

Airport District Request for Proposals

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The Truckee Tahoe Airport District (“District”) seeks a creative agency (“Agency”) to design and implement a sustainable communications program that accurately represents to the community the District’s ongoing activities, initiatives, services and partnerships. Request for Proposals will be accepted in person, via email, or regular mail until February 15th, 2019 at 5 PM at the Truckee Tahoe Airport District Administration Office. If sent via e-mail request a confirmation receipt to ensure delivery and or confirm with staff in writing that your proposal has been received.

Background

In addition to providing aviation services, the District supports community programs, initiatives and organizations, makes its facilities and land available for community use, serves as a base for emergency services, and makes sizable investments in the communities it serves.

Awareness of these non-aviation efforts is limited throughout the community, which poses a challenge for the District, and prevents those served by the District from fully understanding the District’s mandate as a California Special District, which is to provide benefit to the community, while meeting its mission as an integral component of the regional and national transportation systems.

The ultimate goals for this initiative are that any adult member of the Truckee Tahoe community can:

- Name at least one non-aviation benefit the District serves to the surrounding communities, and
- Understand at least one core aeronautical mission of the District.

Scope of Services

The services the agency will provide the District shall include the following.

Research and Understanding

- A. Interview members of the community (pilot and non-pilot) to determine current perspectives on the District.
- B. Interview members of the District's community advisory team (ACAT) and Board of Directors (Board) to understand recent initiatives, challenges and goals.
- C. Interview members of District staff to understand historical perspectives, successes, limitations and previous initiatives that could be resurrected as new stories.
- D. Interview (and consult as needed) District counsel to understand legal limitations to communication claims.
- E. Study District charter to understand the District's mandate with regard to the communities it serves.
- F. Perform exhaustive internal discovery to thoroughly understand current District communication initiatives, protocol and programs.
- G. Study community outreach programs at similar airports to determine what has worked elsewhere.
- H. Conduct additional interviews and research in order to be able to identify the District's key challenges and community benefits.
- I. Discuss findings with District staff to ensure accuracy, understanding and sustainability of message, with regard to ongoing campaigns.

General Communications

- A. Branding design that represents the District as a respected, trustworthy member and leader in the community.
- B. Corporate voice definition that enables staff to communicate in clear language that is consistent, professional, easy to understand and friendly, without being patronizing.
- C. Creation of templates for printed materials that enable staff to easily use and support branding guidelines.
- D. Creation of video styling templates that enable any chosen agency to create video content that is consistent and reflects approved branding.

Strategic Communications Calendar

- A. Consult District staff to determine current and future communications opportunities, such as key topics, concerns and sensitivities, and scheduled events and announcements.
- B. Develop and manage quarterly communications calendars that are accessible to staff, and reflect agreed upon communication goals.
- C. Work with District staff to create case studies, social media posts, media story placements, press releases, interviews, newsletters and other content, as deemed appropriate for communication goals.

- D. Ensure calendar pipeline has suitable content.
- E. Measure efficacy of communications and provide quarterly reports to staff.

Proactive Media Outreach

- A. Establish contacts with local and regional press outlets to determine the types of content they will accept from the District.
- B. Pitch District content placement, when opportunities present themselves.
- C. Measure results and provide quarterly reports to staff.

Proactive Public Outreach

- A. Produce press releases that support the District's corporate voice and messaging.
- B. Proactively seek announcement opportunities that increase transparency with regard to airport operations and the District's community involvement.
- C. Research and suggest public appearance opportunities, such as community events, trade shows or other opportunities.
- D. Support staff by producing any required asset for support at events.
- E. Measure results of events and provide quarterly reports to staff.

Partner Communications Coordination

- A. Establish contacts with agency partners and others in the community whose interests align with the District. (Emergency services who use the airfield, businesses based on airport property, recipients of District funding etc.)
- B. Provide partners with content suggestions and examples, when needed that enable them to share their stories of partnership with the District.
- C. Monitor partner activities and report to District staff successes and areas where improvement is required.
- D. Identify and cultivate co-communication opportunities with partners.
- E. Measure results and provide quarterly reports to staff.

Social Media

- A. Analyze the District's current use of social media and identify means for improvement of content quality and response.
- B. Analyze and choose appropriate social media platforms for use, considering target audiences and messaging.
- C. Determine guidelines for what types of content are shared across each social media platform.
- D. Determine response guidelines for staff, with regard to how to best handle negative comments, questions and other interaction with the public.
- E. Measure efficacy and provide quarterly reports to staff.

Website

- A. Analyze the District's current content management system (CMS).
- B. Suggest improvements to site design.
- C. Suggest improvements to site hosting or other technical matters.
- D. Create or otherwise acquire assets required for website improvement.
- E. Research SEO and other rankings and suggest improvements to meet agreed upon goals, with regard to audience reach, traffic and other parameters.
- F. Develop or otherwise acquire technology required to improve website.
- G. Measure website efficacy and provide quarterly reports to staff.

Advertising

- A. Identify advertising channels that enable the District to reach its target audiences with targeted messaging, within budget.
- B. Identify opportunities for paid placement content, and coordinate such campaigns, when appropriate.
- C. Coordinate advertising calendar with content calendar, to ensure consistency of message, and to avoid missed opportunities.
- D. Create content as needed for advertisements.
- E. Measure results and provide quarterly reports to staff.

