

Request for Proposals (RFP) for Communications Plan Drafting

Bid/RFP Due Date:

Friday, April 24, 2015 - 5:00pm

Bid/RFP Status:

Open - accepting bids and proposals

Introduction

The Yakima Basin Fish and Wildlife Recovery Board (YBFWRB) is seeking proposals and cost estimates for strategic communications plan development by qualified communications professionals (“Consultant”). Requested services include, but are not limited to:

- Long range communications plan development;
- Hold planning workshop with Board, staff and partners;
- Development of timelines and funding proposals for implementation of priority actions;
- Implementation checklists; and,
- Presentation of the plan to staff and board members

Scope of Work

The scope of work to be performed by the Consultant will include, but is not limited to the following:

1. Professional third-party review of our current draft outreach plan.

Description of Task: We have a newly developed [draft communication and outreach plan](#) that does a strong job of identifying messages, audiences and potential communication actions, but that needs to be further developed to focus on strategic priorities. We would work with a third-party contractor to review this plan and our current outreach and communication efforts and identify strengths and weaknesses.

Proposed Timeline: To be initiated at contract start and completed by June 15, 2015.

Outcome: Shared understanding of current status of communication plan and actions needed to focus and finalize it.

2. Prepare and hold workshop with Board and key partners

Description of Task: Staff and the communications specialist will work together to scope, prepare and hold a workshop for Board of Directors’ members, staff and key partners to review the Board’s role and work plan and identify strategic communication priorities

(including goals, messages, and audiences) that will best further the Boards' work. Preparations will include one on one outreach with key participants.

Proposed Timeline: To be initiated after June 15, with completion by Aug 15, 2015.

Outcome: Identification of strategic communications priorities that is understood and owned by the Board of Directors.

3. Finalize Board communications plan and develop detailed implementation plan for FY 2016

Description of Task: Staff and the communications specialist will work together to incorporate the priorities identified in the workshop into a final version of the Board's communication plan, and to develop a detailed implementation plan for FY 2016 that focuses on implementing identified priorities. The final draft will be reviewed by the Board of Directors and key partners.

Proposed Timeline: To be initiated by August 15 and completed by Sept 15, 2015.

Outcome: Broadly supported outreach plan with clear schedule of specific activities focused on strategic communication priorities.

4. Identify funding sources for implementation of identified priorities

Description of Task: Staff and the communications specialist will work together to identify funding opportunities to support implementation of the final strategic communications plan. Staff will develop grant applications and work to secure funding for implementation.

Proposed Timeline: To be initiated by Aug 15 and completed by Sept 15, 2015.

Outcome: Secured funding for implementation of priority actions.

Consultant Responsibilities

The Consultant shall be responsible for drafting the final plan; organizing and leading Board workshop, and compiling all components of the plan; and presenting the plan to staff and the YBFWRB board.

Proposal Contents

Each proposal shall contain the following information:

- A general description of the Consultant's approach to this project, including an explanation of the approach and methodology used to perform the scope of work outlined above
- A not-to-exceed cost to perform the scope of services listed above. Include, if applicable, hourly rates to perform work and a fee schedule for reimbursable expenses.
- Any other information about the Consultant that would be applicable to this project.

Schedule & Due Date

The Consultant shall submit email copies of the proposal no later than 5:00 p.m. on Thursday, April 24, 2015. No hardcopy or faxed materials will be accepted. Please submit proposals to: Heather Hadsel, Operations and Outreach Manager, heather@ybfwrp.org.

Selection of Qualified Consultant

The YBFWRB shall select a consultant for this project based on a combination of factors, such as:

- Responsiveness and comprehensiveness of the proposal with respect to this RFP;
- Approach to this particular project; and
- Consultant's proposed cost to perform the scope of services.

The YBFWRB reserves the right to reject any proposal and may elect to make a decision without further discussion or negotiation. This solicitation is not to be construed as a contract of any kind. The YBFWRB is not liable for any costs or expenses incurred in the preparation of responses to this RFP, and may withdraw or modify this request at any time.

Questions

Any questions regarding this Request for Proposals should be directed to Alex Conley at aconley@ybfwrp.org or 509-453-4104.