



DAKOTA COUNTY'S WATERSHED MOMENT

FROM AWARENESS TO ACTION WITH EVERY DROP



Proposal Presented to Dakota County Ground Water Collaborative

THE CHALLENGE

As Dakota County continues to grow, the demand on the water system increases. With 3 consecutive years of drought in Minnesota and a warming climate, the importance of conserving water has never been greater.

Programs and practices exist within Dakota County for reducing water consumption, but general awareness about these initiatives is missing.

THE OPPORTUNITY

Decreasing or even flatlining water consumption in Dakota County offers municipalities a substantial ROI ─ it curtails the need for added staff, infrastructure, and water treatment as the city water systems face increasing demand.

By actively engaging the community in water conservation, raising awareness of ongoing initiatives, and boosting participation in landscaping programs, Dakota County has the opportunity to meaningfully alter its current water consumption trajectory.

THE SOLUTION

Tunheim and Blue Key Media will build an integrated communication and marketing campaign that effectively reaches and connects with Dakota residents to increase participation in the Landscaping for Clean Water program and reduce lawn water usage.

At the core of the campaign will be videos that leverage humor to increase engagement and create relatable content people want to watch and interact with.

We will work with you to create measurable goals to track towards and provide metrics to help you illustrate the performance of the campaign.

This document is intended to serve as a framework for what will become a comprehensive approach. We look forward to getting to work and collaborate with you in forming the details of the approach.



OUR SUPPORT **APPROACH**

Tunheim matches our services and methodologies to your organization's unique needs. Our engagement includes:



IMMERSION

We kick off the work and seek to go deep learning about your organization and defining success for our work together.



POSITIONING AND MESSAGING

We develop strong market positioning and key messages for priority audiences through persona development.



APPROACH, STRATEGY & TACTICS

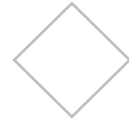
We develop an approach including measurable goals, strategy and tactics.



DELIVER, ASSESS, REPEAT

We deliver the plan at your speed. We assess and share results as we go. If something isn't performing, we adjust along the way.

OUR APPROACH FOR DAKOTA COUNTY



IMMERSION AND ONBOARD

Our team will host a two-hour onboard meeting with Dakota County Ground Water Collaborative to understand the programs, your definition of success for the campaign and existing information on motivations and behaviors the campaign is looking to impact. The immersion and onboarding include:

- Agenda preparation
- Kickoff meeting
- Meeting notes, including next steps and action items
- Project management documents, including proposed project timeline and next steps
- Establish preferred working formats, including meeting cadence. Tunheim suggests meetings bi-weekly through the life of the contract, which will serve as the time for review and approvals.

OUR APPROACH FOR DAKOTA COUNTY

INTERESTS

- Sports
 - Basketball, Baseball, Rodeo, Hockey, Walking
 - State and college teams
 - ESPN, College GameDay
- Work
 - Telecommuting
- News
- Outdoor activities
 - Walking, fishing

MESSAGING

- Responsive when she can draw her own conclusion
- Influenced by social norms, regret aversion

BUYING HABITS

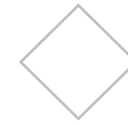
- Purchases mostly driven by brand recognition
- Influenced by online ads, social media, friends and family

PERSONALITY

- Believes in order, rules, and organization
- Open to new ideas if they create positive change for herself and others
- Active and expressive

MEET JENNIFER
EXSUBURBAN

- Sheboygan, WI
- 32-years-old
- B.A. Psychology from the University of Wisconsin-Milwaukee
- Administrative Coordinator
- \$55,000
- Female
- Married
- Mother of one

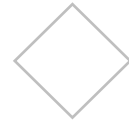


AUDIENCE AND PERSONA DEVELOPMENT

We will use government-available data and statistics and persona-building tools to outline personas that refer to the key characteristics and traits of representative target audience groups, including demographics and psychographics.

Deliverables include information on your target audiences that help us message and target them on digital platforms for the campaign. These will be relevant and useful outside the campaign for target audiences.

OUR APPROACH FOR DAKOTA COUNTY



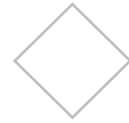
PLAN DEVELOPMENT

Our team will develop a plan to bridge stakeholder gaps from where they are today (what they think, know and believe now) to where the design of this campaign should move them (what they think, know and believe, and importantly – the actions we seek them to take – after engaging with the campaign).

