



## **Request for Quotes**

### **Outreach and Education Campaign Concerning Air Quality**

#### **Background**

Studies have found ozone levels in the Tri-Cities that sometimes exceed federal standards. Ozone is an air pollutant that can lead to or exacerbate health problems. If these levels continue at the current rate, the U.S. Environmental Protection Agency may designate the region as being in non-attainment in the future. This designation could force additional requirements on local industries, motorists, and potentially impair economic development in the region.

Benton Franklin Council of Governments (BFCG) is seeking a qualified public relations firm to create and lead a marketing campaign in effort to generate awareness and educate our community about air quality, the impacts poor air quality has on our community and simple steps our community can take to reduce ozone.

#### **Deliverables**

- By April 30<sup>th</sup> of 2019, begin an education and outreach campaign in English and Spanish to inform and educate Tri-Cities residents about the nature of the ozone problem and simple steps they can take to help reduce ozone. This should also include surveys before the campaign and after, perhaps to be used as a measurement of success.
- Develop an alert system to let people know when high ozone levels are likely, and give them time to take action to help reduce ozone.
- Inform people about this alert system and what they should do when an alert is issued.

#### **Sample Ideas**

- Text/email alerts for ozone warnings
- Ozone action plans at major employers
- Commitments from local media to include ozone alerts in news updates
- Ozone posters and information at major summer events (Gold Cup, rodeo, fair, etc.)

#### **Critical Message**

- On hot summer days, high levels of ozone can build up around the Tri-Cities.
- Ozone is a threat to human health.
- There are simple things you can do on high alert days to reduce ozone levels, drive less (walk, carpool, bus, or bicycle), waiting until evening to use the barbecue or mow your grass.



## Talking points

### Science & Health

A study by Washington State Department of Ecology, WSU and the Benton Clean Air Agency found no single source of nitrogen oxide (NOx) and volatile organic compounds (VOC) in the Tri-Cities area responsible for elevated ozone, but motor vehicles, local topography and weather patterns are the key ingredients producing high ozone levels in the region.

- Ozone forms in the air when NOx and VOC mix together on hot summer days.
- Ground-level ozone is an air pollutant that’s hazardous to people. It can aggravate asthma, inflame the lungs, and lead to bronchitis and pneumonia.
- Recent data show that ozone readings in the Tri-Cities exceed federal standards.
- At certain times of the year, ground-level ozone readings in the Tri-Cities can be as high as they are near metro Seattle.

### Community Impact

**Health** – The best thing local governments can do to protect residents’ health and to ensure that federal restrictions don’t impact economic growth is to take voluntary steps to reduce ozone levels.

**Economic** – If ozone stays at these levels, the Tri-Cities could be in non-attainment for federal air quality standards, and required to take steps to improve air quality. This, in turn, could affect economic development in the area and require significant investments.

**Motorists** – If the Tri-Cities becomes a non-attainment area, motorists will be affected by vehicle emission requirements.

### Approximate Project Timeline

Date	Action	Who
February 4 <sup>th</sup> , 2019	Release notification about BFCG’s need for an education and outreach.	<b>BFCG</b>
February 19 <sup>th</sup> , 2019	All proposals due to BFCG.	<b>Eligible Candidates</b>
March 22 <sup>th</sup> , 2019	Award contract for Ozone Outreach and Education Campaign.	<b>BFCG</b>
March 25 <sup>th</sup> to April 26 <sup>th</sup> , 2019	Develop education strategies and outreach plan.	<b>Selected PR Firm, BFCG, Ecology, Benton Clean Air</b>
May 1 <sup>st</sup> , 2019	Begin education and outreach campaign	<b>PR Firm</b>
June 30 <sup>st</sup> , 2019	All billing must be completed	<b>PR Firm</b>
June 1st - Sept. 30 <sup>th</sup> , 2019	Issue ozone alerts when high levels of ozone are likely. Conduct surveys following the end of the campaign.	<b>Ecology/PR Firm</b>



## Roles & Responsibilities

Agency	Role
<b>Washington State Department of Ecology / Benton Clean Air</b>	<b>Science</b> <ul style="list-style-type: none"> <li>• Data and background</li> <li>• Engage media on the science</li> </ul>
<b>BFCG</b>	<b>Coordination/Project Manager</b> <ul style="list-style-type: none"> <li>• Oversee outreach campaign</li> <li>• Monitor progress</li> </ul>
<b>Public engagement firm</b>	<b>Outreach</b> <ul style="list-style-type: none"> <li>• Education campaign/messaging</li> <li>• Coordinate paid/earned media</li> <li>• Monitor effectiveness</li> </ul>

## Contract Requirements

Candidates must comply with appropriate and relevant federal, state and local laws as well as with BFCG’s policies. Federal, state or local laws, regulations, grants or requirements are more restrictive than these guidelines, such laws, regulations, grants or requirements shall be followed.

Candidates must provide bi-weekly reports to BFCG in regards to status of the project. When the outreach campaign begins, the candidate must monitor effectiveness and provide monthly reports through the remainder of the campaign.

Work will continue through the summer, and all billing for the contact must be completed by June 30<sup>th</sup>, 2019.

### Quote

A statement of price, terms of sale, and description of goods or services offered by a prospective seller. Quotes will include qualifications of the provider

### Project Budget

Total funding available to complete deliverables is \$40,000.

### Award Criteria

The procurement shall be awarded to the most responsive, responsible offeror who provides the lowest quote, or if criteria other than price are to be considered, whose proposal achieves the highest score when evaluated. Criteria may include experience, expertise, price, product availability, functionality, quality or suitability for a particular purpose.