

**NOTICE OF
REQUEST FOR PROPOSALS (RFP)
FOR PUBLIC OUTREACH/MEDIA RELATIONS/STRATEGIC PLANNING**

The Central Utah Water Conservancy District (the “District”) is soliciting proposals from interested public relations/outreach firms to provide public outreach/media relations/strategic planning services for the Central Utah Water Conservancy District.

SCOPE OF SERVICES: Services provided by the selected firm will include the follow tasks:

- (1) Develop a comprehensive short-term communications plan, including targeted audiences, messaging, objectives, channels, with sections clarifying social media for the district and conservation gardens.
- (2) Develop an internal communications briefing including; roles, responsibilities, organization charts and processes.
- (3) Develop an “earned media plan” highlighting the District’s profile. Upon approval of the proposed “earned media plan” implement the plan.
- (4) Develop a working and practical style guide and brand use for District communication, including social media and the conservation garden.
- (5) Develop a long-term communications plan.
- (6) Work cooperatively with District staff to develop a long term strategic plan.
- (7) Be available for additional assignments as directed by the District staff.

PROPOSALS DUE: Proposals from interested firms will be received at the District office located at 355 West University Parkway, Orem UT 84058-7303, until **4:00 P.M. MST on FRIDAY, OCTOBER 6, 2017.**

OBTAINING RFP DOCUMENTS: The Request for Proposal Documents are entitled “CUWCD PUBLIC OUTREACH/MEDIA RELATIONS/STRATEGIC PLANNING”. The Request for Proposal Document will be available **Monday, September 18, 2017** on www.questcdn.com and may be downloaded for a \$5.00 fee. The QuestCDN search RFP number is 5373129. The Owner will not provide any hard copies of the Request for Proposal Documents.

ADDITIONAL INFORMATION: Questions should be directed to Christine Finlinson, Assistant General Manager, by phone at (801)226-7100 or by email at Christine@cuwcd.com.