We integrate best-practices, learnings and significant experience and expertise in delivering campaigns to develop an overarching, comprehensive, and strategic communication plan which includes goals, key messages, audiences, activities, and materials. Tunheim will present the comprehensive communications plan to the Dakota County team. Tunheim includes two rounds of revisions for all documents and materials.

The plan is a playbook to launch and activate the campaign.

OUR APPROACH FOR DAKOTA COUNTY



MATERIALS AND VIDEO CREATION

The creative will be developed based on the specific strategies and tactics in the plan to reach each target audience in ways that will be compelling and motivating to them. We bring these strategies and tactics to life developing the creative assets encompassing all writing, production, video, design and ad targeting. Our team approaches this step marrying the research and data with our creativity, necessary outcomes and experience. We will create all the materials for the campaign with the assistance of the county's subject matter experts.

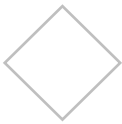
MATERIALS CREATION

We will develop all materials for the launch that are outlined in the plan, likely to include:

- Campaign calendar, including social media and editorial content
- Paid ads creative and copy
- Organic post creative and copy
- Postcard or other direct mail creative (mailing not currently included, but can be added)
- Toolkit for participating cities including talking points, videos, FAQ, social media posts and other materials that can be personalized for the city's use

OUR APPROACH FOR DAKOTA COUNTY

VIDEO CREATION



Based on the developed marketing campaign and audience personas, Blue Key will develop a fun and engaging video campaign that resonates with target audiences, combining entertainment with education. We will manage the full process starting with conception and writing through planning, execution, and distribution.

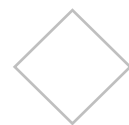
DELIVERABLES

- 2x 90sec videos promoting:
 - Landscaping Program
 - General Lawn Irrigation Conservation

Each full length video will have:

- 1x 30 second cutdown, formatted for various digital platforms
- 2x 15 second cutdown, formatted for various digital platforms

OUR APPROACH FOR DAKOTA COUNTY



CREATIVE APPROACH

Our approach to the style and tone of the videos will be inspired by the Utah Water Conservancy District, creating humorous and engaging videos that raise awareness about what Dakota residents can do to reduce water consumption.

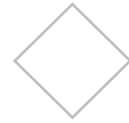


[Central Utah Water | LocalScapes](#)



[Central Utah Water | Don't Eat the Cool-Aid](#)

OUR APPROACH FOR DAKOTA COUNTY



LAUNCH AND SUSTAIN

Once all initial materials are created, we will move to launch the campaign. What this includes will be clear in the plan and aligned with the Collaboratives desires. Tunheim seeks to build a machine where we are planning, implementing and improving with each phase of outreach. Tunheim will capture metrics and present every month (or at the Collaborative's preferred timing). We will continue ongoing meetings to discuss progress and learnings.

- At launch, we will help the county and cities that opt-in to implement the content
- Tunheim will launch geotargeted paid ads on social and digital platforms that best reach key audiences, focused on the videos as the primary content (likely to include: Google/YouTube, Meta's Facebook/Instagram, NextDoor, streaming platforms)
- Tunheim will continue to manage the paid ads through the life of the campaign monitoring and reporting on metrics and counseling based on feedback and queries
 - Tunheim currently plans to manage for the Collaborative and can further personalize ads and targeting by cities who want a more customized approach
- At the end of the project, we will present a campaign recap on performance and to assess next steps

TIMELINE ESTIMATE

Task	Deliverable	Estimated Timeline
1	Immersion, audience personas, plan and material development	January 2024 – April 2024
2	Videos	May 2024 – August 2024
3	Distribution / Launch	March 2025
4	Continued distribution and targeting	April 2025 – August 2025
5	Campaign recap	September 2025

BUDGET ESTIMATE

Task	Deliverable	Estimated Cost
1	Immersion, audience personas, and plan development	\$20,000
2	Materials	\$8,000
3	Videos	\$40,000
4	Launch and Sustain	\$12,000 fees \$10,000 paid ads* (out-of-pocket)
5	Recap report	\$1,000
TOTAL		\$91,000

**\$10,000 paid ad spend assumes county outreach. Additional spend can be added per city to get more granular in placement & targeting*

Tunheim has a 8% technology fee that will be included on your invoice. It is added at invoicing to our fees for our team to access many technology tools on your behalf. We do it this way to minimize costs while giving you access to worldclass tools.

WE ARE TUNHEIM AND BLUE KEY MEDIA.

