



SAMPLE / FICTIONAL - NOT A LIVE CONTRACT

PURSUIT AUDIT

Prepared exclusively for **Riverstone Civic Communications, LLC**

Opportunity: **Public Clean Streets & Recycling Engagement Campaign**

Illustrative issuer: **City of Ashton Harbor - Department of Neighborhood Services**

REVIEW - LEAN PURSUE

8.0 / 10

EXECUTIVE DECISION BRIEF

Why the fit is real: Riverstone's illustrative portfolio shows municipal communications, neighborhood outreach, multilingual engagement and integrated media planning that line up well with the buyer's public-education mandate.

Why the decision is conditional: Local-business eligibility, environmental subject-matter depth, incumbent advantage and the final media-pass-through budget must be verified before committing proposal resources.

Immediate decision: Attend the pre-proposal meeting, validate the four open gates, and keep proposal production on hold until the clarification answers are usable.

AT-A-GLANCE	ILLUSTRATIVE DETAIL
Estimated first-year value	\$420,000-\$575,000 planning range
Pre-proposal meeting	October 6, 2026 - 1:00 p.m.
Questions due	October 9, 2026 - 4:00 p.m.
Proposal due	October 30, 2026 - 3:00 p.m.
Recommendation	REVIEW - LEAN PURSUE

This sample is fictional and demonstrates the depth, judgment and visual standard of a current Bid Confidentially Pursuit Audit. Names, agency details, dates, values, references and award history are invented for illustration.

1. Opportunity snapshot

Field	Illustrative detail
Issuer	City of Ashton Harbor - Department of Neighborhood Services
Solicitation	RFP AH-DNS-27-014 (fictional)
Scope	Citywide recycling, litter-reduction and clean-neighborhood education/outreach campaign
Initial term	12 months plus two optional one-year renewals
Estimated value	\$420,000-\$575,000 first-year planning range
Evaluation	Experience 25%; community approach 20%; creative/media 15%; team 15%; measurement 10%; cost 10%; local impact 5%

What the buyer is actually buying

- A behavior-change program, not merely a collection of creative assets.
- Neighborhood-level engagement supported by events, community partners and trusted messengers.
- Multilingual communications across English, Spanish and additional high-need communities.
- Integrated creative production, paid media, public education and performance reporting.
- A delivery partner that can coordinate multiple city departments without losing message consistency.

COMMERCIAL READ

ANALYSIS: The opportunity is large enough to support a disciplined integrated team, but margin can erode quickly if pass-through media, event staffing, translation and environmental technical support are not separated from agency fees. Riverstone should pursue only with explicit assumptions and pricing boundaries.

Information shown on this page is fictional. A real audit traces dates, values, requirements and amendments to authoritative documents and labels the confidence level of each material fact.

2. Why Riverstone caught our attention

Fit area	Evidence in the fictional company profile	Assessment
Municipal communications	Three mid-sized-city campaigns involving public health, transit and neighborhood services	STRONG
Community outreach	Neighborhood events, ambassador programs and community-organization partnerships	STRONG
Multilingual execution	Spanish, Vietnamese and Haitian Creole adaptation documented	STRONG
Media planning/buying	Digital, radio, outdoor, transit and print management	STRONG
Behavior-change work	Municipal recycling-contamination campaign is directly relevant	STRONG
Environmental technical depth	No deep waste-stream analysis or recycling-operations proof	MUST VERIFY

Evidence Riverstone should lead with

- 1. Municipal campaign outcomes.** Use one case that demonstrates measurable changes in participation or behavior, not only impressions.
- 2. Neighborhood credibility.** Show how local partners influenced strategy, language and channel selection.
- 3. Integrated execution.** Prove that community engagement and paid media were managed as one program with shared reporting.
- 4. Multilingual quality controls.** Explain transcreation, community review and culturally appropriate adaptation.
- 5. Delivery discipline.** Name the program lead, reporting cadence and escalation path for a multi-department city client.

POSITIONING SENTENCE TO BUILD AROUND

Riverstone can give Ashton Harbor one accountable team for neighborhood trust, multilingual execution, integrated media and measurable public behavior change.

3. Risks, proof gaps and reasons to walk away

Gate / risk	Why it matters	Action before go
Environmental technical depth	The campaign includes recycling-contamination education and operational subject matter	Confirm city-provided SME support or name a qualified partner
Local-business eligibility	A preference or mandatory registration may affect scoring or eligibility	Verify the exact rule and Riverstone's status
Incumbent continuity	Historical data, local relationships and transition risk can favor the incumbent	Ask what data and partner access will transfer
Media pass-through	An ambiguous budget can create severe margin and cash-flow pressure	Separate agency fee, media, production, events and translation
Staffing load	Parallel meetings, events, media buys and reporting may exceed a small team's capacity	Build a named staffing plan and reserve capacity
Measurement	Behavior-change claims require baselines and usable city data	Confirm data sources, ownership and reporting cadence

GO / NO-GO RULE

PASS if environmental support cannot be covered credibly, the local-preference rule creates a material disadvantage, the usable fee pool is too small after pass-through costs, or the City cannot provide a realistic measurement baseline.

PURSUE if eligibility is confirmed, technical support is available, agency fees are protected, and the City can share sufficient program data for credible reporting.

