



Request for Proposals:
Fire Prevention Messaging Project

Issue Date: September 1, 2021

Submission Deadline: September 29, 2021 4:00 p.m. MDT

Email Request To: Laura Schweitzer, info@westernforesters.org

Background

The Council of Western State Foresters (CWSF) is a 501 (c)(3) membership association that is seeking to identify a contractor to develop a marketing plan and design digital assets focused on educating homeowners and landowners on the need to reduce human-caused wildfires.

CWSF is a nonpartisan, nonprofit membership organization comprised of 17 western U.S. State Foresters and six U.S.-Affiliated Pacific Island Foresters. CWSF's mission is to promote the conservation, protection, and sustainable management of forests for today and generations to come by leading collective action, fostering learning, facilitating resource sharing, providing credible expertise and information, carrying out outreach and advocacy, and engaging with partners.

All inquiries related to this RFP are to be directed, in writing, to the contact person at the email address on the front cover. Information obtained from any other source is not official and should not be relied upon.

Scope of Work

Wildland fire season in the western United States is starting earlier and lasting longer and has led to what many consider a "fire year" instead of a single fire season. Wildland fire frequency, severity, complexity, and size are also increasing. Human development in the wildland-urban interface (WUI), climate variability, and other forest health threats contribute to the challenges of managing wildfire.

CWSF and its members foster collaboration across land-ownership and jurisdictional boundaries to achieve wildfire preparedness, prevention, suppression, and mitigation. Mitigating risks from wildfire requires effective outreach, education, and training. Western state forestry agencies play a key role in reaching the general public to encourage behavior that reduces human-caused wildfires. This project is being carried out in response to a need to create cohesive, consistent, and action-oriented outreach content for western states and Pacific Islands focused on encouraging a reduction in human-caused wildfire, with specific focus on messaging to homeowners and landowners.

Activities

1. Meet and communicate virtually and regularly with an identified CWSF project team to affirm project goals and strategies, establish agreed project checkpoints and communications expectations, discuss brand adherence, and ensure timelines and budgets stay on track.
2. Develop a range of digital design work that encourages a reduction in human-caused wildfire and focuses on homeowners and landowners, including but not limited to: digital and social media graphics, infographics, data visualizations, compelling external design products, gif animation, and multimedia design for various digital platforms. Work should enable 'plug and

play' by various state and Pacific Island entities for their respective localities. Demonstrate expertise in digital and print design principles and best practices.

3. Develop a marketing plan for western state and Pacific Island forestry agencies to utilize, to include partnership outreach, social media, content, curation, and directions for use. Demonstrate expertise in marketing principles and best practices.

Deliverables

- A detailed plan of action and timeline, agreed between contractor and CWSF project team, for executing work outlined in the Scope of Work
- Digital design assets that encourage a reduction in human-caused wildfire and focuses on homeowners and landowners, including but not limited to digital and social media graphics, infographics, data visualizations, compelling external design products, gif animation, and multimedia design for various digital platforms, including but not limited to Facebook, Twitter, Instagram, and email marketing
 - Graphics/templates should be customizable and allow for the incorporation of agency/program-specific logos and website links
 - Content and graphics should be representative of a wide variety of landscapes and wildfire-related issues in western states and Pacific Islands
- A marketing plan for western state and Pacific Island forestry agencies to utilize, to include partnership outreach, social media, content, curation, and directions for use

Project Timeline

Final deliverables will be completed and approved by CWSF by February 24, 2021. All work products and deliverables will become the sole property of CWSF.

Project Budget

A maximum award of \$10,000 is available for completing the project. Furnished equipment, including computer and workspace, will not be provided by CWSF and is expected to be provided by the selected bidder.

Submission and Evaluation Process

Proposals should be submitted no later than 4:00 p.m. MDT on September 29, 2021 to the contact listed below. Late responses will not be considered.

Laura Schweitzer
Council of Western State Foresters
2255 Sheridan Blvd., Suite C-327
Edgewater, CO 80214
info@westernforesters.org

All proposal submissions must include a certification statement that the submitter is not presently suspended or debarred from conducting business with the Federal government.

Proposal submissions must also include:

- Completed Respondent Information Form (Appendix A);
- Statement of interest that references the solicitation and Scope of Work, a brief description of the individual or organization, and contact information;
- Resume outlining the Respondent's experience, the experience of key team members and a response to the experience criteria;
- Disclosure of any conflicts of interest;
- Budget proposal for this project;
- Recent sample work; and
- The principal of the company or organization must sign the submission. An electronic signature is acceptable.

If selected, the proposer will also be required to provide proof of liability insurance and eligibility to work legally in the United States.

Proposer Qualifications must include the following:

- Bachelors degree in communications, graphic design, or a related field
- At least two years post-college experience in graphic design, digital communications, and translation of existing content into media formats appropriate to new and traditional media platforms, including social media
- Strong knowledge and skills in Adobe Creative Suite
- Fluent understanding of pre-press and printing processes
- Ability to work virtually, conceptually, creatively, and strategically
- Willingness to work collaboratively with CWSF project team
- Exceptional attention to detail
- Ability to adhere to budgets and deadlines

Questions:

For questions, please contact:

Laura Schweitzer
Council of Western State Foresters
info@westernforesters.org

RFP APPENDIX A

Respondent Information Form

Provide the following information regarding the Respondent.

(NOTE: If Respondent is proposing as a team or joint venture with each entity signing the Contract, if awarded, each should complete this information. Subcontractor(s) are not co-Respondents and should not be identified here.)

Question	Response
Respondent Information	
Respondent Name: <i>(NOTE: Give exact legal name as it will appear on the contract, if awarded.)</i>	
Principal Address, City, State and Zip Code:	
Telephone number:	
Fax number:	
Website address:	
Year established:	
Provide the number of years in business under present name:	
Social Security number or Federal Employer Identification number:	
DUNS Number:	
Business Structure	
Indicate the business structure of the Respondent: Individual or Sole Proprietorship (List assumed name if any); Partnership; Limited Liability Company; For Profit Corporation; Nonprofit Corporation; Domestic; Foreign or Other (list business structure)	
Annual revenue:	
Total number of employees:	

Total number of current clients/customers:	
Briefly describe other lines of business that the company is directly or indirectly affiliated with:	
List related companies:	
Printed name of contract signatory and title:	
Provide any other names under which Respondent has operated within the last 10 years and length of time under for each:	
Provide address of office from which this project would be managed (Address, City, State and Zip Code. Telephone number and Fax number):	
Contact Information	
List the one person who CWSF may contact concerning your proposal or setting dates for meetings. (Address, City, State and Zip Code. Telephone number and Email Address):	
Does Respondent anticipate any mergers, transfer of organization ownership, management reorganization or departure of key personnel within the next twelve (12) months?	
Where is the Respondent's corporate headquarters located?	
Previous Contracts	
Has the Respondent ever failed to complete any contract awarded? If YES, state the name of the organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.	
Has any officer or partner proposed for this assignment ever been an officer or partner of some other organization that failed to	

<p>complete a contract? If <i>YES</i>, state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.</p>	
<p>Has any officer or partner proposed for this assignment ever failed to complete a contract handled in his or her own name? If <i>YES</i>, state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.</p>	