



1 **PLATTE RIVER RECOVERY IMPLEMENTATION PROGRAM**
2 **REQUEST FOR PROPOSALS**

3
4 **SUBJECT:** **Marketing Services**
5 **REQUEST DATE:** **January 06, 2025**
6 **CLOSING DATE:** **February 06, 2025**
7 **POINT OF CONTACT:** Alicia Uribe
8 Headwaters Corporation
9 4111 4th Ave, Suite 6
10 Kearney, NE 68845
11 uribea@headwaterscorp.com
12

13 **I. OVERVIEW**

14 The Platte River Recovery Implementation Program (**Program**) was initiated on January 1, 2007
15 between Nebraska, Wyoming, and Colorado and the Department of the Interior to address
16 endangered species issues in the central and lower Platte River basin. The species considered in
17 the Program, referred to as “target species”, are the whooping crane, piping plover, interior least
18 tern, and pallid sturgeon.
19

20 A Governance Committee (**GC**) has been established that reviews, directs, and provides
21 oversight for activities undertaken during the Program. The GC is comprised of one
22 representative from each of the three states, three water user representatives, two representatives
23 from environmental groups, and two members representing federal agencies. The GC has named
24 Headwaters Corporation to serve as the Program Executive Office; Jason Farnsworth, Executive
25 Director (**ED**). Headwaters Corporation was established in 2007 as the staffing mechanism for
26 the Program. Program Staff are located in Nebraska and Colorado and are responsible for
27 carrying out the various Program-related activities.
28

29 **II. PROJECT DESCRIPTION**

30 With this Request for Proposals, the Program seeks to acquire the services of a qualified
31 marketing firm to support marketing (information and education) initiatives for the Program. The
32 Program invites proposals from interested marketing agencies with experience in brand
33 development and management; marketing; market research; social media strategy,
34 implementation, and management; and miscellaneous print marketing. The work to be performed
35 will support the Program, creating increased community support and community knowledge
36 about the Program. Program Staff and stakeholders will meet with the contracted marketing
37 consultant on a regular basis to share information and updates. It is the bidder’s responsibility to
38 provide all specified materials in the required form and format. A preliminary Communications
39 Plan was created as a starting point for the scope of this project (please see **Attachment A**).

40 **III. SCOPE OF WORK**

41 Working under the direction of Program Staff, the marketing consultant will work towards and
42 measure efforts against the following objectives:



- 43 1. Foster community buy-in for Program goals and purpose.
44 2. Raise public awareness of the benefits of Program activities and successes.

45 **Strategy**

- 46 • Serve as the Program’s expert advisor for the development and implementation of marketing
47 strategies
- 48 • Develop a marketing plan focused on achieving the Program’s Marketing (Information and
49 Education) Objectives
- 50 • Create quarterly planning objectives and reporting for ensuring tactics are managed on brand
51 and on budget

52 **Market Research**

- 53 • Conduct market research to identify target audience as needed
- 54 • Conduct customer surveys, as needed

55 **Branding**

- 56 • Advise the Program regarding maintaining brand consistency
- 57 • Make recommendations on brand advancement

58 *The following tasks are likely beyond the scope of this RFP but provide an example of potential*
59 *future tasks that may be associated with this project.*

60 **Marketing and Public Relations**

- 61 • Provide graphic design and content development for digital, print, and collateral material, as
62 requested
- 63 • Manage public relations resources to accomplish the objectives as described in the marketing
64 plan
- 65 • Plan and coordinate media events as needed, approximately 1 to 2 per year
- 66 • Provide strategic campaign support, including planning, development, and execution; multi-
67 channel outreach; and branded material development

68 **Social Media Management**



69 • Provide social media strategy development, content, execution, and measurement for social
70 media accounts, including but not limited to:

71 www.instagram.com

72 www.facebook.com

73 www.twitter.com

74 • Support sponsorships and area events through creative services and print as needed

75 • Ad hoc graphic design as needed

76

77 **IV. PROJECT BUDGET**

78 An estimated project budget should be submitted with the proposal. Proposals will not be
79 evaluated solely on cost, but it will be considered in the selection process. Consultants are
80 encouraged to be as detailed as possible when presenting the proposed budget. Please include
81 labor rates and hour estimates as these rates will be the basis for development of the final scope
82 and budget. A total of \$25,000 is available for all tasks associated for an initial anticipated
83 contract term of March 2025 – March 2026. We plan to allocate a budget of \$25,000
84 annually, with no significant increases.

