



Internet Freedom for McHenry County
204 W. Judd Street, Suite 8
Woodstock, IL 60098
www.ifmc.co

03/14/2022

Request For Proposals (RFP) for
MARKETING SERVICES FOR BROADBAND SURVEY OUTREACH

Section 1. Introduction and General Information

Section 1.1. Introduction and Purpose

Internet Freedom for McHenry County ("IFMC") is soliciting proposals to hire a consultant to provide marketing and other services to motivate residents and organizations to participate and complete IFMC's Community Broadband Survey and get to over 5000 survey responses. 5000 Survey Responses comes out to roughly 5% response rate of 110,000 households in McHenry County.

Please prepare and submit a statement of your organization's pricing and qualifications and the procedure here in this document.

Section 1.2. Background

IFMC is a non-profit 501(c)4 membership-based organization that drives civic action and promotes and advocates for Internet Freedom.

IFMC started in 2018 as an informal group of concerned citizens from around McHenry County worried about the lack of competition and connectivity. We incorporated in 2019, and David Gutowsky, President and Founder, heads the organization.

Our by-laws describe our purpose to drive civic action, promote, and advocate for Internet Freedom, including digital rights, freedom of information, community-owned fiber-optic networks, the right to Internet access, freedom from Internet censorship, and supporting net neutrality.

Regarding marketing channels, we primarily have been focusing on the following: Google Ads, Facebook, E-mail Newsletters, Reddit Postings, and Yard Signs. Online videos and such are limited due to resources, but there is always a desire to do more. Before COVID-19, we did try

in-person activities, such as attending Chamber of Commerce events, various public events, held various educational events. However, they were rare due to the lack of volunteers and resources.

As of 3/13/2022, since launching the survey in 2020, 1193 completed responses have been achieved due to our efforts. See <https://www.ifmc.co/survey-results/> for details of responses. The IFMC's Community Broadband Survey is at <https://survey.ifmc.co>, and interested individuals and organizations can take the broadband survey there.

The survey is run on LimeSurvey, which is Version 3.15.9+190214. The database runs on MariaDB, which is 10.3+.

We currently have nearly several hundred-yard signs. We do not have the funds to replace these redesign and print new signs. The Consultant is not expected to match the campaign to this design, but we are making you aware of what we have.



Section 1.3. Contact and Submission Information

Questions regarding this RFP are preferred by e-mail to David Gutowsky at david@ifmc.co by 7:00 p.m., Wednesday, March 16, 2022, and will be answered by e-mail.

RFP Submissions must be submitted via e-mail to David Gutowsky at david@ifmc.co by 7:00 p.m., Monday, March 21, 2022.

Proposals should be submitted in PDF format.

Conditions Applicable to RFP.

Your submission is deemed to be consent to the following:

- This RFP is not intended, and shall not be construed, to commit IFMC to pay any costs incurred in responding to this RFP or to procure or contract for any services.
- All costs incurred by you in connection with responding to this RFP shall be borne solely by you.
- IFMC reserves the right (in its sole judgment) to reject for any reason any responses and components thereof.
- IFMC reserves the right to select one or more organizations to provide services as described in this RFP.
- All submissions shall become the property of IFMC and will not be returned.

- All submissions may be subjected to inspection by the Illinois Department of Commerce and Economic Opportunity because we fall under various grant rules. After all, these services will be paid with grant funds.
- IFMC reserves the right to conduct in-person interviews of any or all respondents.
- Neither IFMC nor its respective Board Members, volunteers, consultants, or advisors shall be liable for any claims or damages arising out of or in connection with the solicitation or preparation of the Proposal.

Section 2. Scope of Services

Section 2.1. Overview

The Community Broadband Survey is delivered online in a digital forward, so getting the attention of targeted audiences online is the best method.

