



## Town of Falmouth, Maine RFP for Route One Communications Campaign

Draft: February 13, 2014

**The Town of Falmouth seeks a consultant to assist with the development and execution of a Communications Campaign for the \$12M Route One Infrastructure Project. Construction for this project will begin in spring 2014 and is expected to be complete in 2015.**

**Proposals are due by Wednesday, February 26, 2014, 2:00 PM.**

The Route One Infrastructure Project is a key part of the Town's decade-long effort to reshape the business center along Route One. The Town is seeking to transform this corridor by:

- encouraging economic development along the Route 1 business district,
- making travel safer for all forms of transportation, and
- creating a more dynamic place to shop, live, and be entertained.

Improvements include the placement of utility lines underground, landscaped medians, sidewalks, streetlights, street trees, intersection improvements, access management improvements, other streetscape amenity improvements, new paved travel lanes, and storm water retrofits along Route 1 between the Turnpike Spur and Route 88. Last year the Town Council approved a comprehensive set of zoning ordinance amendments for this area that complement the Infrastructure Plan.

The Town has developed a draft Communications Brief for the Route One project (see below).

Current Route One plans can be found on the Town's website  
[http://www.town.falmouth.me.us/Pages/FalmouthME\\_DPW/Route1Phase3](http://www.town.falmouth.me.us/Pages/FalmouthME_DPW/Route1Phase3)

The Town intends to execute the communications plan to a large extent with in-house resources, but would like help with the following:

- developing a communications plan;
- production of graphic materials; and
- on-call assistance during the duration of the project.

The Town is looking for an experienced professional with excellent communication and coalition building skills. Small firms that can make this an important project are encouraged to submit a response.

Communication plans are expected to address situation analysis, objectives, strategies, audiences, messages, tactics, timeline, and evaluation. The Town is prepared to spend up to \$15,000 for services described in this RFP and will be looking for the best-qualified individual or firm to perform the necessary services.

Proposals should include:

- Qualifications and availability
- Relevant, recent project experience and references
- Description of services offered
- Approach to campaign planning
- Proposed schedule for campaign planning and development (note: work is expected to start immediately)
- Proposed fee and/or hourly rate(s)

Proposal submission will only be accepted electronically. Proposals and any questions regarding this RFP should be sent by e-mail to: Nathan A. Poore, Town Manager, Town of Falmouth, [npoore@town.falmouth.me.us](mailto:npoore@town.falmouth.me.us)

Proposals are due by **Wednesday, February 26, 2014, 2:00 PM.**

The Town may reject any and all proposals for any reason.

## **Route One Communications Campaign**

**Draft: December 18, 2013**

Campaign Brief:

### **1. What is the goal of the campaign?**

Provide the general public with timely, relevant project updates in order to minimize delays, inconvenience and anxiety while building awareness, understanding and relevance for the project's prospective benefits.

### **2. How does the campaign fit into the big picture?**

This is Falmouth's project in that Falmouth is driving it forward and, ultimately, Falmouth business owners, property owners and residents will benefit. However, the central theme of the campaign must be broader than Falmouth. In a great sense this is no longer about Falmouth as it was during the referendum campaign. Instead, we are creating a new experience for all Route One stakeholders – area residents who flow in and out of Route One in Falmouth to shop, eat, work, drive, bike, run errands and otherwise make Route One a part of their daily lives. We are destination-building. Our motive all along has been to transition Route One in Falmouth from a place where people have to go, to a place where people want to go.

### **3. Whom are we talking to?**

The primary audience is members of the public from the local area who currently or prospectively patronize businesses on Route One. Secondary audiences are business owners, property owners/developers, commuters (car/bike) and Falmouth residents. See below for full audience analysis.

### **4. What is their mind set today?**

I am unsure about how the project will affect my life but I mostly see it as a disruption.

### **5. What do we want them to think after seeing this message?**

While the Route One project will cause some disruption, in the end it will be totally worth it.

**6. Crystallizer: based on this, what is the single most compelling idea we can communicate?**

We're improving Route One in Falmouth to create a better destination to gather, work and live. During the project, we are committed to providing area residents with timely, ongoing project updates/alerts to minimize disruptions to those who travel to or through this area.

**7. What can we say to convince them this is true?**

- Factual, transparent and on-going updates about the project's status, before, during and after construction.
- Continual repetition of the benefit-oriented promise of the end-state.

Audience	Negative perceptions	Positive perceptions
<b>Current business owners:</b>	This will hurt my business.	This will be a better place for my business.
<b>Prospective business owners:</b>	I wouldn't think about going there until after the work is done.	It is promising and I should think about it.
<b>Current customers/shoppers:</b>	I hope it's not too messy.	It will be messy but it will be worth it.
<b>Property owners</b>	This will drive tenants away.	This will make my building more valuable and make finding tenants easier.
<b>Developers</b>	I'll have to wait and see.	It is promising and I should think about it.
<b>Employees</b>	This will make my life harder	
<b>Commuters (car):</b>	I'll take another route.	
<b>Commuters (bike):</b>	I won't be able to ride.	When complete it will be better for riding.
<b>Falmouth residents:</b>	This is expensive. This will be disruptive. This will cause more traffic. This isn't needed. This won't help Falmouth.	This will make Falmouth better.