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San Joaquin Valley
Air Pollution
Control District

Request for Proposal (RFP)
Advertising and Public Relations Agency Representation
For Hmong Outreach Campaign

Section I – Introduction

In order to successfully continue the San Joaquin Valley Unified Air Pollution Control District's (hereinafter referred to as the "District") mission of improving health and quality of life through effective and cooperative air quality programs for all San Joaquin Valley residents, it is necessary that the District invests in multi-lingual, multi-media, public awareness and educational campaigns on an ongoing basis.

The District relies upon the public's awareness, understanding and support of residential wood burning curtailment and Spare The Air programs in order to change individual lifestyle throughout all eight Valley counties and achieve established air quality improvement goals.

The Valley Air District solicits proposals from advertising and public relations agencies to implement multi-media, public outreach and educational campaigns. These campaigns are for specific programs and important air quality-related messages in the Hmong language to reach all three media markets of the District. It is vital that the agency chosen for the Hmong outreach campaign effectively delivers the District's message in a fashion which is understandable to the Hmong community and culturally appropriate.

The recommended budget allocation for the entire Hmong outreach campaign is \$48,000 for the first year. Availability of these funds is contingent on approval of the 2003-04 Recommended Budget by the District's Governing Board. The District may, at its discretion, renew the contract two additional years.

Advertising and public relations agencies throughout the Air District are invited to submit proposals as outlined in this packet for consideration. The District reserves the right to reject any and all proposals at its discretion. All inquiries concerning the Request for Proposal should be directed to Anthony Presto, Public Education Representative
San Joaquin Valley Air Pollution Control District
4230 Kiernan Ave. Suite #130, Modesto, CA 95356-9321
Phone (209) 557-6400
e-mail: anthony.presto@valleyair.org

Section II – Schedule

<u>DATE</u>	<u>EVENT</u>
May 1, 2003	Release of Request for Proposal
May 22	Proposal submission deadline
May 23 – June 6	Proposal review
June 9 – June 12	Finalist agencies notified for in-house presentations in the District’s Modesto office
June 17 – June 20	In-house presentations
June 23 – July 3	Site visits to selected agency finalists to verify staffing levels, equipment and assess agency customer service philosophy
July 10	Final selections announced
July 14 – August 1	Contract negotiations
August 21	Contract presentation to Governing Board for public comments and consideration of final approval
August 25	Implement Hmong Spare the Air campaign
November 3	Implement wood burning curtailment campaign

Section III – Project Specifications

The chosen agency will be required to develop and implement comprehensive, paid and public service advertising campaigns for each specified program in Hmong by using a variety of media and outreach strategies. The program costs are to include all media placement, agency fees and costs, materials, subcontractor fees, travel expenses and any contingency fees. Specific allocations for each of the identified programs can be found in Section VI of the packet under “Program Overview.”

An authorized representative from the contracting agency must be available for a minimum of six project meetings. The project meetings will be held at a District office in Modesto, Fresno or Bakersfield, depending the mutual convenience of the chosen agency and district staff. The meetings will be set as needed throughout the calendar year and held with the District’s Public Education personnel to discuss, develop, review, edit and revise, when appropriate, the public outreach strategies for each of the specified programs.

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

The District will provide the selected agency with collateral materials, program overviews, message concepts and any available demographic information. In addition, the 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 for review by District staff and management. The District reserves final editing and approval rights for any concept, spots, and/or copy.

Upon acceptance of the contract with the District, the selected agency will be responsible for procuring copyrights to music tracks and/or sound effects necessary to produce professional quality advertising spots. 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 the District with written proof of worker's compensation and liability insurance.

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

Upon completion of project, the District reserves the ownership rights to all concepts and advertising developed for the campaign, including all raw footage shot exclusively for the 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 Office, **1990 E. Gettysburg Avenue, Fresno, CA 93726-0244**, by 4:00 p.m. on May 22, 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.

Summary of Qualifications – Provide a description of the agency, number of years in business and brief description of the staff's professional experience in producing campaigns in the Hmong Language. Detail media production capabilities and list all anticipated subcontractors, equipment needs and sources.

Recommended Outreach Strategies - Provide a **general** description of recommended outreach strategies/media to maximize market penetration.

Budget Breakdown – Present a detailed accounting of the budget and the work being proposed for each of the educational programs. 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 of Work Submission (Portfolio) – Please submit representative examples of two campaigns the agency has developed and coordinated in the Hmong language. The portfolio can include work executed in any medium, but must contain a project summary sheet outlining each submitted campaign identifying the targeted audience, specific strategies implemented and 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 whom the agency has produced a comprehensive advertising and public outreach campaign in Hmong.