The Community Broadband Survey is to identify areas of McHenry County that are unserved or underserved by Internet service and identify demands for fiber-optic broadband Internet service. The Community Broadband Survey is a comprehensive survey that asks numerous qualitative and quantitative questions essential for marketing broadband services to

- potential customers;
- potential broadband providers;
- and telling the Broadband Stories to our elected officials who may not understand how vital Internet infrastructure is to their community's future.

Typically, government units develop these types of surveys to confirm a greater demand and need for fiber-optic broadband that is not being provided by the private market. However, IFMC has proactive in taking the lead on something as vital as a community broadband survey to further the issue. This broadband survey development was a collaborative effort with input from a survey professional, township, county, and city officials within McHenry County.

Section 2.2. Scope of Services

IFMC is seeking a consultant to provide marketing and other services to promote and motivate residents and organizations to participate and complete IFMC's Community Broadband Survey and get to over 5000 survey responses. As previously mentioned, we currently have 1193 survey responses, and it is our goal to reach 5000 survey responses by June 1 2022.

Services include:

Develop an entire campaign catering to the demographic(s) profile of resident(s) in the western half of McHenry County. These areas include villages and cities of Woodstock, Wonder Lake, Hebron, Harvard, Marengo, Union, Greenwood, Bull Valley, and other unincorporated areas.

As part of this campaign, you may need to constantly change your verbiage, graphics, and appeals and motivate action. The expectation is to place online ads and graphic content, social media postings on Twitter, Facebook, Reddit, etc, billboards, radio, news, influencer campaigns, and more.

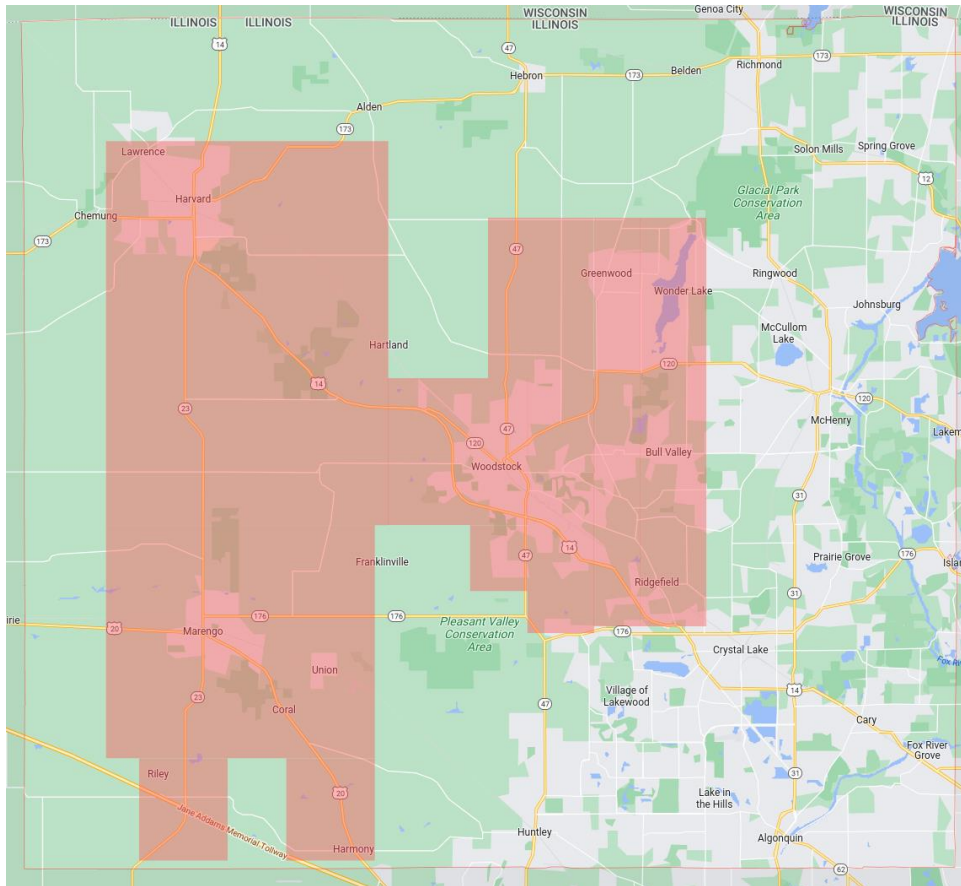


Figure 1 – Future and Current area of Publicly Owned Fiber. This is where you should be concentrating most of your efforts if possible.

