



LAKE MINNETONKA CONSERVATION DISTRICT

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Request for Proposals Communications & Public Engagement Services

PROPOSALS DUE: July 12, 2019 at 4:30PM CDT

QUESTIONS AND DIGITAL SUBMISSIONS

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To preserve and enhance the "Lake Minnetonka experience"

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I. PROJECT BACKGROUND AND DESCRIPTION

BACKGROUND

The Lake Minnetonka Conservation District (LMCD), a regional governmental agency, seeks to generate awareness and support of its management efforts and activities on Lake Minnetonka.

Lake Minnetonka is a large lake with over 14,000 acres and is bordered by 14 cities in two counties. It is surrounded by mostly residential properties but has a significant amount of commercial entities along the Lake. While many residents enjoy the Lake, the Lake is also a source of recreational enjoyment of the general public. It draws thousands of lake enthusiasts each year from around the country for fishing, regattas, and many other activities. The Lake also provides economic benefits to local businesses, the communities, and the region. It is the busiest lake in the State.

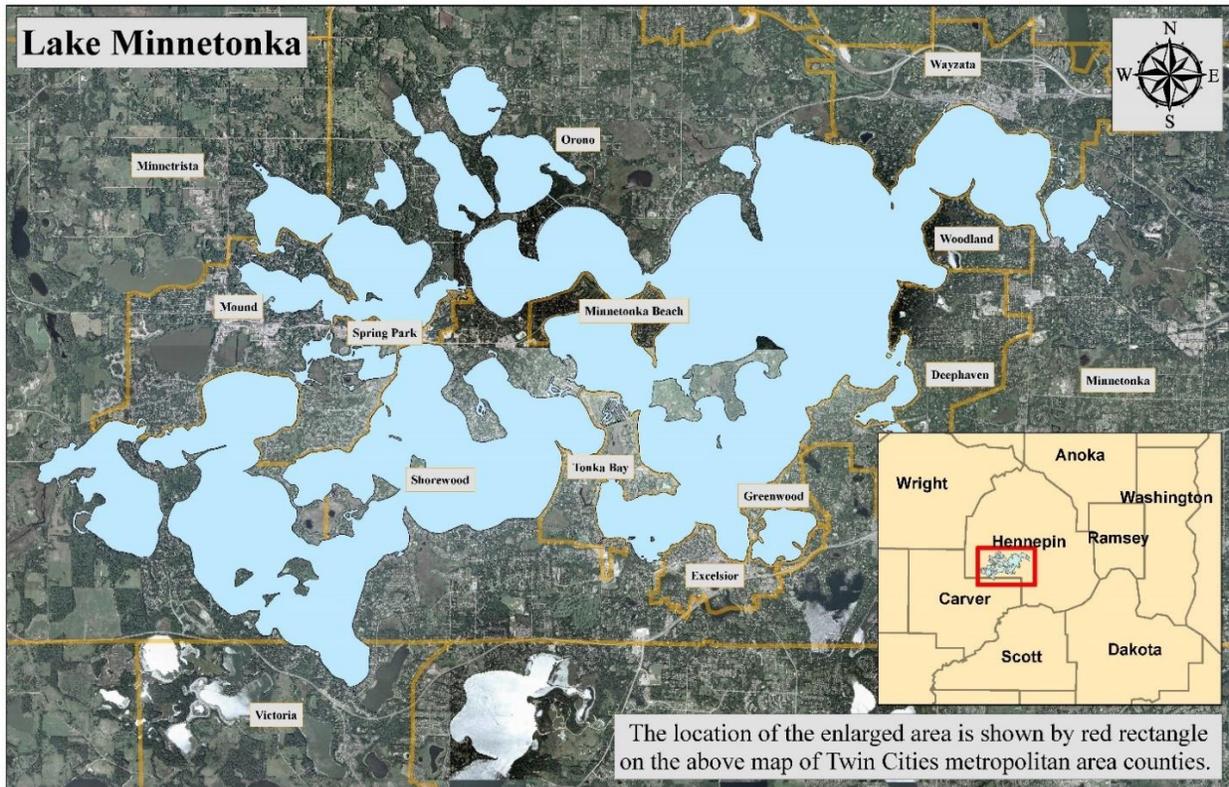
The Minnesota State Legislature established the LMCD in 1967 to standardize and coordinate management of Lake Minnetonka. The LMCD is governed by a board composed of members appointed by the governing bodies of each of the 14 member cities; Deephaven, Excelsior, Greenwood, Minnetonka, Minnetonka Beach, Minnetrista, Mound, Orono, Shorewood, Spring Park, Tonka Bay, Victoria, Wayzata and Woodland. The LMCD staff includes an Executive Director, Administrative Assistant, Environmental Administrative Technician, Administrative Clerk, and seasonal staff for harvesting and other activities. Further, the agency maintains contracts for lake safety and preservation.

