
LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT
BLUESTEM COMMUNICATIONS RESPONSE TO RFP #15-2017 STORMWATER MASS
MARKETING PROGRAM

The following pages contain Bluestem Communications proposal in response to **RFP #15-2017** for a Stormwater Mass Marketing Program.

With our partners, **Wiser Strategies**, a Lexington-based WBE public relations and marketing firm, we have the unique behavior-change, education, marketing and stormwater experience necessary to develop and implement a stormwater program that surpasses all of the Department of Environmental Quality and Public Works (EQPW)'s expectations, along with the education and outreach requirements of your MS4 permit.

In addition to descriptions of our expertise and qualifications, examples of our work, and project costs, this proposal packet includes the required forms as outlined in the RFP in **Appendix C**.

We believe that all education and marketing decisions should be based on sound research to ensure that all dollars are spent in a way that maximizes reach to targeted audiences and helps you meet MS4 goals. Therefore, in preparing this proposal, we have outlined some *options* for your marketing costs could be distributed, but we prefer to not make any final recommendations until we've had the opportunity to review your public opinion research.

As an environmental nonprofit organization with significant experience creating stormwater campaigns to address MS4 education and outreach requirements, Bluestem is excited about the opportunity to work with LFUCG and EQPW to develop and implement the next phase of your long-standing stormwater marketing efforts.

We are available to begin work July 1, 2017, and are available for interviews at your convenience. Please let me know if you have any questions about our proposal or experience.

Sincerely,



Rebeca Bell
Communications Director
Bluestem Communications

Phone: 312-754-0404
Email: rbell@bluestemcommunications.org
Website: www.bluestemcommunications.org

BLUESTEM COMMUNICATIONS RESPONSE TO RFP #15-2017

Staff and Organizations Assigned to This Project

This proposal represents a strategically coordinated team, designed to bring the right experience to LFUCG's Stormwater Mass Marketing Program and prepared to handle bilingual language barriers should the project require. Our team includes the following individuals and organizations:

Individual Staff (Resumes Included in Appendix A)

Name	Title and Organization	Primary Roles on this Project
Rebeca Bell	Communications Director Bluestem Communications	Project Management, Message Development
Malcolm Mossman	Communications Coordinator Bluestem Communication	Research, Message Development
Nancy Wisner	President Wisner Strategies	Marketing Plan Development and Implementation
Katie McDaniel	Public Relations & Marketing Coordinator Wisner Strategies	Marketing Plan Development and Implementation
Trish Noe	Creative Services Wisner Strategies	Graphic Design
Jeff Reno	Digital Media Specialist Wisner Strategies	Videography & Photography
Risa Richardson	Creative Services Wisner Strategies	Media Services, Copywriting
Lee Hunn	IT Services Wisner Strategies	IT and Digital Support

Organizations

- **Bluestem Communications**, a registered nonprofit organization, has 22 years of experience supporting governments and organizations working to protect and improve our environment. Our successful and creative communication strategies have earned us a reputation in the environmental community as a valuable asset for organizations, coalitions and municipalities.

Since 2007, Bluestem has devised a set of specialized tools for education and outreach communications that are uniquely geared to meet the needs and challenges of nonprofits, government organizations and coalitions. These tools help us develop audience-specific messages, materials and campaigns to inspire targeted audiences to change behaviors. All communications incorporate values and concerns so they reach an audience with a message they can get behind.

For the Stormwater Mass Marketing Program, Bluestem will provide the following services:

- Project Management
- Message Development

In addition, Bluestem will work with our partners to develop and refine the Mass Marketing Plan.

Bluestem Communications takes a team approach to all of our projects. Each of our staff brings various areas of expertise to our work and they are all important. However, each project is assigned a Project Manager who not only works directly on the project but is also the permanent contact throughout the process. The Project Manager will implement the project and ensure that timelines are followed, products are delivered on time and important project details and intricacies do not fall through the cracks.

For this work, your Project Manager will be Bluestem's Communications Director Rebeca Bell. Malcolm Mossman, Bluestem's Communications Coordinator, will also work on this project. (Resumes are included in this proposal, Appendix A.)

- **Wiser Strategies** helps organizations and the people who run them achieve greater success through effective communication. We craft and execute custom communication strategies and materials that enhance relationships, raise awareness and motivate key audiences.

We use an integrated approach to communication, which simply means looking at the big picture and incorporating all the strategies and tools needed to reach a client's goals. The business model we have successfully used for the past 17 years maximizes customer service and minimizes cost. In addition to full-time employees, we have established long-term relationships with a core team of independent creative professionals with whom we collaborate. This use of client-centric teams helps Wiser Strategies employ the best talent for the job, aids responsiveness and enhances results.

For the Stormwater Mass Marketing Program, Wiser Strategies will manage communication production and guide the development of the Mass Marketing Plan, including graphic design work, ad buys, and media tracking. We feel that the best way to approach a project is with a comprehensive team.

For this work, Nancy Wiser, Katie McDaniel, Trish Noe, Jeff Reno, Risa Richardson and Lee Hunn will serve as the creative direction team. Additional team members may be brought on as needed due to timing and project demands. (Resumes are included in this proposal, Appendix A)

QUALIFICATION DESCRIPTIONS AND EXAMPLES OF RELEVANT WORK

Bluestem Communications was formed as a think-tank in Madison, Wisconsin, on the premise that environmental organizations could learn a lot from traditional marketing firms. Bluestem studied environmental education efforts and conducted public opinion research. We began to understand the best ways to talk about complicated environmental issues, like loss of biodiversity, and how to actually connect audiences to these issues. We identified audience values that we could tap into and effective pathways for reaching the audiences. We turned this research into reports, white papers and trainings.

Over time, Bluestem staff saw that just researching environmental values and audiences wasn't enough. We realized that we could provide a greater service by helping other nonprofits, coalitions

and government agencies by creating strategic plans that put values-based education and social marketing methods into action. In short, we began to put our philosophy into action. While we still conduct public opinion research, we also design and implement full-scale campaigns, lead strategic planning for coalitions, design communications strategies, create web-based and print materials and train partner organizations on how to reach their audiences and measure results.

Communications for environmental and stormwater campaigns must be about so much more than hastily constructed websites, blog posts and brochures. In order to inspire people to make permanent changes in their behavior, we must call on their already deeply held personal values and beliefs. A thoughtful communications strategy using social marketing concepts increases the value and effectiveness of communications efforts.

Bluestem now employs five full-time staff, two part-time staff and technical consultants from our Chicago office. Staff members are communications and coalition-building experts experienced in writing, organizational planning, researching and managing complex groups and programs. With advanced degrees in writing, rhetoric, education, environmental science and urban planning, we offer both content and communications specialists. To maintain our unique niche in the nonprofit world, we frequently work with technical consultants who add graphic design, web design and brand management talents to our portfolio.

In recent years, Bluestem has developed stormwater-related campaigns and materials for a variety of watershed groups, city governments and government agencies:

- City of Dublin, OH (Examples of these behavior change campaign materials and description of campaign results included in Appendix B.)
- Fort Atkinson, WI (as part of the Rock River Watershed Group) (Examples of behavior change campaign materials and description of campaign results included in Appendix B.)
- Lower DuPage Watershed Coalition (Will County, IL—suburbs of Chicago) (Examples of behavior change campaign materials and description of campaign results included in Appendix B.)
- Metropolitan Water Reclamation District of Greater Chicago
- Lake County (IL) Stormwater Management Commission

Wiser Strategies: Advanced degrees, professional association involvement, lifelong learning, community service, and high standards are some of the words that come to mind as evidence that the Wiser Strategies team has exceptional experience, education, and passion for communication and marketing.

Nancy Wiser has worked with hundreds of organizations over a 34-year communication career. She is accredited and holds the highest distinction the public relations industry has, which requires extensive evidence of service and professional accomplishment. She is one of seven members inducted into the Public Relations Society of America Thoroughbred Chapter Hall of Fame. Nancy and Katie McDaniel both hold master's degrees in communication and have taught at the university level.

Our client base includes non-profit and for-profit organizations, educational institutions, technology, finance, healthcare, workforce development and energy. We understand the corporate world, education and service organizations. Bringing disparate worlds together is what we do.

Experience has taught us that creativity is more than being bold and loud. Being different for the sake of being different may create some buzz, but it risks overshadowing the message. Authentic creativity uses words, images, sound, and motion to move an audience to care, then to act. We understand that creativity and process work together to create engagement, which then brings results.

And then there is our work. Our portfolios are running over. We would welcome the opportunity to tell you about some of our favorite projects, sharing what we accomplished and what we've learned along the way. Examples from the following projects are included in Appendix B.

