

Request for Proposals (RFP-2024-001)
Vendor Inquiries submitted by 4:30 pm, Friday, September 26, 2024

Posted on Tuesday, September 10, 4:30 pm

Is there an existing partner or agency that has been working on this issue with SRCAA in 2024 or previous years? Or is this a new grant and 1st time outreach for a strategic partner?

No, we have never hired an outside agency to work with us specifically on wildfire smoke. This is a new grant.

Does either SRCAA, SRHD or Gonzaga Institute for Climate and Water and Environment have any primary or secondary research already conducted by your teams or a third-party regarding community perceptions, attitudes or beliefs about wildfire smoke and its impact on public health? We'd like to understand what already exists, if anything.

SRCAA has some data on Spokane/Spokane County residents' general perceptions and awareness/beliefs about air quality. The most recent data was gathered in 2022, with five air quality questions added to a survey by Gonzaga University Institute for Climate, Water, and the Environment, to assess heat-related perceptions/awareness. Survey respondent demographics and air quality subsect results are [here](#). These results can be compared to results from a larger survey procured by Spokane Clean Air in 2016.

Secondary research on public opinion on wildfire smoke and perceived health risks exists, just not based on responses from Spokane County residents, for example, California and Oregon have conducted consumer research on wildfire smoke.

Do you have expectations around meeting cadence? Will there be an expectation to be on deck outside of wildfire seasons?

No expectations around meeting cadence. If "on deck" means work being undertaken, then yes, there is an expectation that work will take place outside of wildfire season as those will likely be the times of program development and/or program evaluation.

Are there any measurements you want to include in the campaign to determine actions taken or engagement? Or would you like the contractor to recommend actions such as online vs offline actions?

We plan to discuss measurement factors with the successful contractor and these will be based finalized approach and strategies at the outset of the contract work and in consideration of the overall project budget.

For the purposes of this campaign, how are you defining underserved populations?

We refer to the State’s definition in the HEAL Act:

(14)(a) "Vulnerable populations" means population groups that are more likely to be at higher risk for poor health outcomes in response to environmental harms, due to: (i) Adverse socioeconomic factors, such as unemployment, high housing and transportation costs relative to income, limited access to nutritious food and adequate health care, linguistic isolation, and other factors that negatively affect health outcomes and increase vulnerability to the effects of environmental harms; and (ii) sensitivity factors, such as low birth weight and higher rates of hospitalization.

(b) "Vulnerable populations" includes, but is not limited to:

- (i) Racial or ethnic minorities;
- (ii) Low-income populations;
- (iii) Populations disproportionately impacted by environmental harms; and
- (iv) Populations of workers experiencing environmental harms.

Are there specific non-English languages you would expect translated materials/content for?

Likely, yes. Our SRHD partner has had some wildfire smoke-related materials translated into Spanish, Marshallese, Ukrainian, Russian, and possibly others.

Can you confirm what the geographical boundaries are for the population you are targeting based on the “Overburdened Community” boundaries?

A map and more details about Spokane/Spokane Valley Overburdened Community Boundary is here: <https://storymaps.arcgis.com/stories/c10bdbfc69984a9d85346be1a23f6338>

Do you have more information on what types of creative assets you would expect for this campaign?

We do not. The creative assets would support the strategic approach(es) yet to be developed under this grant and with our contractor.

Is the budget inclusive of all media buying/media spend? Are there discounts you’d expect on any platforms as a government organization?

Yes, the budget is inclusive. As a government agency, the opportunities for media partnerships always exist but are not guaranteed.

What previous channels and community partnerships have you used to promote wildfire season preparedness campaigns in the target area?

We have not had a specific campaign exclusive to this target audience. Examples of efforts we have undertaken to promote wildfire smoke preparedness within Spokane County, include:

- *Smoke Preparedness 30-second TV and radio spots (media co-op, paid and matching) developed by Spokane County Emergency Management Department and placed under a co-op buy with Spokane Regional Health District, WA Dept of Ecology, City of Spokane.*
- *Promote “Smoke Ready Week” in June under a regional partnership. The focus is social media graphics and messaging with no paid media budget. We use the assets on our social platforms and ask our community partners for their support to amplify the smoke-ready messaging by sharing content.*
- *Community partnerships include working with our public library systems (city and county) to distribute “Take Care, Check the Air” bookmarks and AQI refrigerator magnets before and during wildfire season. The AQI magnets were developed in partnership with SRHD, and have been translated from English to Spanish, Marshallese, Ukrainian, and Russian. We partner with our city and county to include information in their newsletters and display banners at their outdoor aquatic centers during the summer season. We have partnered with Meals on Wheels and Latinos in Spokane organizations to distribute Box Fan Filter kits to their clients/customers.*