

Environment & Resilience Department
Request for Proposal
NC Clean Water Education Partnership
Vehicle Maintenance Public Outreach Campaign

Issue Date: February 13, 2024

Response Deadline: March 1, 2024 by 5pm

Please direct all inquiries concerning this RFP to:

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About Us

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 Central Pines Regional Council (CPRC) and is governed by a Steering Committee of representatives from each of the 42 local government partners. This year's FY24 Vehicle Maintenance Outreach Campaign purpose will be to educate the public on how they can take actions to decrease vehicle maintenance pollution in stormwater runoff.

Scope of Requested Services

CWEP's program is seeking a radio station to produce and air a 30-second Vehicle Maintenance Public Outreach campaign advertisement in English and Spanish over a period of 4 to 8 weeks (~April 2024 thru June 2024) reaching audiences in the following CWEP Partner areas:

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.

CPRC has provided an example radio audio clip script in English and Spanish within Attachment 1 to this request for proposals. Both CPRC and the selected radio station will collaborate on the 30-second Vehicle Maintenance Public Outreach campaign advertisement.

Interested parties are requested to submit a comprehensive cost proposal not to exceed \$9,500 that includes the following:

1. Proposed cost breakdown including production and airtime fees for both Spanish and English advertisements over the specified 4 to 8-week timeframe. **Provide a cost estimate for 4, 6 and 8 week advertising time periods.**
2. Previous experience in creating and airing similar advertisements.
3. Examples of previously aired advertisements.
4. Audience demographics and reach statistics.
5. Proposed schedule for production and airing the advertisement including recommended airtimes.
6. Any additional services or benefits offered as part of the proposal.

The anticipated project schedule is provided below:

- **March 1, 2024 by 5pm:** CPRC receives radio proposals via email.
- **March 8, 2024:** Qualified radio consultants will be contacted for an interview.
- **March 13, 2024 9am to 11am:** Interviews via Teams meeting, in-person at the CPRC office or hybrid will take place. Radio consultant will be notified of the time slot on March 8th.
- **March 13, 2024 by 5pm:** CPRC awards the contract to chosen Radio consultant
- **Late March 2024:** Contract signed and Vehicle Maintenance advertisement production starts.
- **Late April 2024/Early May 2024:** 30-second Vehicle Maintenance Advertising production in English and Spanish is completed.
- **April, May, June 2024:** 30-second Vehicle Maintenance Advertisement is aired over a 4, 6 or 8 week time period.

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Senior Water Resources Planner



Attachment 1

Example Vehicle Maintenance Audio Clip





CLEAN WATER EDUCATION PARTNERSHIP
DRAFT FY24 RADIO MEDIA CAMPAIGN
THEME: VEHICLE MAINTENANCE
EXAMPLE VEHICLE MAINTENANCE AUDIO CLIP

[Background sound of rain and thunder fades in]

Narrator: "When it rains, stormwater runoff can carry pollutants from our streets straight into our waterways. Did you know that vehicle maintenance can play an important role in preventing stormwater pollution?"

[Sound of a car engine revving]

Narrator: "Start by practicing proper car washing techniques. Use a commercial car wash or wash your car on grass or gravel to filter dirty water. Avoid washing your car in the driveway where soap and grime can flow into storm drains."

[Sound of pouring oil]

Narrator: "And when it's time for an oil change, remember to recycle your used oil. Never dump it down a drain or on the ground. Take it to a recycling center or a certified collection facility."

[Sound of rain subsides]

Narrator: "Small steps in vehicle maintenance can make a big difference in keeping our water clean. Let's work together to protect our environment. Visit our website <https://nc-cleanwater.com/vehicle-maintenance/> for more tips on preventing stormwater pollution. Because clean cars mean clean water. Brought to you by the Clean Water Education Partnership."

[Background sound of calm water flowing]

Narrator: "Let us keep our streets clean and our waterways healthy. Together, we can make a difference."

[Background sound fades out]



ASOCIACIÓN PARA LA EDUCACIÓN SOBRE AGUA LIMPIA
CAMPANA DE MEDIOS DE RADIO DEL EJERCICIO FISCAL 2024

TEMA: MANTENIMIENTO DE VEHÍCULOS

ANUNCIO DE AUDIO DE RADIO DE 30 SEGUNDOS

[Se desvanecen sonidos de lluvia y truenos en el fondo]

Locutor: "Cuando llueve, el agua de lluvia puede transportar contaminantes desde nuestras calles directamente hacia nuestros cuerpos de agua. ¿Sabías que el mantenimiento de vehículos puede desempeñar un papel importante en la prevención de la contaminación del agua de lluvia?"

[Sonido del motor de un automóvil acelerando]

Locutor: "Comienza practicando técnicas adecuadas de lavado de autos. Usa un lavado de autos comercial o lava tu auto sobre césped o grava para filtrar el agua sucia. Evita lavar tu auto en el camino de entrada, donde el jabón y la suciedad pueden fluir hacia los desagües pluviales."

[Sonido de vertido de aceite]

Locutor: "Y cuando llegue el momento de cambiar el aceite, recuerda reciclar tu aceite usado. Nunca lo viertas por un desagüe o en el suelo. Llévalo a un centro de reciclaje o a una instalación de recolección certificada."

[Disminuye el sonido de la lluvia]

Locutor: "Pequeños pasos en el mantenimiento de vehículos pueden marcar una gran diferencia para mantener nuestro agua limpia. Trabajemos juntos para proteger nuestro medio ambiente. Visita nuestro sitio web <https://nc-cleanwater.com/vehicle-maintenance/> para obtener más consejos sobre la prevención de la contaminación del agua de lluvia. Porque autos limpios significan agua limpia. Presentado por la Asociación para la Educación sobre Agua Limpia."

[Sonido de agua tranquila fluyendo en el fondo] Locutor: "Mantengamos nuestras calles limpias y nuestros cuerpos de agua saludables. Juntos, podemos marcar la diferencia."

[Se desvanecen los sonidos de fondo]