Tunheim exists to help organizations be understood by stakeholder audiences who are critical to their success. Blue Key Media exists to bring stories to life that make an impact. Combined, we bring an experienced and innovative team to help Dakota County Ground Water Collaborative create a campaign to engage and drive meaningful outcomes and participation.

We approach our work strategically and seek to be your partner that will be with you every step of the way. We leverage creativity and best practices to reach higher, aim for the unexpected and overdeliver on what we promise.

We're excited about the opportunity to be your partner.

ABOUT TUNHEIM

Tunheim is a woman-owned integrated communications and marketing agency delivering world-class public relations, digital marketing, public affairs, change and crisis communications.

We are value-driven and motivated to work with clients who seek to move the world forward.

Our experience runs deep. Our integrated approaches are grounded in understanding your audiences, building smart campaigns to reach stakeholders, innovating, testing, trying and delivering meaningful results.



ABOUT BLUEKEYMEDIA

Since our beginning, Blue Key Media has been passionate about helping organizations unlock the power of video by telling stories that make an impact.

We believe effective video is only achieved when you combine solid strategy with engaging video that's distributed to the right people.

Our Emmy award-winning team is excited to bring your creative vision to life that makes a meaningful difference in Dakota County.



FOR OVER 30
YEARS,
WE'VE
HELPED
SOME OF THE
BEST BE
BETTER
UNDERSTOOD



WOSB EXPERIENCED WITH GOVERNMENT

Tunheim has extensive experience partnering with government entities, including cities, counties, states and federal.

Relevant experience:

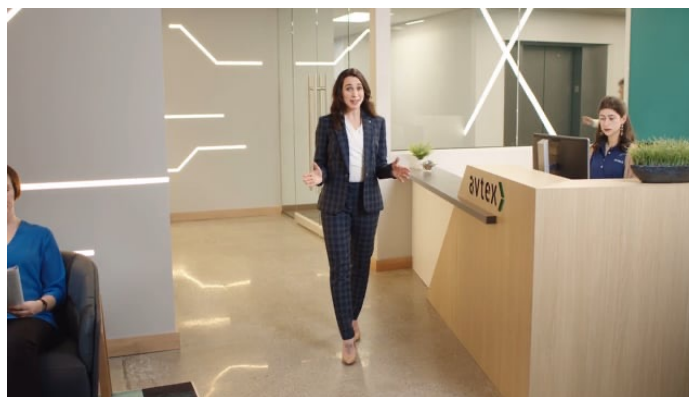
- Tunheim is finishing a stakeholder engagement and awareness project with the U.S. EPA's Great Lakes National Office for three sites in Northern Minnesota.
- Tunheim supported the Capital Region Watershed District developing communication and stakeholder engagement plans and toolkits.
- Tunheim has worked with over one hundred government partners on projects large and small. We understand the critical role you play for citizens and communities and design integrated campaigns to reach your goals.



In May 2023, Tunheim received the EPA Administrator's Award for Outstanding Accomplishments by a Woman-Owned Small Business Contractor

SIMILAR EXPERIENCE AND CASE STUDIES

Blue Key Media has experience making videos with similar creative inspiration and working with environmental organizations.



[Avtex | Great CX Doesn't Happen by Accident Video.](#)



[Hawkins Water Treatment Group | AgriHawk](#)



[Minnesota Zoo Foundation | "Great Symphony of Life"](#)

CASE STUDY - MINNESOTA HOMEOWNERSHIP CENTER

THE CHALLENGE

As a result of economic insecurity brought on by the fallout of the COVID-19 pandemic, many Minnesota homeowners found themselves struggling to pay their monthly mortgage and facing potential foreclosure. While the Minnesota Homeownership Center has free foreclosure prevention services, most Minnesotans are not aware these services exist.

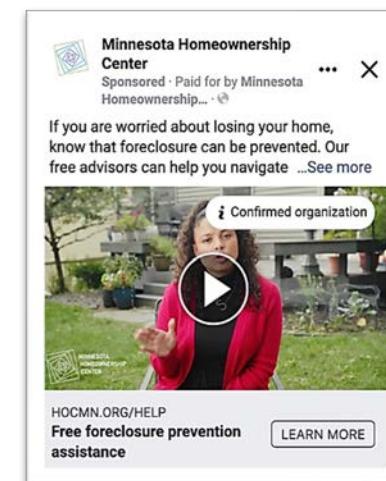
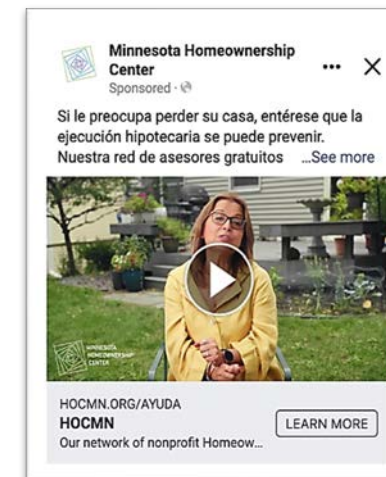
THE SOLUTION

