

**REQUEST FOR PROPOALS 2018-151
KITSAP COUNTY PUBLIC WORKS
STORMWATER DIVISION**

**SOCIAL MARKETING CAMPAIGN DEVELOPMENT
DUE DATE: THURSDAY, OCTOBER 4, 2018 @ 3:00 PM (PST)**

Kitsap County is accepting proposals for the development and implementation of a behavior change campaign that includes a social marketing strategy to address polluted stormwater runoff. This strategy will include development of a three-year social marketing plan to address a specific, targeted behavior and audience that would reduce polluted runoff in the participating areas. Social marketing is the practice of using commercial marketing strategies to drive behavior change around a social issue. The contract period may begin in November 1, 2018.

Complete proposal packages can be found on the Kitsap County Website <https://spf.kitsapgov.com/das/Pages/Online-Bids.aspx>. For questions please contact Colby Wattling at 360-337-7036 or cwattling@co.kitsap.wa.us