

Public Relations, Media Outreach, and Social Media Consultant Services to American Lung Association for Clean Air Partnership	
Federal Aid No.:	CMAQ 9901(671)
Location:	St. Louis Metro
Proposed Improvement:	Reduced air pollution due to transportation emissions
Length and Budget:	Initial period from TBD – December 2023, with potential for extension, budget will be prorated depending on start date, with total 12 month budget set at \$65,000
DBE Goal Determination	0%
Consultant Services Required:	<p>American Lung Association for Clean Air Partnership (CAP) seeks a public relations consulting firm for a public relations and education project, with an option to extend to up to a maximum of three years, focused on the benefits of taking various measures to increase awareness about air pollution and health and to focus on choices for behavior change to reduce air pollution.</p> <p>The program will include social marketing, email outreach, media outreach, promotional and partnership events, marketing and other general outreach.</p> <p>Work products will include plans for year-round campaigns in 2023, press releases, website updates, community wide campaigns and station specific planning activities, employer driven outreach and focus, editing and creation of promotions and related materials.</p>
Contact:	<p>Susannah Fuchs American Lung Association in Missouri Susannah.Fuchs@lung.org</p>
Deadline:	<i>3pm on March 24</i>
Submittal Details:	Email with attached proposal, not to exceed 4 pages, should be received by 3pm on March 24, 2023

Scope of Work

ALA/CAP is seeking a Public Relations consultant to be responsible for planning, executing and promoting a clean air focused project and related initiatives in cooperation with the ALA/CAP staff. This consulting can be extended for up to a total of three years.

Work products will include press releases, website updates, social media messaging research and design, execution of events, and outreach programs on the following topics related to air pollution and air quality, emissions related to transportation, and the connections of both to lung health:

- Social media outreach and related behavior change promotions
- Lung health information as related to air pollution
- Additions to partners and actions taken by partners to reduce air pollution and its precursors
- Other related public relations and media outreach items

Consultant will also be responsible for providing a detailed monthly update on its activities and outreach initiatives. Billing is done monthly, through a reimbursement invoicing process.

The St. Louis region continues to be rated a non-attainment area by the Environmental Protection Agency for purposes of clean air standards. Awareness of air pollution and its health effects has a positive impact on behavior change leading to daily behaviors that are tied to pollution precursor reduction.

ALA/CAP is undertaking a one year campaign, which may be continued and built upon for year two and three, which will build on the historical successes of the Clean Air Partnership.

This program will include employer, governmental, school outreach, as well as general public outreach and information dissemination about air pollution and lung health, community partner outreach, a community wide campaign to increase awareness and related action about air pollution and lung health, and work with existing community partners to find new and innovative ways to reduce pollution and improve air quality and reduce related lung health issues. ALA/CAP is seeking a firm to assist with these efforts in planning, executing and promoting these ideas and messaging items.

The program will include use of social marketing; email outreach; promotional events; ad promotions with established media partners, event planning and management, partner generation, and general community outreach. These will all be used to connect with city and county and neighboring county residents and will also be used to then evaluate actions taken and behaviors changed.

Past year's support by PR and Media firms has included creation of social media posts, support of outreach to various constituencies, research and writing of e-newsletters, and representing the project's interests in community outreach campaigns. The following is a summary/excerpt from one month's PR and Media support from a previous year:

- Distribute and follow up on press releases
- Develop blog post and blog highlight article, review with Clean Air Partnership lead
- Follow up with advertising options and write related articles as needed, review with Clean Air Partnership lead
- Write and send e-blast to contact list
- Expand contact for e-blasts and other content
- Develop copy for website updates due to COVID-19 if needed, coordinate changes with web site contractor and Clean Air Partnership
- Work with media partner on content and updates needed to ads
- Update fliers for outreach to schools
- Find potential outreach events for Clean Air Partnership to attend

Social Media

- Maintain ongoing social media
- Develop social posts and analyze stats from previous month and share with staff
- Identify opportunities for boosted posts
- Respond to shared posts on Facebook and Twitter and engage with follower comments
- Scan follower tweets and Facebook posts to find tweets to retweet and posts to share from the CAP accounts
- Share specially created infographics to Twitter and Facebook
- Continue looking for new groups to follow on Twitter and like on Facebook
- Continue to identify creative ways to increase engagement in the social channels

This project has a DBE goal of 0%

The project is federally funded, and, as such, is subject to meeting any and all applicable federal requirements.

IV. Evaluation Criteria

All proposals determined to be from responsible proposers will be evaluated according to the factors listed below. The factors are listed in order of priority. In order to receive the maximum number of points available in each category the proposal should clearly indicate how the proposer meets each factor listed below.

Selected proposers may be required to take part in an oral interview. The previous clients of the proposer may also be called. ALA reserves the right to select a consultant based upon the proposal alone without conducting oral interviews.

A.

Specialized and lengthy experience and technical competence of the contractor(s) and assigned personnel relative to the task requirements. 55%

- 1.Experience of the prime contractor(s) and subcontractor(s)
- 2.Experience of the project manager
- 3.Experience of other key personnel

B.

Proposer's understanding of the scope and conditions related to the project. 25%

- 1.Proposer's proposed methodology and approach to the project, to include the technology and/or methods the proposer intends to use to produce the project deliverables
- 2.Demonstrated understanding of the proposed scope of work
- 3.Understanding and knowledge of Federal requirements and regulations, as demonstrated through previous work experience on similar projects that were funded with Federal grant monies or other public funding sources
- 4.Demonstrated understanding of regional conditions in the St. Louis Region that may affect the project
- 5.Overall organization and clarity of the proposal

C.

Previous work experience of the project team and satisfactory accomplishment of contract responsibility, as demonstrated through references, work samples, and other required information about the contractor's and/or subcontractor's firm. 10%

- 1.Quality of final products
- 2.Ability to meet work schedules
- 3.Responsiveness to client input
- 4.Ability to work within budgeted amounts

D.

Project cost & schedule of workforce commitment. 10%

1.Total project cost

2.Project schedule and timeliness of products

3.Total hours/level of assignment committed for the project manager and other key project staff

(While cost is one factor considered in the evaluation process, ALA reserves the right to select a proposal other than the one with the lowest cost.)