

Request for Proposal

NC Clean Water Education Partnership FY27 Stormwater Public Outreach Campaign - Yard Chemicals

Issue Date: October 23, 2026

Response Deadline: November 10, 2026, by 5 pm

Please direct all inquiries and responses concerning this RFP to:

Sterling McDonald, Environmental Planner

Central Pines Regional Council | 4307 Emperor Blvd., Suite 110 | Durham, NC 27703

smcdonald@centralpinesnc.gov | <https://centralpinesnc.gov/>

About Us

The Clean Water Education Partnership (CWEP) is a cooperative effort between local governments to protect North Carolina's waterways from stormwater pollution through public education and outreach about stormwater pollution impacts and solutions. CWEP is administered by Central Pines Regional Council (CPRC) and is governed by a Steering Committee of representatives from each of the 43 local government partners <https://nc-cleanwater.com/>. This year's FY27 Stormwater Awareness Public Outreach Campaign's purpose will be to educate the public on important stormwater management concepts and encourage the public to engage in environmentally friendly behaviors concerning the use of fertilizers and pesticides on their lawns and gardens.

Scope of Requested Services

CWEP's program is seeking a qualified consulting firm to conduct a mass media advertising campaign to raise awareness on general stormwater concepts across participating local government jurisdictions reaching audiences in the following CWEP Partner areas:

Apex | Beaufort County | Benson | Butner | Carrboro | Cary | Chapel Hill | Chatham County | Clayton | Craven County | Creedmoor | Durham | Durham County | Fayetteville | Fuquay-Varina | Garner |



Goldsboro | Havelock | Hillsborough | Holly Springs | Hope Mills | Johnston County | Kinston | Knightdale | Leland | Morrisville | Nash County | Nashville | New Bern | Orange County | Oxford | Pembroke | Pittsboro | Raleigh | Rolesville | Roxboro | Smithfield | Spring Lake | Tarboro | Wake Forest | Wayne County | Wendell | Zebulon.

The purpose of the campaign will be to educate the public on stormwater runoff, the function of stormwater systems, and how they can take actions to protect our water resources and reduce stormwater pollution. The target audience may include:

1. All stakeholders in each of the 43 jurisdictions outlined above.
2. Demographics such as age range, Spanish speaking populations, commercial & residential property owners, and landscapers.

Interested parties are requested to submit a comprehensive cost proposal not to exceed \$65,000, that includes the following:

- (1) Creation of two 30-second videos (in English) to be shared on social media, other digital platforms and broadcasted on cable and/or television in the Spring of 2027. Chosen consultant will work with CPRC on video content. Both videos will include general information on stormwater with a focus on proper use of fertilizers and pesticides.
- (2) This proposal should also provide the two 30 second videos with Spanish subtitles and/or Spanish voiceover.
 - a. Proposal will guarantee a perpetual use license for the four (4) videos produced by Contractor. Perpetual use is granted specifically to CPRC, CWEP members and affiliated partners, for the purpose of promotion, marketing, advertisement, public education and outreach.
 - b. Proposal will guarantee the use of original content, prohibiting the use of AI generated graphics and related content.
- (3) Advertising via television and/or cable, digital display and social media platforms (i.e. Instagram, Facebook, YouTube, streaming services, etc...) targeted to English-speaking audiences in all CWEP local governments in spring of 2027 (anticipated March, April, and May of 2027).
 - a. Proposal should include which advertising platforms and target audience strategies consulting firm recommend based on the purpose of the FY27 Stormwater Public Outreach Campaign. Links to contractor-created videos and ads in a variety of formats would be appreciated.
 - b. Cost proposal should include number of weeks / specific weeks to be proposed based on cost and potential reach, which will be finalized with

- CPRC before the campaign begins.
- c. Cost proposal should also include a limited advertising schedule for Spanish speaking audiences that will include the two 30 second videos in item 1 above. Consultant shall provide recommended advertising platform(s), number of weeks, specific weeks and potential reach.
 - (4) Post-campaign report on campaign performance and audience demographics, including impressions and clicks to website. CPRC would like to see impressions per zip code of the above 43 CWEP partners.
 - (5) Proposals should include a commitment to responsive communication before, during and after campaign.

Evaluation criteria

- (1) Quotes, not to exceed \$65,000. Preference will be given to submissions that demonstrate clear value and cost-effectiveness.
- (2) Number of weeks and potential reach for both English and Spanish advertising.
- (3) Advertising strategies (including recommended platforms and target audiences) to achieve the purpose of the FY27 Campaign.
- (4) Complete a timely proposal demonstrating ability to provide campaign components requested above during allotted timeframe.
- (5) Responsible, responsive company as determined by qualifications and past performance on similar projects. Portfolios of related work and/or cover letters demonstrating project understanding encouraged.
- (6) As part of CPRC's Strategic Plan organizational principles, we encourage subcontracting opportunities with diverse businesses (i.e. Disadvantaged Business Enterprise, Minority Business Enterprise, Woman Business Enterprise, Small Business Enterprise, Small Professional Services Firm, Historically Underutilized Businesses, Disability Owned Business Enterprise, Veteran-owned Small Business).

The anticipated project schedule is provided below:

- **November 10, 2026, by 5 pm** Proposals directed to CPRC contact, Sterling McDonald, via email (smcdonald@centralpinesnc.gov).
- **November 13, 2026:** Qualified consultants will be contacted for an



interview.

- **November 16-20, 2026:** Interviews scheduled via Teams meeting, in-person at the CPRC office and/or hybrid will take place.
- **November 30-December 4, 2026:** CPRC awards the contract to chosen consultant
- **December 2026:** Contract signed
- **Winter 2026:** Advertising Videos Created
- **March 1, 2027:** Final Advertising Videos Completed
- **Spring 2027 (anticipated March, April, May):** Advertising campaign
- **June 28, 2027:** Post campaign report due.

Terms and conditions

Customer will pay for services monthly, after services are rendered.

Sterling McDonald

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Environmental Planner