- Legacy Trail, Lexington KY
- Kentucky American Water, Lexington KY
- City of Nicholasville, Nicholasville KY
- Kentucky Spirit Health Plan
- River Hill Ranch, Richmond KY

PROJECT APPROACH

To truly change resident behaviors and decrease stormwater runoff pollution in the Lexington area, we must reach out to audiences with both easy-to-implement asks and values-based messages. As Bluestem Communication's over seven years of experience developing stormwater campaigns have shown, simply educating homeowners about stormwater issues is not enough to inspire lasting change.

Bluestem Communications utilizes a very specific, tried and true method for researching and developing education, outreach and behavior change campaigns. As we did with similar projects in Dublin, OH; Fort Atkinson, WI; and Will County, IL, Bluestem proposes combining research, values-based communications and social marketing strategies in a system that gets to the root of a campaign's goal and tailors efforts to particular audiences. Applying these tools while developing communication strategies can make or break efforts to change behaviors.

For the City of Lexington Stormwater Marketing Program, our team will follow this general approach:

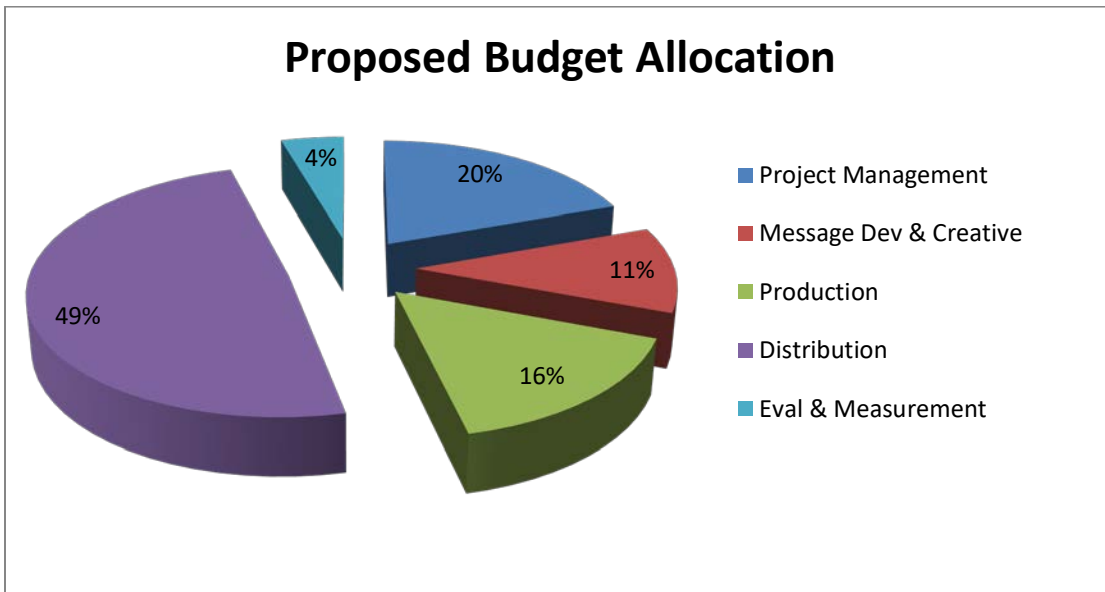
1. We will use the City's existing audience research and the results of a **literature review** (which will include examples of other cities' stormwater campaigns) to ensure we have the right words, images and behaviors for targeted audiences. We will make sure we meet all education and outreach requirements as detailed in the City's MS4 permit. This is also the project phase during which we will work with EQPW to select the stormwater issues to cover during this campaign. Depending on the number of stormwater issues the City would like to cover over this campaign, we recommend selecting 4-5 seasonally-appropriate topics. *(Bluestem Communications)*
2. The research results will inform our campaign **messages**. We will likely develop one umbrella message for the overall stormwater campaign and individual messages for each stormwater issue. *(Bluestem Communications, with support from Wiser Strategies)*
3. The audience research from step 1 will inspire strategic and creative ideas for the **mass marketing plan**. We propose developing an umbrella "brand" that will ensure all the targeted campaigns are cohesive and tell the broader stormwater story. Each seasonally-appropriate topic will have its own targeted marketing plan that considers the very specific audience for that issue. For example, if the City wants one campaign to focus on automotive fluids, then one pathway through which we could inspire change could be tabling and

distributing information and give-aways at local car shows. (*Wiser Strategies, with support from Bluestem Communications*)

4. Once the marketing plan is complete, we will move directly into **campaign implementation**, which includes text development, graphic design, production, ad buys, attending events, etc. (*Wiser Strategies, with support from Bluestem Communications*)
5. Finally, we want to track results and **evaluate** success as best we can from the beginning of the project. Evaluation metrics will include both impressions and, wherever possible, behavior change tracking. We will work with the City and EQPW to develop measurement standards at the beginning of the project. (*Bluestem Communications and Wiser Strategies*)

PROJECT COST and RATIONALE

The City of Lexington’s research and experience with what has worked well in this community will serve as the jumping-off point for our planning. Using the maximum budget of \$210,000, we have estimated how we believe resources should be allocated. This would change somewhat if the actual budget deviates. Behavioral change often takes time. Therefore, we would expect that planning/creative investment may be used for more than one year to gain the greatest return.



Proposed Budget Allocation and Rationale

Project Component (and Team Members Involved)	Cost	Percent of Total Budget	Rationale
Project Management <i>Bluestem Communications and Wiser Strategies</i>	\$41,000	20%	This project management budget will ensure that all deliverables are met on time and on budget. In addition, we will work closely with EQPW track MS4 goals and outputs.
Message Development and Creative Services <i>Bluestem Communications and Wiser Strategies</i>	\$23,500	11%	The overall success of these stormwater marketing campaigns depends on our initial efforts to develop audience- and issue-specific messages and a custom, creative distribution plan. The City can get the most of the distribution budget if we take the time during this phase to be creative and targeted.
Production <i>Bluestem Communications and Wiser Strategies</i>	\$33,000	16%	Production includes the design, print and recording work for every material. This budget will allow us to create a stormwater campaign “brand” that is then consistently applied to every behavior-change issue.
Distribution <i>Bluestem Communications and Wiser Strategies</i>	\$103,000	49%	Almost half of the entire budget is going toward distribution so we can be sure as many residents see and are engaged in the campaigns as possible. This budget will allow us to follow creative and audience-specific pathways.
Evaluation & Measurement <i>Bluestem Communications and Wiser Strategies</i>	\$9,500	4%	We want to build in measurement and evaluation metrics from the very beginning to ensure we reach MS4 education and outreach goals, as well as to determine what works and is worth repeating, and what is not worth repeating.

Distribution Budget Allocation

As previously mentioned, we believe it will be helpful to use multiple campaigns to reach your overall education and outreach goals. Each campaign will target a specific stormwater behavior (i.e. raking leaves, properly dumping automotive fluids, changing fertilizer use, etc.) and will have its own marketing mix. However, for general and initial planning purposes, we’ve outlined some broad distribution guidelines that could be the foundation of our distribution plan.

We believe distribution should be as targeted and interactive as possible. For that reason, based on our previous experience with targeted campaigns, we recommend the following distribution channels as outlined:

- **Experiential Marketing** will be favored heavily in the budget. Experiential Marketing includes going directly to neighborhoods most in need of the information or tabling at targeted events where primary audiences will be in attendance (i.e farmers’ markets, car shows, festivals, Thursday Night Live, Midsummer Night’s Run, etc.). For events where the experiential team is in attendance, we will produce promotional items and compelling educational that will be distributed in-person, based upon the campaign topic.
- **Direct mail, email and digital push options** will likely comprise the second largest segment of the distribution plan. Direct mail could include inserts in City water bills and letters sent to homeowners associations representatives. Direct email could include articles in electronic newsletters and to existing email lists. Digital push could include Facebook ads, social media promotion and Pandora ad buys.
- **Earned media and “traditional” ad buys** will likely make up the third segment of our distribution plan. Earned media includes newspaper articles, blog posts and TV and radio news spots, along with op-eds and letters to editors of newspapers. Traditional ad buys can include PSAs, radio and TV ads or print ads in newspapers and magazines. Wherever possible, we will create opportunities for media outlets to co-sponsor messages to reduce the cost of advertising.

