

Request for Proposals: Communications and marketing services in support of the Chesapeake Oyster Alliance

**ORGANIZATIONAL
INFORMATION:**

Name: Chesapeake Bay Foundation, Inc.
Address: 6 Herndon Ave., Annapolis, MD 21403
Contact: Emily Day, Senior Manager, Operations & Strategy,
eday@cbf.org

ISSUE DATE:

February 3, 2022

**SUMMARY OF NEED:
(Brief Overview)**

The Chesapeake Bay Foundation is a 501(c)(3) organization working to save the Chesapeake Bay and restore clean water to its rivers and streams. The Bay jurisdictions are in the final years of a 15-year, federal/state plan—known as the Chesapeake Clean Water Blueprint—that most scientists believe is the last, best hope for restoration. Unlike previous voluntary federal/state agreements, the Blueprint has transparency, accountability, and consequences for failure. It is to be fully implemented by 2025.

The health of the Chesapeake Bay's oyster population is critical for a restored Bay. Oysters are a keystone species, filtering water and providing essential habitat for other important Bay species. Understanding the role of the oyster in the improvement of the Bay, the Chesapeake Bay Foundation launched the Chesapeake Oyster Alliance (COA). The Chesapeake Oyster Alliance is a multi-year effort designed to spark governmental action, public attention, and funding to accelerate ongoing oyster restoration efforts in the Chesapeake Bay. The ambitious goal of this collaborative effort is to add 10 billion oysters into Virginia and Maryland waters by 2025.

Campaign target outcomes:

- Restore oyster sanctuaries throughout Maryland and Virginia
- Improve science-based fishery management
- Increase oyster aquaculture

Core strategies:

- Supporting large-scale oyster restoration efforts through funding and helping Maryland and Virginia to reach or exceed their combined 10 Bay tributary restoration goal
- Providing a platform for oyster growers to connect with the public
- Partnering with science-focused organizations to develop innovative strategies and advance their research
- Engage the public in oyster restoration and advocacy efforts

To date, more than 80 organizations have joined the alliance. Benefits of partnership include a deep network and press opportunities to promote and share our partners' work, eligibility to apply for the [COA Oyster Innovation Grant Program](#) and Restoration Capacity Assistance Fund, attend and present at COA's national [Chesapeake Oyster Science Symposium](#) and our spring/fall COA Partner meetings, and much more.

One of the biggest challenges the alliance faces is outreach and raising awareness. The effort to plant 10 Billion oysters by 2025 is a massive

initiative yet it lacks the scale of public awareness and media coverage we think it deserves.

THE PROJECT:

The Chesapeake Bay Foundation seeks the expertise of a qualified communications and marketing consultant to help develop and produce effective Chesapeake Oyster Alliance campaign elements that support the following objectives:

- Develop a cohesive marketing strategy to raise awareness about the alliance.
- Re-engage current partners and recruit new partners with strategic communication.
- Provide COA campaign staff, partners, and volunteers with the resources necessary to spread awareness and recruit support.

Secondary objectives:

- Prepare a new chesapeakeoysteralliance.org that is consistent with campaign messaging, inspires action, and is easy to navigate.
- Develop a marketing plan for the Chesapeake Oyster Symposium and other major events.

Target audiences:

- Chesapeake Oyster Alliance Partners
- Science-focused organizations, oyster aquaculturalists, oyster restoration specialists
- Maryland and Virginia citizens (outdoor conservatives and recreational enthusiasts), legislators, public officials, church members, teachers, and students.

The timeframe of the project is January 2022 through December, 2022, with the potential for an annual extension through the end of 2024.

SCOPE OF WORK:

The consultant will work collaboratively with the CBF Making History Team to produce and execute effective Chesapeake Oyster Alliance (COA) campaign elements that increase awareness and support established marketing objectives. Strategies will be based on priority, needs, and cost. Efforts may include, but are not limited to:

Plan, negotiate and buy cross state media to effectively reach target audiences and maximize budgets. This may include television, radio, print, outdoor, online, nontraditional media, and outreach to diverse communities. Craft public service announcements and press kits as needed.

