Tahoe Regional Planning Agency
Request for Proposals
Lake Tahoe Wildfire Hazard Awareness Campaign

A. Introduction

After four years of drought, wildfire danger is extreme and a major public safety and environmental concern in the Lake Tahoe Region. The Tahoe Regional Planning Agency (TRPA) seeks a vendor to provide professional design and marketing services and work with TRPA and other members of the Tahoe Fire and Fuels Team on an outreach and education campaign to raise public awareness about the extreme risk of wildfire in the Lake Tahoe Region and how people can help reduce it.

The vendor must be able to develop and create informative, engaging, and compelling print, radio, television, and online advertisements; brochures; educational materials; public service announcements; and other campaign materials. TRPA intends to award this contract to the vendor whose proposal and qualifications best meet the skills sought by TRPA and the Tahoe Fire and Fuels Team and financial parameters for the project.

B. Background

Members of the collaborative Tahoe Fire and Fuels Team include TRPA, U.S. Forest Service Lake Tahoe Basin Management Unit, California Tahoe Conservancy, Cal Fire, University of California Cooperative Extension, University of Nevada Cooperative Extension, and local fire departments and protection districts. They are undertaking a two-year public outreach campaign to raise awareness about wildfire risk and educate the public about how to reduce it, as well as inform people about Fire Adapted Community concepts and the importance of implementing them to reduce wildfire risk and improve wildfire preparedness. This campaign is being funded by a public education grant from the California Department of Forestry and Fire Protection.

The campaign must actively engage and inform a wide variety of people, including property and business owners, permanent and seasonal residents, and visitors in the Lake Tahoe Region. For more information about Fire Adapted Community concepts visit http://livingwithfire.info/tahoe.

Media advertising will be focused during the summer months of 2015 and 2016 to reach as many Lake Tahoe residents, property owners, and visitors as possible. This campaign will also include two community wildfire awareness events in 2016, one on the South Shore and one on the North Shore.

C. Scope

Working with TRPA and other members of the Tahoe Fire and Fuels Team, the vendor must be able to help develop and create the campaign materials needed for this outreach effort, and to
help develop the overall communications and messaging strategies and techniques needed to ensure the campaign is as effective as possible.

The selected firm should also bring to the effort knowledge and ideas about how to spread education and outreach messages through low- or no-cost channels to reach as many people as possible. The budget for this contract is not to exceed $62,250, including creative, production, advertising, media buys and printing costs. Please submit proposals, qualifications, and examples of past work of this nature to:

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