

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

Issue Date: February 15, 2024

Response Deadline: February 28, 2024

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 consultant to provide a cost estimate for the following services:

- (1) Ads in Spanish Newspaper:
 - a. Size: ¼ page full color ad (provided by CPRC)
 - b. # of weeks: 10 (~April 15, 2024 thru June 24, 2024)
 - c. Provide the estimated total impressions for the 10 weeks.

- (2) Provide digital advertising for target audience: Latinos in:
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.

- a. Size: Banner ad (provided by CPRC)
- b. # of weeks: 10 (~April 15, 2024 thru June 24, 2024)
- c. Provide the total number of impressions estimated for the 10 weeks.

All invoices should be submitted within 30 days after the delivered services have been rendered.

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