HOURLY RATES

Task	Bluestem Communications and Wisser Strategies Hourly Rates
a. Account supervision	All team members have an hourly rate within the \$100-125/hour range
b. Account management	
c. Marketing plan development	
d. Research:	
e. Art direction	
f. Copywriting	
g. Creative development—base design/production	
h. Creative development—complex design/production	
i. Editorial analysis	
j. Graphic design	
k. Photography	
l. Videography	
m. Message Development	

REFERENCES

Blustem Communications

Lower DuPage River Watershed Group—Four Seasonal Stormwater Campaigns

Jennifer Hammer, Land Conservation & Watershed Specialist

The Conservation Foundation

jhammer@theconservationfoundation.org, 630.428.4500 x114

Michael Novotney, Principal Water Resources Professional

Lake County Stormwater Management Commission

MNovotney@lakecountyil.gov, 847.377.7715

Wiser Strategies

Jean Rush, formerly Senior Vice President, Healthplan Operations, Centene Corporation

jean@metfin.com, 860.402.7955

When Centene Corporation won a contract to serve Kentucky Medicaid members, we needed a well-rounded strategic communication firm to help our new subsidiary make an immediate impact across the state. We selected Wiser Strategies.

Nancy Wiser and her team quickly became an integral part of our team, working with our corporate marketing department to develop a communication and marketing plan and begin executing it within a few weeks.

In addition to healthcare, Wiser Strategies' professionals have a deep understanding of the state's consumers, media, businesses, and the economic and political environment. Their insight gave us an edge as we navigated new territory in a very competitive and quickly changing market. We also are very pleased with their creative services. From their fresh approach to our initial print and broadcast ads to the fun and eye-catching healthy tip billboards, Wiser Strategies established our emerging brand.

They helped us tell our story in many ways, such as through social media, media interview coaching, and video production. Their beautifully produced videos captured emotional stories of how our Case Management team has changed the lives of our members for the better. These honest, first-person vignettes are informative and inspiring for everyone who watches them.

I value the knowledge, expertise, and professionalism that Nancy and her team brought to each and every project and would highly recommend them to handle a company's strategic communication and marketing needs at all levels!

Dave Adkisson, President & CEO, Kentucky Chamber of Commerce

davida@kychamber.com, 502-848-8744

Wiser Strategies has been an extremely valuable resource for the Kentucky Chamber and our executive team. Nancy has helped us with a comprehensive branding strategy (leading to a

whole new look for our organization!) as well as conducting market research for us, coaching us on public speaking and preparing us for media interviews.

She always has practical, down-to-earth advice that makes the Kentucky Chamber a better voice for the thousands of businesses across Kentucky that we represent. I have personally and professionally benefited each time I've called on Wisser Strategies.

APPENDIX A—RESUMES

APPENDIX B—EXAMPLES OF WORK

APPENDIX C—COMPLETED FORMS FROM RFP

- **Affirmative Action/Inclusive Workplace Policies for Bluestem Communications and Wisser Strategies**
- **Notarized Affidavit**
- **Equal Opportunity Agreement**
- **Firm Submitting Form**
- **Workplace Analysis Form**
- **LFUCG MWDBE Participation Form**
- **WBENC Certificate**
- **MWDBE Quote Summary Form**
- **General Provisions Signature Form**

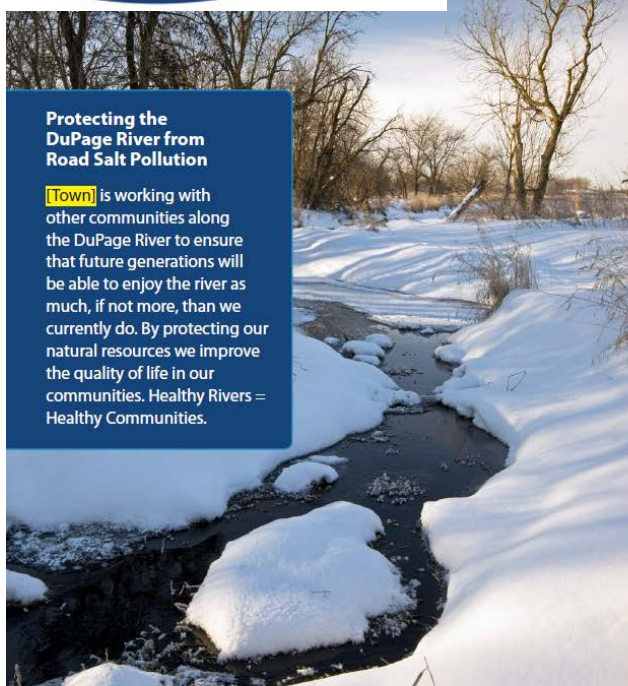
Appendix B Examples of Work

Lower DuPage River Watershed Group—Four Seasonal Stormwater Campaigns

To assist member municipalities in meeting their MS4 permit education and outreach requirements, the Watershed Group hired Bluestem Communications to develop four seasonal behavior change campaigns for implementation in 2017-2018:

- Winter: road salt
- Spring: smart gardens
- Summer: homeowner association detention pond maintenance
- Fall: leaf management

Our goal for the road salt campaign was to encourage homeowners to both use less road salt on their own sidewalks and driveways and to call the cities with fewer complaints as the cities tested new—and sometimes very different—ways of keeping roads safe, while reducing chloride pollution in local streams and rivers. Below is some examples of the materials we created for this campaign. Some municipalities will also be producing a branded measuring cup that shows how much salt should be used to cover “ten sidewalk squares”. Note, the yellow highlighted text on these examples indicates places where individual towns within the Watershed Group could personalize the materials.



Protecting the DuPage River from Road Salt Pollution

[Town] is working with other communities along the DuPage River to ensure that future generations will be able to enjoy the river as much, if not more, than we currently do. By protecting our natural resources we improve the quality of life in our communities. Healthy Rivers = Healthy Communities.



OUR COMMITMENT:

We will strive to use the best technology and practices within our means to keep roads and sidewalks safe all winter long. Smart salt use will ensure [Town] uses tax dollars responsibly and keeps our precious water resources healthy for generations to come.

SALT SMART AT HOME

to protect the DuPage River

Using the right amount of salt could make a big difference for our local waterways—and our pocketbooks. Using the right amount of salt keeps you safe, saves money and protects our river. Join [Town] and reduce the amount of salt used on your driveways and sidewalks.

There is such a thing as too much salt!

SALT SMART. SAVE MORE.

Here are five tips for salting smart this winter:



- 1. Shovel first.** Clear all snow from driveway and sidewalks before it turns to ice. Salt should only be used after the snow is removed and only in areas needed for safety.



- 2. Size up.** More salt does not mean more melting. A 12-ounce coffee mug of salt should be enough for a 20-ft driveway or about 10 sidewalk squares.



- 3. Spread.** Distribute salt evenly, not in clumps.



- 4. Sweep.** If you see leftover salt on the ground after the ice melts, then you've used too much! Sweep up leftover salt to keep it out of our rivers and streams.



- 5. Switch.** Rock salt stops working if the temperature is below 15 degrees. When temperatures drop that low, switch to sand for traction or choose a different deicer formulated for colder temperatures.

City of Dublin, OH—Five Behavior Change Stormwater Campaigns

The city of Dublin, Ohio, has been one of the fastest growing communities in central Ohio since the 1980s. City planners have maintained a quality of life for its residents during this period of rapid growth by proactively updating services and educating their citizens on important environmental issues.

Dublin selected Bluestem Communications from an RFP process to develop communications campaigns to reduce stormwater pollution in compliance with MS4 permits. Together we designed subject- and audience-specific campaign strategies to motivate residents to change stormwater-related behaviors. Campaigns targeted a range of behaviors, including leaf disposal, applying fertilizer on lawns, watering and sprinkler use and installing rain barrels. Using background research, public opinion surveys and focus groups, we created a communications roadmap for each targeted behavior change.

Using our comprehensive audience analysis to inform each step of the communications roadmap, we were able to write compelling messages that city managers could integrate into new and existing communications activities in the following years.

Our research showed that one of the major barriers to getting residents to rake leaves to the parkway (the grassy area between the street and the sidewalk) instead of into the street was a fear that the leaf piles would kill the grass below it, causing ugly brown spots. To help overcome this barrier and encourage people to follow the City's code, we created a brochure, mailed by the city, that included our values-based message and information on exactly when leaf pickup would occur in their neighborhood. In this way, residents could rake their leaves to the parkway just before the trucks were scheduled to pick up the leaves, preventing any perceived grass die-off from happening.

As one City manager told us, the City saw a 30% increase in leaf-raking compliance after one year of campaign implementation. Below are some designs of our materials from the leaf campaign.

Green trees.

From the Scioto River and Indian Run Falls to detention ponds and fountains, Dublin's waters, along with pristine lawns, landmark trees and colorful gardens, define our city. It truly is greener in Dublin! But not all green is good. Decomposing leaves can turn our local waters green with algae, and that's not the kind of green that we want to be known for.

As Dublin continues to grow, mismanaged leaves can cause greater problems. Leaves that are left in the street can be washed down storm drains where they can cause algae.

This Fall, the City mandates that all residents who participate in the leaf pickup program rake leaves to the grassy area between the street and the sidewalk. This simple action will help the City do its job while keeping Dublin green—and algae-free.

