



Metropolitan North Georgia Water Planning District

40 Courtland Street NE | Atlanta, Georgia 30303

REQUEST FOR PROPOSALS
Metropolitan North Georgia Water Planning District
Water Conservation Integrated Marketing Plan
Development and Implementation

September 30, 2016

The Metropolitan North Georgia Water Planning District (the District) is requesting proposals from firms to develop and implement an integrated marketing plan (the Plan) focused on water conservation and highlighting the District's key regional messaging and resources available through the District's website (www.northgeorgiawater.org) and My Drop Counts water conservation program (www.mydropcounts.org).

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

The District intends to award the contract in November 2016 and have all work completed by October 2017, with an estimated budget of no more than \$100,000, a figure which includes any needed media buys. The contract will include the option for a multiyear extension. This schedule is not fixed, however, and may change based on District needs or consultant's suggestion (as agreed to and approved by the District). The consultant shall provide a schedule of major milestones and interim deliverables demonstrating all work to be completed in calendar years 2016 and 2017. 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.

Please provide a description of the proposed project approach, key personnel, relevant experience, and any additional information that your firm, either individually or in cooperation with other firms, would take to accomplish the goals outlined in the Project Description provided in Exhibit A. The submittal shall provide a schedule that includes time for review of reports and deliverables by District staff and key stakeholders.

The submittal should provide project cost estimates in the format provided in Exhibit B and B1. 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. (40 percent)
2. Proposed approach and schedule to address the Scope of Work in developing and implementing an effective Integrated Marketing Plan. (40 percent)
3. Consultant's cost estimates versus work provided. The cost estimate 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.

Proposals should be limited to a total of no more than 20 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 other firms or sub-consultants;
2. Point of contact (name, title, email address and phone #) at lead firm;
3. Project Manager (name, title and phone number) at lead firm;
4. Qualifications and technical competence of consultant and sub-consultants;
5. Description of consultant's 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, the office locations of this personnel, 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 work plan including:
 - a. approach to accomplishing the work described in Exhibit A including the firm's potential implementation metrics;
 - b. schedule, interim deliverables and milestones, including implementation metric check-in points;
 - c. list of anticipated data needs from the District.

9. A proposed project cost proposal in the format of Exhibit B and B1 to this RFP (not included in the page limit);
10. Any other pertinent information including potential additional services beyond the scope of work.

Questions shall be received no later than **October 21, 2016** and should be submitted in writing to Kostoula Vallianos (kvallianos@atlantaregional.com). Pertinent information, including questions and responses from written questions will be posted on the District website (www.northgeorgiawater.org) by October 28, 2016. 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 CD or thumb drive), **no later than 5:00 p.m. on November 7, 2016**. 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:

Water Conservation Integrated Marketing Plan

Proposals shall be delivered to the following address:

Metropolitan North Georgia Water Planning District
ATTN: Kostoula Vallianos
40 Courtland Street, NE
Atlanta, GA 30303

kvallianos@atlantaregional.com

EXHIBIT A

SCOPE OF WORK

Introduction

Since its creation in 2001, the Metropolitan North Georgia Water Planning District (the District), which is comprised of 15 counties (Bartow, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Paulding and Rockdale counties), 56 water utilities and 93 cities, has 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'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.

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 Kostoula Vallianos at kvallianos@atlantaregional.com. 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 household maintains the landscape and gardening.

Target Audiences

The integrated marketing plan should target two main audiences: 1) people who own single-family homes with yards in urban setting and 2) people who own single-family homes with yards in suburban settings. Because homeowners are able to make changes to the interior and exterior of their home more easily than renters, they can participate in permanent water saving strategies like installing irrigation controllers, high efficiency toilets or water saving fixtures. These target homeowners are self-identifying water savers. They care about doing the right thing, and saving water is part of that ethos. They may not have a good understanding of their current water usage or know how to save more water, or even where to go to find more information.

Project Tasks

Task 1 – Develop Draft Water Conservation Integrated Marketing Plan

The selected consultant will develop and a draft integrated marketing plan (the Plan). The draft Plan should include a multipronged approach of diverse strategies that may include social media, paid media, earned media, and public relations activities to be executed by the consultant in Task 2. The draft Plan must include a detailed description of metrics and milestones that will serve as the measure of success. These milestones will serve as check-in points in the execution of the plan to manage priorities and direction.

Task 2 – Implement the Water Conservation Integrated Marketing Plan

The selected consultant will implement the approved Plan between May - October 2017.

Schedule

The following schedule is anticipated for this project:

RFP posted	September 30, 2016
Proposals due	November 7, 2016
Interviews conducted (if needed)	November 2016
Contract awarded	November 2016
Draft Plan	February 2017
Plan implementation	May 2017
Work completed	October 2017

EXHIBIT B
PROPOSED PROJECT BUDGET

<u>1. Direct Labor</u>	<u>Estimated Hours</u>	<u>Rate/Hour</u>	<u>Total Est. Cost</u>
<p>(List by position all professional personnel participating in project)</p>			
Total Direct Labor			\$ _____
<u>2. Overhead Cost</u>			
<p>(OMB circulators A-87 and A-122) (Overhead percentage rate) X (Total Direct Labor)</p>			
Total Overhead			\$ _____
<u>3. Other Direct Costs</u>			
<p>(List other items and basis for computing cost for each. Examples include computer services, equipment, etc.)</p>			
Total Other Direct Costs			\$ _____
<u>4. Subcontracts</u>			
<p>(For each, list identity, purpose and rate)</p>			
Total Subcontracts			\$ _____
<u>5. Travel</u>			
<p>a. Travel by common carrier from/to the ARC offices. (List number of trips and Economy class airfare, plus taxi and shuttle fares, etc.)</p>			
<p>b. Travel by private automobile within ARC area. (List # of days x rate)</p>			
Total Travel			\$ _____
<u>6. Profit (Percentage rate X basis)</u>			
Total Profit			\$ _____
Total Estimated Cost and Profit			\$ _____

EXHIBIT B-1
BUDGET BY TASK

Cost for each task should be a lump-sum for that task.

Task 1: Draft Plan \$ _____

Task 2: Implementation of Plan (May-October 2017) \$ _____

TOTAL \$ _____