Section 2.3. Budget & Timeline

We have allocated \$10,000.00 for various marketing activities, and we have a max budget of \$3,000.00 for consultant services. However, we are still seeking a price from consultants' perspectives for services. We have another \$2,000.00 allocated for various printed and billboard materials.

Our marketing campaign intends to start on April 1, 2022, and end on June 3, 2022. However, the campaign can continue if not all funds are spent but will end before June 30, 2022. Our grant closes on June 30, 2022.

We will be deciding which Consultant to move forward with on March 27, 2022. We have a Board Meeting scheduled that day.

Section 2.4. Monitor Campaign Performance and Report

We expect you to collect participation data weekly with campaign analysis, report on the findings, and recommend adjustments as needed. We expect a monthly report and performance milestones and reporting.

Suggested Milestones are:

- First 500 new responses
- First 1,000 new responses
- First 2,500 new responses

...

Section 2.5. IFMC's Door to Door Campaign & Yard Signs

During the Consultant's efforts, IFMC volunteers will be conducting a ground campaign of our own in the unincorporated area that amounts to placing 'door stickers' (See details below) on residents' and organizations' doors asking them to complete the Community Broadband Survey. We do not know what the full extent of this campaign will bring, but we hope it will help us get closer to reaching the goal of 5000 survey responses.

Door Sticker Draft Design - <https://nc.ifmc.co/index.php/s/q4C2NLLmxF2wiLi>. We had a draft that was completed last year by a graphic designer. The design and color scheme were based on our Yard Sign design. Each Door Sticker is 5.5" x8.5". The estimated cost for 100 door stickers is \$100.00. Website for the Supplier: <https://www.adeasprinting.com/what-is-band-and-stick.html>. If the Consultant has a better design or improves, we welcome them.

Section 3. Submission Requirements

Section 3.1. Administrative Requirements

- An executive summary (not to exceed two (2) pages) of the information contained in all the other parts of the Proposal.
- Name, address, telephone number, and e-mail address of the contact person responsible for answering any questions regarding the Proposal.
- Proof of organization incorporation and good standing.
- Any judgments, claims, or suits within the last three (3) years in which your organization has been adjudicated liable? If yes, please explain.
- Identify and provide resumes of key staff you propose assigning to this matter.
- Please set forth why your organization should be selected.
- Please provide three (3) references for which you have provided similar services. Provide the organization's name, services, contact name, and telephone number.
- If you intend to use the services of sub-contractors, please provide all of the above information in this section for each subcontractor.

Section 4. Evaluation

IFMC's objective is to procure high-quality and cost-effective services and utilize our funds effectively. Professional services shall be selected based upon the best value to IFMC, which considers many factors, including costs, such as quality and efficiency.

IFMC will consider proposals from firms that demonstrate the capability and willingness to provide high-quality services to IFMC in the manner described in this RFP.

Award Criteria for this RFP will include, but may not be limited to the following:

| | |
|-----------------------------------|-------------|
| <u>Administrative Credentials</u> | |
| Qualifications | 25% |
| Sub-Total: | 25% |
| <u>Technical Services</u> | |
| Understanding of the Project | 15% |
| Reporting & Management | 10% |
| Sub-Total: | 25% |
| <u>Cost Proposal</u> | |
| Cost and Fees to IFMC | 50% |
| Sub-Total: | 50% |
| Total | 100% |

We appreciate your consideration.

END OF DOCUMENT.