Green lawns.

Leaf piles will not kill grass, although they may cause it to temporarily discolor. The grass will grow back, rich and green, in the spring. To prevent grass from discoloring, rake your leaves immediately before your scheduled pickup date.

Green algae?

As Dublin grows, mismanaged leaves could cause problems in our waters, like algae.

City Guidelines for Safe and Efficient Leaf Collection

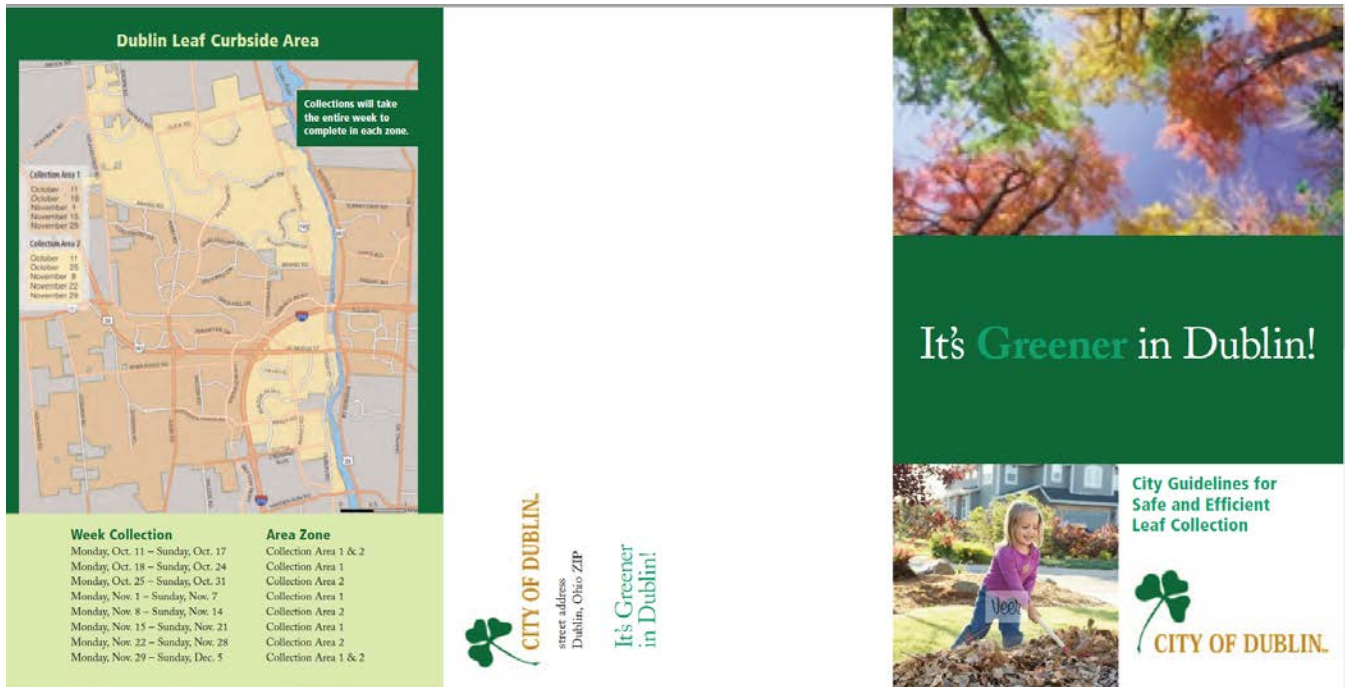
- 1 Collections are based on a two-zone system. Find your zone on the map included with this mailing.
- 2 Put the attached stickers on your family calendar to remind you of your neighborhood's specific pickup dates.
- 3 The weekend before your scheduled collection, rake leaves to the grassy area between the street and sidewalk. Never put leaf piles in the street.

City of Dublin Guidelines for Safe and Efficient Leaf Collection

Leaves that are left in the street can be washed down storm drains where they can cause algae. If you plan on participating in the City's leaf collection program this Fall, you must rake leaves to the grassy area between the street and the sidewalk. This simple action will help the City do its job while keeping Dublin green—and algae-free.

- 1 Collections are based on a two-zone system. Find your zone on the map. Put the attached stickers on your family calendar to remind you of your neighborhood's specific pickup dates.
- 2 The weekend before your scheduled collection, rake leaves to the grassy area between the street and sidewalk. Never put leaf piles in the street.
- 3 Collections occur in your zone beginning on the Monday of each pick-up week between 7 a.m. and 6:30 p.m. Have your leaves at the curb by 7 a.m. the Monday of each pick-up week. Collections will take the entire week to complete in each zone.
- 4 Residents can still bag leaves in biodegradable bags for weekly curbside yard waste pick-up on weeks when the City crews are not doing leaf collection in their neighborhood/zone.

Use these stickers to remind you of your specific leaf pickup dates so leaf piles won't have to sit too long.



Rock River Stormwater Group—Leaf Maintenance Campaign

Over several years, Bluestem worked with the municipal members of the Rock River Stormwater Group in Wisconsin to create several stormwater behavior change campaigns. One focused on leaf management to prevent fallen, raked leaves from entering and clogging storm drains.



Through a communications strategy process, we chose to focus on media and community outreach with the homeowner audience in mind, using church and congregation bulletins for example. We also identified that one of the major barriers people may face is that they simply do not know, or remember in detail, what they are supposed to do with their leaves since each municipality has a slightly different collection method. That led us to create a very simple laminated sign, printed on bright orange paper, that the municipal street department could post on trees and light polls. This sign was printed on 8.5” x 11” paper on an office printer, so it can be easily replicated by other municipalities. The sign said:

LEAF PICKUP

November 1-14, 2010

Rake leaves to the terrace--DO NOT put in the street.
Separate branches and tree limbs.
Violators face fines up to \$1,000.

Our media outreach for this campaign included: congregation bulletins, PSAs, press release, article in local newsletters, flyers posted in designated neighborhoods and a webpage with municipal-specific codes.

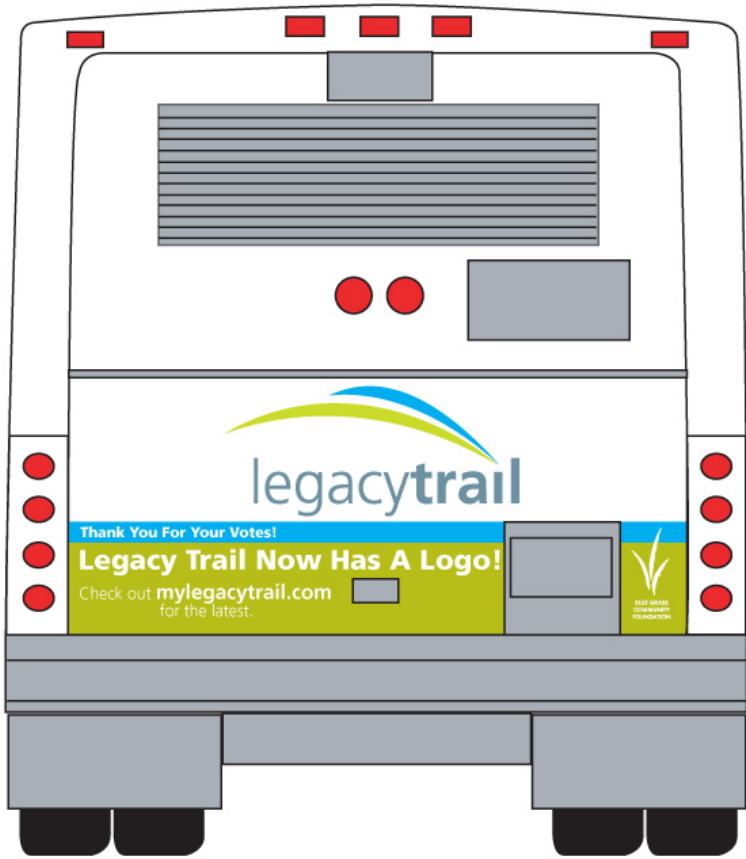
As a pilot project to test the effectiveness of this campaign—specifically the simple orange street signs—we designated two neighborhoods in in Fort Atkinson, WI: one to display signs detailing leaf pick up rules and

another area without signs as a control. These two neighborhoods were monitored to see whether residents would follow leaf pick up and disposal guidelines.

In the area with signs, which included 202 houses, 116 homes raked their yard during the survey period. Eighty-seven percent (96 homes) were compliant with city regulations. Of the residents that raked their yards during the survey period, only 17% (20 homes) were non-compliant with city regulations.

In areas of Fort Atkinson where signs were not posted, which covered an area of 267 homes, 128 homes raked their yard during the survey period. Only 57% (73 homes) were compliant with city regulations. Of those that raked their yard during the survey period, 43% (55 homes) of homes were non-compliant with city regulations.

