

# Kerr-Tar Regional Council Of Governments

## REQUEST FOR PROPOSALS

Submittal Due Date: **May 31, 2023, 2023 by 12:00pm (EST)**

### PROFESSIONAL SERVICES FOR Public Education and Awareness Materials for Disaster Preparedness

#### **SUBMITTALS MUST BE ELECTRONICALLY DELIVERED TO:**

Kerr-Tar Regional Council of Governments  
Diane Cox, Executive Director  
[dcox@kerrtarco.org](mailto:dcox@kerrtarco.org)

**Subject Line -RFP  
Public Education and Awareness Materials for Disaster Preparedness**

**Proposals are due electronically by Wednesday, May 31, 2023 by 12:00 p.m. (EST). The COG shall provide a receipt email.**

**Proposals should be emailed to [dcox@kerrtarco.org](mailto:dcox@kerrtarco.org).**

## **REQUEST FOR PROPOSALS**

### **Public Education and Awareness Materials for Disaster Preparedness**

The Kerr-Tar Regional Council of Governments is requesting proposals from qualified marketing or advertising firms and/or individuals capable of developing communications products and services to support outreach and engagement with the public about emergency preparedness. Through this project, the Kerr-Tar Regional Council of Governments seeks to support our regional local governments to provide a family-focused, multimedia disaster preparedness marketing and outreach campaign to inform and educate businesses and individuals who live, work and play in the area, including youth, families, seniors and persons with disabilities, about how essential it is to prepare for a disaster.

### **BACKGROUND**

Kerr-Tar Regional Council of Governments (COG) is a voluntary association of local governments that is designated by the State of NC to serve as the lead regional planning organization for the Kerr-Tar Area. The COG serves 21 member governments in a five county area; Franklin, Granville, Person, Vance and Warren along with municipalities within these counties make up the membership of the Council.

The COG is collaborating with local Emergency Management and Public Information professionals to advance climate resiliency planning work in the region. The region is vulnerable to a wide range of natural hazards such as winter storms, severe thunderstorms, extreme heat, drought and floods that threaten life and property. With the expected increase in severe weather events due to climate changes, it is imperative that the region take a proactive approach to advance resiliency efforts. While the threat from hazardous events may never be fully eliminated, there is much we can do to lessen their potential impact upon our communities and our citizens.

Mitigation projects identified in both the Tar River Hazard Mitigation Plan (Franklin, Granville, Vance & Warren) and the Eno-Haw Hazard Mitigation Plan provide a blueprint for advancing resiliency efforts. While each county and municipality may have identified projects specifically needed for their area, our focus is on projects that are regional in scope. One of the identified goals is to protect the public health, safety, and welfare by increasing public awareness of hazards, providing education on protection from hazards, and encouraging collective and individual responsibility for mitigating hazard risks.

## **SCOPE OF WORK**

The Kerr-Tar Regional Council of Governments requests the services of a marketing or advertising firms and/or individuals capable of developing various communications products and services to support outreach and engagement with citizens about the essentials of preparing for disasters and emergencies. The campaign includes in-person outreach as well as digital. The Consultant will work with the Kerr-Tar Regional Council of Governments and its partners to develop communication templates to support the campaign. Those templates may include, but are not limited to:

- Website content
- Social media materials
- Web-based and printed outreach materials
- Advertisements/Public Service Announcements
- Billboard Banner
- Infographics
- PowerPoint template for Emergency Preparedness outreach to the public

## **DELIVERABLES:**

- Project kickoff meeting with staff and committee.
- Produce all media and marketing content.
- Provide multilingual products in English and Spanish that are based on demographics of the targeted audience.
- Include media formats accessible to individuals with disabilities and others with access and functional needs (for example, large print, Braille).
- All communication products must be designed for official government use and have a considerable level of visual attractiveness and ease of understanding for all citizens.
- If requested, presentation of the marketing and communication products to government managers and/or elected boards.

