

**LAKE TAHOE REGIONAL ENVIRONMENTAL STEWARDSHIP MESSAGING
PROJECT
REQUEST FOR PROPOSAL**

A. Statement of Purpose

The Lake Tahoe Outreach Committee (LTOC) (made up of the following: League to Save Lake Tahoe, TRPA, UC Davis-TERC, Tahoe RCD, Tahoe Fund, Truckee River Watershed Council and the Tahoe Sustainability Collaborative) is seeking a creative team to develop a unified stewardship campaign that will be used by the public and private sectors in the greater Tahoe region.

The goal of the campaign is to promote a culture of environmental stewardship in the Tahoe region, for visitors and residents, to improve the protection of the Lake Tahoe watershed and surrounding forest habitat.

The creative materials will be used across multiple mediums including but not limited to: interpretive signage, websites, newspapers, brochures, in-store point of sale, posters, stickers, and classrooms.

The budget for this phase of the project is \$8,000 made possible by a generous grant from the Martis Fund and LTOC partners. Additional funding may become available for expansion of the program, including a website and mobile app.

B. Background Information

The Lake Tahoe region lacks a coordinated effort to encourage residents and visitors to take action to protect and preserve the Lake Tahoe watershed and surrounding forest habitat. Multiple agencies and organizations all speak to different issues creating confusion on the part of the public as to what, if anything, they can do to help protect the region's environment. This lack of coordination results in mismanaged resources during a time when organizational budgets are already constricted, making it critical for every dollar to be spent and leveraged well.

To address this problem, a collaboration of local agencies and organizations have developed the Lake Tahoe Stewardship Messaging Project to create a cohesive, consistent and effective stewardship messaging campaign that will coalesce the multitude of agencies, groups and organizations into a unified voice on what individuals can do to help protect the Lake Tahoe regional environment. Advancing knowledge about the region's unique ecosystems is critical to the success of habitat conservation efforts and the long-term care of habitat restoration efforts.

LTOC held a stakeholder workshop on September 23, 2013 with members of the public and private sector in the Tahoe region to identify the key behavioral changes – things people can do- to raise stewardship/care/responsibility in the region and to reach agreement on the need for one message. More than 60 people attended and offered insights and ideas about the key messages. They also reached agreement that one consistent campaign/message was needed for the region to raise stewardship of the environment.

Top ideas from the workshop:

- Develop a pledge that everyone signs (or e-signs) to commit to taking better care of the Region. Pledge could be made available at hotel check-in, at time of house sales, first day of school, kayak rentals, ski pass purchase point, etc
- Develop a “Code of Ethics” or list of cultural norms so people know what is expected and what is not acceptable
- Develop a website that acts as a portal to all of the stewardship messaging that already exists in the region
- It is important to explain what to do but also incorporate why doing those things is important

The final report from the workshop and a list of attendees can be found at the end of this RFP.

C. Scope of Work

The task of the selected creative team will be to take the insights and ideas developed at the workshop (as captured in Appendix A) and develop a campaign that can elevate the level of stewardship in the region.

The campaign should be simple, inspiring and easily adaptable to many mediums.

The final materials will be distributed at no charge to the public and private organizations in the region so they can be used in their communications and outreach. For example, NV State Parks could use the campaign with visitors at Sand Harbor, Tahoe City PUD could use the campaign on interpretive signage along the Truckee River bike trail, TRPA could use the campaign in their marketing materials, Northstar could use the campaign at their resort or on their website, the visitors’ authorities could place ads in their visitor guides.

The hope is that this campaign will be seen throughout the region.

Deliverables are:

- Campaign idea (tagline, logo, general look and tone)
- **Digital** files for a poster, rack card, half page print ad, sticker (this budget doesn’t not include printing costs)

- A plan to launch the campaign in the region. Assume some billable hours to help execute the launch in coordination with the LTOC members.