Public Speaking Opportunities

- A. Interview staff, ACAT and Board to determine individuals' expertise, willingness and ability to represent the District in public forums, both local and national.
- B. Identify opportunities for public speaking, presentation and participation on panels.
- C. Coordinate appearances with speaker and event producers.
- D. Coach airport Board members and staff prior to appearances, to ensure messaging will be on point.
- E. Create campaigns around each opportunity that include pre-event announcements and information, and post-event follow up.

Campaign Invention

- A. Interview staff, ACAT and Board to identify possible communication opportunities.
- B. Interview partners to identify stories that can be told about the benefits the District has provided.
- C. Create ongoing content series, such as profiles, that can be used to provide details about those related to the District, or those affected by it.
- D. Identify those related to the District who are capable of creating ongoing aviation education materials, and coordinate general interest content that, while not specific to the District, can be published by the District.
- E. Monitor on goings in the Truckee Tahoe community to identify opportunities for District tie-in and communication.

Marketing and Communications Plan

- A. Develop an annual marketing and communications plan that reflects goals, identifies target outreach channels and opportunities, and provides budget estimates for all services and expected expenses.
- B. Present plan to staff for initial approval and check for accuracy, completeness and limitations.
- C. Present plan to Board for input and approval.
- D. Monitor activities and realities throughout the year and report to staff when plan requires adjustment.
- E. Provide year-end report to staff and Board that compares plan to actual activities, and provides an overview of results.

Execution and Management

In addition to the creative services mentioned above, the agency will be required to:

- A. Develop and provide to the District or external agencies or distribution channels all assets required for campaign execution and follow through.
- B. Develop and provide to the District all templates required for ongoing support of branding standards and asset specifications.
- C. Manage asset creation and campaigns to ensure deadlines are met.
- D. Ensure the safe backup of all campaign assets, and provide the District with access-on-demand to all materials.
- E. Learn and work with various systems in use at the District that are deemed required for the creation or execution of campaigns, or the reporting of campaign results.
- F. Provide quarterly reports on campaign results, which include plans for the coming quarter that are based on those findings.
- G. Provide on-demand information to airport management, when requested.

Qualifications

The agency must ensure that it:

- A. Normally engages in this type of work, and can remain engaged in this type of work for a minimum of five years.
- B. Understands the District's operations and purpose, and the Truckee/Tahoe community.
- C. Will remain committed to transparency, trustworthiness and integrity, and that it will immediately notify District staff of any situation in which an action taken or planned by the District (or agency) could result in a negative impact on, or negative perception by, the community the District serves.
- D. Remains knowledgeable about current and emerging technology, trends and platforms that do or could affect the ways in which the District communicates with its community.
- E. Can demonstrate success in similar projects.
- F. Can provide resources adequate to the execution of all District campaigns and initiatives.
- G. Is involved in no legal disputes that could adversely affect the District's reputation within the community, or affect the agency's ability to perform its duties, with regard to its contract with the District.

- H. Understands the responsibilities and requirements of a government district, and can work within those limitations.

Response Requirements & Deadlines

This advertisement for services and selection of qualified firms is based on a best value acquisition strategy that utilizes price, performance, and past experience to select the best ultimate value for the District. This process conforms to Policy Instruction 303 *Expenditure Authorization-Procurement of the Truckee Tahoe Airport District*. Respondents to this RFP must include with their responses:

- A. Six printed copies of the proposal, which the District may reproduce or share as it sees fit.
- B. Link to a digital copy of the proposal, which the District may access, reproduce or share as it sees fit.
- C. Cover letter that confirms the agency's interest and capability to perform the work outlined herein. The letter must be signed by a principal at the agency, and it must include the agency's name and physical mailing address.
- D. Acknowledge compliance with the applicable Truckee Tahoe Airport Disadvantaged Business Enterprise plan found here <https://truckeetahoeairport.com/administration/doing-business> and show why/how your firm contributes to the goals listed within the plan.
- E. Description of the team organizational structure, including a chart that identifies the project manager, key personnel and sub-consultants, and lists responsibilities of all team members.
- F. An estimate of one year cost and any associated master fee schedules to determine cost.

Notes

- A. The District will attempt to clarify any part of the proposal so firms can understand the unique needs of this project.
- B. The District will have a review committee made up of staff and industry professionals. Verbal, in-person presentations to the board of directors may be required at the discretion of the District.
- C. The District may request additional information or clarification of submitted materials at any time during the evaluation process.
- D. Proposals will be additionally evaluated for their thoroughness, originality, creativity, and perceived level of understanding of the District needs.

Scoring System

10 points – Intro and Overview Cover letter signed by the firm. Please indicate strategy and philosophy on developing a strategy for the District. Also include the quality and experience of the firm, its ability to meet the requirements and the full scope of services defined in this RFP.

15 points – Staff List the firm's professional staff and subcontractors that would be involved with

this project. List the professional capabilities and experience of each. Indicate the name and background of the main contact.

35 points – Proposal Describe how the firm will execute all the aforementioned services. Describe how the team will approach building an impactful and lasting strategy. Detail timelines as much as possible.

10 points – Budget & Account Management Thoroughly detail the budget, pricing and account management of the proposal.

20 points – Experience & Case Studies Demonstrate the firm's experience in community education and activation campaigns. This should include the firm's ability to meet changing landscapes for clients, and the evolution of the firm's creative process. Provide three case histories that show relevance to this type of work.

10 points – Integrate Services Indicate the firm's ability to integrate services as part of a greater effort. This includes the ability to work with other vendors, technologies and across disciplines.
Total = 100

Questions can be directed to Hardy Bullock, the Director of Aviation & Community Services, (530) 587-7940 or hardy.bullock@truckeeatahoeairport.com.