

## **Purpose**

Metro Waste Authority (MWA) is issuing a Request for Qualifications (RFQ) to solicit responses from qualified firms to administer a strategic, multi-faceted approach to advertising and media placement for the purposes of brand awareness and education.

## **Metro Waste Authority Background**

MWA is a quasi-government agency formed in 1969 to manage a scientifically engineered landfill in Polk County, Iowa. Today, under the guidance of its Board of Directors, the agency oversees the largest landfill in Iowa in addition to six other facilities dedicated to providing safe, smart waste disposal and recycling solutions throughout Central Iowa. The agency is focused on helping the public understand the right way to dispose of various types of waste and recycling and find the multitude of facilities available for drop-off.

## **Program Background**

MWA is a progressive agency focused on educating the public about safe, smart waste disposal and recycling and the role MWA plays in supporting environmental protection. Due to the agency's management of diverse disposal options, there is a strong commitment to education. The agency is not selling services, instead, the focus is on increasing awareness and behavior change, so people know what and how to properly dispose of waste safely or who to call when they do not.

## **Scope of Services**

MWA is seeking a full-service agency to provide strategy that strengthens exposure among target audiences to support aspects listed below. Historically, annual budget for media placement has been \$250,000; however, this is not guaranteed. Please note, the marketing services described below will be conducted in collaboration with MWA's internal Public Affairs team and will be required to adhere to branding and other guidelines already established for MWA.

1. **Market Research:** in-depth discovery and research on programs selected for campaigns to determine best approach for reaching target audiences.
2. **Videography:** conceptualization, scripting, and production of video segments for use in multiple media channels.
3. **Digital:** SEO strategy and optimization, placement, and ongoing evaluation/adjustments to maximize campaign performance.
4. **Media Buying:** negotiation and placements of advertising in various media channels such as radio, TV, streaming, and web.
5. **Reporting:** monitoring and reporting on key performance indicators, making recommendations for adjustments to campaign elements or placement to improve performance and maximize budget.

## **Proposal Requirements and Deliverables**

- Cover letter expressing the firm's interest in providing professional services, along with demonstrated expertise in advertising strategy design, management, and implementation. Five years or more experience, in service to similar clients, preferred.
- Address of the office which will serve MWA, number of employees, and number of years in business. Preference shall be given to firms that have local staff and offices in the Des Moines metro area.
- A short biography of all key members and sub-contractors of the team who will be working on the account. Include length of time the members have been working together; the location of each team member and a list of similar projects this firm has worked on and completed.
- Three to five preliminary ideas and implementation strategies for enhancing MWA's education and awareness initiatives related to the agency's programs and facilities. A partner who can demonstrate a vision and unique thought is desired.
- Proposed compensation structure.
- Any additional relevant support services the firm can bring to MWA.
- Any reasons there might be a conflict of interest based on work for other clients.

## References

Provide three references the firm has supported with advertising strategy and campaign elements that are comparable to MWA. Please include:

- Business Name and primary contact's name, email, and phone.
- Current projects within the last three years.
- Media References, including network and contact name.

## Contact

Any questions, interpretations, or clarifications about this RFQ must be submitted via email to:

Cassie Riley, Public Affairs Administrator  
Email: [cri@mwatoday.com](mailto:cri@mwatoday.com)

## Request for Qualifications Timeline

- RFQ Open: November 3, 2023
- Deadline to Submit Response: December 5, 2023
- Shortlist Selection: December 15, 2023
- Final Award: January 31, 2024

## Evaluation Criteria

Proposals will be reviewed by MWA staff and analyzed based on experience, creativity, and ability to guide advertising strategy.

- Firm Description and Location (10%)
- Experience, including recent examples (25%)
- Comprehensive strategy for Metro Waste Authority that addresses Scope of Services (40%)
- Fee structure (25%)

Proposals selected for shortlist will be requested to give in-person presentation between January 2-16, 2024.

## Submission Instructions

Submissions must be received by 3:30 PM on December 5, 2023. Proposals may be submitted in person or via email. Digital submissions must be submitted in PDF format without requiring MWA to subscribe for download.

Via Email: [cri@mwatoday.com](mailto:cri@mwatoday.com)

In Person:

300 East Locust St., Suite 100, Des Moines, Iowa

Attn: Cassie Riley

(must include thumb drive with digital presentation in PDF format)

Metro Waste Authority reserves the right to reject any or all applicants, and to waive any irregularities or informalities in the RFQ process.