



**San Joaquin Valley**  
AIR POLLUTION CONTROL DISTRICT



## **2016 Request for Proposal (RFP)**

Advertising and Marketing Agency Representation  
for Comprehensive, Multi-lingual Public Outreach Campaigns

## TABLE OF CONTENTS

SECTION I	INTRODUCTION	3
SECTION II	SCHEDULE	5
SECTION III	BACKGROUND	6
SECTION IV	PROJECT SPECIFICATIONS	7
SECTION V	WRITTEN PROPOSAL CONTENTS	9
SECTION VI	WRITTEN PROPOSAL EVALUATION & IN-HOUSE INTERVIEW DETAILS	12

## Section I – Introduction

Since its formation in March 1992, the San Joaquin Valley Air Pollution Control District (District) has focused on improving air quality through a variety of rules, regulations, incentives and programs in Fresno, Kings, Madera, Merced, San Joaquin, Stanislaus, Tulare and the Valley air basin portion of Kern counties. The District's mission to protect public health by improving air quality in the San Joaquin Valley relies on the public's awareness, understanding and support of the agency and its air quality improvement programs. Widespread public acceptance and implementation of emission-reducing concepts such as alternative commute options, as well as specific District projects such as the Check Before You Burn and Healthy Air Living, depends on cohesive, consistent, well-designed, and well-implemented public calls to action.

To effectively reach specifically targeted groups, generate public interest in and support of air-quality improvement programs, and effect meaningful changes in public behavior, the District invests in multi-lingual, multi-media public awareness and educational campaigns on an ongoing basis.

The District's Outreach and Communications (OC) team is highly skilled in marketing, community outreach and media relations. This team includes two bilingual outreach representatives, a graphic designer, a web designer, a videographer and an outreach representative based in Modesto. The OC team has experience working with EJ communities, developing campaigns and programs for various target audiences, and handling media inquiries from outlets as diverse as the Los Angeles Times or the Hanford Sentinel. Our advertising agency partner should be prepared to work collaboratively with the OC team and learn extensively about the air quality issues facing the San Joaquin Valley.

The District is not merely looking for an agency to develop creative concepts and place them with traditional media markets in the Valley. Rather, the District is looking for an agency whose skill set will complement the in-house abilities of the District team and leverage air quality-appropriate opportunities to further air quality messages. The District is looking for an agency that will both understand and believe in the mission and vision of this agency and offer new, creative ideas to enhance the public outreach process. The intent of this client-agency relationship is to ensure that all Valley residents have opportunities to learn about and become engaged in the air quality improvement process. Please review the following online documents to learn more about the District's goals and work culture:

- The District's Mission, Vision and Core values underpin all District programs, initiatives and efforts. Our expectation is that our partner agency understands and shares these as goals for San Joaquin Valley. [http://www.valleyair.org/General\\_info/aboutdist.htm#Mission](http://www.valleyair.org/General_info/aboutdist.htm#Mission)
- The S.T.A.R. (Service, Attitude, Teamwork and Respect) program is the District's internal work culture. We expect our partner agency to have a similar philosophy. [http://www.valleyair.org/General\\_info/STAR\\_web.pdf](http://www.valleyair.org/General_info/STAR_web.pdf)

Proposals are being solicited from advertising and marketing agencies with proven experience in the San Joaquin Valley in implementing multi-media, public outreach and educational campaigns for a variety of programs and messages in primarily English and Spanish, and secondarily in Hmong and Punjabi, within all three media markets of the District. The campaigns and funding parameters are outlined further in this document, yet may be changed prior to contract finalization. There will be significant limitations on the creative content developed under this agreement as the District will be primarily using the community leaders who serve on the District Governing Board in TV and radio commercials, and while the District is looking for an agency that can execute creative concepts well, priority will be placed on an agency's media buying management, effectiveness and efficiency across the three Valley media markets.

The projected total budget annual allocation for the entire package is up to \$900,000 per year. Furthermore, the contract could possibly be annually renewed up to four times pending evaluation of performance. An annual increase in funding is possible based on increases in media costs and evaluation of performance. **All dollar figures and potential contract renewals are pending approval from the District's Governing Board through an annual contract approval process and annual budget approval process.**

Advertising and public relations agencies throughout the San Joaquin Valley are invited to submit proposals for consideration as outlined in this packet. While it is not required that an agency be located in the San Joaquin Valley, current experience executing traditional advertising in the San Joaquin Valley as well as a thorough understanding of the unique qualities of the Valley and the area's air quality challenges will be an important scoring criteria for this RFP process.

