



# Southern Sandoval County Arroyo Flood Control Authority (SSCAFCA)

**On-Call Professional Public Relations and Outreach Services  
Non-Mandatory Pre-proposal Conference**

**RFP No. 2018-04**



# SSCAFCA's Mission

- **To protect citizens and property by implementing proven flood solutions that:**
  - **Manage our watersheds prudently for future generations**
  - **Enhance the quality of life**
  - **Create the most appealing multi-use facilities**
  - **Set an example of quality, integrity, leadership, and professionalism**
  - **Educate the public concerning flood hazards**
  - **Administer public funds prudently**

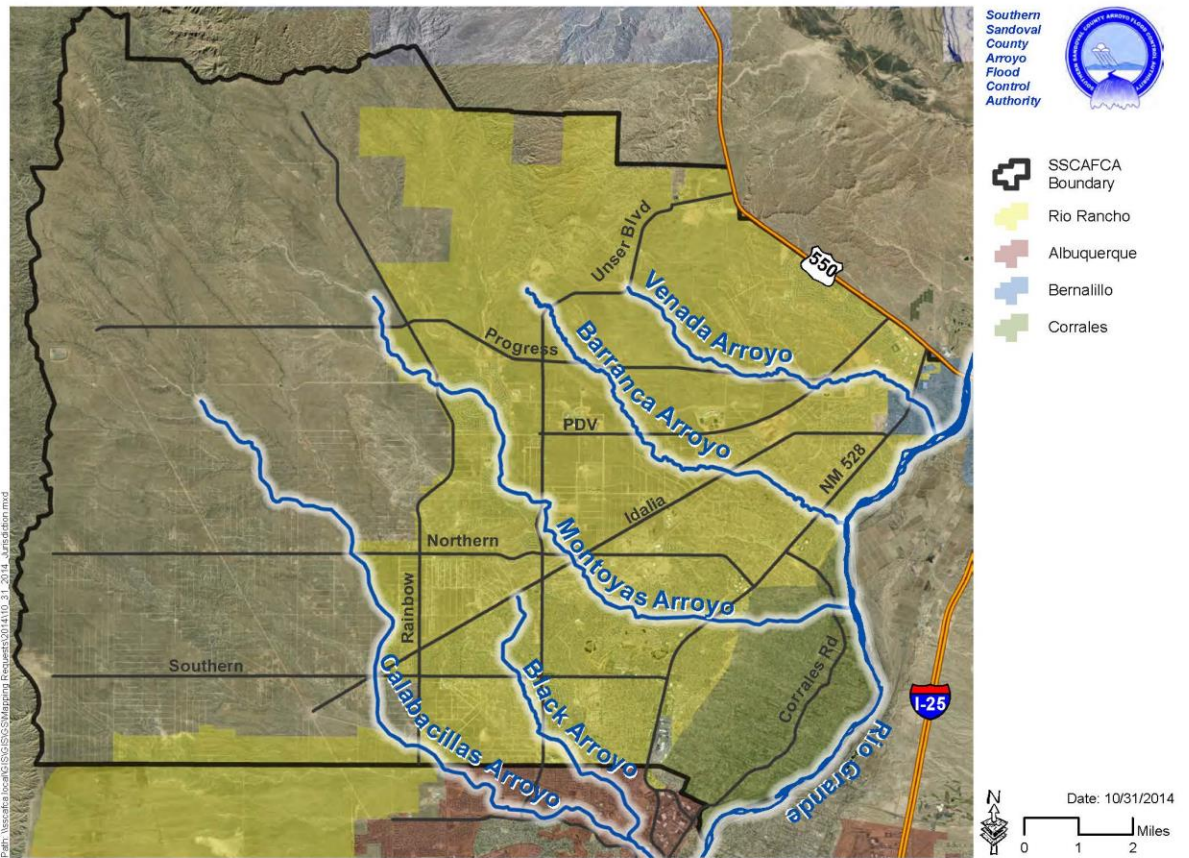
# On-Call Professional Public Relations and Outreach Services

- SSCAFCA's jurisdictional boundaries are:
  - North – US550 (not including Pueblo land)
  - East – Rio Grande
  - West – Interface between the Rio Puerco and Rio Grande watersheds
  - South – Sandoval/Bernalillo County line



# On-Call Professional Public Relations and Outreach Services

## ○ The boundaries:



# On-Call Professional Public Relations and Outreach Services

- **Current public outreach efforts**
  - **Environmental:** SSCAFCA is a member of the Stormwater Quality Team, a cooperative arrangement with other agencies in the Middle Rio Grande ([www.keeptheriogrand.org](http://www.keeptheriogrand.org))
  - **Safety:** SSCAFCA's "Know Your Arroyos" Campaign. Material on SSCAFCA's website ([www.sscafca.org/know-your-arroyos](http://www.sscafca.org/know-your-arroyos) )
  - **Educational:** SSCAFCA supports school-based programs such as RiverXchange and Arroyo Classroom.
  - **Informative:** Lateral Erosion Envelope materials for the development community



# On-Call Professional Public Relations and Outreach Services

- **Desired outcome of this request for proposals:**
  - To engage one PR firm in an on-call professional services agreement for up to four years (one base year + three potential one year extensions)
- **What does this mean?**
  - As projects come up, SSCAFCA will contact the on-call PR firm to develop a scope of services and fee proposal for each task
  - There is no guaranteed amount of work associated with an on-call contract with SSCAFCA



# On-Call Professional Public Relations and Outreach Services

- **Types of work that may be required by SSCAFCA**
  - **Development of a comprehensive marketing and communications strategy**
  - **Demographics analysis**
  - **Creation of outreach material (digital/physical)**
  - **Social media**



# On-Call Professional Public Relations and Outreach Services

- **SSCAFCA point of contact for this procurement:**  
Deborah Casaus ([dcasaus@sscafca.com](mailto:dcasaus@sscafca.com))
- **Please visit website to check for addenda to this RFP. The website will be how SSCAFCA communicates with the potential offerors.**





# On-Call Professional Public Relations and Outreach Services

- Questions?

