

February 1, 2023

**Request for Proposals (RFP) for professional
social marketing, creative advertising services**
for the development of a public awareness campaign
addressing fine particle air pollution (PM2.5)

1. INTRODUCTION, PURPOSE, BACKGROUND

The Spokane Regional Clean Air Agency (Spokane Clean Air) is a special purpose, local government agency chartered under the 1967 Washington State Clean Air Act. We enforce local, state and federal air quality laws and regulations throughout Spokane County. Our key functions are air monitoring and forecasting, air quality permitting, compliance and enforcement, and public education and outreach.

Spokane Clean Air received a grant from the Washington State Department of Ecology to increase awareness of fine particle pollution (PM2.5) – specifically, what it is, where it comes from, why people should care, and what people can do to help reduce seasonal PM2.5 sources.

We are requesting proposals from social marketing/advertising firms to provide professional services to plan, design, facilitate, execute and evaluate a strategic awareness campaign around fine particle pollution (PM2.5).

PM2.5 is particulate matter measuring 2.5 micrometers and smaller. The microscopic size of these particles makes them easily respirable, traveling deep into the lungs and scarring delicate lung tissue. Lungs are not the only organs affected by PM2.5. Because of their size, particles can also enter the bloodstream and travel throughout our bodies. There are individuals considered at greater risk from PM2.5 exposure, including infants and children whose lungs are still developing. Adults aged 65 and older are also at greater risk as their immune systems are weakening and they may have existing health conditions. Individuals with respiratory conditions and diseases (asthma, COPD) as well as heart conditions/diseases are also considered high risk.

Key sources of PM2.5 are combustion-related, such as motor vehicles, outdoor burning, wood heating, and wildfires.

2. BUDGET

The total budget for this project is not to exceed \$65,000.

3. SCOPE OF SERVICES

The selected contractor(s)/firm shall provide professional services in support of two distinct program components, outlined below.

3.1 Component A: “PM2.5 general” awareness campaign

Goals: We want our targeted audience(s) to know:

- *What PM2.5 is and where it comes from (main local sources)*

- *How PM2.5 affects our bodies*
- *What individuals are at greatest health risk from exposure to PM2.5*
- *Where they can access current levels of PM2.5 data and how to interpret the data*
- *Why they should care about PM2.5 – from a personal to a community win-win - How improving and maintaining healthful air quality is a win-win for them, their families, the economy, the community*
- *That they can make subtle changes in behavior to lower their contribution to PM2.5 (this is the focus of the follow-up campaign)*

Strategies for consideration and discussion:

- Target audiences: How do we identify and reach an audience that is sympathetic to our campaign goals but not already convinced of our goals
- Messaging: Creating messaging that inspires and resonates with our target audience
- A solid strategic plan that maximizes the budget, can show solid results to increase success for securing future grant funding and provides smooth segue from component A to component B.

Tasks: **Timeline:** March/April 2023 **Estimated Budget:** \$10,000

- Research, recommend and finalize a strategic plan to broaden awareness of PM2.5. The plan will include goals, objectives, target audience(s), and methods of communication, and evaluation plan. Elements of the campaign could include but are not limited to paid media via multiple channels (social media, mass media), earned media, community-based outreach/community mobilization, billboards, bus advertisements, and any other appropriate strategies to effectively reach identified target audience(s).
- Propose and finalize messaging, creative approaches.
- Develop a campaign implementation plan and recommend paid media strategy for Spokane Clean Air to implement under a separate budget, not to exceed \$30,000.

Task: **Timeline:** May/June 2023 **Estimated Budget:** \$50,000

- Production of campaign materials (video, print, digital, traditional media assets) based on the finalized plan above.

