

Request for Proposal: Public Relations Campaign for the Water Authority of North Shore (WANS) – Long Island NY

Date of Issue: 8/1/2026

I. Introduction

Purpose of the RFP

The Water Authority of North Shore (WANS) Organization, established by New York State legislation with the purpose of seeking reasonably priced water supply for residents of the Sea Cliff Water District (Glen Head, Glenwood Landing, Sea Cliff, parts of Glen Cove, Roslyn Harbor and Old Brookville) in Long Island, New York, are issuing this Request for Proposal (RFP) to engage an experienced public relations firm. The objective is to initiate, and maintain, a robust campaign aimed at informing community members of the organization's progress into meeting its mission "to explore the acquisition of the privately held water supply system in the North Shore community of Nassau County."

II. Overview of the WANS Organization

The Water Authority of North Shore (WANS) was established to represent the united voice and interests of the residents in the Towns, City and Villages listed above. Representatives from each of the Towns, City, Villages were assigned to work diligently to negotiate the takeover of water services from a private utility company and convert it into a municipality run water supplier like most other communities operated across Long Island.

III. Project Background and Issue Description

WANS representatives initiated the takeover process approximately 24 months ago (mid 2023) and are in current ongoing negotiations with Liberty Utilities, the private water supplier, to takeover such services. This project, and its negotiations, however, are fraught with potential adverse local communities' perception due to the length of time it is taking to finalize. Additionally, the conclusion of this project is also expected to take additional months before reaching conclusion. Consequences, including but not limited to:

- Lack of information, misinformation and potential poor perception by members of the communities affected.
- Results of cost evaluation to accomplish a takeover of services will likely require a Bond that can be costly to the communities affected.

IV. Objectives of the Public Relations Campaign

The purpose of the public relations campaign is threefold:

- Inform the community: Provide an effective and accurate source and facts about the Water Authority of North Shore mission, goals, timeline and process.
- Awareness Creation: To make every resident well-informed about the ongoing of the negotiations, without divulging all details legally covered as part of the process.
- Draw attention to the Bond process, as it will be one of the key steps of the future.

V. Scope of Services Required

The firm hired will be expected to provide the following services effectively:

- Strategic planning and execution of a targeted public relations campaign.
- Media engagement and management, including press releases, press conferences, and opinion pieces in local newspapers.
- Coordination of community meetings and forums for residents to voice their concerns.
- Social media approach, strategy and content creation targeting community awareness.
- Monitoring and reporting on the campaign's effectiveness and community sentiment.

VI. Proposal Submission

Interested firms should submit a comprehensive proposal detailing the following:

- Firm profile and proof of relevant experience in promoting community awareness, specifically in the listed Nassau County areas.
- A proposed strategy for this campaign, with innovative approaches tailored to our needs.
- A detailed budget that outlines all costs associated with the execution of the campaign, broken down logically by topic.
- At least two relevant references that can be contacted to verify previous project performance.

VII. Evaluation Criteria

Proposals will be evaluated based on:

- Firm's relevant experience and past performance.
- Quality and feasibility of the proposed strategy.
- Cost-effectiveness and value for money.
- Ability to mobilize quickly and efficiently.
- Understanding of local demographics and community concerns.

VIII. Proposal Deadline

Proposals must be submitted electronically to info@wanorthshorenny.gov by **Tuesday, September 1, 2026 at 5 pm.**

IX. Point of Contact for Queries

info@wanorthshorenny.gov

X. Conclusion

We invite proposals that underscore a firm's commitment to social responsibility and community well-being. The proposed public relations campaign should be a catalyst for protecting the interests of the community residents. We are committed to an open, transparent, and merit-based selection process for the public relations firm that best aligns with our community's values and needs.

Please submit your proposal by the **specified deadline**. We anticipate your thoughtful response to this critical community issue.

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