



Pride of the Ojibwe

13394 W Trepania Road, Hayward, Wisconsin 54843
Phone 715-634-8934 Fax 715-634-4797

Date: May 28, 2019

Request for Proposals (RFP): Marketing/Outreach/Promotions Plan for the Wisconsin Department of Transportation Inter-Tribal Task Force -- Designed to Facilitate Increasing Awareness, Access, and Utilization of the ITTF Resources

RFP Due Date: June 28, 2019

RFP Submission Method: Email proposals to Agnes Fleming, Coordinator
WisDOT Inter-Tribal Task Force
agnes.fleming@lco-nsn.gov

RFP Questions Contact: Email: Agnes Fleming, Coordinator
WisDOT Inter-Tribal Task Force
agnes.fleming@lco-nsn.gov

Project Start Date: July 8, 2019

Proposed Timeline: First Draft due by August 23, 2019

Project Completion Date: September 27, 2019

Background:

The Lac Courte Oreilles Tribal Governing Board entered into an Inter-Governmental Agreement with the Department of Transportation to administer a grant to facilitate the activities of the WisDOT Inter-Tribal Task Force in May 2014. The Inter-Tribal Task Force (ITTF) is comprised of representatives from the 11 Tribes within the State of Wisconsin. The ITTF approves of an Annual Work Plan that directs all activities and events of five Work Teams: 1) Labor and Business; 2) Real Estate and Jurisdictional Issues; 3) Safety, Signage; 4) Transit; and 5) Shared Resources. Each of these work teams have developed and assist in the delivery of a variety of respective workshops, training events, conferences, one-to-one technical assistance, access to subject matter experts and related resources. The ITTF website contains many of the resources and opportunities available to representatives from the 11 Tribes within the State of Wisconsin and others – see: <https://wisdottribaltaskforce.org/>

Project Description:

Overall

The selected consultant will produce a written Marketing/Outreach/Promotions Plan for the Wisconsin Department of Transportation Inter-Tribal Task Force (ITTF) designed to build awareness of, access to and potential increased use of all of the resources available through the ITTF – including but not limited to the resources available on the ITTF website, periodic workshops/training events, and the annual Wisconsin Tribal Transportation Conference.

The ITTF Marketing Plan will develop compelling, motivational ITTF branding and messaging that appeals to a variety of audiences for/users of ITTF resources and deliver that messaging through products, services and channels that connect with them and move them to action (e.g. attending ITTF events, or using ITTF web-based resources). To make ITTF resources instantly recognizable, develop a clear brand for the effort to be used on all ITTF marketing materials (e.g. imagery that connects with target audiences). The ITTF Marketing Plan will also include any specific research findings and marketing/outreach campaigns, including timelines and estimated budgets.

The ITTF Marketing/Outreach/Promotions Plan will have input from representatives from and the primary four (4) ITTF functional areas: 1) Labor and Business; 2) Real Estate and Jurisdictional Issues; 3) Safety, Signage; and 4) Transit. This approach is being used given that each work team has somewhat unique potential users of respective ITTF resources, target markets and stakeholder groups and thus in some cases requiring different target marketing/outreach and promotional approaches.

The ITTF Marketing/Outreach/Promotions Plan (The Plan) will include:

- 1) General overview of the purpose, history, and current status of the ITTF;
- 2) Purpose statement for the The Plan;
- 3) General research/overview of intended users (target markets – including Tribal Leadership, roads/public works program managers, and other ITTF functional areas from all 11 Tribes within the State of Wisconsin), documented historic, and current users of ITTF resources (provided by the ITTF Coordinator) as well as an expanded list of possible prospective users of ITTF resources not currently being reached;
- 4) Produce a value statement/proposition for ITTF resource users;
- 5) Inventory of all available ITTF web-based, training, conference and related products, services and resources – including respective target users/stakeholders;
- 6) Promotion of the ITTF Native Business Directory as a “communications bridge” among tribal departments releasing RFPs/solicitations, tribal enterprises, and Native owned businesses in Wisconsin;
- 7) Distribution plan for building awareness and access to all ITTF functional areas;
- 8) Sample of marketing and branding materials for ITTF functional areas;
- 9) Recommended promotional strategies;
- 10) Opportunities for organizational cross-marketing with ‘strategic partner’ organizations;
- 11) Strategy for retaining users;
- 12) Estimated costs for implementing proposed new materials or distribution methods;

- 13) Produce a 12 month master implementation plan and visual project schedule for executing the marketing plan;
- 14) Proposal for an annual rolling review and updating process for the ITTF Marketing/Outreach/Promotions Plan;
- 15) Conclusions.

Proposal Requirements:

Proposal must contain the components listed below. Additional information that may prove beneficial to the Tribe during the rating and awarding process is welcomed. Proposers are asked to refrain from submitting proposals that will not be easily duplicated such as those with spiral binding, photos and fold-out or other larger than letter-sized paper.

1. Contact name, address, telephone number, fax number and e-mail address.
2. Detailed description of skills, experience and ability to meet project requirements including identification and designation of roles/responsibilities of key project staff.
3. Client references including project type, dates, contact info and description.
4. Detailed description of approach to project including all of the requirements listed.
5. Detailed project timeline and deliverables.
6. Statement of acceptance, ability and willingness to: enter into a Professional Services Contract.
7. A break-down of proposal budget by task.
8. Statement addressing minority, women, Native American business ownership.

Criteria:

Proposals will be considered based on the criteria shown below. The criteria are subject to change at the discretion of the WisDOT Inter-Tribal Task Force.

The following components will be considered:

- Demonstrated project experience and skills
- Capabilities of key project staff
- Experience working with Native American Tribes
- Proposed approach
- Proposed scope-of-work
- Proposed timelines
- Proposed deliverables
- Project budget
- Inclusion of required statements
- Client references