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San Joaquin Valley Air Pollution Control District
Request for Proposal (RFP)
Advertising Agency Representation
for Comprehensive, Multi-lingual Public Outreach Campaign

Section I - Introduction

Since its formation in March 1992, the San Joaquin Valley Unified Air Pollution Control District has focused on improving air quality through a variety of rules, regulations and programs in Fresno, the Valley portion of Kern, Kings, Madera, Merced, San Joaquin, Stanislaus and Tulare counties. The Air District's mission to protect public health by improving air quality in the San Joaquin Valley relies on the public's awareness, understanding and support of the agency and its air quality improvement programs.

To engage the public in air quality improvement programs and effect meaningful changes to individual behavior, the Air District invests in multi-lingual, multi-media public awareness and educational campaigns on an ongoing basis.

Proposals are being solicited from agencies to implement English and Spanish language advertising campaigns in electronic and print media to educate the public on important changes to the Air District's wood-burning program. The outreach campaign will also provide residents with information on using wood-burning fireplaces, stoves and inserts more cleanly when there are no restrictions.

During winter months, residential wood burning adds more than 24 tons per day of airborne particles to Valley air quality problems. With deadlines for meeting current particulate matter standards moving closer, and new standards coming into place, public education and outreach on wood-burning and the changes resulting from a new rule will be critical to this issue.

Proposals can be for both English and Spanish campaigns within all three media markets of the District. Recognizing that advertising agencies may specialize and prefer to work in one language over another, and to reach the Spanish-language market effectively, the District will consider proposals for firms that can offer exceptional advertising representation in 1) English language only 2) Spanish language only 3) both English and Spanish.

The total budget allocation for the English language campaign is \$115,000. The total Spanish language allocation is \$48,000. The budget allocation must cover all aspects of production and development of the proposed campaign.

Advertising agencies throughout the Air District are invited to submit proposals as outlined in this packet for consideration.

All inquiries concerning the RFP should be directed to:
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Marketing & Education Specialist
San Joaquin Valley Air Pollution Control District
1990 E. Gettysburg Ave.
Fresno, California 93726-0244
Phone (559) 230-5852
Fax (559) 230-6111
e-mail: janis.parker@valleyair.org

Section II - **Schedule**

<u>DATE</u>	<u>EVENT</u>
SEPTEMBER 8, 2003	RELEASE OF REQUEST FOR PROPOSAL
SEPTEMBER 18, 4:00 p.m.	PROPOSAL SUBMISSION DEADLINE
SEPTEMBER 22-24	PROPOSAL REVIEW
SEPTEMBER 25	FINALIST AGENCIES NOTIFIED FOR IN-HOUSE PRESENTATIONS IN THE DISTRICT'S FRESNO OFFICE
OCTOBER 1	IN-HOUSE PRESENTATIONS
OCTOBER 2	SITE VISITS TO SELECTED AGENCY FINALISTS TO VERIFY STAFFING LEVELS, EQUIPMENT AND ASSESS AGENCY CUSTOMER SERVICE PHILOSOPHY
OCTOBER 3	FINAL SELECTION (S) ANNOUNCED
OCTOBER 6-10	CONTRACT NEGOTIATIONS
OCTOBER 16	CONTRACT PRESENTATION TO GOVERNING BOARD FOR PUBLIC COMMENTS AND CONSIDERATION OF FINAL APPROVAL
NOVEMBER 1	IMPLEMENT MEDIA CAMPAIGNS

Section III - Project Specifications

The chosen agency or agencies will be required to develop and implement comprehensive, paid and public service advertising campaigns in the proposed languages. The program costs are to include all media placement, agency fees, production costs, materials, subcontractor fees, travel expenses and any contingency fees.

An authorized representative from the contracting agency must be available for a minimum of six project meetings. The project meetings will be held at the Air District office in Fresno. The meetings will be set as needed throughout the fall and held with the Air District's Public Education personnel to discuss, develop, review, edit and revise, when appropriate, the media strategies for the program.