Tunheim created an awareness campaign including: Digital marketing, targeted social media, video ads, and two website landing pages; Radio and streaming radio ads; Google Ads; A seven-point public affairs plan including stakeholder engagement, regular communications with policymakers, research to ensure accurate and precise audience targeting; and, clear and comprehensive messaging that was consistent, continuously updated to be timely, and strategic in ad placement, which helped it get in front of target audiences during a crowded news cycle.

THE RESULTS

In 2020, our efforts helped HOCMN serve 22,946 households, including 89% first-time homebuyers, 19% first-generation homebuyers, 63% households of color: ultimately **533 avoided foreclosures**. The campaign videos alone were viewed in their entirety by more than 10% of the state’s population.

In 2021 and early 2022, focus was put on further optimizing targeting, **increasing video views by 200k+ and our ads reached over 25% of the population.**



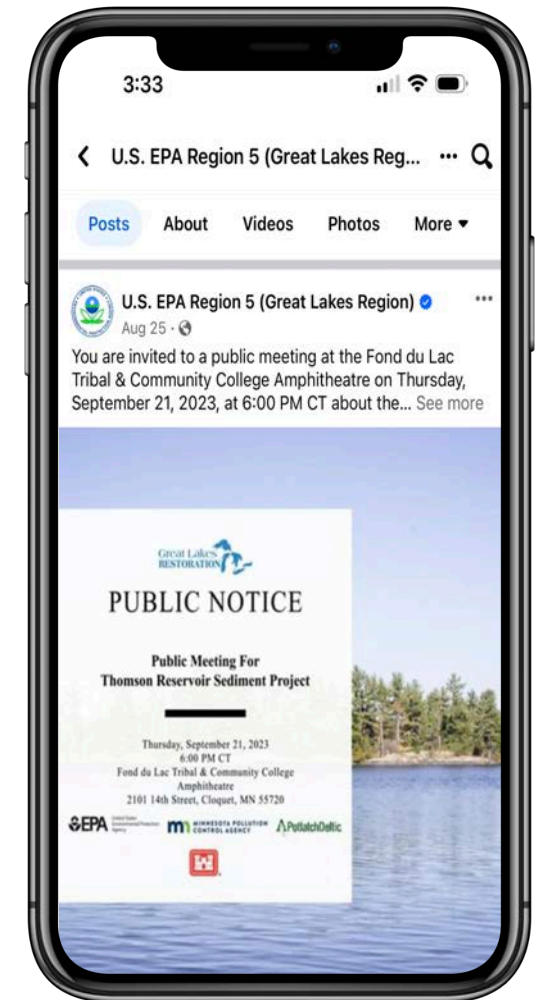
CASE STUDY - U.S. ENVIRONMENTAL PROTECTION AGENCY

Tunheim won a competitive award from the U.S. Environmental Protection Agency (EPA) for a large-scale outreach campaign including Minnesota and in the state’s border areas. Our contract support has included a range of activities across the marketing and communications domains, including strategic outreach planning and messaging, key stakeholder relations, graphic design and paid media placements.

Within this engagement, Tunheim’s team supports the EPA, partners and local stakeholders as part of a community involvement and outreach plan. Significant outreach and strategy have been required to manage the communities in which the projects are being completed. Project work activities include community engagement and communication plans, asset development and dissemination, mailings, public meeting coordination and hosting, design and copywriting of in-depth fact sheets and informational packets, social media and newspaper notices, signage, and overall planning and executing each outreach tactic.

THE RESULTS

Our efforts have led to a **400% increase in attendance to a recent virtual public meeting** from previous meetings they have held. As well as delivering more coverage than scoped including an indigenous newspaper promoting a public notice, which traditionally only runs Band member related news and rarely ever publishes or shares materials from outside of their community. Tunheim was awarded in May 2023 the EPA Administrator’s “Award for Outstanding Accomplishments by a Woman-Owned Small Business Contractor” for our work efforts in support of this contract.



We're excited about the opportunity to work with you on this important effort.

THANKS.



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