Note: We are looking for a BIG idea. These deliverables are the baseline of what will be needed. We are assuming the big idea will drive additional deliverables.

D. Proposal Requirements

For this proposal, we are looking for how you will tackle this challenge and the costs involved in developing the campaign if you are selected. Please provide the following:

- Describe your approach and how you will carry out the tasks to meet the deliverables outlined above.
- A summary of your recent and relevant projects. Please list any experience developing environmental or stewardship campaigns.
- Resumes or bio's of all consultants who will be involved in the project.
- Names, phone numbers, and email addresses of individuals at three organizations who have been your clients during the last eighteen months and whom we can contact as references.
- Three samples from your portfolio of campaigns you have developed.
- A timeline from original briefing meeting to final materials.
- A firm estimate of the fees to be charged and an estimate of expenses that would be incurred.

D. Contract Details

- The contract will be administered by the Tahoe Fund. All members of LTOC will have input on the creative, but Tahoe Fund will provide direction to the consultant.
- The project will begin with a briefing meeting from the LTOC to the selected team.
- This is not a contract for full-time employment by the Tahoe Fund or any members of the LTOC.
- The payment schedule will be:
 - 25% upon awarding of the contract
 - 25% upon agreement of the campaign direction
 - 50% upon delivery of all outstanding items

E. How to Submit a Proposal

If you are interested in submitting a proposal, please email Amy Berry at aberry@tahoefund.org.

Final proposals are due on Friday, November 22nd at 5pm. You can deliver the proposal electronically to aberry@tahoefund.org or deliver 6 copies of the proposal to:

Tahoe Fund

948 Incline Way

Incline Village, NV 89451

We will hold interviews with finalists during the week of December 2, 2013. If you have questions, please email them to aberry@tahoefund.org.

LAKE TAHOE OUTREACH COMMITTEE
STEWARDSHIP MESSAGING PROJECT

CAMPAIGN DEVELOPMENT TIMELINE

Nov 22	Deadline for RFP Submittal
Dec 3-4	Creative Team Interviews
Dec 6	Select Creative Team
Dec 9-11	Sign contract, make 25% payment for creative services
Dec 13	Briefing Meeting with selected Creative Team
Jan 3	Presentation of Campaign Ideas
Jan 6-13	Campaign Revisions
Jan 14	2 nd Presentation of Campaign Ideas
Jan 15-20	Stakeholder review of Campaign draft
Jan 23	Finalize Campaign direction
Jan 23-31	Creative Team builds deliverables
Feb 3-5	Final material review and approval
Feb 6	Final materials posted online
Feb 7	Campaign materials distributed to regional stakeholders
TBD	Campaign Launch (Event, PR, Op-eds, Social Media)



A REPORT TO THE LAKE TAHOE OUTREACH COMMITTEE ON
THE WORKSHOP:

**What are the most important actions people can take to
help protect Lake Tahoe?**

PAQUITA BATH

SEPTEMBER 24, 2013

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WORKSHOP PROCESS

The workshop was held on September 23, 2013 in the Parasol Building in Incline Village from 9-12. Invitations were sent out from all members of the Lake Tahoe Outreach Committee¹ clarifying that the purpose was to reach consensus on the critical messages that all local agencies, organizations and businesses can use to increase positive stewardship actions in the region.

Over 60 people attended, many of whom, were senior staff or executive directors of their organizations. The Lake Tahoe Outreach Committee did a fabulous job setting up the room, welcoming participants with a smile, food and coffee, and getting people to sit randomly at different tables. The Committee members opened the meeting, welcoming participants and clarifying the desired outcomes.



The facilitator, Paquita Bath of Aligning Visions, then walked the participants through the interactive process of the World Café methodology as well as the agenda. Committee members, Americorps Volunteers, and a few participant volunteers served as table hosts capturing each round of dialogue. The other participants were able to circulate around the room for three 25-minute dialogues to address the key question of the meeting and share insights with colleagues.