Additionally, all agency key staff must be identified at the time of contract negotiations and attend an orientation meeting at the Air District office within one week of contract signing. At this meeting Air District staff will present air pollution information, agency orientation, program descriptions and specific campaign goals.

The Air District will provide the selected agency with collateral materials, program overviews, message concepts and any available demographic information. In addition, the Air District will assist by obtaining any needed statistics and facts, slides, still photos, charts, maps and graphs as requested by the agency for background and research purposes.

All campaign strategies, advertising concepts, costs, on-air talent, text, ad copy and scripts must be submitted in writing for review by Air District staff and management. The Air District reserves final editing and approval rights for any concept, spots, and/or copy.

Upon acceptance of the contract with the Air District, the selected agency will be responsible for procuring copyrights to music tracks and/or sound effects. The contractor is to disclose sources of music/SFX libraries and copyright terms, conditions and agreements in advance.

Upon notification of the project award, the agency will furnish Air District with written proof of worker's compensation and liability insurance.

The agency will supply Air District with full-color comps of any billboards and printed pieces produced, as well as post-production dubs of all broadcast spots for Air District exhibition purposes.

Upon completion of project, the Air District reserves ownership rights to all concepts and advertising developed for the campaign, including all raw footage shot exclusively for the Air District.

Section IV - Written Proposal Contents

All proposals must follow the format outlined below and all of the requested information must be supplied in a proposal packet and received in the Air District Central Office, 1990 E. Gettysburg Ave., Fresno, CA., 93726 by 4:00 p.m. on Thursday, September 18, 2003. Proposals not containing any part of the proposal requirements or arriving after the deadline will be automatically disqualified from consideration. **No exceptions will be granted.**

Proposals must be submitted on white paper; upper left-hand stapled (not bound). Written proposals may not exceed 10 single-sided sheets of paper (8.5 X 11) in addition to the cover letter and proposal checklist. The 10-page maximum does not include sample work submission (portfolio).

All proposal packets must contain the following:

Cover Letter -- A cover letter that includes the name, address, telephone number and signature of the person authorized to commit the agency to the terms specified in the proposal must accompany the submitted packet. The cover letter must also specify the languages for which the agency is proposing work.

Summary of Qualifications -- Provide a description of the agency, number of years in business and a brief description of the staff's professional experience, along with an outline of responsibilities for this project. Detail media production capabilities and list all anticipated subcontractors, equipment needs and sources.

Recommended Creative Concept and Outreach Strategies – For each language proposed, provide one creative concept or approach and describe the recommended media strategies used to maximize market penetration. All concepts will remain the property of the submitting agency. The District will not utilize any concepts without approval from and compensation to the submitting company.

Budget Breakdown -- For each language proposed, present a detailed accounting of the budget and the scope of work being proposed for the advertising campaign. The budget must include a **general** accounting of all media placement costs, agency fees, expenses and production costs, as well as any subcontractor fees. As the District area covers the Sacramento, Fresno and Bakersfield media markets, proposals should outline general allocation of funds by market.

Sample Work Submission (Portfolio) -- Please submit representative examples for two campaigns the agency has developed and coordinated in the language (s) for which the agency is proposing work. The portfolio can include work executed in any media, but must contain a project summary sheet outlining each submitted campaign identifying the targeted audience(s), specific strategies implemented, a description of all media utilized. The portfolio must also include a work summary page identifying any subcontractors used in each campaign and detailing the work completed by each one.

All portfolios and sample work submitted by agencies will be returned by mail unless arrangements are made to retrieve them in person from the District office.

References - Provide three client references (with current phone numbers and the name of an appropriate contact person) for which the agency has produced a comprehensive advertising and public outreach campaign in the proposed languages.

Section V - **Evaluation Criteria**

An evaluation committee comprised of District staff will review and score the written proposals on the following criteria:

- 30 percent Total package value.
- 20 percent Effectiveness and appropriateness of the proposed creative concept/approach in reaching the identified targets.
- 20 percent Quality, creativity and effectiveness of sample work submitted.
- 15 percent Clarity, grammar, punctuation, accuracy and professionalism of the written proposal.
- 15 percent Previous experience in preparing and producing similar multi-media comprehensive advertising campaigns in the proposed language.