	# of HOMES	# of HOMES RAKED	COMPLIANT	NON-COMPLIANT	NOT RAKED
AREAS WITH SIGNS	202	116	96	20	86
		57% of total	83% of raked yards	17% of raked yards	42% of total
AREAS WITHOUT SIGNS	267	128	73	55	139
		48% of total	57% of raked yards	43% of raked yards	52% of total



Legacy Trail, Lexington KY

A paved path for walking, running and biking slated to open this fall, the Legacy Trail traverses nine miles to connect the Kentucky Horse Park to the Isaac Murphy Memorial Art Garden at 3rd and Midland. It is the longest trail in Fayette County and there are no other trails here that include urban, suburban and rural settings. Currently, the longest trail is two miles long. The Trail can be considered a linear park that will include displays of public art, educational, cultural, environmental, and historical information, and possibly geocaching. Wisser Strategies was brought on board to create a logo. For this project, we allowed the community to participate and vote on their favorite choices from three logos for the trail. Our team handled ad buys and pushed this campaign throughout the community. Participants were given the opportunity to cast their vote online. About one-third of the votes were cast within 24 hours of the announcement. The others were spread out across the next two weeks, continuing until the cutoff. The logo design named “hills” was the clear option from the beginning of the voting period.



Watch Our Video Here: <https://vimeo.com/155392937>

Kentucky American Water

Most of us take water for granted, but it is a precious resource we can't live without. For that reason, Kentucky American Water wanted to educate school-age children on the treatment process that makes tap water safe and tasty while conveying how important water conservation is.

So, they tapped Wisser Strategies to create a new video that takes viewers on a unique tour of Kentucky American Water's state-of-the-art water treatment plant. The quirky female tour guide is a quick-change artist whose magical spin transports her and viewers quickly from one place to another. She's joined by plant employees who help demonstrate how science and technology are used in the water treatment and distribution process. Puddles, the company's rubber ducky mascot, also pops in from time to time, sharing important tips about conservation.

WaterFest, the water utility's annual community open house, was a perfect setting for the video's premier, since visitors could watch it before taking a live tour of the water treatment facility. Since then, teachers have welcomed Kentucky American Water representatives into their classrooms and found the video entertaining and successful in keeping their students engaged. They appreciate the information it shares and the opportunities it offers to discuss new terms and concepts that are more interesting because they relate to students' lives.



Kentucky Spirit Health Plan

Wiser Strategies was brought on board to help Kentucky Spirit Health Plan provide a new approach to Medicaid. The campaign was set up to target low income individuals. They wanted a fresh approach to an old campaign. Our team came up with a series of advertising that highlighted individuals and the benefits of Kentucky Spirit's plans. Kentucky Spirit increased membership more than any other plan in the state.

LIVING HEALTHY TIP #3: LOL Every Day.

Kentucky Spirit
HEALTH PLAN

LIVING HEALTHY TIP #8: Floss Your Out.

Kentucky Spirit
HEALTH PLAN

LIVING HEALTHY TIP #9: Hit the Sack.

Kentucky Spirit
HEALTH PLAN

Living Healthy Tips

#1: LISTEN TO MOMMY

- Sometimes the easiest way to stay healthy is by NOT doing stuff, like running with scissors.
- Wear helmets, seat belts, sunscreen and insect repellent.
- Wash hands to stop the spread of germs.
- Avoid smoking and breathing other people's smoke.
- Stay current on immunizations and shots, including the flu shot.
- Protect yourself from sexual diseases and unplanned pregnancy.

#2: STEP IT UP

- Take the stairs and park far away to add steps to your day.
- Be active for at least 2 1/2 hours a week but even 10 minutes a day is better than none.
- Exercise before you eat to help you let off steam and suppress your appetite.
- Use large muscle groups to burn more calories faster.

#3: LOL EVERY DAY

- Try laughing out loud just for the fun of it.
- Make a point to be around people whose company you enjoy.
- Read cartoons, listen to comedians, or find humor in everyday events.
- Be thankful for the good things in your life.

#4: EAT COLORFUL FOOD

- Eat colorful fruits and vegetables, especially those with purple, blue, red, orange, and yellow hues, because they contain disease-fighting vitamins.
- Bright colored and textured foods tend to have more nutrients and fiber than white or bland colored foods.
- Limit foods and drinks that are high in calories, sugar, salt, fat and alcohol.

#5: GO FOR NUTS

- Eat nuts and beans for a healthy, filling source of protein and fiber.
- Snacking on nuts provides a source of healthy fat.
- Nuts are relatively high in calories, so eat small amounts.

#6: BUDDY UP

- Changing your scenery by exercising with a friend can get you out of an exercise rut.
- Invite a friend to be your challenge buddy to help you stick with good health habits and de-stress.
- Exercising and playing sports is a fun, healthy way to spend quality time with your family and friends.

#7: POP ONE A DAY

- Take daily vitamins and prescription medicines as directed by your physician.
- If you consume alcohol, limit it.
- Reduce your intake of soft drinks to one a day.

#8: FLOSS YOUR HEART OUT

- Floss your teeth daily to help protect your cardiovascular system from plaque.
- Flossing reduces gum disease and makes your smile prettier, too.
- Visit your dentist regularly.

#9: HIT THE SACK

- Getting 7-9 hours of sleep each day helps you feel ready for exercise and rested mentally.
- Inadequate sleep has been connected with weight gain.
- Children need a routine to function well, especially a consistent time for sleep.
- A healthy lifestyle includes time to relax.

#10 YOUR HINT GOES HERE

What are we forgetting? Submit your Living Healthy tips on our Facebook page!

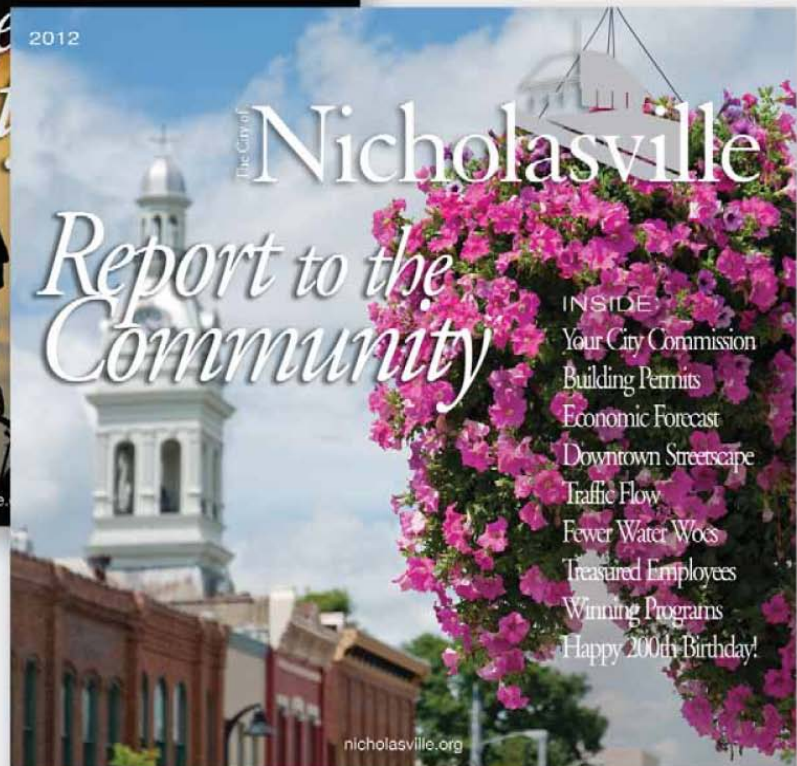
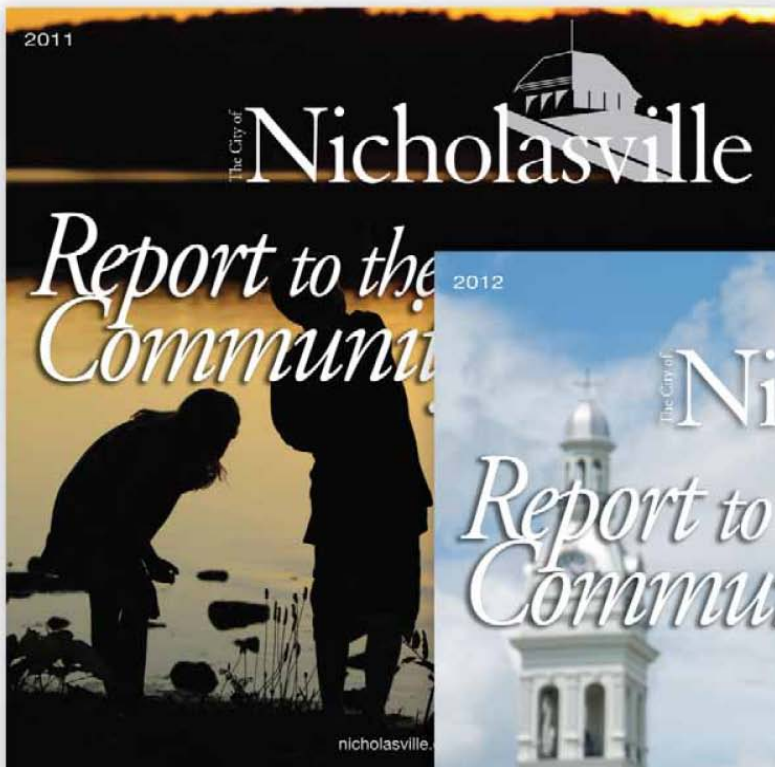
Kentucky Spirit
HEALTH PLAN