85

86

87 **V. CONTRACT TERMS**

88 The selected consultant will be retained by:

89

90 Nebraska Community Foundation

91 PO Box 83107

92 Lincoln, NE 68501

93

94 **The selected firm will negotiate with the ED Office to establish a fair and equitable**
95 **contract. If an agreement cannot be reached, a second firm will be invited to negotiate and**
96 **so on, until an agreement is reached. The initial term of the contract will be for a one-year**
97 **period beginning in March of 2025 and terminating in March of 2026 with an option**
98 **to renew at the sole discretion of the GC. Contracted services will be performed on a time**
99 **and material not to exceed basis. Under the final contract, annual written Notice to Proceed**
100 **from the Executive Director will be required before works begins. All work will be**
101 **contingent on availability of Program funding.**

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103

104 **VI. SUBMISSION REQUIREMENTS**

105 All interested marketing companies having experience providing the services listed in this RFP
106 are requested to submit a proposal.

107



108 **Instructions for Submitting Proposals**

109 *One electronic copy of your proposal must be submitted in PDF format to Alicia Uribe at*
110 uribea@headwaterscorp.com *no later than 5:00 p.m. Central Time on February 6, 2025.*
111 *Maximum allowable PDF size is 8MB. A proposal is late if received any time after 5:00 p.m.*
112 *Central Time and will not be eligible for consideration.*

113
114 **Questions regarding the information contained in this RFP should be submitted by e-mail**
115 **only to Alicia Uribe (uribea@headwaterscorp.com).** **A list of compiled Consultant questions**
116 **and responses will be maintained on the Program web site**
117 **(<https://www.platteriverprogram.org/Contractors/>) in the same location as this RFP**
118 **solicitation.** **A mandatory virtual pre-proposal meeting of interested parties will be held on**
119 **Tuesday, January 21, 2025 from 1:30-2:30 p.m. Central Time** to address questions associated
120 with this RFP. Please email Alicia Uribe for meeting information.

121
122 **Proposal Content**

123 Proposals should include, at a minimum, the following information:

- 124
125 1. Title page with firm name, address, phone number, principal contact, email address.
126 2. Marketing approach and proposed project work plan
127 a. Work plan should describe tasks, methods, and personnel assigned to the project.
128 Please be as comprehensive as possible.
129 b. Work plan should demonstrate the Consultant’s understanding of the Program’s
130 outreach needs and outline tasks necessary to accomplish the scope of work.
131 c. Work plan should include phase completion dates and key project milestone
132 completion dates.
133 3. Key Personnel
134 a. Include resumes for all key personnel involved with this project, which provide an
135 overview of their relevant experience and their responsibilities in this project.
136 b. Firm must not be debarred, suspended, or disqualified by United States Federal
137 Agencies. Provide Dun & Bradstreet Number (DUNS).
138 c. Include full resumes and firm information for any subcontractors, and describe
139 their role in the project.
140 4. References
141 a. Include project descriptions and links to similar relevant projects. Describe the
142 scope, budget, services, and timelines, and provide contact information for
143 references. At least three reference contacts are required.
144 5. Costs
145 a. Include an estimated project budget with the proposal.
146 b. Be as detailed as possible, including estimates of hours and rates for the project
147 team.
148 c. **Proposals will not be evaluated solely on cost, but cost will be a**
149 **consideration.**
150 6. Conflict of Interest Statement



151 a. Address whether or not any potential conflict of interest exists between this
152 project and other past or on-going projects, including any projects currently being
153 conducted for the Program.

154 7. Description of Insurance

155 a. Proof of insurance will be required before a contract is issued. Minimum
156 insurance requirements will include \$1,000,000 general liability per occurrence.

157

158 **Criteria for Evaluating Proposals**

159 The Governance Committee will appoint a Proposal Selection Panel that will evaluate all
160 proposals and select a Consultant based on the following principal considerations:

161

162 1. The prospective Consultant’s understanding of the overall objective(s) of the project as
163 demonstrated by their management and technical approaches.

164

165 2. Consultant’s relevant project experience and references for similar projects.

166

167 3. The clarity and content of the Consultant’s proposed tasks and timeline.

168

169 4. The budget for the proposed solution will be a consideration, but the lowest cost proposal
170 does not necessarily represent the best value to the Program.

171

172 **Award Notice**

173 After completing the evaluation of all proposals and, if deemed necessary, interviews, the
174 Proposal Selection Panel will select a Consultant. That firm will negotiate with the ED Office to
175 establish a fair and equitable contract. If an agreement cannot be reached, a second firm will be
176 invited to negotiate and so on. If the Program is unable to negotiate a mutually satisfactory
177 contract with a Consultant, it may, at its sole discretion, cancel and reissue a new RFP.