¹ Lake Tahoe Outreach Committee members include Kristi Boosman, Nicole Cartwright, Amy Berry, Michael Ward, Heather Segale, Jesse Patterson and Lisa Wallace.

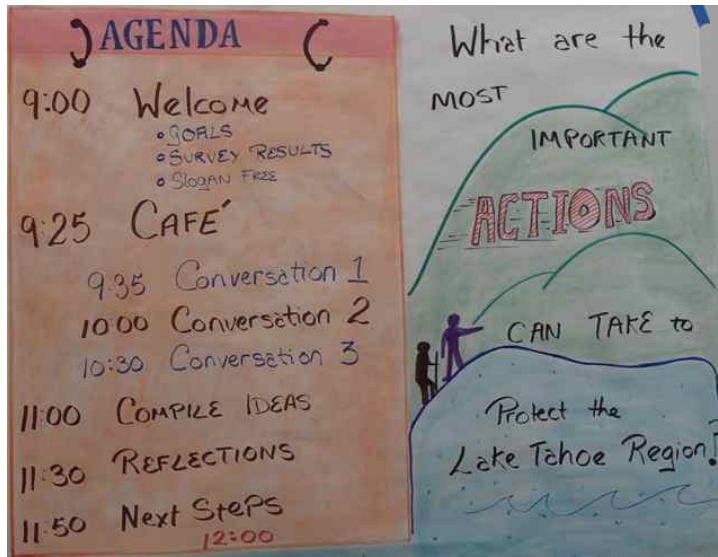


Table dialogues were energetic and productive allowing all participants to consider how to reduce the large number of messages currently directed at residents and visitors and hone in on the most important actions people can take. At the end of the 3rd round, participants “voted” for their top 3 ideas.



RESULTS AND RECOMMENDATIONS

There were three sets of results stemming from the meeting.

1. The flipcharts where each of the table dialogues were captured (being compiled by Americorps Volunteer);
2. Three top “votes” from each table (Listed in Annex A); and
3. Reflections from Participants in full group dialogue (Notes in Annex B)

While summarizing and interpreting so much information from so many voices is difficult, the facilitator felt that the comments tied into one key takeaway from the meeting — the need for high-level stewardship actions² and messages.

HIGH-LEVEL SIMPLE STEWARDSHIP ACTIONS

The vast majority of “votes” were for a high-level stewardship messages that compliment, and do not compete, with more targeted messages.

- The majority of participants want a SIMPLE stewardship message
- There is a strong desire for this simple stewardship message to then link to other sites and more targeted/audience specific messages.
- This message must tie into (or be) the “regional brand”.
- Kids are a key target audience – that will help ripple out the key simple message

There were many ideas for what the desired Stewardship action could be (see Annex A) but ideas that got a lot of resonance during the reflection period included:

- 1) A DO 1 Task approach (Do 1 thing) – This dialogue included ideas such as listing upcoming “clean up events” and other local activities that need volunteers and posting it in one place inviting both residents and visitors to participate.
- 2) A “Your Address is HERE” (whether you be a resident or temporary address (tent/hotel) with the tie into your desire to look after your home.
- 3) A one region approach – This reflection tied into a suite of votes to “Connect Communities” wherein agencies would help make the connections work (e.g. public transport etc.) but that also be a central clearing house of information for the full area (SLT-Truckee). In one version of this idea, a full parking lot at Sandharbor, would be noted online with options and links to alternative buss routes. Another take was described as the 1 site TAHOE WELCOME with all the participants

² 16 of the “votes” were directly for a high-level stewardship message while an additional 12 were for broader stewardship education. Specific messages on themes such as transport and defensible space were important but clearly secondary for this group of participants. See Annex A for the full list of ideas.

- websites and stewardship messages ultimately linked to this page for those searching for more information.
- 4) The idea of a Stewardship PLEDGE. The pledge idea came up in a number of forms – from the participant organizations in the room to pledge to use and support the key messages, to pledges from visitors when engaging in activities, to pledges from businesses as part of their contribution to the region and in their interaction with their clients.