the new spirit of caring for people with Medicaid

KentuckySpiritHealth.com
1.866.643.3153

City of Nicholasville

Every year for the City of Nicholasville Wisser Strategies puts together a publication that is distributed to members of the community. The Report to Community updates citizens of Nicholasville on events that happened around the city. It also gives the City an opportunity to share updates on the organizations to those who may not be familiar. The publication is printed and distributed via direct mail to every household and business within the city.



River Hill Ranch

Nestled in Richmond Kentucky, River Hill Ranch found it hard to promote their unique alpaca farm tours. Tourism in Kentucky has mainly focused on the equine, bourbon and craft beer experiences. At River Hill Ranch, they wanted to educate the public on farm life and the benefits of alpaca farming. Wisser Strategies created an eye catching and visually differential rack card that would stand out from other local attractions in the area.



visit

Tour our farm and fall in love with our cute and quirky alpacas (as well as our goats, chickens, & other animals). Learn how we grow clothes by experiencing a bit of the journey with us. We offer 1½ hour experiences:

Thursday – Saturday

9:30 a.m., 12:30 p.m., 3:30 p.m.

Sunday

3:30 p.m.

RESERVATIONS ARE REQUIRED

24 hours in advance

Tours are \$10 a person. Children under 2 free.
Field trip and private group rates are available.

Feel the comfort of coming home to a real family farm yet a different experience unlike any other. Please go to RiverHillRanch.us for things you need to know to get the most out of your visit.

shop

Take home a piece of everyday luxury for yourself or find a gift they'll love for a lifetime. Our gift shop showcases high-performance clothing and home textiles from rugs and socks, to hats and shawls. Shop our online store: riverhillranch.us/shop-river-hill-ranch

connect

We invite you to explore the natural beauty of this special place, connect with nature and connect with each other. We offer opportunities to personalize your visit to your interest. You can even enjoy the fulfillment of getting your hands dirty learning about sustainable agriculture. Find both adventure and tranquility at River Hill Ranch.

directions

From Lexington:

Take I75S to Exit 97 for US-25 S/US 421 S.

Continue on US-25.

Turn right onto Lower Hines Creek Road.

Follow the signs to 680 River Hill Dr, Richmond, KY 40475.



680 River Hill Drive
Richmond, KY 40475
www.riverhillranch.us



BLUESTEM

communications

Supporting coalitions • Building capacity • Inspiring action



312.754.0402

14 N. Peoria St. • Suite 4F • Chicago, IL 60607

www.bluestemcommunications.org

Key Qualifications

Rebeca Bell has been the Communications Director at Bluestem since 2009 and oversees all communications staff. In this position she manages all research, campaign and writing projects. Her academic training and experience allows her to write in a wide range of voices and each piece she creates is unique and customized to a specific audience. She has extensive experience developing strategies, messages and materials for a wide range of communication campaigns. She has worked on projects for advocacy organizations, land trusts, municipalities, government agencies, utilities, watershed groups, community groups, and many others. Rebeca also manages Bluestem Communications' media relationships and project evaluations.

Prior to joining Bluestem she was an Outreach Assistant with the Union of Concerned Scientists and before that Rebeca worked in the political arena. She directed field operations for Congresswoman Marcy Kaptur's successful re-election campaign and, after the campaign, joined the Congresswoman's Capitol Hill staff.

Project Experience

Guidebook to the Natural and Cultural Resources of the Calumet Region
Illinois Department of Natural Resources, Coastal Management Program

Composting, Stormwater and Light Pollution Communication Strategies
Highland Park, Illinois

Sustainable Lawn Care Management Outreach Campaign
Franklin Soil and Water Conservation District, Ohio

Ravine Public Education Campaign
City of Lake Forest, Illinois

Resident Stormwater Management Audience Research and Campaign
Metropolitan Water Reclamation District of Greater Chicago

Staff Recycling Engagement Campaign
Exelon, Public Energy Utility

Residential Invasive Species Removal Outreach Campaign
Tree Stewards of Virginia



Rebeca Bell

Communications Director

Education

**Bachelor of Art in
Political Science**
Denison University

**Master of Art in Writing,
Rhetoric and Discourse**
DePaul University

Areas of Expertise

- Writing
- Editing
- Media and PR
- Campaign Development
- Material Production
- Project Management
- Facilitation
- Public Opinion Research
- Surveys
- Audience Research

Contact Information

312-754-0404 (office)

rbell@bluestemcommunications.org

www.bluestemcommunications.org

BLUESTEM communications

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14 N. Peoria St. • Suite 4F • Chicago, IL 60607

www.bluestemcommunications.org

Key Qualifications

Malcom Mossman joined Bluestem Communications as the Communications Coordinator in August 2015. He assists the Communications Director with the management and implementation of Bluestem Communications' projects, programs and campaigns. Recently Malcom has been organizing and facilitating citizen events to collect input on flooding issues in local communities. He handles all of the partner outreach, secures facilities, creates materials, manages media, collects data and prepares detailed reports on the results of each event.

Malcom also produces Bluestem's blog posts and monthly infographics. Malcolm ensures that our communications projects are fact-based, clear and engaging. He also helps develop communications materials, messages and strategies. Prior to working with Bluestem Communications, Malcolm organized citizens in Arizona around solar power and renewable energy initiatives.

Project Experience

Resident Stormwater Management Audience Research and Campaign
Metropolitan Water Reclamation District of Greater Chicago

Residential Outreach for Flooding Guidebook
DuPage County Stormwater Management

Community Engagement for Stormwater Comprehensive Plan
Lake County Stormwater Management Commission

Composting Communication Strategy
Highland Park, Illinois

Infographics on tree loss, flooding, climate change and audience research results
For internal use



Malcom Mossman
Communications Manager

Education

Bachelor of Art in American Studies and Sustainability
University of Notre Dame

Master of Art in Sustainable Urban Development (in process)
DePaul University

Areas of Expertise

- Public Outreach
- Facilitation
- Project Management
- Outreach Event
- Public Surveys
- Audience Research

Contact Information

312-754-0405 (office)

mmossman@bluestemcommunications.org

www.bluestemcommunications.org



WISER STRATEGIES

nancy@wiserstrategies.com

(859) 269-0123

836 E. Euclid Avenue, Suite 308

Lexington, Kentucky 40502

Nancy Wiser

President

Education

B.S. Eastern Kentucky
University

M.A. University of Kentucky

Skills

30 + Years of
Professional Experience

Established Relationships
with Kentucky Officials
and Media

Business and Creative
Writing

Opinion Research
Focus Group Facilitation

About Nancy

Wiser Strategies president Nancy Wiser is most in her element when analyzing, developing or managing strategic communication programs and counseling top executives. She also thrives on the creative process.

Clients have included a range of businesses and non-profits, such as Ashland Inc., Baptist Health, Blue Grass Energy, Centene Corporation, Clemson University, Community Ventures, Drive Safe Kentucky, Eastern Kentucky University College of Justice and Safety, Eastern Kentucky Concentrated Employment Program, Lexington Public Library, Lexmark International, Lochner, Kentucky American Water, Kentucky Blood Center, Kentucky Medical Association, the City of Nicholasville, Pikeville Medical Center, R. J. Corman Railroad Group, Taylor Made Farm, Texas Gas, the University of Kentucky, and Valvoline.

Before establishing Wiser Strategies, Nancy co-founded Wiser, Hemlepp & Associates. She previously was vice president of The Preston Group and managed some of the firm's larger accounts. She served as director of public relations and marketing for Cardinal Hill Rehabilitation Hospital and held management positions with three other healthcare facilities.