Section V – Evaluation Criteria

The written proposals will be evaluated and finalists chosen based on the following criteria:

- Previous experience in preparing and producing similar multi-media comprehensive advertising, public outreach and education campaigns in Hmong
- Presentation of written proposal in regards to grammar, punctuation, clarity, thoroughness and professionalism
- Total package value
- Quality, creativity and effectiveness of sample work submitted

Based upon evaluation of the written proposals, finalists will be invited to make a one-hour presentation in the District's Fresno office to selected staff on agency qualifications, budget allocation, and the overall campaign approach. Additionally, District Public Education staff will visit finalist agencies to assess staffing levels, work style, equipment and customer service philosophy.

The District will select representation based upon the following criteria:

- Experience in developing outreach and advertising campaigns in Hmong
- Professionalism
- Strength of overall campaign
- Work style, customer service philosophy, and compatibility with the District staff.

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

Section VI – Program Overview



Residential Wood Burning Curtailment Program Fall and Winter 2003

Program Description: The Residential Wood Burning Curtailment Program (Rule 4901), seeks to reduce particulate matter emissions on nights when winter air pollution levels are particularly high, protect public health and help the Valley comply with federal air pollution standards.

Until this year the residential wood burning curtailment program was voluntary, titled “Please Don’t Light Tonight.” The new rule proposes a mandatory no-light program which prohibits residents from burning any solid fuels on days when air pollution is expected to be unhealthy.

Wood smoke is a serious health concern during the winter and can be responsible for 10% to 30% of the particulate matter air pollution in the Valley’s urban areas. Elevated levels of wood smoke and other particulate matter can cause lung infections, aggravate asthma and bronchitis and even trigger heart attacks. The EPA has required the District to adopt a stricter residential wood-burning rule.

Campaign Goals: To enhance awareness of new wood-burning restrictions in residential areas, increase understanding of the negative health effects of wood smoke and smoke from other solid fuels, reduce fireplace and wood stove use, especially on high particulate matter days.

Program Target: The target audience in this campaign is the Hmong community as a whole throughout the entire San Joaquin Valley.

Percentage of Budget Allocation: The budget for the Hmong wood-burning restriction program is \$24,000.



Spare the Air
Public Outreach Campaign –Summer 2003

Program Description: Through the Spare the Air program, the District solicits assistance from the corporate community and the public to reduce emissions on smoggy days.

During the summer, heat and sunlight chemically alter two primary pollutants, volatile organic compounds and nitrogen oxides, to form ground-level ozone, a pollutant of major concern in this air basin. There are many sources of volatile organic compounds and oxides of nitrogen, including motor vehicles and other internal combustion engines, as well as charcoal lighter fluids, paints, spray products, solvents, degreasers and other consumer products. A key factor in controlling ozone levels will be reducing the number of vehicles on the roads and vehicle miles traveled.

The District calls Spare the Air days when air pollution is forecast to reach unhealthy levels. The effectiveness of this program relies on the public's awareness of the severity of our air quality problem in the San Joaquin Valley and motivating Valley residents to reduce or postpone pollution-causing activities on Spare the Air days. The public is notified via radio, television, newspapers, and at work sites of participating employers. On Spare the Air days residents have the opportunity to voluntarily avoid or curtail polluting activities to immediately reduce unhealthy air pollution.

In addition to a general public outreach campaign, Spare the Air also provides an opportunity for businesses to become more actively involved in the clean air partnership through a corporate program. More than 700 work sites in the Valley participate in the program by educating employees on how they can help and rewarding them when they do.

Campaign Goal: To enhance Spare the Air program awareness; to increase the number of people reducing polluting activities on Spare the Air days; to increase general understanding of the impact of vehicle emissions on the air pollution problem in the Valley; and, to motivate solo commuters to voluntarily participate in alternative commute modes on Spare the Air days.

Target Audiences: The entire Hmong community in the San Joaquin Valley.

Percentage of Budget Allocation: The Spare the Air program will assist the District in reducing the number of days when ozone levels exceed the federal ozone standard and is a significant part of the District's public outreach efforts. The budget for the Spare the Air Hmong outreach campaign is \$24,000.

ATTACHMENT I – Proposed Contents Checklist

___	Cover letter	page ___
___	Summary of qualifications	page ___
___	Recommended outreach strategies	page ___
___	Budget breakdown	page ___
___	References	page ___
___	Representative work submissions (two)	

