

	KITSAP COUNTY Request for Proposal 2022-141	Purchasing Department 619 Division St., 4 th Floor Port Orchard, WA 98366 Phone: 360.337.4788 Email: purchasing@co.kitsap.wa.us
	Addendum No. 1	

TO: All Respondents

FROM: Glen McNeill

CLOSING DATE: **October 21, 2022, at 2:00PM (Unhanged)**

REF NO.: **2022-141 Natural Yard Care - Social Marketing Campaign**

DATE: October 11, 2022

The purpose of this addendum is to answer questions regarding the RFP.

- For a true social change marketing campaign, we would strongly recommend you invest in building a research-based campaign with creative segmentation designed to resonate with specific communities and cultures. This would require primary and secondary research, along with the development of a campaign message platform and visual system segmented for core community groups. We would encourage investment in campaign creative assets most likely to resonate across an integrated mix of owned, paid, earned and partner media channels to ensure reach and frequency of the message with target audiences. Can you share more detail about the campaign that has been developed to date in terms of the strategy that went into its creative approach and/or the range of marketing tactics you've deployed in 2021 and 2022?*

This campaign was created, following Nancy Lee's 10 step social marketing framework, and with the guidance of Nancy Lee and C+C. The WSSOG selected nutrient reduction as the goal, and organic or natural fertilizer use as the BMP for this campaign, focusing on homeowners with kids or pets who do their own yard maintenance. WSSOG contracted with C+C from 2018-2022 to conduct social marketing sessions, do audience research (both formative audience research to identify relevant segments, barriers, and motivators, and message testing), develop creative concepts, implement a pilot campaign and expand that pilot throughout the WSSOG jurisdictions. In 2023, we plan to stay with same strategy used in 2022, but would like to fine tune our social media ad strategy. Relevant audience research and campaign planning materials will be shared with the selected consultant as needed.

Briefly, the campaign utilizes trusted messengers, Master Gardeners, to encourage people to switch to using natural or organic fertilizer. We help overcome the cost barrier to switching to organic fertilizer by offering coupons for discounts on natural/organic fertilizer. We also offer natural yard care webinars, hosted by Master Gardeners, in the spring which focus on a variety of gardening topics, but always include a segment on lawn care. Webinar participants receive the fertilizer coupons. Webinars and



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coupons are promoted via Master Gardener emails, direct mail, materials at participating nurseries, and social media. Individuals do not need to have attended a webinar in order to use a coupon. Webinar attendees are sent an evaluation six months after the webinar to assess whether they've changed their lawn *practices*.

- *We didn't see this level of campaign development present in the current scope of work — would you be open to considering proposals that build a campaign and deploy across a broader, strategic set of marketing channels?*

We are currently only seeking support for specific aspects of a broader campaign. Only a portion of the work on this campaign will be conducted by the consultant, other aspects will be done in-house. We will be employing other marketing channels, but are specifically seeking support with the social media outreach. We are not currently interested in changing our marketing strategy. We recognize that changing behaviors takes time and would like to let our current strategy play out, unchanged, for one more year. We are planning to hire an evaluation consultant to help us measure the impact of this campaign from its inception in 2018 to present. The evaluation consultant will be working during the 2023 campaign and based on their recommendations, and the recommendations of the contractor hired through this RFP, the campaign strategy may be modified in 2024.

- *To that end, the recommendations we might make to maximize your investment would vary greatly depending on the resources and budget you have to work with, especially if you consider a paid media strategy beyond Facebook (which we would strongly recommend, Facebook is a useful tactic but in a silo not necessarily effective). Can you share the level of anticipated funding for this campaign effort?*

We are aiming to keep costs for this contract to \$30,000.

- *Can you also share positions/titles of the RFP review committee?*

The core of our review committee will be comprised of Kitsap Public Works Education and Outreach staff:

- Cammy Mills, Education and Outreach Coordinator, Kitsap Public Works, Stormwater Division
- Kym Pleger, Education and Outreach Coordinator, Kitsap Public Works, Stormwater Division

Members of our WSSOG group have been invited to join the review committee but may or may not participate. They include:

- Rachel Bowen, NPDES Coordinator, City of Poulsbo
- Stella Collier, Stormwater Management Program Coordinator, City of Bainbridge Island
- Zack Holt, Stormwater Manager, City of Port Orchard
- Aaron Hulst, City Engineer, City of Gig Harbor
- Vince McIntyre, Civil Engineer, City of Port Angeles
- Sarah Wilson, Environmental Technician, City of Bremerton