



September 30, 2019

## **Request for Proposal**

### **SCBG Project: Bee Where, GIS Technology to Protect Pollinator Populations for Specialty Crops**

#### **Basis for Request for Proposals**

The California State Beekeepers Association desires to retain the services of a public relations agency or consultant to execute a California Specialty Crop Block Grant project aimed at educating the agricultural industry about the newest technology, Bee Where, in the beekeeping and application industries.

#### **Scope of the Work to Be Performed**

Many California specialty crops use pollinators thus, bee health is important to these crops. Even with new regulations requiring beekeeper registration to track and monitor their locations, communication is limited and slow between beekeepers, pesticide applicators, pest control advisors, and county agricultural commissioners, which can lead to bees accidentally being sprayed by pesticides. A new tool called Bee Where, a web-based Geographic Information System, brings these groups together by electronically mapping hive locations across the state. Bee Where allows beekeepers to register and plot the location of their hives electronically thereby informing relevant pesticide applicators, pest control advisors, and agricultural commissioners.

This project will implement extended education training programs with industry partners, creating awareness and usage of Bee Where among beekeepers and pesticide applicators with the goal of protecting specialty crops and their pollinators.

The public relations firm will be tasked with the following:

- Establish campaign messaging and talking points.
- Develop outreach materials.
- Develop outreach materials to present to beekeepers at the California State Beekeepers Association Annual Convention to be held in November 2019.
- Work with cooperators to develop instructional videos designed to demonstrate how to use the Bee Where system, how to register, and how to plot the location of beehives.
- Develop newsletter template and lists.
- Establish social media channels to reach target.
- Implement outreach campaign.

- Conduct direct outreach with California specialty crop farmers who rely on pollinators.
- Monitor and track audience reach.
- Adjust campaign message and outreach as needed.
- Report project outcomes and results with industry and affiliated groups.
- Collect usage data from CACASA and CAPCA.

Respondents should provide costs for staff time and fees only. Hard costs such as printing and conference attendees are stipulated in the grant project budget.

**Project Duration:**

Work on this project is expected to begin immediately upon selection of an appropriate public relations firm and will continue through April 2022.

Scoring Criteria (add to or amend as necessary):

| Scoring Criteria  | Score | Weight(%) | Weighted Score |
|---|-------|-----------|----------------|
| <b>Price for Service</b><br><i>Firms will be rated by total proposed fees.</i>  |       |           |                |
| <b>Experience/Industry knowledge.</b><br><i>Firms will be rated by the breadth of its experience with California marketing orders, agreements or commissions.</i> |       |           |                |
| <b>Project methodology.</b><br><i>Firms will be rated on their proposed methodology for completing the project.</i>   |       |           |                |
| <b>Total Score</b>  |       |           |                |

**Proposals Due by:** Friday, October 18, 2019

**Please forward to:**

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