



REQUEST FOR PROPOSAL
UNITED WATER IDAHO ADVERTISING AGENCY SERVICES
August 27, 2009

Introduction

United Water Idaho (United Water) through this Request for Proposal (RFP) is soliciting proposals from invited firms, teams, or individuals to provide United Water with full-service advertising agency and creative services. Proposers are requested to submit proposals on or before the submission date that are complete and responsive to the requirements of the RFP.

Background

United Water is a privately-owned water utility regulated by the Idaho Public Utilities Commission (PUC) that provides services to approximately 84,000 customers within the City of Boise and surrounding areas.

The service area has a population of approximately 240,000, and the Nielsen Media Research Company lists Boise as the 118th largest TV market in the United States (2006-07).

General Information

United Water Idaho, the largest water provider in the state of Idaho, is seeking a full-service Advertising/Public Relations/Marketing firm to assist in development, placement and coordination of advertising and publications. United Water's largest annual advertising initiative is its summer conservation campaign. Other advertising opportunities include the annual springtime flushing program, publication of the Water Quality Report and miscellaneous ads throughout the year. The company's annual media budget is approximately \$55,000.

As a regulated monopoly, United Water Idaho is limited in its advertising to education of its customers or alerting them to significant service issues or disruptions. The company generally does not engage in self-promotional or competitive marketing advertising.

Local (Boise-area) firms only are invited to bid on this contract. The successful bidder should demonstrate knowledge of the Boise media market, have creative services either

in-house or provide names and portfolios of subcontractors, and be able to work within the guidelines established by United Water's corporate identity standards.

The successful bidder will also provide media buying services, consultations on media strategies, and be able to help deliver United Water's message in various media formats. Familiarity with new media forms/social media is also desirable.

The following is a schedule of significant milestones targeted for this project:

9/25/09	RFPs due to United Water
10/9/09	Successful bidder selected – begin contract negotiations
11/2/09	Contract begins

Procurement Process

The procurement process, based on this RFP, will lead to a selection based on an established set of evaluation criteria that will take into account price and business considerations, as well as other non-price considerations such as approach and qualifications.

Proposal Requirements

The proposal must be received by September 25, 2009, no later than 12:00 p.m. local time in Boise, delivered to the attention of:

Mark Snider
Public Affairs Manager
United Water Idaho
PO Box 190420
Boise, ID 83719-0420
or
8248 West Victory Rd
Boise, ID 83709

Proposal Format

Executive Summary
Section 1- Qualifications
 General Company/Team Information
 Summary of Capabilities
 Relevant Experience
 Portfolio
 References

Section 2- Team
 Key Personnel Committed to Client

Project Organization
Relevant Experience of Team

Section 3- Creative Approach/ Marketing Plan

Section 4- Price Proposal

Present under separate envelope. Hourly rate or fixed fee. Please explain pricing schedule for media purchasing, creative services, consultations.

Proposal Evaluation

The proposals will be reviewed and evaluated based on an established set of criteria, including both price and non-price factors as listed below. These factors are not necessarily listed in order of importance or of equal weight. The proposer shall provide in its proposal all information necessary to facilitate a thorough and accurate evaluation.

Price factors will be an important consideration in the evaluation of the proposals; however, United Water is not obligated to select solely based on the lowest-priced proposal.

Non-Price Evaluation Criteria

Qualifications

Consideration will focus on experience with similar type clients

Team

Consideration will focus on key personnel committed to the project, their relevant experience, and history of working together

Approach

Consideration will focus on ability to control direct costs, creative approach, and portfolio.