Compelling Client Work

Kentucky American Water, Educational Videos,
Legacy Trail, Branding and Public Engagement
Kentucky Spirit Healthplan, Marketing, Public Relations
and Statewide Media Buy
Taylor Made Farm, Experiential Marketing



katie@wiserstrategies.com

(859) 269-0123

836 E. Euclid Avenue, Suite 308

Lexington, Kentucky 40502



Katie McDaniel

Marketing
and
Public Relations
Coordinator

Education

B.A. Marshall University

M.A. University of Louisville

Skills

Project Management

Digital Content Creation

Message Creation for
Behavioral Change
Campaigns

Established Relationships
with Local Media

Press Release Writing
Research

About Katie

Katie is the type of person who has never met a stranger, so communications is the perfect career for her. Growing up riding and showing American Saddlebreds, she learned to accept and appreciate challenges, and that's why she treats every project with determination and passion.

Katie joined Wiser Strategies in January 2016. Since her arrival, she has worked with a variety of clients in the areas of project planning and management, digital content design, public relations, and client relations support. She has developed social media campaigns for multiple organizations in the Lexington area.

She previously worked in Louisville with Churchill Downs and the Convention and Visitors Bureau. There she also combined graduate work in communication with an equine marketing focus with social media and Internet trends for The Kentucky Derby Museum and the College of Business.

Katie's varied experience in public relations exposed her to the importance of establishing and building a brand through media contacts. Before making a move to the Bluegrass State, she worked for the governor of West Virginia, writing speeches, coordinating events with the press and interacting with prominent political figures.

Compelling Client Work

Drive Safe Kentucky Social Media Campaigns

Benefits Administrators Social Media Messaging
and Digital Enhancement

River Hill Ranch Tourism Rack Card

Kentucky Chamber Business Summit

Social Media Coverage



WISER STRATEGIES

trish@wiserstrategies.com

(859) 269-0123

836 E. Euclid Avenue, Suite 308

Lexington, Kentucky 40502

Trish Noe

Creative Services

Education

B.A. University of Kentucky

Skills

Over 20 Years of
Graphic Design Work

Branding Solutions

Creative Direction

Editing

Attention to Detail

About Trish

Trish is a listener. She believes that is the best way to learn. Applying those skills to graphic design is what makes it strategic and effective. Her exploration of visual possibilities is rooted in a client's strengths, goals and vision. This, combined with her attention to detail and thoughtful, collaborative approach sets her work apart.

Trish is known for her award-winning comprehensive branding solutions, design and project management of corporate identity systems, collateral materials, product packaging, advertising, websites, publications, trade show materials, catalogs, newsletters, signage, presentation graphics, books, and other materials.

Clients have included Ashland Inc., Breeders Cup, Center for Rural Development, Chef Space, Commonwealth of Kentucky, Community Ventures, Forward in the Fifth, Gall's Inc., Lexmark, Lucas Equine Equipment, KET, Midway College, Partnership for Successful Schools, Ramey Estep, University of Kentucky, UK HealthCare, YMCA and many others.

Trish earned a bachelor degree in art studio from the University of Kentucky with a concentration in graphic design. She is a life-long Lexington native who loves animals and travel.

Trish and Nancy have collaborated for about 14 years. In her early career, Trish was an assistant art director for Thoroughbred Publications and senior graphic artist with Host Communications. She has worked with and for other firms while always maintaining her design practice.

Compelling Client Work

Community Ventures, Branding and Promotional Items

ehome America, Rebranding and Promotional Packet

Information for Tradeshow

Kentucky Chamber of Commerce, Branding

Center for Rural Development, Branding and

Communication Materials



Lee Hunn

Digital Media/SEO Services

If you want to know something about technology, ask Lee. With a start in sales for an international electronic components corporation, he has a breadth and depth of understanding of all things technical that makes him valuable to any team. Remarkably, his exceptional client service is matched only by his efficiency. Among his varied skills are website development and search engine optimization.



Risa Richardson

Public Relation Services

Risa believes every person has a great story to tell, and she loves the thrill of coaxing it out of even the most private and unpretentious people. That skill honed in more than 15 years as a newspaper journalist – is a source of pride and inspiration. Risa is proud that she has a skill that not everyone possesses – the ability to sniff and coax out, write and share a good story. That skill has served her well in every aspect of her life. The ability to engage with people from all walks of life and get them to entrust her with their story and their words is both challenging and rewarding.



Jeff Reno

Digital Media Specialist

Creativity is Jeff's second nature, where his passions lie with videography, photography and graphic design. A student at Asbury University in Wilmore, Kentucky, Jeff spends each day learning about these topics, with a major in film and a minor in audio. Jeff takes pride in his expert computer skills, including HTML and CSS programming. Jeff is a member of the 138th signal company for the Kentucky Army National Guard 1204th Aviation Support Battalion.

(859) 269-0123

836 E. Euclid Avenue, Suite 308

Lexington, Kentucky 40502



WISER STRATEGIES

BLUESTEM COMMUNICATION'S INCLUSIVE WORKPLACE POLICY **Updated 2017**

As a mission-based organization, Bluestem Communications is committed to maintaining an inclusive workplace environment. From our hiring practices to dealing with workplace conflict, we seek diversity and understanding in our staff, Board members and partnerships.

As stated in the Bluestem Employee Handbook, (Article II, Non-Discrimination):

Provisions of these policies will be applied to all employees or applicants for employment, consistent with applicable law, as it applies to race, color, sex, religion, gender identity, sexual orientation, national origin, ancestry, age, economic status, marital status, parental status, disability, military discharge status, credit history or veteran status.

In addition to our explicit non-discrimination policies, Bluestem seeks to increase racial, gender, and cultural diversity among staff, Board members and partners by:

- Sharing open job positions with outlets and partners with significant minority population audiences (such as City College career centers and environmental justice organizations)
- Recruiting Board members from “non-traditional” outlets
- Fostering a positive, open environment where all viewpoints are accepted and nurtured.



Values and Corporate Social Responsibilities

Wiser Strategies embraces diversity – among team members, suppliers, customers and the communities in which we conduct business. We believe it's the right way to live and do business.

We seek to form partnerships with minority - and other women - owned businesses as part of our ongoing search for top talent. Our supplier diversity program includes actively pursuing and developing relationships with qualified small and diverse businesses by being engaged in organizations that open doors to people of diverse backgrounds and participating in local and regional diversity programs. It also includes mentoring others to help build the talent pool.

Wiser Strategies' core values are:

1. Think deeply and creatively
2. Respect each other
3. Create change
4. Dream large
5. Communicate clearly

Our "three uniques" are:

- 1 We think strategy first
- 2 We offer creativity that is on message and from diverse perspectives
- 3 We are results driven

Communicate well.

836 E. Euclid Avenue, Suite 308, Lexington, KY 40502
859.887.0866 859.887.0337 (fax)

AFFIDAVIT

Comes the Affiant, Rebeca Bell, and after being first duly sworn, states under penalty of perjury as follows:

1. His/her name is Rebeca Bell and he/she is the individual submitting the proposal or is the authorized representative of Bluestem Communications, the entity submitting the proposal (hereinafter referred to as "Proposer").

2. Proposer will pay all taxes and fees, which are owed to the Lexington-Fayette Urban County Government at the time the proposal is submitted, prior to award of the contract and will maintain a "current" status in regard to those taxes and fees during the life of the contract.

3. Proposer will obtain a Lexington-Fayette Urban County Government business license, if applicable, prior to award of the contract.

4. Proposer has authorized the Division of Central Purchasing to verify the above-mentioned information with the Division of Revenue and to disclose to the Urban County Council that taxes and/or fees are delinquent or that a business license has not been obtained.

5. Proposer has not knowingly violated any provision of the campaign finance laws of the Commonwealth of Kentucky within the past five (5) years and the award of a contract to the Proposer will not violate any provision of the campaign finance laws of the Commonwealth.

6. Proposer has not knowingly violated any provision of Chapter 25 of the Lexington-Fayette Urban County Government Code of Ordinances, known as "Ethics Act."

Continued on next page

7. Proposer acknowledges that "knowingly" for purposes of this Affidavit means, with respect to conduct or to circumstances described by a statute or ordinance defining an offense, that a person is aware or should have been aware that his conduct is of that nature or that the circumstance exists.

Further, Affiant sayeth naught.

