

**Environment & Resilience Department**  
**Request for Proposal**  
**NC Clean Water Education Partnership**  
**Vehicle Maintenance Public Outreach Campaign**

Issue Date: February 15, 2024

Response Deadline: March 7, 2024 by 5pm

**Please direct all inquiries concerning this RFP to:**

Patty Barry, Senior Water Resources Planner

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**About Us**

The Clean Water Education Partnership (CWEP) is a cooperative effort between local governments to protect North Carolina's waterways from stormwater pollution through public education and outreach about stormwater pollution impacts and solutions. CWEP is administered by Central Pines Regional Council (CPRC) and is governed by a Steering Committee of representatives from each of the 42 local government partners. This year's FY24 Vehicle Maintenance Outreach Campaign purpose will be to educate the public on how they can take actions to decrease vehicle maintenance pollution in stormwater runoff.

**Scope of Requested Services**

CWEP's program is seeking a qualified firm to conduct television advertising about vehicle maintenance pollution prevention across participating local government jurisdictions reaching audiences in the following CWEP Partner areas:

Apex | Benson | Butner | Carrboro | Cary | Chapel Hill | Chatham  
County | Clayton | Creedmoor | Durham | Durham County |  
Fayetteville | Fuquay-Varina | Garner | Goldsboro | Havelock |  
Hillsborough | Holly Springs | Hope Mills | Johnston County | Kinston  
| Knightdale | Leland | Morrisville | Nash County | Nashville | New  
Bern | Orange County | Oxford | Pittsboro | Raleigh | Rocky Mount |



Rolesville | Roxboro | Siler City | Smithfield | Spring Lake | Tarboro | Wake Forest | Wayne County | Wendell | Zebulon.

The purpose of the campaign will be to educate the public on how they can take actions to decrease vehicle maintenance pollution. The target audience includes homeowners, mechanics, fleets (school bus, police and fire, department of public works etc.), car wash businesses.

**Please note: CPRC will supply the chosen consultant with advertising content in English and Spanish consisting of 30-second Vehicle Maintenance Pollution Prevention videos, 3 digital stills and 1 banner ad.**

Interested parties are requested to submit a comprehensive cost proposal not to exceed \$40,000 that includes the following:

- (1) Advertising on streaming, cable, and/or broadcast television targeted to English-speaking audiences (as well as Spanish-speaking, if costs allow) in all CWEP local governments between April, May and June of 2024. Cost proposal should include number of weeks / specific weeks to be proposed by advertising company based on cost and potential reach, which will be finalized with CPRC before campaign begins. Cost proposal should also include a limited advertising schedule for Spanish speaking audiences that will include the airing of the 30-second Vehicle Maintenance Pollution Prevention Video.
- (2) Post-campaign report on campaign performance and audience demographics, to include impressions and clicks to website where applicable. CPRC would like to see impressions per zip code of the above 42 CWEP partners when possible.
- (3) Responsive communication before, during and after campaign regarding campaign performance and invoicing

#### **Evaluation method**

- (1) Quotes, not to exceed \$40,000
- (2) Number of weeks and potential reach
- (3) Complete and timely proposal demonstrating ability to provide campaign components requested above during allotted timeframe.
- (4) Responsible, responsive company as determined by qualifications and past performance on similar projects.



The anticipated project schedule is provided below:

- **March 7, 2024 by 5pm:** CPRC receives proposals via email.
- **March 14, 2024:** Qualified consultants will be contacted for an interview.
- **March 20, 2024 9am to 11am:** Interviews via Teams meeting, in-person at the CPRC office or hybrid will take place. Consultant will be notified of the time slot on March 14<sup>th</sup>.
- **March 20, 2024 by 5pm:** CPRC awards the contract to chosen consultant
- **Late March 2024:** Contract signed
- **April, May, June 2024:** Digital advertising campaign
- **July 1, 2024:** Post campaign report due

### **Terms and conditions**

Customer will pay for advertising services monthly, after services are rendered.

*Patty Barry*

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**Senior Water Resources Planner**