3.2 Component B: “PM2.5 seasonal” awareness campaign strategy for future implementation

Goal: Develop a plan, to be implemented should a renewal grant/future funding be secured, that will build on the goals/outcomes from Component A, from a general awareness of PM2.5, to seasonal messaging. Once the plan is implemented, the anticipated outcomes among the targeted audiences are:

- *Knowledge that specific behaviors/habits that they have contributes to PM2.5 and that when taken collectively with others, has a larger, measurable impact on air quality.*
- *Knowledge and acceptance of preferred behavior(s) that they can take without too much discomfort.*
- *Understanding or belief that actions can and do make a difference, not just for their own health but for their neighbors’.*
- *That they feel intrinsic reward, by adopting even one action, that they are contributing to cleaner, healthier air that benefits many aspects of our lives, health, economy.*

Strategies for consideration/discussion:

Recommendations for campaign elements could include but are not limited to paid media via multiple channels (social media, mass media), earned media, community-based outreach/community mobilization, billboards, bus advertisements, and any other appropriate strategies to effectively reach and engage identified target audience(s). In addition, the plan should include an estimate for creative development, production, implementation and evaluation.

Task: Develop a strategic awareness/engagement plan addressing seasonal PM2.5 priorities

Timeline: May/June 2023 **Budget:** \$5,000

- Working with clean air agency staff, identify the year-round and seasonal issues for focus.
- Identify potential, additional target audiences related to each focus issue.
- Determine strategy and timeline, based on securing campaign funding in August 2023 and funding ending in June 2024.
- For each focus issue (e.g., wood heating/winter, outdoor burning/fall and spring, transportation/year-round) and develop key messaging around what people can do to reduce PM2.5 from these key activities; and related strategic and creative approaches to carry the messaging.
- Review past messaging for statewide Smoke Ready to incorporate with this campaign creative approach for agency implementation.
- This plan will become the exclusive property of Spokane Clean Air and its funding source, the Washington State Department of Ecology. There is no implied agreement that said plan will be implemented by the contractor if or when future grant funding is secured.

4. Requirements for Firm Qualifications

Successful applications will demonstrate:

- Knowledge of innovative and novel means of marketing and communications, a history of engagement with communities around environmental or social issues, and expertise around reaching the focus populations, and
- Experience with community mobilization, contemporary marketing practices, including social media, media literacy, and public campaigns involving health, environmental and social issues. Preference will be given to firms/consultants with local (Spokane County).

5. Response Materials

Please provide the following information in the listed order. Proposals should be no longer than five pages. Artwork and other attachments are encouraged and are limited to five additional pages.

5.1 Relevant experience **(10/50 points)** – Please provide a brief summary of the company’s background and experience related to environmental, governmental, or non-profit public awareness/strategic communications/social behavior/education campaigns. Provide examples of three projects completed within the last five years that align with this public awareness campaign’s objectives. Examples can include:

- Social media campaigns
- Mass media campaigns

- Community-based outreach campaigns
- Public campaign marketing materials (posters, transit campaigns, websites, etc.)
- Public campaign messaging and slogans with the goal of reaching diverse audiences.
- Materials for community engagement
- Attachments (up to five pages total, in addition to the five-page proposal) may be submitted.

5.2 Expertise of key personnel and any subcontractors (10/50 points) – Provide names and relevant experience of key personnel. For each, list their degree of responsibility for key aspects of this project, such as project oversight, strategic approaches, creative elements, client interface, etc. Includes any subcontractors brought in to provide services, such as videography, media strategists, animation/digital production; print/broadcast production, creative, writers, etc.

5.3 Scope of Work (30/50 points) - Please provide a descriptive narrative to include:

- Your general approach when undertaking a project of this scope, including tactics to reach all populations regardless of language, literacy, and cultural considerations.
- What are your initial thoughts on strategies to consider given the goals identified in Scope of Services, Component A and B?
- What typical metrics do you establish and review before, during and after campaign implementation to gauge success and/or identify the need to change course during implementation?
- Do you have concerns with the timeline and/or budget with regard to the scope of work? If so, what would you adjust, given your experience?

5.4 Provide a list of three recent clients that may be contacted to discuss related work.

6. Submittal

Submit your proposal as a PDF to LWoodard@spokanecleanair.org by **noon Pacific Time, February 13, 2023.**

Interviews may be conducted with finalists. If conducted, interviews will be February 16 via Zoom. Final selection February 17, 2023.