**Again, all contracts and budgets are subject to approval by the District's Governing Board.**

No bidders' conference is being offered. All questions concerning the RFP should be directed to our LinkedIn Group "Valley Air District Advertising RFP Q&A Forum" where all appropriate questions will be answered openly. Request membership at:

<https://www.linkedin.com/groups/Valley-Air-District-Advertising-RFP-7036758/about>

District staff contact for the RFP is:  
Jaime Holt  
Chief Communications Officer  
San Joaquin Valley Air Pollution Control District  
1990 E. Gettysburg Ave.  
Fresno, California 93726-0244  
Phone (559) 230-5850  
Fax (559) 230-6111  
E-mail: [jaime.holt@valleyair.org](mailto:jaime.holt@valleyair.org)

## Section II - Schedule

<u>DATE</u>	<u>EVENT</u>
January 30, 2016	RELEASE OF REQUEST FOR PROPOSAL
February 26, 2016	PROPOSAL SUBMISSION DEADLINE
March 1-11, 2016	PROPOSAL REVIEW BY DISTRICT STAFF
By March 14, 2016	FINALIST AGENCIES NOTIFIED FOR IN-HOUSE INTERVIEWS IN THE DISTRICT'S FRESNO OFFICE WITH EXECUTIVE MANAGEMENT
Week of March 21, 2016	AGENCY INTERVIEWS AT DISTRICT OFFICE (Note that these will not be creative pitch meetings but rather interviews related to an Agency's culture, knowledge, strategy and capacity related to the Air District needs.)
Week of March 28, 2016	FINAL SELECTION ANNOUNCED
April 21, 2016	CONTRACT PRESENTATION TO DISTRICT GOVERNING BOARD FOR PUBLIC COMMENTS AND CONSIDERATION FOR FINAL APPROVAL
April 25, 2016	PROPOSED CONTRACT START DATE
YEAR ROUND	DEVELOP AND IMPLEMENT MEDIA CAMPAIGNS AND EVENTS
April 1, 2016	CONTRACT END DATE (potential for four annual renewals)



## Section III – Background

The San Joaquin Valley air basin struggles with attainment issues for two primary pollutants: ozone, which is generally a summertime problem; and particulate matter (PM), which is generally a problem during fall and winter. Accordingly, the District has supplemented its “toughest in the nation” regulatory program with a growing number of voluntary and educational programs tied to personal action and in some cases supported with grant funding. The District’s Strategies and Incentives Department implements numerous grant programs to augment the regulatory actions of the District. Additionally, as the District is faced with meeting tough, federal air-quality standards, it is becoming more important for the public to take a proactive role in reducing emissions.

Since its formation, the District has developed more than 600 rules and amendments, which have reduced emissions from stationary sources – the District’s sole regulatory authority – by 80 percent. However, vehicle use – including diesel truck traffic traveling through the air basin on the two major arteries of Highway 99 and Interstate 5 – accounts for over 80 percent of the air basin’s current overall pollution problems. (For more detail about the District’s accomplishments and challenges, review the District latest Annual Report at <http://www.valleyair.org/2014-Annual-Report-Web.pdf>.)

This Request for Proposals includes several components and focus areas, which should each be viewed as a part of an overarching District strategy to further air-quality improvements. In essence, the selected agency will become the agency of record for the District, and will play a key role in developing the District’s messages and furthering the District’s mission.

## Section IV – Project Specifications

This Request for Proposal process includes two primary components: a written proposal and an in-house interview. Only agencies scoring in the top three after evaluation of the written proposal will move on to the in-house evaluation scheduled for March 2016. Each of the two components stands alone. That is to say, the written proposal scores will only be used to narrow the field to three finalists. While the interview team will have access to the written proposals, the ranking and scores from the written proposals will not be considered during the final evaluation and selection of the winning agency. It is assumed that all agencies reaching the final round of interviews have the technical skill set and staffing expertise to fully and successfully execute the campaign. The final round of interviews will primarily assess the agencies' understanding of the District's mission and the challenges of the San Joaquin Valley overall, ability to efficiently and effectively leverage the budget for the best results and the potential for a productive relationship with the entire District team (from Governing Board members and the Executive Director, down to the staff in the District's Outreach and Communications department).

We anticipate the initial contract budget to be approximately \$900,000, which will be broken into three components:

- \$450,000 for winter outreach *Check Before You Burn* (outdoor billboards, print, TV, radio, other efforts as deemed valuable)
- \$350,000 for summer outreach, primarily a *Healthy Air Living-One Change* message (outdoor billboards, print, TV, radio, other efforts as deemed valuable)
- \$100,000 for additional programs
  - *Clean Green Yard Machines* lawn mower trade-in program
  - *Burn Cleaner* fireplace and wood stove replacement program
  - Various other District grant programs
  - Various District-hosted events such as symposiums

To gain insight into past District Campaigns, you can review past commercials here: [http://www.valleyair.org/videos/video\\_idx.htm](http://www.valleyair.org/videos/video_idx.htm)

Please note that the budget may change and is contingent on approval from the District's Governing Board.

