

**Request for Proposals
For the Development of Content
For a Flood Education Campaign in the Delaware River Basin States**

Nurture Nature Foundation is undertaking a flood education campaign in the Delaware River Basin, which comprises four states: Pennsylvania, New Jersey, New York, and Delaware. Through a cooperative agreement with the National Oceanic and Atmospheric Administration, NNF has been awarded \$250,000 to produce a multi-media campaign that highlights the flood forecasting and flood warning resources of the National Weather Service and that contextualizes the use of these resources in general flood education messages (including, but not limited to, existing flood awareness campaigns such as *Turn Around, Don't Drown*).

The flood forecasting and warning resources include:

- The Advanced Hydrologic Prediction Services (AHPS) component of National Weather Services hydrology division. AHPS provides a detailed system of hydrologic data in technical formats, including graphs and charts. www.weather.gov/ahps
- Really Simple Syndication (RSS) feeds from AHPS, which deliver real-time alerts to people's email or cell phone to notify of impending flood and flash flood watches and warnings. The AHPS system processes data generated from a series of river gages monitored and maintained by the United States Geological Survey, and publishes that data at: <http://www.weather.gov/ahps>. Specifically, the RSS feeds can be accessed at: <http://www.weather.gov/ahps/rss>.
- RSS feeds from the Automated Flood Warning System, which provide similar data from ancillary gages on streams and tributaries, monitored and maintained by municipalities, counties or other organizations. <http://afws.erh.noaa.gov/afws/national.php>
- RSS feeds from National Weather Service for general weather Watches and Warnings, which will include warnings about flooding as well as other weather events, and which are important because they often contain more detailed information about flood conditions and events than the AHPS or AFWS RSS feeds. <http://www.nws.noaa.gov/alerts-beta>.

NNF's campaign will focus on two key messages, which can be summed up with an overall understanding: "Floods Happen: Lessen the Loss." It should be expressed to audiences that floods can happen at anytime; that anyone who lives, works or visits near rivers, streams or creeks are potentially at risk; and that people should prepare now to reduce loss. It should also be expressed to audiences that floods are the most common, costly and deadly natural hazard in the country.

This message will be delivered in two parts. The first, generally stated, is:

If you live, work or visit near a river, stream or creek, you need to sign up for flood forecasting and warning alerts, which can be delivered to your email or cell phone in advance of flood events.

The second, generally stated is:

Preparing in advance can reduce your losses in a flood event. These are important steps you should consider taking now: purchase federal flood insurance, prepare an emergency plan for your household or business, stay connected to news sources alerting you to weather forecasts, and follow professional warnings to evacuate or prepare (etc. this is a representative, and not comprehensive, list of the sub-messages). Also, we want to link to existing campaigns, including *Turn Around, Don't Drown* (<http://tadd.weather.gov/>) and maybe NWS' High Water Mark Signs program http://www.weather.gov/os/water/high_water.

We want people to become more fluent with the resources of National Weather Service, and to provide a baseline introduction to their services.

The NNF Flood Education Campaign has funds to create six elements:

- a website
- radio and TV PSAs
- training materials for professional audiences (municipal and emergency managers) – specifically, a DVD with accompanying written piece
- classroom presentations for elementary, middle and high school audiences
- a traveling exhibit that is replicable
- a conference for professional audiences, which will disseminate the created materials and relay the messages of the campaign in detail to these decision makers

NNF envisions the creation of an identifiable “brand” for the campaign, as well as a potential illustrated and animated mascot.

NNF envisions a mix of animated, illustrated and filmed components for the PSAs, website content, training and classroom materials, and traveling exhibit. Components from each of these five areas will be packaged for distribution at the culminating conference at the end of the project.

NNF intends the campaign to draw on data gathered by NWS to strengthen awareness about the need for flood preparedness. An example of such data can be found at: <http://www.weather.gov/os/hazstats/flood08.pdf>.

Also, production components can include the use of alternative venues for airing of the PSAs, to maximize the effect of federal dollars by increasing the size of the audience who will hear and absorb the messages. Such possibilities include: hosting in school district cable TV systems; airing at professional sporting games or during previews at movie theatres; placement in static media such as magazines, bus stop or bus advertising, etc.

