



## 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**

**April 4, 2018**

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](http://www.MyDropCounts.org)) water conservation program and the Clean Water Campaign ([www.CleanWaterCampaign.org](http://www.CleanWaterCampaign.org)).

The District is seeking a firm with experience in public relations, social media marketing and program measurement to perform this support.

The District intends to enter into an agreement with the selected firm for 12 months with an option to extend three 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 in April 2018 with an estimated budget of \$30,000 for the first 12 month term, a figure which does not include media buys. The budget and scope for future terms will be determined at a later date. The successful consultant or team of consultants should be prepared to begin work immediately. The District reserves the right to award all or part of the available funds for this project.

Proposals should be limited to a total of no more than 15 pages (printed on one side only, and 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 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. (30 percent)
3. Consultant's proposed cost structure. The cost structure shall follow the format outlined in Exhibit B. (20 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 **April 23, 2018** and should be submitted in writing to Danny Johnson ([djohnson@atlantaregional.org](mailto:djohnson@atlantaregional.org)). Pertinent information, including questions and responses from written questions will be posted on the District website ([www.northgeorgiawater.org](http://www.northgeorgiawater.org)) by **April 27, 2018**. 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 three (3) printed copies of the proposal, as well as an electronic copy in Microsoft Word or PDF format (on thumb drive or CD), **no later than 5:00 p.m. on May 4, 2018**. 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 delivered to the following address:

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

[djohnson@atlantaregional.org](mailto:djohnson@atlantaregional.org)

# 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 56 water utilities, 15 counties and 95 cities, have implemented one of the most comprehensive regional water management plans in the country and is a national leader in water conservation. Over the last 15 years, the District's Water Supply Water Conservation strategies have led to significant reduction in water use across 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 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 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 a deeper engagement with the regional business community and 5,000,000 plus residents living in the District.

This spring, the District will be launching a major update to its [My Drop Counts Pledge](#) to conserve. This update will expand the pledge to include a robust list of opportunities for building owners and tenants to save water in their workplace and will relaunch the individual pledge for individuals and families to save water at home.

The new pledge will be launched in partnership with some of our major metro Atlanta corporations and will seek to expand the discussion of water conservation to business leaders and capitalize on the deep reach those companies and organizations have with their employees. Businesses who take the pledge will get credit for sharing important water conservation messaging with their employees and can receive additional credit if

they encourage their employees to take the Individual My Drop Counts Pledge to save water at home.

The District's overarching regional message is that: Metro Atlanta has done a good job conserving water, which allows us to be resilient when dry 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 the My Drop Counts campaign, the District seeks to maintain continued messaging on water conservation to:

- Protect and promote the Atlanta region's water stewardship reputation,
- Encourage a culture of conservation through individual, community and corporate water stewardship,
- 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, building managers, single and multi-family residents, developers, trade organizations and other professional organizations.

### **Scope of Work**

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 marketing strategy sessions
- Advising District staff on appropriate 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
- Development of visual materials including posters, slide presentations, web banners, infographics
- Take a lead in media partnership opportunities, including media buys and in-kind media opportunities
- Provide 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](#), and [YouTube](#).

### **Schedule**

The following schedule is anticipated for this project:

|  |                               |
|--|-------------------------------|
| Contract awarded                             | May 2018                      |
| Ongoing Communications and Marketing Support | May 2018 to April 2019        |
| Work completed                               | April 2019 (option to extend) |

## **Important Insights from the District's 2015 Residential Survey**

In 2015 the District conducted a county level residential water survey across the 15-counties. The results of the 4,800 respondent county-level telephone survey provide insights about the water related knowledge, motivations and behaviors of metro Atlanta residents. The final survey report can be requested by contacting Danny Johnson at [djohnson@atlantaregional.org](mailto:djohnson@atlantaregional.org). Below are several key insights that came out of the survey:

- 69.2 % of all respondents say they think water conservation is important and they try to conserve water on a regular basis.
- 80.9% of all respondents say that they are extremely or moderately concerned about water availability in metro Atlanta now or in the future.
- 50.4% of all respondents say they frequently track their water usage on their water bill.
- 32.3% of all respondents say they frequently check for leaks.
- 73.9% of respondents in single-family homes say that someone in their household maintains the landscape and gardening.

**EXHIBIT B**  
**PROPOSED PROJECT BUDGET**

1 Direct Labor

| <u>Billing Category</u><br><u>(including sub-</u><br><u>contractors)</u><br><u>(List each)</u> | <u>Rate/Hour</u><br><br><u>(List for each)</u> | <u>Estimated Percentage</u><br><u>of Project Hours</u><br><br><u>(List for each)</u> |
|--|--|--|
|  |  | Must total 100 percent   |

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

\_\_\_\_\_