



Central Basin
Municipal Water District

RFP NO.215

REQUEST FOR PROPOSALS FOR INFORMAL SOLICITATION

FOR

PUBLIC RELATIONS CONSULTING SERVICES

RFP ISSUE: 06/04/2025

RFP DUE: 06/30/2025, Time: 12 PM

Issued by

CENTRAL BASIN MUNICIPAL WATER DISTRICT

P.O. BOX 911579

LOS ANGELES, CA 90091

TELEPHONE: (323) 201-5500

FAX: (323) 201-5554

www.centralbasin.org

CENTRAL BASIN MUNICIPAL WATER DISTRICT

REQUEST FOR PROPOSAL NO. 215

TO PROVIDE PUBLIC RELATIONS CONSULTING SERVICES

I. BACKGROUND

Central Basin Municipal Water District is a public agency that purchases imported water from the Metropolitan Water District of Southern California and wholesales it to cities, mutual water companies, investor-owned utilities, and private companies in southeast Los Angeles County. In addition to imported water supply, the District engages in water conservation, recycled water development, and public education initiatives.

The District is issuing this Request for Proposals (RFP) to identify and retain a qualified public relations consultant or firm to assist with the development and implementation of strategic communications, media relations, public awareness campaigns, and community engagement initiatives. The selected consultant will work closely with District staff and leadership to support the District's mission, promote transparency, and strengthen stakeholder relationships.

II. SCOPE OF WORK

The selected consultant or firm will provide professional public relations services to support the District's communications and public engagement objectives. The firm must demonstrate a proven track record in developing, executing, and evaluating public relations strategies, especially for public-sector or water-related agencies. The Scope of Work includes, but is not limited to, the following tasks:

Task 1: Community and Digital Outreach

- Maintain and expand the District's presence within the service area and across digital platforms.
- Develop strategic messaging and outreach campaigns tailored to diverse audiences within the Central Basin service area.
- Create content calendars and outreach plans aligned with the District's program milestones, board directives, and public events.
- Develop storytelling strategies that highlight the District's services, partnerships, and regional impact.

Task 2: Event Support and Promotions

- Collaborate with District staff to promote public events, workshops, and conservation campaigns.
- Provide pre-event marketing (including graphics, press releases, email blasts, and digital flyers).
- Support on-site event logistics such as media coordination, photography/videography, and branded materials.
- Develop post-event summaries and visual highlights suitable for digital platforms.

Task 3: Social Media and Digital Content

- Produce regular, high-quality digital content tailored to each of the District's social media channels (e.g., Facebook, Instagram, LinkedIn, X).
- Conceptualize and design engaging graphics and messaging aligned with the District's key initiatives.
- Monitor engagement and adjust strategies based on performance analytics.
- Recommend and utilize effective hashtags, SEO strategies, and paid advertising (if applicable).

Task 4: Media and Public Relations

- Draft and distribute press releases and media advisories.
- Pitch newsworthy stories to local and regional media outlets.
- Coordinate interviews and media appearances for District staff and Board members.
- Monitor media coverage and provide monthly reports summarizing PR efforts and results.

III. QUALIFICATIONS

Proposers must meet all the following qualifications:

1. Possess a current and valid business license in the State of California.
2. Have a minimum of five (5) years of experience providing public affairs and communications services, with preference given to experience in the water, public utilities, or governmental sectors.
3. Demonstrate experience working with diverse communities, especially those classified as disadvantaged or underserved.

4. Show a strong understanding of public sector communications, including crisis communications, media relations, and stakeholder engagement.
5. Provide examples of previous work products relevant to the services requested.

IV. PROPOSAL REQUIREMENTS

Proposals must include the following elements:

1. Cover Letter – Introduction of the firm and understanding of the scope (1 page).
2. Qualifications – Overview of the firm’s experience in public relations for public agencies or water districts (2 pages max).
3. Project Team – Key personnel, roles, and resumes (5 pages max).
4. Work Plan – Approach, methodology, and timeline (2 pages max).
5. Relevant Experience – Examples of similar past work including references (2 pages max).
6. Fee Proposal – Hourly rates and total estimated cost (not-to-exceed amount) (2 pages max).
7. Disclosure of Conflicts – Any actual or potential conflicts of interest.

SUBMITTING PROPOSAL

Proposers must email proposals to the following District staff for consideration by 12pm, Monday, June 30, 2025.

Elaine Jeng, P.E., Interim General Manager

elainej@centralbasin.org

with a copy to Braden Yu, P.E., Engineering and Water Resources Manager

bradeny@centralbasin.org

V. SELECTION PROCESS AND EVALUATION CRITERIA

Untimely submissions are disqualified from consideration. Proposals will be evaluated as follows:

1. Qualifications/experience – 50%
2. Work approach – 30%
3. Fee proposal – 20%

VI. SCHEDULE

1. 12pm, Wednesday, June 4, 2025 – Release Request for Proposal 215
2. 5pm, Monday, Jun 16, 2025 – Deadline to submit questions and clarifications.
Submit questions and clarifications to Interim General Manager and Engineering and Water Resources Manager.
3. 12pm, Monday, Jun 23, 2025 – Distribute responses to questions and clarifications
4. 12pm, Monday, Jun 30, 2025 – Request for Proposal Due
5. 10am, Monday, Jul 7, 2025 – Proposals review by the Governmental and Public Affairs Committee
6. 10am, Monday, Jul 28, 2025 – Proposals review by the Board of Directors and potential engagement for service.

EXHIBIT A: Sample Agreement