Project dates:

The project official began on September 1, 2009, and ends August 31, 2010.

A National Flood Safety Awareness Week is scheduled for mid-March each year, and PSAs would be appropriate to air during this week, if possible, but quality of the final product is essential.

All products produced should direct audiences to the website, and the completion of the website may affect production schedules for all other components.

PLEASE INCLUDE A PROPOSED TIMELINE FOR COMPLETION OF YOUR WORK, WHICH MUST INCLUDE ADEQUATE TIME FOR REVIEW BY NNF, AND REVISIONS AS NEEDED.

Through this document, NNF is requesting proposals from vendors wishing to produce content for the various elements of the project. Bidders may propose to complete the full scope of work, or only portions of the work. The full text of the grant application is attached for vendors who wish to review the details of the campaign. Future requests for letters of interest will address a further scope of work, which will focus on the creation of a website and the development of a traveling exhibit. This initial request is specifically for multi-purpose content generation and creation of “branding” items, including logo and/or mascot. Vendors submitting a proposal for this scope of work will be permitted to respond to future requests for proposal for further scope of work.

Scope of work for this request includes:

Creation of Logo and/or Mascot:

NNF intends to create a unified look to the campaign, in part by producing a logo or icon to brand the campaign, and through the creation of a mascot to brand those portions of the campaign that will be illustrated or animated.

Creation of Radio, Television or other PSAs:

Specifically, NNF will develop 3 to 5 30-second radio PSAs and 2-3 television PSAs, or some equivalent thereof as appropriate, in a mix of styles, including animated and filmed.

Filmed components for potential use in professional training materials, classroom training materials, exhibit development and conference materials, and website:

Specifically, interviews with NWS and other appropriate officials in charge of the flood forecasting and warning resources; interviews with flood victims; active flood footage; scenic footage of the Delaware River Basin and its flood-prone communities; other film footage as appropriate.

Static illustrations of logo/icon and mascot, engaged in various activities and dialogue, that can be used in multiple venues, including: classroom presentations,

professional training materials, exhibit development and conference materials, and website.

Specifically, a series of approximately 10 images that can be re-sized and re-formatted to meet multiple purposes as stated above, and which can stand alone to relay specific messages of the campaign.

Submission requirements:

Bidders are requested to submit a portfolio of previous work, along with a letter explaining their specific interest in the project. Bidders should explicitly present the scope of work to which they are responding, and should provide a general explanation of how they would undertake the project. Bidders should stress their specific credentials in the area of flooding and environmental work, and should explain in their letter why they believe they are the best choice for their particular scope of work.

NNF intends to engage several vendors in the completion of this content, and bidders should explain their experience working as part of a production team, and should stress any skills they have in production management and coordination.

Bidders should NOT submit a proposal that includes final pricing, though estimated costs, or payment structures (i.e. hourly rates and estimated time to complete), should be included. NNF will review all submissions for technical merit, and will contact bidders who have demonstrated an expertise and quality of work appropriate to the project's size and scope, and will negotiate best and final pricing at that time.

Bids will be reviewed for the following elements:

- technical expertise in presenting flood or related environmental messages
- expertise in the specific media (radio, television, animation or illustration production)
- innovation in proposal for presenting technical content to diverse audiences in simple to understand, compelling ways
- demonstrated ability to carry out the work in a timely fashion
- demonstrated ability to work as part of a production team
- maximum efficiency in reaching broad audiences (e.g., innovative technical formats or platforms for disseminating information)
- if applicable, demonstrated ability to manage subcontractors in accordance with federal regulations

Because the timeline on the project is compressed, bidders will have flexibility to propose innovative means and methods for completing the work in a timely fashion; proposals from bidders who incorporate such means and methods will be weighted more heavily in the review process. Where applicable, proposals that include methods or services that conserve natural resources, are energy-efficient and otherwise protect the environment will be preferred.

POTENTIAL BIDDERS ARE ENCOURAGED TO CONTACT NNF STAFF TO DISCUSS THEIR PROPOSALS PRIOR TO SUBMISSION. Bidders are welcome to request a conference to present their work in person.

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