support (Budget \$30,000)

1	Direct Labor		
	<u>Billing Category</u> <u>(including sub-</u> <u>contractors)</u> <u>(List each)</u>	<u>Rate/Hour</u> <u>(List for each)</u>	<u>Estimated Percentage</u> <u>of Project Hours</u> <u>(List for each)</u> <u>Must total 100 percent</u>
2	Overhead Percentage Rate		_____
3	Other Direct Costs (List other items (Printing, etc.) and costs for each)		_____
4	Travel Travel rate by private automobile within ARC area		_____
5	Profit Percentage Rate X Basis		_____
Total:			_____

Task 2 – Virtual Engagement for K-12 Schools (Budget \$20,000)

1	Direct Labor		
	<u>Billing Category</u> <u>(including sub-</u> <u>contractors)</u> <u>(List each)</u>	<u>Rate/Hour</u> <u>(List for each)</u>	<u>Estimated Percentage</u> <u>of Project Hours</u> <u>(List for each)</u> <u>Must total 100 percent</u>
2	Overhead Percentage Rate		_____
3	Other Direct Costs (List other items (Printing, etc.) and costs for each)		_____
4	Travel Travel rate by private automobile within ARC area		_____
5	Profit Percentage Rate X Basis		_____
Total:			_____