Amy Berry, a member of the Outreach Committee, concluded the meeting by indicating the need for funding to secure creative talent to take these ideas to the next stage. The Outreach Committee will focus on fundraising, hiring a creative team and will relay top ideas back to the participants.

ANNEX A

GROUPINGS OF THE 8.5x11 PRIORITY ACTIONS AS WRITTEN BY THE PARTICIPANTS

HIGH LEVEL STEWARDSHIP VALUES - (16 "VOTES")

Leave NO Trace

- Open space – wild
- Town areas
- Trails
- Neighborhoods
- Organizational Events
- Model the behavior we want from others and visitors

Keep it Clean

- Pets, trash, water, fire, defensible space, Trails, Air etc.

Respect the Environment – Leave No Trace

- Elevated Responsibility
- Leave "it" better than found
- Invest (BMPs, Blue bags etc.)
- Property Owners
- Stewardship concepts – for visitors/students/locals

Be Responsible

- Respect Your Space (litter, stay on trails, dogs)
- Mandatory?

Set a Good Example: Steward Your Own Space

- BMPs, Defensible Space, Water and Energy Wise, Educate Yourself, Volunteer, Educate Your family and friends

Do More than Your Share (

- i.e. pick up your trash and some else's, be fire safe for you and your neighbors, pick up after your dog.

Leave Tahoe and the Forest Cleaner than you Found it

- Pick up trash, dog waste etc
- Reduce Reuse Recycle

Adopt Core Stewardship Values as a Community Culture

Learn About Tahoe: Treat Tahoe like Your Home

Stewardship/Responsibility PLEDGE

- Tahoe Local Core Values
- Respect

Volunteer

- Motivate
- Educate
- Regulate/Enforce

More public shaming re litter, fire, dogwaste, storm water, bears

Positive Peer Pressure

- Neighborhood-wide – eventually regional

- Take ownership of environment/community
- Stewards proactively maintaining Basin
- BMPs, defensible space and expanding to neighbors – assist if needed

Small Victory

- Rally around the Clean up Days in June
- Market it, reword it
- Promote it, post PR
- Bring in fire, water, transit
- Make it easy and actionable
- Extend it to more than one day
- Summer List off

Minimize Your Impact

- Carpool more
- Litter (don't do it)
- Elevating awareness
- Better promotion of ways to reduce impact
- How every little bit helps
- Daily things you can do, learn something new

EDUCATION GROUP – (12"VOTES")

Know your natives

- Incorporate into Pledge
- Education
- Species and non-native

Cultural Education

Modeling Behavior

Action

- Donations - How and to whom can people give efficiently
- Incentive Programs
- Education

Education

Modeling Behavior

- Ambassadors (locals)
- Target Youth/Schools
- Awareness of our Environment
- Adoption of Mission
- Observe and respond
- Showcase Success/Best Practices.

Educate yourself about how you can protect Tahoe

Stewardship Education

- Reach 2nd homeowners through representatives and HOA mtgs

Why - not just What

Host Fun Meaningful Low Carbon Activitiesk Adventures and Attractions

- That showcase the stewardship of the regions 265 organizations, 65 governments 2175 businesses that lead by example!
- 4 seasons of prosperity with 100 ft water clarity
- Involve the visitor in stewardship

Workshop for Educators

- Outreach to local landscape companies, tour groups, outdoor activities, dog walkers etc.
- Universal messaging for what everyone can do to keep the basin healthy
- Local issues
- Set the example – take back what you learn

Make it Easy – Practical Tips Everywhere

Educate

- Visual messages
- Adopt a Shoreline

Consistent package with actions for:

- Schools
- Visitors (esp. big groups)
- HO new
- Long Term residents
- “Respect the environment” outreach

