

Environment & Resilience Department
Request for Proposal
NC Clean Water Education Partnership
Stream and Floodplain Protection
FY25 Public Outreach Campaign

Issue Date: October 4, 2024

Response Deadline: October 25, 2024, by 5pm

Please direct all inquiries and responses concerning this RFP to:

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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 44 local government partners <https://nc-cleanwater.com/>. This year's FY25 Stream and Floodplain Protection Public Outreach Campaign purpose will be to educate the public on the importance of stream buffers and floodplains, and how they can take actions to protect these valuable resources and reduce stormwater pollution.

Scope of Requested Services

CWEP's program is seeking a qualified consulting firm to conduct a mass media advertising campaign about stream and floodplain protection across participating local government jurisdictions reaching audiences in the following CWEP Partner areas:

Apex | Beaufort County | Benson | Butner | Carrboro | Cary | Chapel Hill | Chatham County | Clayton | Craven County | 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 protect these valuable resources and reduce stormwater pollution. The target audiences may include homeowners, homeowner associations, faith-based institutions, and construction contractors.

Interested parties are requested to submit a comprehensive cost proposal not to exceed \$60,000 that includes the following:

- (1) Creation of two 15-second videos (in English) to be shared on social media, other digital platforms and broadcasted on cable and/or television in the Spring of 2025. Chosen consultant will work with CPRC on video content. The first video will focus on stream buffer protection and the second video will focus on floodplain protection. Draft example video transcripts have been provided within Attachment 1.

This proposal should also provide the two 15-second videos created in English with Spanish subtitles and/or Spanish voiceover.

- (2) Advertising via television and/or cable, digital display and social media platforms (i.e. Instagram, Facebook, YouTube, Amazon, NextDoor etc...) targeted to English-speaking audiences in all CWEP local governments in Spring of 2025 (anticipated March, April, and May of 2025).
 - a. Proposal should include which advertising platforms and target audience strategies consulting firm recommends based on the FY25 Stream and Floodplain Protection Public Outreach Campaign purpose.
 - b. Cost proposal should include number of weeks / specific weeks to be proposed based on cost and potential reach, which will be finalized with CPRC before campaign begins.
 - c. Cost proposal should also include a limited advertising schedule for Spanish speaking audiences that will include the two 15-second videos in item 1 above. Consultant shall provide recommended advertising platform(s), number of weeks, specific weeks and potential reach.
- (3) 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 44 CWEP partners when possible.



- (4) Responsive communication before, during and after campaign.

Evaluation criteria

- (1) Quotes, not to exceed \$60,000.
- (2) Number of weeks and potential reach for both English and Spanish advertising.
- (3) Advertising strategies (including recommended platforms and target audiences) to achieve the purpose of the FY25 Stream and Floodplain Protection Outreach Campaign.
- (4) Complete and timely proposal demonstrating ability to provide campaign components requested above during allotted timeframe.
- (5) Responsible, responsive company as determined by qualifications and past performance on similar projects.
- (6) As part of CPRC's 2023 to 2025 Strategic Business Plan organizational principles, we encourage subcontracting opportunities with diverse businesses (i.e. Disadvantaged Business Enterprise, Minority Business Enterprise, Woman Business Enterprise, Small Business Enterprise, Small Professional Services Firm, Historically Underutilized Businesses, Disability Owned Business Enterprise, Veteran-owned Small Business).

The anticipated project schedule is provided below:

- **October 25, 2024, by 5pm:** CPRC receives proposals via email.
- **November 6, 2024:** Qualified consultants will be contacted for an interview.
- **November 7th – 20th, 2024:** Interviews scheduled via Teams meeting, in-person at the CPRC office and/or hybrid will take place.
- **November 22, 2024, by 5pm:** CPRC awards the contract to chosen consultant
- **December 2024:** Contract signed
- **Winter 2025:** Advertising Videos Created
- **March 1, 2025:** Final Advertising Videos Completed
- **Spring 2025 (anticipated March, April, May):** Advertising campaign
- **July 1, 2024:** Post campaign report due.

Terms and conditions

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

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Senior Water Resources Planner



Attachment 1

DRAFT EXAMPLE VIDEO SCRIPTS





CLEAN WATER EDUCATION PARTNERSHIP

DRAFT 15-SEC VIDEO TRANSCRIPT

THEME: STREAM PROTECTION

[Opening shot: A serene stream with lush vegetation on its banks]

Narrator (voiceover): "A stream buffer is a natural area alongside a stream that helps protect it from pollution and erosion."

[Cut to a close-up of plants and trees near the water]

Narrator (voiceover): "Stream buffers are important because they filter pollutants, stabilize banks, and provide habitat for wildlife."

[Cut to scenes of people planting trees and shrubs, and maintaining the buffer]

Narrator (voiceover): "You can protect streams by allowing native trees, shrubs, and vegetation to grow next to the stream, by limiting pesticide and fertilizer use and by minimizing the installation of paved surfaces near streams."

[Closing shot: A healthy stream with a thriving buffer zone]

Narrator (voiceover): "Together, we can keep our streams clean and healthy." Visit our website at <https://nc-cleanwater.com/streamprotection> for more tips on preventing stormwater pollution. Brought to you by the Clean Water Education Partnership."

[Text on screen: "Protect our streams - Learn more at <https://nc-cleanwater.com/streamprotection>"]



CLEAN WATER EDUCATION PARTNERSHIP

DRAFT 15-SEC VIDEO TRANSCRIPT

THEME: FLOODPLAIN PROTECTION

[Opening shot: A wide, open area with a stream winding through it]

Narrator (voiceover): "A stream floodplain is the flat area alongside a stream that confines and absorbs excess water during heavy rains."

[Cut to a scene of water spreading out over a floodplain]

Narrator (voiceover): "Floodplains are important because they reduce flood risk, filter pollutants, and provide wildlife habitat."

[Cut to scenes of people planting native vegetation and installing erosion control measures]

Narrator (voiceover): "Protect floodplains by preserving and planting native trees and shrubs, avoiding construction, and reducing pollution."

[Closing shot: A healthy, functioning floodplain with diverse vegetation]

Narrator (voiceover): "Help keep our floodplains healthy and protected."

Narrator (voiceover): "Help keep our floodplains safe and effective." Visit our website at <https://nc-cleanwater.com/floodplainprotection> for more tips on preventing stormwater pollution. Brought to you by the Clean Water Education Partnership."

[Text on screen: "Protect our floodplains - Learn more at <https://nc-cleanwater.com/floodplainprotection>"]