

**Request for Proposals
Strategic By Nature Inc
July 12, 2024**

Purpose: Upper Gunnison River Water Conservancy District Drought Outreach and Public Communications Plan

Background:

The District was awarded a U.S. Bureau of Reclamation WaterSMART grant to develop a Drought Contingency Plan (DCP). A critical challenge to the communities within the District is planning and designing for resilience from the impacts of droughts with regards to sustainable management of resources. The planning will help the District to secure water resources, prepare for reduced risk of water shortages, and provide alternatives to build short- and long-term resilience to drought. The District intends to work with a Task Force composed of local water users, municipalities, industry, educational institutions, agricultural producers, recreationalists, and environmental/conservation groups throughout the planning process. Additionally, the District will leverage this project with other on-going planning efforts including municipal source water protection planning, identification of forest and wildlife zones of concern and critical infrastructure, watershed and stream management planning, community wildfire protection planning, land use code updates, and community drought conservation messaging. The District has hired Harris Water Engineering and Strategic By Nature as the lead consultants for this project. The communications consultant would be a subcontractor under Strategic By Nature.

Additional background can be found here: <https://ugrwcd.org/drought-contingency-planning/>

Drought Outreach and Public Communications Plan:

As part of this project, criteria have been developed to determine when the basin and sub-basins are in drought (aka drought monitor). The consultant will use the draft Drought Contingency Plan (under development) and criteria to inform the Drought Outreach and Public Communication Plan. Key components of the Drought Outreach and Public Communication Plan include:

- Create a public facing design to communicate the drought monitor dashboard to the public via web, social media and other means, consider environmental and cultural (agricultural) sensitivities in messaging.
- Develop a communications plan to augment the drought monitor which will focus on:
 - Audience identification
 - Key messages
 - Priority outreach venues based on audiences
 - Communications materials - digital and print
 - Existing platforms - District's social media and website
- Offer designs for priority information campaigns to better inform the public about particular drought mitigation or response actions (e.g., outdoor water use codes, water conservation practices, responsibility recreating during drought).

- Identify tasks for implementing the plan, roles and responsibilities among the District and partner organizations/agencies.
- Create a communications strategy among the District and its key public education dissemination partners to signal drought and trigger response actions.
- Identify opportunities for how the plan could be managed into the future and updated post-project (e.g., models for implementation, shared responsibilities, etc.).

The consultant will work closely with a subgroup of the Drought Task Force (DTF) and the Drought Contingency Planning Administration Team (Admin Team) to inform the development of deliverables. It is anticipated that the Drought Task Force subgroup meets four times throughout the duration of the contract, however, this is flexible depending on the consultant's expectations/needs.

Budget and Timeline

The budget for this work is \$10,000 with potential room for negotiation.

The timeline will be six months, beginning in September 2024 and concluding in March 2025.

- July - RFP open
- August - Consultant selection and contracting
- September - Kick-off meeting with Admin Team and DTF subgroup
- March - Final products submitted

Deliverables

- Public facing design and messaging strategy to communicate drought monitor.
- Communications plan including proposed informational campaigns.
- Identification of tasks for implementing the plan, including communications strategy among the District and its key public education partners.
- Identify opportunities for how the plan could be managed into the future and updated post-project (e.g., models for implementation, shared responsibilities, etc.).

Proposal Criteria:

Proposals are due to stacy@beststrategicbynature.com by COB on July 31, 2024.

Please include:

- Overview of your firm's credentials, related experience and team members anticipated for the project.
- Description of your approach to the project, including key process steps and tasks.
- Three references.
- Two examples of similar work.
- Budget proposal by task, including rates and rationale.