Competitive pressure

- A large integrated agency may offer deeper bench strength and buying power.
- A sustainability consultancy may bring stronger technical credibility but weaker full-service communications.
- A local multicultural firm may overlap Riverstone's strongest differentiator and community relationships.
- The incumbent may have campaign data and operational familiarity no challenger can fully replicate.

4. Recommended pursuit strategy

Win theme #1 - One accountable program, from neighborhood insight to measurable action

Connect community listening, message development, multilingual adaptation, creative production, media and reporting under one operating plan.

Win theme #2 - Behavior change built with communities, not delivered at them

Use partner organizations, ambassadors and resident feedback to shape both strategy and execution. Show how community participation changes the work.

Win theme #3 - Clear measurement without overpromising attribution

Define leading indicators, participation measures and behavior signals; separate what the campaign can influence from what it cannot prove alone.

Proposal structure we would recommend

- Executive summary tied directly to the City's litter, recycling and trust objectives.
- Audience and neighborhood segmentation with an explicit multilingual approach.
- Community-engagement operating model and partner roles.
- Creative platform, content system and paid-media strategy.
- Measurement framework, dashboard design and reporting cadence.
- Named staffing, governance, schedule, assumptions and risk controls.
- Pricing separated into agency fees and controlled pass-through categories.

RECOMMENDED PURSUIT POSTURE

Invest in clarification and partner validation now; authorize full proposal production only after the four material gates are resolved.

5. Questions to answer before committing

Topic	Priority clarification question
Technical support	Will City staff provide recycling/waste-stream subject-matter expertise, or must the contractor supply it?
Local preference	Is local-business status mandatory, scored, or only a tie-breaker, and what documentation is required?
Budget	How much of the stated range is expected to be pass-through media, events, printing, translation or incentives?
Historical data	What campaign assets, audience research, performance history and incumbent data will be available?
Measurement	What baseline data exists, who owns it, and which outcomes will the City treat as decision metrics?
Partners	May vendors use subcontractors for technical, language or community-delivery work, and how will partners be scored?
Events	How many meetings, neighborhood activations and weekend events should bidders assume?
Approvals	Which departments approve strategy, creative, translation and media, and what turnaround times apply?
Media	Does the City expect the selected contractor to buy media directly and carry the cash-flow obligation?
Transition	What incumbent materials, contracts, data and community relationships can transfer at award?

IF ONLY FIVE QUESTIONS ARE ALLOWED

Prioritize technical support, local preference, pass-through budget, measurement data and transition access.

6. Time-sensitive action plan

Timing	Action
Within 24 hours	Confirm internal go/no-go owner; reserve proposal capacity; select lead municipal and behavior-change cases
Before pre-proposal meeting	Submit or stage the priority questions; identify environmental and multicultural partners
Within 24 hours after meeting	Update scope, pricing assumptions and risk register; decide whether the pursuit remains viable
After answers/addenda	Re-score the opportunity and issue the final bid/no-bid decision
If pursuing	Lock staffing, partner commitments, references, measurement plan and pricing boundaries before drafting

7. Pursuit scorecard

Dimension	Score	Basis
Municipal / public-sector relevance	8.8	Strong illustrative portfolio overlap
Community engagement	9.0	Documented neighborhood and partner delivery
Multilingual communications	8.8	Relevant capability with local validation still needed
Integrated media / creative	8.5	Strong channel breadth
Environmental technical fit	5.5	Material gap unless supported
Commercial fit	7.4	Viable if pass-through costs are bounded
Competitive position	6.8	Incumbent and specialist risks remain
Timing / proposal burden	7.0	Manageable with fast clarification
Overall preliminary attractiveness	8.0	Review - lean pursue

Proposal burden: MODERATE TO HIGH. The expected response requires senior strategy, community-partner planning, creative/media thinking, a measurement plan, staffing detail, references and disciplined pricing.

8. Bottom line

RECOMMENDATION

REVIEW - LEAN PURSUE

The opportunity is attractive because Riverstone's illustrative municipal, neighborhood, multilingual and media capabilities align with the buyer's core need. It is not an automatic pursue: environmental subject expertise, local-preference status, pass-through economics and incumbent transition access could each change the decision.

The disciplined move is to spend a small amount of effort now to resolve those gates. If the answers protect eligibility, credibility and margin, move to PURSUE. If they do not, PASS before proposal production becomes expensive.

Evidence labels

VERIFIED: Directly supported by an authoritative or first-party source in a real customer audit.

ANALYSIS: Bid Confidently's judgment based on the available evidence.

UNKNOWN: Information we could not responsibly establish.

MUST VERIFY: Information important enough to resolve before committing major proposal resources.

What this sample demonstrates

- A real Pursuit Audit is prepared for one company and one live opportunity.
- The audit includes reasons to PASS as well as reasons to PURSUE.
- Verified facts are separated from analysis and unknowns.
- Company-specific proof, risks, questions and next actions drive the recommendation.
- Bid Confidently does not disclose another prospect's private information or promise an award.

ILLUSTRATIVE LAUNCH PRICE: \$149 PER COMPANY-SPECIFIC PURSUIT AUDIT

The public RFP itself is not what the customer is buying. The value is the discovery, company-specific matching, verification, risk analysis, competitive research and practical pursuit judgment.

Customer note: Bid Confidently provides decision support, not legal or procurement advice. The issuing organization's official solicitation, amendments, Q&A and submission instructions control.