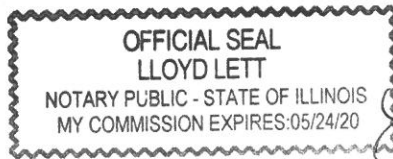
Rebecca T Bell

STATE OF ILLINOIS

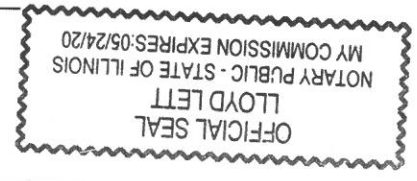
COUNTY OF COOK

The foregoing instrument was subscribed, sworn to and acknowledged before me
by Rebecca T Bell on this the 26th day
of April, 2017

My Commission expires: 05/24/20



Lloyd Lett
NOTARY PUBLIC, STATE AT LARGE



EQUAL OPPORTUNITY AGREEMENT

The Law

- Title VII of the Civil Rights Act of 1964 (amended 1972) states that it is unlawful for an employer to discriminate in employment because of race, color, religion, sex, age (40-70 years) or national origin.
- Executive Order No. 11246 on Nondiscrimination under Federal contract prohibits employment discrimination by contractor and sub-contractor doing business with the Federal Government or recipients of Federal funds. This order was later amended by Executive Order No. 11375 to prohibit discrimination on the basis of sex.
- Section 503 of the Rehabilitation Act of 1973 states:

The Contractor will not discriminate against any employee or applicant for employment because of physical or mental handicap.

- Section 2012 of the Vietnam Era Veterans Readjustment Act of 1973 requires Affirmative Action on behalf of disabled veterans and veterans of the Vietnam Era by contractors having Federal contracts.
- Section 206(A) of Executive Order 12086, Consolidation of Contract Compliance Functions for Equal Employment Opportunity, states:


The Secretary of Labor may investigate the employment practices of any Government contractor or sub-contractor to determine whether or not the contractual provisions specified in Section 202 of this order have been violated.

The Lexington-Fayette Urban County Government practices Equal Opportunity in recruiting, hiring and promoting. It is the Government's intent to affirmatively provide employment opportunities for those individuals who have previously not been allowed to enter into the mainstream of society. Because of its importance to the local Government, this policy carries the full endorsement of the Mayor, Commissioners, Directors and all supervisory personnel. In following this commitment to Equal Employment Opportunity and because the Government is the benefactor of the Federal funds, it is both against the Urban County Government policy and illegal for the Government to let contracts to companies which knowingly or unknowingly practice discrimination in their employment practices. Violation of the above mentioned ordinances may cause a contract to be canceled and the contractors may be declared ineligible for future consideration.

Please sign this statement in the appropriate space acknowledging that you have read and understand the provisions contained herein. Return this document as part of your application packet.

Bidders

I/We agree to comply with the Civil Rights Laws listed above that govern employment rights of minorities, women, Vietnam veterans, handicapped and aged persons.


Signature


Name of Business

Firm Submitting Proposal: Bluestem Communications

Complete Address: 14 N. Peoria St, Ste 4F , Chicago, IL 60607
Street City Zip

Contact Name: Rebeca Bell Title: Communications Director

Telephone Number: 312-754-0404 Fax Number:

Email address: rbell@bluestemcommunications.org

WORKFORCE ANALYSIS FORM

Name of Organizations: Bluestem Communications and Wisser Strategies

Categories	Total	White (Not Hispanic or Latino)		Hispanic or Latino		Black or African-American (Not Hispanic or Latino)		Native Hawaiian and Other Pacific Islander (Not Hispanic or Latino)		Asian (Not Hispanic or Latino)		American Indian or Alaskan Native (not Hispanic or Latino)		Two or more races (Not Hispanic or Latino)		Total	
		M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Administrators																	
Professionals	8	2	4			1	1									3	5
Superintendents																	
Supervisors																	
Foremen																	
Technicians																	
Protective Service																	
Para-Professionals																	
Office/Clerical																	
Skilled Craft																	
Service/Maintenance																	
Total:																	

Prepared by: Rebecca Bell Bluestem Communications Date: 5 / 1 / 17
Rebecca Bell Director
 (Name and Title)

Revised 2015-Dec-15



LFUCG MWDBE PARTICIPATION FORM

Bid/RFP/Quote Reference # RFP #15-2017

The MWDBE and/or veteran subcontractors listed have agreed to participate on this Bid/RFP/Quote. If any substitution is made or the total value of the work is changed prior to or after the job is in progress, it is understood that those substitutions must be submitted to Central Purchasing for approval immediately. **Failure to submit a completed form may cause rejection of the bid.**

MWDBE Company, Name, Address, Phone, Email	MBE WBE or DBE	Work to be Performed	Total Dollar Value of the Work	% Value of Total Contract
1. WISER STRATEGIES 836 E. Euclid Ave Ste 308 Lexington, KY 40502 859-269-0123 nancy@wiserstrategies.com	WBE	Development and Implementation of Mass Marketing Plan (including ad buys)	\$130,500	62%
3.				
4.				

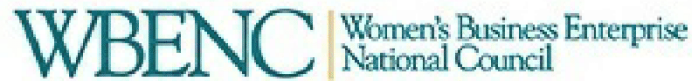
The undersigned company representative submits the above list of MWDBE firms to be used in accomplishing the work contained in this Bid/RFP/Quote. Any misrepresentation may result in the termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and false claims.

Bluestem Communications
Company

April 28, 2017
Date

Rebecca Bell
Company Representative

Communications Director
Title



hereby grants

National Women's Business Enterprise Certification

to

Mackey Group LLC DBA Wiser Strategies

who has successfully met WBENC's standards as a Women's Business Enterprise (WBE).

This certification affirms the business is woman-owned, operated and controlled; and is valid through the date herein.

Certification Granted: February 28, 2013

Expiration Date: February 28, 2018

WBENC National Certification Number: 2005121859

WBENC National WBE Certification was processed and validated by Ohio River Valley Women's Business Council, a WBENC Regional Partner Organization.

Authorized by Sheila Mixon, Executive Director
Ohio River Valley Women's Business Council



NAICS: 512110, 541613, 541720, 541810, 541820, 541830, 541840, 541910, 541921
UNSPSC: 60105409, 80140000, 80141500, 80141501, 80141506, 80141507, 80170000, 82101801, 82111904





MWDBE QUOTE SUMMARY FORM

Bid/RFP/Quote Reference # 15-2017

The undersigned acknowledges that the minority and/or veteran subcontractors listed on this form did submit a quote to participate on this project. Failure to submit this form may cause rejection of the bid.

Company Name Bluestem Communications	Contact Person Rebecca Bell
Address/Phone/Email 14 N. PEORIA ST. STE 4F, CHICAGO IL 60607 312-754-0404 RBELL@BLUESTEMCOMMUNICATIONS.ORG	Bid Package / Bid Date May 5, 2017

MWDBE Company Address	Contact Person	Contact Information (work phone, Email, cell)	Date Contacted	Services to be performed	Method of Communication (email, phone meeting, ad, event etc)	Total dollars \$\$ Do Not Leave Blank (Attach Documentation)	MBE * AA HA AS NA Female	Veteran
WISER STRATEGIES	NANCY WISER	859-269-0123	4/24/17	• develop marketing plan	Phone	\$130,500	WBE (FEMALE)	
836 E. EUCLID STE 308		NANCY@WISERSTRATEGIES.COM		• graphic design				
LEXINGTON KY 40502				• implement marketing plan				
				• advise message development				

(MBE designation / AA=African American / HA= Hispanic American/AS = Asian American/Pacific Islander/ NA= Native American)


The undersigned acknowledges that all information is accurate. Any misrepresentation may result in termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and claims.


BLUESTEM COMMUNICATIONS
Company
April 28, 2017
Date

Rebecca Bell
Company Representative
Communications Director
Title

Contract. The Respondent will provide LFUCG with a copy of a corporate resolution authorizing this action and a letter from an attorney confirming that the proposer is authorized to do business in the State of Kentucky if requested. All proposals must be signed by a duly authorized officer, agent or employee of the Respondent.

16. **Governing Law:** This Contract shall be governed by and construed in accordance with the laws of the Commonwealth of Kentucky. In the event of any proceedings regarding this Contract, the Parties agree that the venue shall be the Fayette County Circuit Court or the U.S. District Court for the Eastern District of Kentucky, Lexington Division. All parties expressly consent to personal jurisdiction and venue in such Court for the limited and sole purpose of proceedings relating to this Contract or any rights or obligations arising thereunder. Service of process may be accomplished by following the procedures prescribed by law.
17. **Ability to Meet Obligations:** Respondent affirmatively states that there are no actions, suits or proceedings of any kind pending against Respondent or, to the knowledge of the Respondent, threatened against the Respondent before or by any court, governmental body or agency or other tribunal or authority which would, if adversely determined, have a materially adverse effect on the authority or ability of Respondent to perform its obligations under this Contract, or which question the legality, validity or enforceability hereof or thereof.
18. Contractor understands and agrees that its employees, agents, or subcontractors are not employees of LFUCG for any purpose whatsoever. Contractor is an independent contractor at all times during the performance of the services specified.
19. If any term or provision of this Contract shall be found to be illegal or unenforceable, the remainder of the contract shall remain in full force and such term or provision shall be deemed stricken.


Signature


Date