TRANSPORT - (8 “VOTES”)

Reduce my footprint

Priority on Bike Trails

Transit system planning

- Green Buses
- All Transit Departments working together

Drive Less (Bike, Walk, Bus, Carpool, water ferry)

Cultivating an entire culture of “non Emission”

- Access trails
- Trash on trails
- Safety of biking
- Bike parking / secure
- Trail Maintenance
- Do better – look at what Jackson, Aspen, Vail, Adirondacks etc. are doing

Park your car: Use Alternative Transportation

Mobility

- Communication/real time
- Efficiency of moving people/goods and services
- Patience to Change
- Parking Restrictions

Drive-less Initiative

- Combine trips
- Use Transit where available (and incentivized)
- Use School buses
- More night rider buses
- Improve your health and well being

Utilize Alternative Transit

- Get out of your car when you come to visit
- Make it positive publicity
- Recreate near where you’re staying
- Connect/coordinate forms of transit

CONNECT COMMUNITIES - (5 "VOTES")

Centralized communication platform

Connecting Communities

- Create Tahoe culture
- Corporate investment in community
- Responsible expansion
- Inclusive community of residents and non-residents – not us vs them.

Solicit advice for action from visitors, businesses and home owners

- Make competition
- Make Tahoe environmentally friendly destination

Consistent PUD – policies, ordinances, recycle, communications

DEFENSIBLE SPACE - (4 "VOTES")

Develop a Basin-wide Defensible space initiative based on Tahoe Donner model

- (possible combine with waterwise, pesticide free landscaping plan)

Forest Health

- Residents: BMPS, Defensible Space, Increasing Outcome-Based Awareness

Be Defensible Space and Fire AWARE

Move from Defensible space to "Fire-adapted communities"

WASTE MANAGEMENT - (4 "VOTES")

Lower your Impact

- Lessen Impact
- Transit
- Buy Bags
- Don't litter
- Drive less
- Human-powered recreation
- Gasoline-free recreation

Bring Your Own Bag When you Shop Tahoe

Responsible Waste Management

- Bear boxes
- Reduce consumption
- Recycling
- Pick up poo
- Leave no trace

Be Trash and Bear Aware

WATER - (2 "VOTES")

Take responsibility for YOUR water

- Clean your storm drains
- Conserve water

Water Quality

- Show visuals of impacts on Lake Tahoe
- How everything they do can impact the Lake

ANNEX B

COMMENTS DURING THE REFLECTION PERIOD

(These are not verbatim comments. They were compiled based on flipchart notes taken by the facilitator during the reflection period, recollections, and remarks captured by Americorp Volunteers and Amy Berry).

- We should take on One Task (Do 1 Thing) Create lists and get people to volunteer.
 - Activities on lists of ways to engage people work.
 - This tied into an additional remark – to Showcase adventures by engaging people in action-oriented activities in support of good local programs.
 - Clean Up days were specifically mentioned
 - We can get Business Pledges/List of good actions.
- We need a Central Clearinghouse for information
 - Some of the suggestions have to do with lack of integration of key infrastructure needs (e.g. public transport across jurisdictional lines).
 - Agencies indicated they were committed to help making these connections real so that the infrastructure worked.
- Another way to approach the issue is to engage neighbors in stewardship.
- Regional brand of the Tahoe region is our responsibility
- This campaign needs to compliment, not compete with, more tailored messages.
- Engaging kids is exciting – they can carry messages to many constituencies. Kids create ripples!
- Stay **simple** in our messaging –
 - The idea of a simple message is also helpful for scientists and can stimulate innovation.
 - Send all people to 1 CLEAR site for additional information
 - Idea of a Tahoe Welcome site with the more specific (BMPS, Fed Bear.. etc. information linking in there).
- A major place to start is the Impact on Water Quality – it is all about Tahoe water from SLT to Pyramid Lake.
- Your Address is **HERE** – is one way to approach it. Let people take responsibility for their “home” and pride in its maintenance.
- Many good messages on behaviors on the sheets BUT we need both top-down regulations and messages AND bottom-up behaviors and messages to create the change
- The details of implementing such messages matter: the messages; the media and the audiences.