LMCD Mission Statement

The mission of the Lake Minnetonka Conservation District is to preserve and enhance the “Lake Minnetonka experience”. This is accomplished by providing leadership in protecting, improving, and managing lake use.

LMCD Vision Statement

Lake Minnetonka is a highly valued year-round asset with vibrant aesthetic, recreational, commercial, and natural qualities. These qualities and values will be protected and preserved for present and future generations.



PURPOSE

LMCD is requesting proposals from interested communications and public relations firms to provide communications and public engagement services that will:

- Grow awareness of LMCD’s brand and reputation.
- Promote LMCD’s mission and importance in providing essential services to Lake Minnetonka to local and state policy makers
- Position LMCD as a leading and trusted source of lake management policy for the media and the public.
- Drive traffic to the LMCD website and associated social media.
- Inspire well-qualified potential donors to consider providing financial support to LMCD through Save the Lake.
- Produce clear measures of success.

The firm submitting the successful proposal is expected to negotiate and enter into a professional services agreement with LMCD. LMCD intends to enter into a services agreement with a consultant for an initial 1-year term. At its sole option, LMCD may choose to extend all or parts of the agreement for an additional term.

II. SCOPE OF SERVICES

The following information is a general overview of the specific work assignments LMCD will expect the selected firm to complete. The list is not exclusive list and LMCD welcomes proposer's recommendations to add strategies and tactics that can enhance LMCD's ability to create an awareness of its policies and programs and their importance in preserving and enhancing the "Lake Minnetonka experience".

The selected firm will need to complete a plan indicating how the firm will approach each of the categories below. The budget page should itemize anticipated costs for fulfilling expectations. The Scope of Services includes four major components: Branding and Reputation; Media Relations; Web and Interactive Media; and Legislative Relations.

1. Branding and Reputation

The LMCD is one of several agencies that regulate Lake Minnetonka and the surrounding area and uses. Confusion exists regarding the role and benefits of the LMCD. The four primary functions of the LMCD include regulation, lake safety, AIS management and education.

The anticipated scope of work should include a thorough discussion of the ways in which the vendor can assist the LMCD in developing consistent messaging to augment the LMCD's reputation and brand. Anticipated outcomes might include establishing LMCD as a "Lake Management Policy Leader" throughout Minnesota and the United States; encouraging regional and state support of AIS and other programs/projects on Lake Minnetonka; and developing strategic alliances with major players in areas most closely associated with LMCD's identified areas of strengths and needs.

2. Media Relations

The anticipated scope of work will include:

- a. Propose and implement a media-relations strategy that elevates the exposure of LMCD to identified audiences via regional news and media organizations.
- b. Proactively identify opportunities for media coverage and work to facilitate that coverage.
- c. Schedule media interviews for identified LMCD staff, Board Members and supporters to promote LMCD programs
- d. Develop relevant messaging that can take advantage of current opportunities and events, and that can be used by the agency for communications and fundraising.
- e. Propose and facilitate approved media events to promote LMCD and its programs.
- f. Draft news releases, advisories and background information to promote LMCD programs and partners.

