



## Fern Ridge School District 28J

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### INTRODUCTION

The Fern Ridge School District (the “district”) is seeking qualified individuals or firms to submit quotes to assist the district with public relations and communications activities related to the upcoming facilities bond measure for the district. The district is accepting quotes February 7th, 2023 through February 14th, 2023 at 4:00 pm.

### BACKGROUND

The Fern Ridge School District serves provides a full range of educational services to more than 1,400 students in grades kindergarten through twelve. District facilities include two K-5 elementary schools, one middle school, one high school. Our District sponsors a charter school as well, but they have their own facility.

A Bond Committee will now be formed to collaborate and make a recommendation to the School Board as to the size, scope, and timing of a general obligation bond. This process will take place in the spring of 2023. The soonest the district will place a general obligation bond on the ballot is May 2024.

### SCOPE OF WORK

Proposers must be qualified and prepared to provide services to the district in the following areas (all of which constitute the “Project”):

- **Leadership and Facilitation**  
Provide the district with leadership to facilitate the pre-bond efforts for a general obligation bond targeted for May 2024.
- **Recommendation of Scope and Timing**  
Work with the school district and Bond Committee as to the scope and timing of the bond. Polling and research are requested during the Bond Committee phase.
- **Development and Implementation of a Bond Engagement and Outreach Plan**  
Work with district employees to develop a bond engagement and outreach plan including a comprehensive budget for collateral and outreach plan.
- **Demographic Profile of Fern Ridge School District voters for May 2024 vote.**  
Provide the district with a demographic profile of expected voters in the District for a May 2024 vote.

## **SCOPE OF WORK CONTINUED**

- **Communications and Messaging Consultancy**  
Work with the district to develop and implement branding and messaging that will be used throughout the public education effort. This will include messaging and talking points documents.
- **Update to existing Facility Assessment and Long-Range Facility Plan (LRFP)**  
Work with the district to determine what updates to the existing facility assessment and LRFP, if any, are needed to complete a current, comprehensive and robust facility assessment and LRFP.
- **Communications and Collateral Development with District Staff**  
Serve as a consultant to district staff in the development and dissemination plan for all bond related materials created and distributed by the district. Collateral to be created may include:
  - General Informational Flyers
  - School Specific Informational Pieces
  - Digital Information Media Products (videos, static ads, etc.)
- **General Public Affairs Strategic Advice in regards to bond outreach, messaging, development and dissemination to voters**  
Be available for general consultation in regard to all bond related plans and outreach. Polling will be necessary at various stages of the project.
- **Alignment with Community Efforts**  
Serve as a liaison between the district and any community led efforts that may occur in support of the bond measure.

## **MINIMUM REQUIREMENTS**

Proposers who respond to this Request for Quotes ("RFQ") must meet the following minimum requirements:

- Credentials should include communications, journalism, public relations or equivalent such as significant experience working in public relations, marketing and/or communications. Ability to provide polling data, analysis and interpretation.
- No substantive conflict of interest in representing the district.
- Available for evening events and some weekends.
- Technical expertise, which might include familiarity with communications software, applications, and design; web site design and social media integration; digital photography; Adobe Creative or the equivalent.
- Please include all costs, including reimbursables and any work proposed that may be completed by subcontractors in your proposal.
- Disclosure of prior experience on similar bond consulting efforts required.

## ***DUE DATE & CONTACT INFORMATION***

- Proposals must be received by February 14<sup>th</sup>, 2023 at 4:00 p.m. for consideration. Please submit proposals electronically to Quanah Bennett at [qbennett@fernridge.k12.or.us](mailto:qbennett@fernridge.k12.or.us). The district reserves the right to extend the response deadline.