The chosen agency will be required to develop and implement comprehensive, multi-lingual paid and public-service advertising campaigns. The program costs are to include all media placement, agency fees/commissions, production costs, materials, subcontractor fees, travel expenses and any contingency fees. The District may also ask the agency to assist in the coordination and promotion of large events.

If approved by the Governing Board, the term of the first contract will be for fourteen months, from May 1, 2016 to June 30, 2017 to align it with our fiscal year. Pending Governing Board approval, the first contract will include:

- Approximately \$900,000 for a full campaign year (May 2016 thru April 2017), and
- An additional \$185,000 for the beginning of the following campaign year (May 2017 to June 2017).

The contract will include an option for four annual renewals, each for approximately 12 months pending performance evaluation and approval by the Governing Board.

An authorized representative from the selected agency must be available for project meetings throughout the life of the contract. The project meetings will be held at the District office in Fresno or in the agency's office, as determined by the District. The meetings will be set as needed throughout the year to discuss, develop, review, edit and revise the strategies for the various campaigns. It should be noted that the advertising agency may be called upon with very short notice to assist the District staff with unexpected high priority needs. The selected agency will need to be extremely flexible and very responsive to the District. The District will not reimburse the agency for travel associated with these types of meetings.

All campaign strategies, advertising concepts, budgets, on-air talent, ad copy and scripts must be submitted to the District for review. 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, photos, sound effects and/or other licensed creative material. The agency 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 commercial general liability insurance with minimum limits of coverage in the amount of two million dollars per occurrence; automobile liability insurance which covers bodily injury and property damage with a combined single limit with minimum limits of coverage in the amount of two million dollars per occurrence; and workers' compensation insurance, as required by California law.

The agency will supply the District with full-color electronic comps of any billboards and printed pieces produced, as well as proof of performance for all outdoor and print placements. The agency will supply the District with high resolution post-production duplicates of all broadcast spots for District exhibition purposes. Whenever possible, the District will utilize electronic files and requests that the selected agency follow similar protocols.

The District reserves ownership rights to all concepts and advertising developed for the various campaigns, including all raw footage and photography shot exclusively for the District. Everything produced, created and developed for the District will be considered work for hire.



## Section V - 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 District Central Office, 1990 E. Gettysburg Ave., Fresno, CA 93726 by 5 p.m. on Friday, Feb. 26, 2016. Incomplete proposals or proposals arriving after the deadline will be automatically disqualified from consideration. **No exceptions or extensions will be granted.**

Written proposals may not exceed 20 sheets of paper including the cover letter. This means paper 8.5 X 11 inches and printed on both sides, therefore total printed pages can be 40. The 20-page maximum does not include the required sample work submission (portfolio) which can be submitted via DVD or email to [jaime.holt@valleyair.org](mailto:jaime.holt@valleyair.org) by the deadline. An original plus four copies of the written proposal must be provided for the review panel.

All proposal packets must contain the following:

- A. Cover Letter: Include the name, address, telephone number, email and signature of the person authorized to commit the agency to the terms specified in the proposal.
- B. Summary of Qualifications: Provide a description of the agency's capabilities:
  1. Number of years in business.
  2. Brief description of the key staff's professional experience (highlight environmental or government experience).
  3. Address the District's high level of expectations regarding:
    - a. Product quality,
    - b. Need for agency flexibility and accessibility,
    - c. Efficiency and understanding of the limitations of taxpayer-funded programs,
    - d. Budget management expertise,
    - e. Unique qualities of public agency, and
    - f. Timely turnarounds.
  4. Detail any in-house media production capabilities.
  5. Explain in-house multi-lingual outreach capabilities and list all anticipated subcontractors, equipment needs and sources.
  6. If possible detail current experience working with at least two air quality, environmental or public agencies in the San Joaquin Valley, sample work for these campaigns can be placed in the "sample work" section and referenced. Work should be current; should include TV, radio, print and billboard development and placement; and should list any subcontractors used. If you do not have two samples of work from air quality, environmental or public agency, other work may be submitted but may not receive the same level of points

