



Capital RC&D
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REQUEST FOR PROPOSAL

Executive Summary:

This Request for Proposal (RFP) seeks a communications consultant to research and develop an effective agricultural conservation outreach plan that will spread news about conservation program opportunities being offered by Capital Resource Conservation and Development Area Council (Capital RC&D) and other regional conservation partners. While the messaging will be designed for the overall regional audience, this outreach plan should include specific messaging that targets new and younger landowners that may not be familiar with traditional conservation programs.

The application period opens January 5, 2026 and closes January 16, 2026.

Winning proposal will be announced January 26, 2026.

I. Project Overview and General Information

A. Purpose of Request

The goal of this project is to strengthen the effectiveness of conservation programs being implemented in the Capital RC&D Council region through innovative activities, including targeted conservation outreach messaging.

The messaging will target landowners in specific project watersheds and throughout the Capital RC&D region. The specific project watersheds are located in south-central Pennsylvania: Dauphin, Lancaster and Lebanon counties. Additionally, the Capital RC&D region includes Adams, Cumberland, Franklin and York counties.

The outreach messaging goal is to connect landowners to Capital RC&D conservation program opportunities, as well as highlighting regional partner programs. For this project, conservation program opportunities include assistance for the implementation of agricultural best management practices (Ag BMPs) such as streambank fencing, grazing infrastructure – including fence and water systems, stream crossings and riparian buffers. Assistance with developing conservation and grazing plans is also included.

This RFP seeks a communication consultant who will work with Capital RC&D staff to research and develop a work plan that will effectively deliver the

desired outreach messaging. The plan will be implemented by Capital RC&D staff. The consultant will periodically evaluate plan implementation.

The selected consultant will contract with Capital RC&D. Our goal is to increase regional landowner awareness of agricultural conservation opportunities and the overall community value of participating in regional programs.

B. Timeline/ Anticipated Period of Performance

Following the application period, the selected consultant will be notified by January 26, 2026. Capital RC&D and the selected consultant will establish a contract in early February with an anticipated project timeframe of March 1 through September 30, 2026.

C. Funding Source and Project Targets

Funding for this outreach project is provided by the National Fish and Wildlife Foundation's Small Watershed Grant program. The project is a component of Capital RC&D's grant, "Bolstering Agricultural Best Management Practices in Pennsylvania's Capital Region".

The project target for effective agricultural conservation outreach marketing is to reach a minimum of 100 people that will learn about regional opportunities for implementing agricultural best management practices (Ag BMPs). Overall project target is to have 25 landowners implement change and install ag BMPs associated with this grant.

2. Program Goals and Objectives

A. Goal 1: Assess conservation messaging content and impact throughout Southcentral PA

Objective 1: Inventory public relations assets related to conservation messaging used by Capital RC&D, partners and media within the region, including state level partners

Objective 2: Assess efficacy and impact of these existing public relations and marketing assets

B. Goal 2: Assess capacity of Capital RC&D and project partners to implement cohesive and comprehensive conservation messaging

Objective 1: Identify existing capacity within Capital RC&D project staff and outreach methods

Objective 2: Identify existing capacity within project partner organizations staff and outreach methods

C. Goal 3: Develop framework for conservation messaging

Objective 1: Collaborate with project staff to assist with accomplishing Goals 1 & 2

Objective 2: Identify and/or conduct training for staff and partners to effectively implement concepts

Objective 3: Evaluate implemented plan at determined periods of performance and make changes as needed for success of project.

3. Budget and Timeline

- A. Budget - The funding for this project allows a budget of \$9,500 for costs associated with a Communications Consultant.
- B. Timeline – The project will begin in March 2026 with final messaging and materials delivered by September 2026.

4. Evaluation Criteria

Proposals will be evaluated for how applicant's ideas meet project goals and objectives. Additional considerations include cost, experience and references. Priority will be given to submissions from businesses located within the Chesapeake Bay watershed.

5. Submission Requirements

Proposals should be submitted by January 16, 2026 to Ann Basehore, Executive Director, Capital RC&D Area Council. Submissions will be accepted via email:
a.basehore@capitalrcd.org

Questions about the RFP or project can be forwarded to Ann Basehore via email or phone 717-241-4361