178

179 **Program Perspective**

180 The Governance Committee of the Program has the sole discretion and reserves the right to
181 reject any and all proposals received in response to this RFP and to cancel this solicitation if it is
182 deemed in the best interest of the Program to do so. Issuance of this RFP in no way constitutes a
183 commitment by the Program to award a contract, or to pay Consultant’s costs incurred either in
184 the preparation of a response to his RFP or during negotiations, if any, of a contract for services.
185 The Program also reserves the right to make amendments to this RFP by giving written notice to
186 Consultants, and to request clarification, supplements, and additions to the information provided
187 by a Consultant.

188

189 By submitting a proposal in response to his solicitation, Consultants understand and agree that
190 any selection of a Consultant or any decision to reject any or all responses or to establish no
191 contracts shall be at the sole discretion of the Program. To the extent authorized by law, the
192 Consultant shall indemnify, save, and hold harmless the Nebraska Community Foundation, the
193 states of Colorado, Wyoming, and Nebraska, the Department of the Interior, members of the
194 Governance Committee, and the Executive Director’s Office, their employees, employers, and



195 agents, against any and all claims, damages, liability, and court awards including costs, expenses,
196 and attorney fees incurred as a result of any act or omission by the Consultant or its employees,
197 agents, subcontractors, or assignees pursuant to the terms of this project. Additionally, by
198 submitting a proposal, Consultants agree that they waive any claim for the recovery of any costs
199 or expenses incurred in preparing and submitting a proposal.



Attachment A

Platte River Recovery Implementation Program

Updated August 2023

Overview

The communications goal for the Platte River Recovery Implementation Program (PRRIP) is to raise public awareness of the purpose, goals, and successes of the Program. Given the Program's large geographic footprint and corresponding number of stakeholders, the plan's audience ranges from a single water user in central Nebraska to the entire population of the front range of Colorado. The objectives, key messages and tactics below are intended to focus Program communication priorities down to a level that is manageable given a reasonable investment of staff time and financial support.

Plan Objectives, Key Messages, and Tactics

Objectives

1. Foster community buy-in for Program goals and purpose.
2. Raise public awareness of the benefits of Program activities and successes.
3. Increase number of users and variety of recreational uses on Program public access lands.
4. Support youth engagement and river education programs.

Key Messages

Key messages should be emphasized in all communications.

1. The Program is a unique and highly successful partnership between government, water users, and conservation entities in Colorado, Wyoming and Nebraska.
2. The Program conserves and improves habitat for four threatened and endangered species in order to protect water users in the Platte River Basin. *PRRIP serves the endangered species of the Platte Basin as well as the people who live here.*
3. The Program is a good neighbor and invests in the local community.

Communications Tactics

These tactics are designed to support the successful implementation of the communications goal and objectives. These tactics are to be led by the EDO.

Tactics Color Legend

Green: Tactic is already in place, or it would require low effort to implement.

Orange: Medium/High staff time commitment, will require staff scheduling adjustment.

Red: Additional commitment in both staff time and financial support.

Tactics for Objective 1

Foster community buy-in for Program goals and purpose.

1. Sponsor Local Programs
2. Refine Messaging about Program Benefits for water users, conservation entities, and other stakeholder groups.
3. Create FAQs on Website

Tactics for Objective 2

Raise public awareness of the benefits of Program activities and successes.

1. Guest Lectures at University of Nebraska – Kearney
2. Tables and Booths at Fairs, Parades, and Public Forums
3. Quarterly Newsletter
4. Social Media
5. Photo Gallery at Local Library (or Other Appropriate Venue)

Tactics for Objective 3

Increase numbers of users and variety of recreational uses on Program public access lands.

1. Invite School Field Trips
2. Post Flyers in Local Visitor Center and Museums
3. Outreach to Travel Websites
4. Social Media

Tactics for Objective 4

Support youth engagement and river education programs.

1. Sponsor Local Programs
2. Offer Staff Expertise to Classrooms and Student Camps
3. Support River Education Curriculum

Platforms & Tools

The following platforms and tools will be used to advance the communications goal.

- Platteriverprogram.org
- Bi-annual Report StoryMap
- Continued financial sponsorship of youth education programs
- Social media
- Information & Education Intern

Success Metrics

The following metrics will be used to gauge the success of communication tactics.

1. 10% increase in visits to Program public lands.
2. First-hand reports on how Program support for river education programs has benefited youth.