

**REQUEST FOR PROPOSAL (RFP)**  
to Provide  
**STRATEGIC COMMUNICATIONS SERVICES**  
March 11, 2019

**I. INTRODUCTION**

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The East Bay Regional Park District (EBPRD) intends to engage a Communications Services firm to develop a public education and engagement program to inform dog owners about East Bay Regional Park District rules for dogs, including initial graphics and collateral. The District is interested in firms with expertise and experience working with government agencies.

**II. PROJECT DESCRIPTION**

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The East Bay Regional Park District wants to communicate appreciation of dog owners that visit East Bay Regional Parks and increase awareness of park rules and regulations, including properly cleaning up their dog's waste, keeping dogs on-leash when required, keeping dogs out of resource-protected areas, and sharing trails with other users such as bikers, hikers and equestrians.

The Park District is looking for **Strategic Communications Services** to help develop a public information and community engagement plan, including recommended timeline, campaign concepts, community engagement, key messages, and public information material copy. Graphic Design will be performed by the Park District's inhouse Creative Design Group. Only text and layout direction will be needed.

**III. SCOPE OF SERVICES**

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The Scope of Services will encompass developing recommendations and general copy for District staff to create and finalize. Consultant's proposed Work Plan and Schedule will form the basis for negotiations of a final Scope of Services for the Professional Services Agreement.

The scope of services may include, but not be limited to, the tasks below.

- Recommended Public Information and Community Engagement Plan, including work plan and schedule
- Three creative concept options, including slogans, visuals themes, etc.
- Recommended key messages
- Brochure copy (brochure exists and needs to be substantially updated)
- Website copy
- Other activities as recommended by strategic communications consultant

#### **IV. SUBMITTAL FORMAT**

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All submittals shall be from a Consultant that has a demonstrated experience in providing strategic guidance and recommendations to California governmental agencies in developing successful communications, public information, and community engagement programs.

All submittals shall be organized in the format shown below.

- Submittal Cover – Include the Request for Proposal title and submittal due date, the name, address, and the telephone number of the principal firm and contact.
- Transmittal Letter – The letter must convey why the candidate is interested in pursuing the project, how the project relates to other work the candidate has successfully performed, consultant philosophy as it pertains to working with public agencies on communications, public information, and community engagement projects, and why the candidate should be selected. The letter should be signed both by the principal contact for a potential award, and the letter's signatory must be the person authorized to bind the firm to any subsequent contract with the District.
- Team Qualifications and Experience – Provide a clear description of the principal firm's Project Manager and the proposed team with names, resumes, and proposed staffing numbers. Provide a list of successful communications, public information, and community engagement projects.
- Example of Most Recent Work – Candidates must provide three examples of the most recently completed communications, public information, and community engagement projects.
- Work Plan and Schedule – Consultant shall provide a recommended work plan identifying the major tasks and subtasks anticipated by the Consultant.

#### **V. RFP & EVALUATION SCHEDULE**

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The distribution, receipt, and evaluation of proposals, as well as selection of the Consultant, will conform to the following schedule:

Release of the RFP:	March 11, 2019
Proposals Due:	March 29, 2019 by 5:00 pm
Award of Contract:	April 30, 2019

#### **VI. SUBMITTAL REQUIREMENTS**

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Please submit RFP's via e-mail to [dmason@ebparks.org](mailto:dmason@ebparks.org). Proposals must be received by the District by no later than **5:00 p.m. on Friday, March 29, 2019**.

The District reserves the right to modify, postpone, or cancel the RFP without liability, obligation, or commitment to any party, firm, or organization. In addition, the District reserves the right to request and obtain additional information from any candidate submitting a RFP, and to waive any minor informality or irregularity.