7. Provide a detailed professional bio of the proposed Account Executive who would be assigned to this account. **(15 points)**
- C. Understanding of the San Joaquin Valley: Explain your agency's understanding of the San Joaquin Valley including all relevant factors which could potentially impact the effectiveness of the District's outreach programs such as demographics, political realities, etc. **(10 points)**
- D. Key Air Quality Challenges and Opportunities in the Valley: Outline your agency's view of the key challenges and opportunities in the Valley with regard to air quality. **(10 points)**
- E. Media Planning and Buying: Detail your agency's experience in researching, planning and buying media in the San Joaquin Valley's three media markets, submit examples of past media plans and include rationale and budget numbers. In addition, discuss the challenges related to purchasing TV for San Joaquin and Stanislaus Counties and how your team might address those challenges. Include your agency's success with acquiring value added to any previous media buy. Detail the proposed structure for commission rates or flat fee pricing that you would expect to receive off of media placed under this contract. **(25 points)**
- F. Budget and Billing: Submit a sample budget/media plan for the 2016-17 *Check Before You Burn* Program to include the following in all media markets of the Valley. Assume a \$450,000 total budget and a wide target audience of adults 18 and up throughout the Valley.
- a. TV production and placement (include station, timing, frequency, program, GRP, CPP and total cost)
    - i. One Spanish 30 second commercial
    - ii. Three English 30 second commercials
  - b. Radio production and placement (include station, timing, frequency, program, GRP, CPP and total cost)
    - i. One each in English, Spanish, Hmong and Punjabi
  - c. Outdoor Billboard production and placement (include size, flight length, general location and dates)
  - d. Print production and placement (include publication, ad size, cost and dates)
  - e. Online paid advertisement
  - f. Other campaign ideas (not social media or web)

Include commission rates or flat fees, agency staffing costs, costs of any production work (either internal or via a subcontractor), and overhead or additional costs. The District is aware that these will be cost estimates, yet they should be in line with what your agency can negotiate if receiving the District contract. Inability to acquire actual media buys that are within 10% of the

estimated value presented in this budget may be grounds to terminate your agreement with the District. **(20 points)**

- G. Sample Work Submission (Portfolio) -- Please submit representative samples for three current campaigns the agency has developed and coordinated within the San Joaquin Valley. The portfolio must contain a project summary sheet outlining the goals and successes of each campaign and must reflect experience working with print, outdoor, radio and TV advertising. The portfolio must also include a work summary page identifying any subcontractors used in each campaign and detailing the work completed by each one. If possible, the portfolio should highlight multi-lingual campaigns developed for public agencies. Since this RFP is not requesting spec creative work as part of the RFP process, the work portfolio will demonstrate an agency's ability to execute the District's campaigns. **(15 points)**
- H. References - Provide three client references (with current phone numbers, email addresses and the name of an appropriate contact person) for which the agency has produced a comprehensive and, ideally, bilingual advertising and public outreach campaign. If possible, the references should be with clients representing public agencies. **(5 points)**

Please note that this RFP is to partner with an advertising agency to execute traditional advertising. Website, smart phone applications, social media, public relations and graphic design not related to specific advertising campaigns are all under the purview of District staff. Also, Inability to acquire actual media buys that are within 10% of the estimated value presented in this proposal may be grounds to terminate your agreement with the District.

## Section VI – Written Proposal Evaluation & In-House Interview Details

An evaluation committee comprised of District staff and possibly one outside marketing/public relations specialist will review and score the written proposals. Under the description of each of the elements to the written proposal, a point value has been assessed. The District is looking for, among other things:

- accuracy,
- thoroughness,
- technical ability,
- accessibility,
- topic area knowledge,
- flexibility,
- creativity,
- fiscal accountability,
- an understanding of the limitations of public agencies,
- budget management, and
- an ability to follow the directions of the RFP.

The three agencies with the highest scores will be invited to an interview in the District's Fresno office with selected District management to discuss topics such as, but not limited to:

- agency qualifications,
- understanding of Valley and air quality key issues,
- potential for collaboration and teamwork
- budget allocation and leveraging ability,
- media buying ability and experience,
- creative development and implementation abilities
- overall partnership approach, and
- potential for innovation and entrepreneurship.

Additional details on the in-house interviews will be given to the three finalists upon scheduling of the meetings.

The in-house interview will not be a typical agency creative pitch. If an agency gets to the in-house interview stage, it is assumed the agency has already demonstrated the skills and abilities to successfully implement this type of large multi-lingual, multi-region, multi-target campaign. Therefore, the in-house interview will be a less formal process -- really an opportunity for a dialogue on a potential partnership with emphasis on the agency's ability to leverage the District budget.

Additionally, the District reserves the option to visit finalist agencies to assess staffing levels, work style, equipment and customer-service philosophy.

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