



# TRIANGLE J COUNCIL OF GOVERNMENTS

## Triangle J Council of Governments Environment and Resilience Department

### Request for Proposals Winter 2022 Digital Advertising: NC Clean Water Education Partnership Sediment Pollution Campaign

**Issue date:** October 14, 2022

**Response deadline:** November 4, 2022

**Please direct all inquiries concerning this RFP to:**

Maya Cough-Schulze, Senior Water Resources Planner

Triangle J Council of Governments | 4307 Emperor Blvd., Suite 110 | Durham, NC 27703

[mcough-schulze@tjco.org](mailto:mcough-schulze@tjco.org) | [www.tjco.org](http://www.tjco.org)

#### Project Overview

The Clean Water Education Partnership (CWEP) is a cooperative effort between local governments to protect North Carolina's waterways from stormwater pollution through public education and outreach about stormwater pollution impacts and solutions. CWEP is administered by Triangle J Council of Governments (TJCOG) and is governed by a Steering Committee of representatives from each of the 43 local government partners. TJCOG's CWEP program is seeking a qualified firm to conduct digital advertising between December 2022 and January 2023 across all CWEP local government jurisdictions.

#### Project Goal

To educate the public on how they can decrease sediment pollution in stormwater runoff through 3-4 weeks digital advertising, likely optimized for clicks to the CWEP website. Advertising is to be conducted in all the jurisdictions shown in Figure 1.

*TJCOG staff managing the CWEP program will provide:*

- A 30-second video about sediment pollution's impacts on stormwater runoff that the selected media agency will distribute such as display, banner, social media, etc. ads
- Input on the selected media agency's proposal to create a contract
- Any files or permissions necessary to advertise

#### Scope of Requested Services

*The selected media agency will provide:*

- Digital advertising within the jurisdictions of the 43 local government involved in CWEP (**see list and map at end of document**)
  - o Digital advertising could include a combination of digital marketing methods proposed by media agency and refined through discussion with TJCOG staff
- If needed, any additional still ads about sediment pollution (in all appropriate sizes), to be vetted for accuracy by TJCOG staff
- Timely communication with TJCOG staff

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- A final report that clearly summarizes campaign results, including impressions, clicks to website, etc. (specific content to be determined based on media platforms utilized.)

**Proposal Submission Requirements**

- The media agency should email a Word document, PDF or slide deck showing their ability to provide the requested services above to [mcough-schulze@tjcog.org](mailto:mcough-schulze@tjcog.org) by 5pm on November 4<sup>th</sup> with the subject line: CWEP December 2022 Digital Advertising Proposal
- Proposal document should briefly document relevant experience showing capacity to deliver the services above, and include advertising deliverables that can be delivered in December 2022
- Per budget as voted on by CWEP local governments, **proposals totaling more than \$11,000 will not be considered**

**Evaluation Criteria**

- Experience with and record of performance on similar projects
- Qualifications of the proposing agency
- Availability to perform work within allotted timeframe

**Estimated Timeline**

October 19, 2022	Any questions about RFP due in writing to <a href="mailto:mcough-schulze@tjcog.org">mcough-schulze@tjcog.org</a> by 5pm
November 4, 2022	Proposals due to <a href="mailto:mcough-schulze@tjcog.org">mcough-schulze@tjcog.org</a> by 5pm
November 10-14, 2022	Selected agency receives notice of selection
November 18, 2022	Selected agency to have signed contract with TJCOG for agreed-upon services
December 2, 2022	Selected agency to have worked with TJCOG staff to collect and generate materials for campaign
December 9 – 16, 2022	Range of potential start dates of advertising campaign (to run for 3-4 weeks, depending on cost, between December 9, 2022 and January 6, 2023)
February 2023	Post-campaign follow-up report to be provided to TJCOG

**Local Governments in the Clean Water Education Partnership (see also map on following page):**

Apex | Benson | Butner | Carrboro | Cary | Chapel Hill | Chatham County | Clayton | Creedmoor | Durham | Durham County | Fayetteville | Fuquay-Varina | Garner | Goldsboro | Havelock | Hillsborough | Holly Springs | Hope Mills | Johnston County | Kinston | Knightdale | Leland | Morrisville | Nash County | Nashville | New Bern | Orange County | Oxford | Pittsboro | Raleigh | Rocky Mount | Rolesville | Roxboro | Siler City | Smithfield | Spring Lake | Tarboro | Wake Forest | Wayne County | Wendell | Zebulon

FIGURE 1: LOCAL GOVERNMENTS IN CWEP AS OF FALL 2022