- g. Track and respond to stories in the media that might benefit from a response from LMCD.
- h. Monitor and report on the effectiveness of LMCD’s media activities.

3. Website & Social Media Strategy

The anticipated scope of work will include:

- a. Evaluate, recommend, and assist in enhancements to LMCD web pages and promote those pages appropriately to relevant audiences and provide avenues to monitor traffic to identified pages as a metric for success.
- b. Develop and implement, in cooperation with LMCD, a robust social media outreach targeting appropriate audiences on multiple social media platforms in a strategized communications flow that emphasizes engagement appropriate for long-term agency resources.

4. Legislative Relations

The anticipated scope of work will include:

- a. Develop a policy to promote LMCD to local and state legislators and to monitor legislation relevant to the LMCD.
- b. Assist LMCD in developing strategy and messaging in response to proposed legislative changes.

III. HIGH-LEVEL TIMELINE

The following is an anticipated schedule for the implementation of the Communications Services Agreement.

Tentative High-Level Timeline	
RFP issued and distributed to potential vendors	June 20, 2019
Digital submission deadline by 4:30 pm CDT	July 12, 2019
Notification of chosen vendor / Begin contract discussion	July 25, 2019
Agreement finalized / Work begins	July 31, 2019

Note: This Schedule of Events is subject to change.

IV. PROPOSALS AND SELECTION PROCESS

PROPOSALS

Proposals must be submitted digitally and identify the following:

1. The experience and qualifications of the company or personnel with a brief explanation of their relevance to this project including areas such as brand messaging; crisis management; content creation for websites, social media and written press releases; and political aspects of the environment.
2. Any scope suggestions, alternatives, or options made by the proposer to increase the value of this work including an understanding of the size of this agency and its resources.
3. An hourly budget for each task item in the scope of work and anticipated total costs.
4. Proof of insurance and W-9 and corporate/individual licenses necessary to conduct this type of work in Minnesota.
5. References of at least three individuals or organizations that can provide feedback about past projects.

By submitting a proposal, the proposer agrees that LMCD may copy the proposal for purposes of facilitating the evaluation of the proposal. The proposer consents to such copying by submitting a proposal and warrants that such copying will not violate the rights of any third party. LMCD shall have the right to use ideas or adaptations of ideas that are presented in the proposals.

INITIAL SCREENING AND INTERVIEWS

Upon receipt of the proposals, an LMCD Selection Group will rank and interview at least the top two applicants. The Selection Group will consider the following:

1. The experience and qualifications of the proposer relevant to this project.
2. Clarity and completeness of the proposal.
3. The soundness of the consultant's proposed methods and approach to the work, e.g., consultant's plan for stakeholder engagement, coordinating existing data with new data.
4. Positive scope suggestions that add value and will benefit the LMCD mission of "preserving and enhancing the Lake Minnetonka experience."
5. The hourly budgets for each task item and estimated total costs.
6. The ability to complete the work in the schedule provided or agreed upon.

RECOMMENDATION TO THE BOARD

Based on the proposals, the interviews and any additional information requested and received by the LMCD, the Selection Group will make its recommendation to the LMCD Board.

V. PROFESSIONAL SERVICES AGREEMENT & COST ESTIMATES

The LMCD intends, but is not obligated, to award a professional services agreement for communications and engagement services. Initial funding and reimbursement will be based on hourly rates and expenses according to activities. The services may occur over multiple budget cycles.

Options, alternatives, and proposed timelines are acceptable for each section of the proposed plan. The proposal shall outline costs for each section and alternatives of the proposal. The timeline may change based on applicant recommendations.

The party that is chosen will be required to sign a Professional Services Agreement depending on the specifics of the proposal.