



Request for Qualifications

PaintCare Inc. is seeking a contractor to conduct public outreach activities in Colorado. Work is expected to begin sometime between March and July 2015.

1. About PaintCare

PaintCare Inc. is a non-profit organization established by the American Coatings Association to implement paint stewardship programs in Oregon, California, Colorado, Connecticut, Rhode Island, Vermont, Minnesota, and Maine and any states that pass paint stewardship laws in the future. These laws require paint manufacturers to develop a take back system for leftover paint from households and businesses. PaintCare is responsible for registering and collecting fees from paint manufacturers who sell paint in each state. These fees are passed down to the person who purchases paint.

We also contract with paint retailers, government-run household hazardous waste programs and other sites to serve as drop-off sites for leftover paint, arrange and pay for the transportation, recycling/disposal of this paint, send out press releases, place advertising, and conduct other public outreach related to the program and the proper management of leftover paint.

Outreach provides the public with general awareness and understanding of the program and helps them find sites where they can take their paint for recycling. We also inform the public of the funding and fees they are paying when they purchase paint, how to buy the right amount of paint in the first place, the consequences of improper disposal and more. For background about PaintCare, please contact PaintCare by phone or visit www.paintcare.org.

PaintCare is currently developing the Colorado Paint Stewardship Program Plan, which will be similar in format and content to the recent Program Plans. Anyone interested in learning more about PaintCare or working with PaintCare should read the Program Plans for current states which can be found at www.paintcare.org.

2. Scope of Work

Outreach activities may include but are not limited to writing and managing press releases; advertising via newspaper, TV, radio, outdoor, and online; publishing and distributing print-based materials (e.g., brochures for retailers, flyers, direct mail); and social marketing. Besides these activities, the outreach contractor will also develop plans, make recommendations, propose budgets and prepare quarterly reports.

3. Budget

PaintCare's budget for outreach in Colorado has not been planned, but based on other state programs, we estimate it to be about \$500K per year.

4. Qualifications

The ideal firm will have the following experience:

- Working with government, paint companies, environmental groups, or non-profits.
- Projects involving environmental issues, such as recycling, product stewardship, conservation, public health or topics that do not involve selling something and making money.
- Planning, budgeting, evaluating, and reporting on the effectiveness of outreach.

- Writing and managing press releases resulting in news coverage.
- In-house skills or existing relationships with subcontractors for graphic design, printing, photography, audio-video production and direct mail.
- Identifying and targeting specific populations based on language, age, stage of life, ethnicity and other demographics. This includes identifying and working with specific types of small businesses (e.g., painting contractors, property managers).

Each PaintCare state may have a different outreach firm. You may be asked to work cooperatively with outreach firms in other states. A firm that has experience with these types of relationships with other firms is desirable.

PaintCare has a corporate office In Washington D.C. Many outreach decisions are made at the corporate level. In order to coordinate and leverage work done in each state, you must coordinate with PaintCare’s state-based and corporate staff responsible for creative direction and communications. A firm that has experience with parent-subsidary organizations is desirable.

5. What to Submit

Submittals of your “Qualifications Document” shall not exceed 10 pages and should be a one PDF file. Please do not include supplements, multiple files or appendices. At a minimum include the following:

1. Cover letter introducing and describing your firm. Please let us know how you learned of the RFQ.
2. Descriptions of at least five projects (include client name, email and phone, total budget, and dates).
3. Resumes of three key staff members who would be working with PaintCare if the contract is awarded to your firm. Each resume should be limited to one page.

You may refer to websites for additional information, such as more project descriptions, samples of print materials, audio or video files or anything else. However PaintCare may decide not to review them.

6. How to Respond to this RFQ

Please respond by noon on October 15, 2014. Following our review, PaintCare may request additional materials, invite 1-3 firms to interview and/or ask for more information or proposals. If PaintCare does not find any qualified firms, we may circulate the RFQ again or extend the deadline.

Please submit your qualifications document via email to Paul Fresina, Director of Communications, pfresina@paint.org, 415-606-3211 (Pacific Time Zone). Please put “Response to CO Outreach RFQ – {Firm’s name}” in the subject line.

For questions in advance of submitting a response to this RFQ, please contact Paul Fresina.