## PROJECT TIMELINE

RFP Issued	Monday May 1, 2023
Questions due	Friday, May 15, 2023 by 5:00 p.m. (EST)
Proposals due to Kerr-Tar Regional Council of Governments	Wednesday, May 31, 2023 by 12:00 p.m. (EST)
RFP Review and Selection	Completed by June 14, 2023
Contract and Notice to Proceed	June 30, 2023
Project Period	July 1, 2023-June 30, 2024

## PROPOSAL INFORMATION AND DATA REQUIRED OF EACH CONSULTANT

*Proposals shall contain the following:*

### **Qualifications, Capacity, Experience and References of the consultant**

- A cover letter expressing the consultant's interest in the project.
- A brief statement explaining why your firm is qualified to undertake this project, including examples of past relevant work.
- Demonstration of success on similar projects, including brief project descriptions and addresses for reference.
- A list of individuals that will be committed to this project and their professional qualifications.
- Provide up to five related references **including agency name, contact, phone and email address.**

### **Scope of Work Understanding and Description of Proposed Work**

- A description of the general approach to be taken towards this project, an explanation of any variances in the scope of work outlined in this RFP and any insights gained through developing the proposal and previous work experience.
- A scope of work that includes detailed steps to be taken, including any products or deliverables resulting from each task.
- Include any ideas, comments, and or creative components that will enhance the delivery, strategies, policies and or overall final plan product.

## **Project Timeline and Budget**

- Provide a project timeline for completion. (Project is required to be completed by June 30, 2024)
- A detailed budget of overall costs and a breakdown of the costs associated with each phase of the scope of work.
- Budget should include all travel and soft costs.

## **Factors for Award**

The COG will evaluate each proposal and bring respondents in for interviews as necessary. Final scoring will take into account the strength of the proposals and interviews.

The COG reserves the right to modify the scope of services during the course of the contract. Such modification may include adding or deleting any tasks this project will encompass and/or any other modifications deemed necessary. Any changes in pricing or payment terms proposed by the consultant resulting from the requested changes are subject to acceptance by the COG. Changes may be increases or decreases.

This RFP does not commit the COG to award a contract, to pay any cost in the preparation of a proposal in response to this request, or to procure or contract for services or supplies. The COG reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFP, if it is in the best interest of the COG to do so. Further, all requested amounts are subject to reduction based upon final award selections and availability of funds.

## **Proposal Evaluation**

A team of COG staff and regional professionals will review and score proposals based on the following criteria:

### **Firm Capabilities (30% of Total Score)**

- a. Qualifications and capabilities of firm.
- b. Experience in working with government agencies.
- c. Experience overseeing and coordinating multiple concurrent projects.

- d. Qualifications of individual team members.

#### Prior Experience (35% of Total Score)

- a. Experience of the staff and firm with similar projects and related services.
- b. Experience with projects for public clients including familiarity with governmental decision making and review process.
- c. References

#### Project Approach (25% of Total Score)

- Understanding of the nature and extent of the services required.
- Awareness of potential challenges and possible solutions.
- Demonstrates innovative approach to solutions.
- Approach toward client communication and reporting.
- Capacity and flexibility to meet the schedule.

#### Timeline and Cost (10% of Total Score)

- Ability to manage required tasks to meet proposed schedule.
- Reasonable time frames for project completion.
- Overall Cost for Project

### **SUBMISSION INFORMATION**

#### *Questions*

All questions must be submitted to Diane Cox via email at [dcox@kerrtarcog.org](mailto:dcox@kerrtarcog.org) by 5:00 p.m. (EST) on Friday, May 15, 2023.

#### Proposal Receipt Deadline:

All proposals are to be submitted electronically to Diane Cox, Executive Director at [dcox@kerrtarcog.org](mailto:dcox@kerrtarcog.org) by 12:00 p.m. (EST) on Wednesday, May 31, 2023.

No proposals will be accepted after the time and date specified above, subject to any proposal receipt deadlines extended at the discretion of the Kerr-Tar Regional Council of Governments.

#### Freedom of Information Act Disclosure

All documents submitted to Kerr-Tar Regional Council of Governments relating to this RFP are subject to requirements of the Freedom of Information Act and may be deemed public records. Cost and proprietary information not labeled as such could be subject to disclosure.

#### Disadvantaged Business Enterprises

Disadvantaged business enterprises are afforded full opportunity to submit qualifications and will not be discriminated against on the grounds of race, color or national origin in consideration for award.

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