



Request for Proposal - Updated CAP booklet

Introduction

Our Lancaster Countywide Action Plan booklet, most recently revised in September 2021, is one of our most distributed pieces of informational material. It is available at most of our public-facing events, including seminars, Water Week, MS4orum and more. The information included in the booklet is becoming dated. This is an opportune time to update both the information and design of the booklet.

Objectives

The objectives of the CAP booklet update are to replace dated material, present the information in a more succinct, encompassing way and to refresh the overall design.

Scope

Description

- **Format** – The format of the booklet is 8.5 x 11”, full-color (CMYK) 300 dpi, print-ready at full-bleed and a pdf of the booklet for online posting
- **Layout** – The structure will be largely based on the existing 2021 booklet, with some copy updates and some changes to make it more dashboard-like in its presentation. Staff from Clean Water Partners will work with the contracted designer on content.
- **Design** – Overall, the design elements will remain the same, but with additional, updated design elements recommended by the contracted designer. Design elements will follow the branding criteria from the BrandBook 2022.
- **Submission for Printing** – The contracted designer will be responsible for prep, preflight and submission to the printer

Budget

Proposals should include a budget breakdown of 1) hours and rates for outreach, project management, and/or provision of technical services, 2) hours spent on staff time for check-in meetings and 3) printing costs



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Submission Requirements

Candidates must submit a complete proposal package on or before Friday, September 1st. Please limit your proposal package to a maximum of 12 pages in length. A complete proposal package will include the following:

- Resume or Curriculum Vitae (for primary consultant)
- Three references including contact information.
- Work plan and schedule
- Recommendation of preferred printer
- Cost proposal/schedule of fees
- Any additional information as necessary.

Timeline

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| ● April 3, 2024 | RFP Posted |
| ● April 17, 2024 | Proposals due |
| ● April 19, 2024 | Selection and announcement of designer |
| ● April 30, 2024 | Kickoff meeting with designer |
| ● May 20, 2024 | First draft due |
| ● June 20, 2024 | Final draft approval |
| ● June 24, 2024 | Final product sent to printer |

Proposals must be submitted by Wednesday, April 17, 2024. Questions and proposals may be emailed to:

Kenn Bennett

Communications Coordinator, Lancaster Clean Water Partners

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Organizational Overview

The Lancaster Clean Water Partners brings together a diverse group of organizations with a common vision of clean and clear water by 2040 for Lancaster County. Led by a Board of Trustees, a multi-sector group of experts - local business leaders, agricultural experts, non-profits, municipalities, higher education, conservation planners, and watershed associations - working together to achieve a Common Agenda, the Partners have 4 staff members, a senior advisor, and more than 40 partner organizations. The mission of the Partners is to rapidly accelerate and expand the ability of the partner organizations to restore and sustain healthy Lancaster County waterways.