



Papio-Missouri River Natural Resources District

Request for Proposals (RFP)

Professional Services Related to Creative, Marketing and Public Relations Services for an Integrated Communications Campaign

REQUEST FOR PROPOSALS

The Papio-Missouri River Natural Resources District (Papio NRD) requests written proposals from area advertising/creative/communications agencies to develop an edgy, integrated communications campaign utilizing the grand opening of Dam Site 15A to illustrate the benefits the Papio NRD brings to the communities it serves.

The campaign's primary goals are to generate brand awareness for the Papio NRD and educate target audiences about the many benefits Dam Site 15A will provide.

Additional campaign goals include increasing brand awareness of the Papio NRD in the NRD's entire service area, as well as educating a variety of target audiences on the importance of existing and planned reservoirs, using Dam Site 15A as an example.

The campaign style, elements, and execution must be such that these benefits are translated into concrete and tangible concepts the community can easily understand, relate to, and remember.

SCOPE OF WORK

Develop an engaging, integrated communications campaign to generate brand awareness for the Papio NRD and educate citizens in the Greater Omaha Metro about the many benefits Dam Site 15A will provide.

Secondary messaging will consist of educating constituents in the Papio NRD's entire service area, and various stakeholders, of the importance of existing reservoirs and those to be constructed in the future, using Dam Site 15A as an example. The Papio NRD's service area includes all of Sarpy, Douglas, Washington and Dakota Counties and parts of Burt and Thurston Counties.

Primary reservoir benefits include:

- Flood control (protection of lives and property, flood insurance savings, property value increases, flood damage reductions)
- Improved water quality in the Papillion Creek Watershed
- Recreational opportunities
- New and enhanced wildlife habitats
- Enhanced area economic development
- Increased funds to save or spend in local economy
- Savings for state and local governments in infrastructure improvements

The campaign will consist of pre and post promotion of the grand opening of Dam Site 15A to be executed through digital (social media, web, and blog), traditional (print and broadcast) and other creative methods that will enable the Papio NRD brand to become more "sticky" via earned and paid media.

Key projects for the campaign may include (but are not necessarily limited to):

Phase I – Pre-Grand Opening Promotion Deliverables

- **Creative Strategy (Big Idea/Theme) Ideation:** Develop an overarching concept or campaign theme that generates excitement, momentum, and engagement opportunities for the community.
- **Drone Video and Aerial Photography of Dam Site 15A**
- **Ground-level Video and Photography of Dam Site 15A**
- **Branding/Educational Video:** Develop a one-minute branded educational video about what Dam Site 15A is and how it benefits citizens of the Greater Omaha Metro.
- **Social Media Campaign:** Develop and execute a social media campaign (organic and paid) that best engages and educates Omaha area citizens about the upcoming grand opening, how the reservoir works, and how it benefits them.

- **Dam Site 15A Fact Sheet/Infographic:** For journalist, print and digital use.
- **Microsite:** Develop a site dedicated to Dam Site 15A.
- **Branded Animation Video:** Develop a one-minute branded video of how a reservoir works.
- **Print Ad Design and Placement**

Phase II – Grand Opening Promotion Deliverables

Grand Opening Event - Scheduled for June 27, 2018, at 10:30 a.m.

- **Press Conference Video and Photography**

Phase III – Post Grand Opening Promotion Deliverables

- **Social Media Campaign:** Develop and execute a social media campaign (organic and paid) that includes the following:
 - Contest launch where 3-5 citizens will win sponsored prizes, such as a kayak, bike, fitness trackers, gift certificates, etc.)
 - Strategic distribution of assets created in Phase I and at grand opening event.
- **Social Media Videos:** Develop 2-3 30-second (or less) videos that highlight different benefits of reservoirs. Topics TBD. Primary audiences will be Papio NRD's entire service area constituents and stakeholders.

BACKGROUND

Dam Site 15A is the latest (11th out of a planned 22) dam site and flood control structure to be constructed in the Papillion Creek Watershed. Dam Site 15A is located on the North Branch of West Papillion Creek in Douglas County near 168th and Fort Streets. The \$47 million project is the largest single project undertaken by the District. Construction began in 2015 and was completed in December 2017.

DS15A will help protect lives and property from flooding while offering multiple recreational opportunities to metro-area residents. The total parkland area will be approximately 700 acres with hiking/biking trails, boating and fishing, picnicking, and other outdoor recreation and wildlife viewing opportunities.

The City of Omaha will operate and maintain the recreation area which is to be named Flanagan Lake.

RESPONSES

Interested parties should respond to this RFP by providing the following:

- **Availability:** Cover letter signed by a principal of the agency with a statement on the availability of the agency to complete the work and the agency's financial stability.
- **Background & Experience:** Description of agency's experience and expertise in creating and executing effective integrated communications campaigns, particularly for government organizations and/or organizations with complex structures, programs, and projects whose target audiences are unaware that impact and benefit them.
- **Examples:** Include samples of previous work and demonstrated measurable results for other clients that closely relate to this project.
- **Team Members:** List team members, along with their bios, that will be working on this project. Include hourly rates of assigned team members and a description of how they would communicate with the Papio NRD team. If any team members are not employees of your agency, explain the relationship.
- **Execution Process:** Outline your agency's process for completing this project.
- **Timeline:** Include an estimated sample timeline for providing services.
- **Budget:** Include costs and fees associated with outlined projects. John, any issue with this?
- **References:** List the names and contact information of at least three clients with similar projects we may contact for references.

SELECTION CRITERIA

Responses will be reviewed by the Papio-Missouri River Natural Resources District General Manager John Winkler and Public Relations/Education Programs Manager Jennifer Stauss Story.

Selection factors for the project will include the following:

- Qualifications, experience, and expertise of the professional personnel and staff members
- Measurable results demonstrated in current or previous client work
- Project understanding and approach
- Costs and fees associated with the delivery of services

- The project organization, adequacy of available staff, location of personnel relative to the project location and the proposed schedule for completion
- Similar projects completed by the agency

This RFP for professional services is a qualifications-based process. The total budget for outlined projects (which are subject to change) will not exceed \$26,500. All agencies submitting proposals must be available to initiate work upon notice to proceed.

TIMELINE

May 23, 2018 – Email RFP to agencies

May 30, 2018 – Final date for receipt of proposals

June 4, 2018 – Selection of agency for RFP

June 5, 2018 – Email to notify selected agency

June 7, 2018 – Papio NRD to meet with agency to discuss project, deliverables and final budget

June 8, 2018 – Papio NRD to enter into contact with selected agency

June 21, 2018 – Social media campaign for Phase I launches

PROPOSAL SUBMISSION

Interested agencies should submit two (2) copies of their proposal in a sealed envelope delivered to the District's Omaha office, located at 8901 South 154th Street, Omaha, Nebraska, 68138, no later than 2:00 p.m. on May 30, 2018.

Questions regarding this RFP may be directed to Jennifer Stauss Story at 402-315-1708 or via email at jstaussstory@papionrd.org.

