



Overview: RFP Process

Public Awareness & Education Campaign
Public Awareness & Opinion Research

RAQC Board Meeting
February 3, 2005



Overview

- Developed two Requests for Proposals (RFPs) to hire professional contractors to assist with ozone efforts
 - Public Awareness & Education Campaign
 - Public Awareness & Opinion Research
- Proposals released Jan. 25 to nearly 30 agencies and posted on web site



Public Awareness & Education Campaign

- Two Main Objectives
 - Raise public awareness
 - Increase number of people who take action and change habits due to targeted messages



Public Awareness & Education Campaign

- Requested services
 - Strategic plan
 - Logo / slogan development
 - News media outreach
 - Paid advertising
 - Event planning and promotion
 - Web site enhancement
 - Materials development



Public Awareness & Opinion Research

- Two main objectives
 - effectively measure amount of ozone-related information citizens are aware of before/after program launch
 - discover what action is taken by citizens, if any, as ozone alerts and information are announced



Public Awareness & Opinion Research

- Requested services
 - Pre-program launch surveys
 - Post-program launch surveys
 - Focus groups
 - Reported results



Review / Selection Process

- All proposals reviewed and scored by the Advisory Committee
- Top three scoring agencies will be asked to give presentations to the Committee
- Committee will make a final choice after the presentations
- RAQC staff, with prior Board approval, will proceed with executing contracts



Advisory Committee

- Recently formed Ozone Outreach, Information, and Education Advisory Committee
- Members include public information, marketing, communications, and PR specialists:
 - RAQC
 - CDHPE
 - DRCOG
 - City and County of Denver
 - City of Federal Heights
 - Envirotest
 - ALA of Colorado
 - National Jewish Medical & Research Center



Schedule of Events

January 25	RFP release
February 18	Proposals due
February 18 – 23	Review by selection committee
February 24	*Presentations from top three agencies
March 4	Decisions announced
March 15	Approximate date agencies begin work

*presentations from PR/advertising firms only