Website navigation revamp and updates. Optimize site to improve partner recruitment and resources. Maintain, and monitor COA Facebook, Instagram, and Twitter social media accounts in accordance with CBF social media guidelines. Implement strategies to increase organic reach and engagement of website and social platforms.

Creative briefs, production timelines, advertising concepts, video production, copywriting, and creative services. Consultant will be responsible for developing and designing materials in formats suitable for print and/or web. All creative is to be developed and produced in accordance with COA logo, name, and language use guidelines, and must be approved by CBF prior to production and/or distribution.

Track and evaluate key metrics. Bi-monthly reports should include decisions and next steps to ensure campaign is staying true to its objectives.

Bi-weekly check-ins will be coordinated to make the most of last-minute opportunities as they occur. Campaign evaluations are to be provided twice a year.

When submitting a bid, please break down costs and timeline.

THE SCHEDULE:

- We request that proposals be delivered electronically to CBF staff member Emily Day (eday@cbf.org) no later than 5 p.m. on Wednesday, February 17, 2022.
- CBF intends to make a decision no later than March 4, 2022. Applicants will be notified when a decision for award of the bid is made.
- Work should begin in March 2022 and end by December 31, 2022 with potential for annual extension through the end of 2024.

MINIMUM
REQUIREMENTS:

At a minimum, you must have the following qualifications and provide:

- The name and full contact information of your company and, if applicable, any other entity comprising your team. Please attach resumes or bios of staff who would be involved.
- Estimated availability/working schedule.
- Billable rate.
- List and describe three projects completed within the previous five years that are relevant to this project and/or within the region identified above.
- List two client references, and their contact information, for whom you or your team members have completed work like that described in this RFP.
- Include basic information and history about the business entity, including financial information, technical capability, and any other information you feel is important for us to know.

MINORITY
PARTICIPATION:

CBF actively encourages proposals from Small, Women and Minority Owned (SWAM) Businesses. Please note if you are a Small, Women or Minority Owned Business and if you are certified by the State/Commonwealth/DC.

FOR FURTHER
INFORMATION OR
QUESTIONS:

Emily Day, Senior Manager, Operations & Strategy, eday@cbf.org

BID RESPONSE FORM

Please complete the following information for your response:

1. The name and full contact information of your company and, if applicable, any other entity comprising your team: [Attach resumes of individuals involved.]
2. List and describe two projects completed within the previous five years that are relevant to this project. If the relevance is not immediately obvious, please describe briefly the relationship as you see it: [Attach additional information as appropriate.]
3. List two client references, and their contact information, for whom you or your team members have completed work similar to that described in this RFP:
4. Include basic information and history about the business entity, financial information, technical capability, and any other information you feel is important for us to know.
5. Fee Proposal, detailed to the greatest extent possible – cost for service: hourly rates (if applicable), typical direct out-of-pocket costs such as travel reimbursement, copies, mailings, etc., and any other anticipated expenses that you foresee:
6. Additional information, such as you/your team members' particular experiences, training, and/or academic background(s) that may make you uniquely qualified for this position: [Attach additional materials as appropriate.]

A successful applicant may need to provide proof of insurance based on the services or product provided.

The undersigned certifies that the information submitted above is true and accurate.
The undersigned certifies that the person, firm, association, copartnership or corporation herein named, has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in the preparation and submission of a proposal to the Chesapeake Bay Foundation for consideration in the award of a contract.
The undersigned further certifies that the firm, association, or corporation or any person in a controlling capacity associated therewith or any position involving the administration of federal funds; is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any federal agency; has not been suspended, debarred voluntarily excluded, or determined ineligible by any federal agency within the past three years; does not have a proposed debarment pending; and has not been indicted, convicted, or had a civil judgment rendered against said person, firm, association, or corporation by a court of competent jurisdiction on any manner involving fraud or official misconduct within the last three years. I further acknowledge that by signing this page of the proposal, I am deemed to have agreed to the provisions of the affidavit.

(Name of Firm)

(Authorized Signature) (Title)

(Please print Name)

(Date)