- There is a value to shaming people – see the impacts of their action. 1 person recommended a “what would happen if we didn’t look after the region” kind of animation/presentation.
- We need to elect more officials who will promote responsible stewardship in all of our agencies.
- Be the They – instead of saying “they should.....”
- Possibility of a stewardship center – TERC already somewhat playing that role.

First Name	Last Name	Title
Joy	Barney	USDA Forest Service
Amy	Berry	CEO-Tahoe Fund
Kristi	Boosman	Partnerships and Communications Officer for TRPA
Jan	Brisco	Exec. Director of TLOA
Justin	Broglio	Desert Research Institute
Michael	Brown	Fire Chief at NLTFPD
Rebecca	Bryson	CM of SUS Collaborative
Stephanie	Byers	USFWS
Nicole	Cartwright	Watercraft Inspection Program Administrator Tahoe Resource Conservation District
Jacquie	Chandler	Exec. Director of Sustainable Tahoe
Judy	Clot	Tahoe Cons.
John	Cobourn	Water Specialist at UNCE
Bobbi	Coulter	Owner of Coulter Association
Heidi	Doyle	Exec. Director of Sierra State Parks Foundation
Madonna	Dunbar	Exec. Director of TWSA & IVGID
Pam	Emmerich	Tech and PIO Admin at North Lake PUD
Shelley	Fallon	Fallon Multimedia
Gavin	Feiger	Associate at LTSC/Sierra Nevada Alliance
Tracy	Franklin	City of South Lake Tahoe
Pamela	Gartin	Board Member at No Bear Hunt NV
Kirstin	Guinn	Asst Marketing Director at JMA Ventures
Cindy	Gustafson	GM of Tahoe City PUD
Lisa	Heki	Complex Manager at FWS
Jay	Howard	Supervisor of Nevada State Parks
Mary	Huggins	Division Chief of Cal Fire
Sue	Hughes	President of Friends of Incline Trails
Sue	Jacox	Board President at Great Basin Outdoor school
Terry	Jones	IVCBUB
Loryn	Kasten	Community Manager at Northstar
Anna	Klovstad	Tahoe Truckee USD
Lee	Koch	Weber & Associates
Tim	Kosier	TERC
Patty	Kouyoumdjian	Exec. Officer at Lahontan RB
Peter	Kraatz	Asst, Director Placer County
Jack	Landy	LTB Coordinator for EPA
Robert	Larsen	Senior Env. Scientist for Lahontan Water Board
Tony	Lyle	Director of Tourism at LTVA
Joanne	Marchetta	Executive Director-TRPA
Maureen	McCarthy	Exec. Director of TSC
Kansas	McGahan	Senior Engineer for Placer Co. DPW
Melissa	Mohler	Exec. Director of SWEP

Nic	Nelson	Dev. Director at Sierra Nevada Journey
John	Pang	Chief of the Meeks Bay FPD
Jesse	Paterson	League to Save Lake Tahoe
Mark	Regan	Fire Marshal at NKTFPD
Carl	Ribaudo	Tahoe Resource Conservation District
Vance	Russell	CA Director of National Forest Foundation
Forest	Schafer	NLTFPD
Heather	Segale	Education and Outreach Director at TERC
Ed	Smith	Natural Resource Specialist at UNR Cooperative
Sam	Swigard	Tahoe Mountain Resorts
Steve	Teshara	Principal of SCA
Julia	Tohlen	Program Manager of TMA
Lisa	Wallace	Exec. Director of Truckee River Watershed Council
Michael	Ward	Director of Tahoe Sustainability Collaborative
Natalie	Yanish	President of South Tahoe Assoc. of Realtors