

MEMORANDUM
Comfort Lake-Forest Lake Watershed District

To: Board of Managers

Date: January 5, 2022

From: Mike Kinney

Subject: Public Relations Draft Request for Proposals

Background/Discussion

The purpose of this agenda item is for the managers to review the enclosed draft request for proposals (RFP) and consider directing staff to distribute the RFP.

Recommended Action

Proposed Motion: Manager _____ moves to approve the public relations RFP and directs staff to distribute the RFP. Seconded by Manager _____.

Attached: Draft Public Relations RFP



COMFORT LAKE-FOREST LAKE WATERSHED DISTRICT REQUEST FOR PROPOSALS PUBLIC RELATIONS SERVICES

Comfort Lake-Forest Lake Watershed District (CLFLWD) is requesting interested and qualified firms to submit interest proposals for provision of public relations services for the District for 2022.

Background

CLFLWD is a special purpose unit of local government in charge of managing water resources within its designated drainage boundaries. Watershed districts work to protect and improve water quality in lakes, rivers, wetlands, and streams within their jurisdiction, and to protect residents and property against flooding. CLFLWD is governed by a five-member board of managers that guides CLFLWD in the implementation of its Watershed Management Plan adopted in 2021. The work of CLFLWD is currently carried out by 11 staff members.

CLFLWD covers 49 square miles and includes portions of the cities of Forest Lake, Wyoming, Scandia, Chisago City, and townships of Chisago Lakes and Franconia. It is located partially within northern Washington County and southern Chisago County. CLFLWD drains to the Sunrise River, which ultimately drains to the St. Croix River. Major CLFLWD lakes include Forest Lake, Bone Lake, Comfort Lake, Little Comfort Lake, Shields Lake, Moody Lake, Birch Lake, School Lake, and Lake Keewahtin.

Additional information about CLFLWD is available at www.clflwd.org.

The Project

The mission of the CLFLWD is to protect and improve its water resources through adaptive management approaches and education of local stakeholders. The District has historically addressed the “education of local stakeholders” portion of the mission through the implementation of its Education and Outreach Program as outlined in its 10-Year Watershed Management Plan. While the Education and Outreach Program addresses the need for educating District residents and local governments to build their knowledge and understanding of local water resources, the program does not adequately address the Districts need for building mutually beneficial relationships between the District, other organizations, and the public; nor does it address the need for development of narrative communications that promote the mission and accomplishments of the District in a way that builds a positive public image and reputation.

The District is seeking the services of a qualified, professional public relations firm to aid in the development and implementation of a public relations plan.

Review Process

CLFLWD will review all submittals and determine which firm(s) are qualified. Up to three firms deemed most qualified may be invited for an interview. Interviews are planned for February 2022. The final selection will be based on qualifications, approach, and the interview. The CLFLWD Board of Managers is expected to select the firm on or about February 24, 2022. Once a firm is selected, a scope of work, budget and schedule will be negotiated and incorporated into an agreement to be approved by the Board of Managers.

Board of Managers

Jackie Anderson—Vice President (President Pro-Tem)	Dave Bakke – Secretary
Steven Schmaltz—Treasurer	Doug Toavs – Manager
	Chris Loth – Manager



44 Lake St. South, Suite A, Forest Lake, MN 55025

www.clflwd.org | info@clflwd.org | 651-395-5850

Questions and Point of Contact

Questions regarding this RFP must be submitted by January 28, 2022, to Mike Kinney at Michael.Kinney@clflwd.org. Responses will be provided to all firms receiving this RFP by February 4, 2022.

Submittal

Five paper copies and one electronic (PDF) copy of your proposal must be submitted by **February 15, 2022** to Mike Kinney, District Administrator, Comfort Lake-Forest Lake Watershed District, 44 Lake Street South, Suite A, Forest Lake, MN 55025, Michael.Kinney@clflwd.org.

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