Based upon the top overall scores, two finalists will be invited to make a one-hour presentation in the Air District's Fresno office to selected staff on agency qualifications, budget allocation and the overall campaign approach.

Additionally, Air District Public Education staff will visit finalist agencies to assess staffing levels, work style, equipment and customer service philosophy.

The selected agency will be notified by telephone and in writing of project award and will be requested to submit a signed contract and proof of insurance within the specified time period.

Section VI - Program Overview

Rule 4901 - Wood Burning Fireplaces and Wood burning Heaters Advertising Campaign, November 2003 – January 2004

Program Description: The name for the public education program and logo will be supplied at a later date. However, the advertising campaign is to increase awareness of recent changes to the District's wood-burning program.

In 1993, the Air District adopted Rule 4901. The rule contained a voluntary no-light public education and action program to protect Valley residents from the serious health effects of airborne particulates. However, in February 2002 the U.S. Environmental Protection Agency determined that the rule didn't fully comply with the federal Clean Air Act and had to be strengthened.

In July 2003, the San Joaquin Valley Air District Governing Board approved important amendments to Rule 4901 (Wood Burning Fireplaces and Wood Burning Heaters). The three major changes to the rule are as follows.

EPISODIC WOOD-BURNING CONTROLS:

As in the past, the District will continue to inform the public when air quality is deteriorating and request that residents in those areas voluntarily refrain from burning wood in fireplaces, stoves and inserts until air quality improves. Where and when air pollution levels continue to rise, however, the District will forbid the use of wood burning fireplaces, stoves, heaters and inserts until air quality improves significantly.

The Valley Air District expects that wood burning will be prohibited 4-25 days each winter, depending on air quality conditions in each county.

Residents who rely on wood as their only source of heat, don't have access to natural gas service or live above 3,000 feet elevation are exempt from the burning restrictions.

The public can find the daily wood-burning status on the District's webpage, automated information line, major newspapers and broadcast weather reports.

The District will establish an automated line allowing residents affected by wood burning on restricted days to lodge an anonymous complaint for investigation. District inspectors will perform surveillance inspections, respond to and investigate public complaints. Noted violations are subject to enforcement action that can include fines. The penalty amount will depend on a number of factors, including how many times a resident has been previously cited.

The primary audience for this message is the public, particularly homeowners.

DENSITY LIMITS IN RESIDENTIAL DEVELOPMENTS:

In addition to the episodic burning restrictions, Rule 4901 limits the number of wood-burning devices allowed in new residential developments. Beginning Jan. 1, 2004,

builders can install up to two EPA Phase II-certified wood-burning units per acre in new developments. In new developments with fewer than two dwellings per acre, each dwelling will be allowed to have one EPA Phase II-certified wood-burning unit or a wood-burning fireplace. There are no exemptions to this part of the rule.

The primary audiences for this message are municipal planning commissions, permitting authorities, developers, contractors and hearth products retailers.

HOME SALES:

The rule also requires that wood stoves, heaters or inserts that do not meet EPA Phase II certification guidelines be removed or rendered inoperable when a home is sold after January 1, 2004. This requirement applies to the seller of the home. The sale or transfer of property requirement only applies to non-certified wood stoves or inserts, not open masonry fireplaces. As with the density limits, there are no exemptions for this aspect of the rule.

The primary audiences for this message are home sellers, realtors, title companies, home inspectors and hearth product retailers.

Campaign Goals: To enhance public awareness that amendments have been made to Rule 4901; to increase understanding of the specific new rule requirements, why it's necessary to comply and how affected groups can comply; and, to raise awareness that the rule will be strictly enforced.

Percentage of Budget Allocation: The budget for the English language campaign is \$115,000 and \$48,000 for the Spanish language campaign.

ATTACHMENT I - **Proposal Contents Checklist**

___ Cover letter	page ___
___ Summary of qualifications	page ___
___ Creative concept/treatment and outreach strategies	page ___
___ Budget breakdown	page ___
___ References	page ___
___ Representative work submissions (two per language proposed)	