



Office for the Prevention of Domestic Violence

REQUEST FOR PROPOSALS Public Relations and Communications Services

RFP Issued: February 11th 2022

Proposal Due: March 7th, 2022

**Kathy Hochul, Governor
Kelli Owens, Executive Director**

New York State Office for the Prevention of Domestic Violence
Alfred E. Smith Office Building
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Albany, NY 12210

REQUEST FOR PROPOSAL SPECIFICS

A. IMPORTANT DATES

RFP Release Date:	Feb. 11, 2022
Deadline for Submission of Questions:	Feb. 16, 2022
Response to Questions:	Feb. 18, 2022
Submission Deadline:	March 7, 2022
Creative Concept and Pitch/ Oral Presentation at the NYS OPDV Offices or by Virtual Meeting :	March 15, 2022
Contract Start Date:	March 28, 2022

B. Introduction to OPDV

The New York State Office for the Prevention of Domestic Violence (OPDV) was created as a state agency in 1992. It remains the sole government agency in the country with a mission to address the issue of domestic violence. **Our mission is to improve the state's response and prevention of domestic violence with a goal of enhancing the safety of all New Yorkers in their intimate and family relationship.** We have a vision to create a State in which communities and systems are committed to supporting and promoting equality, dignity, and respect so that individuals can feel safer in their relationships. Under the law that created the agency, OPDV's role is to advise the governor and the legislature on policies and best practices, train professional across the state and to serve as a resource on the issue of domestic violence.

For the past several decades, New York State has worked to protect survivors through public policy, education, and programming. From the establishment of the first domestic violence shelter in NYS, to the development of the new text and chat feature of the Domestic Violence and Sexual Violence Hotline; we've evolved to meet the needs of survivors of domestic violence, sexual assault, and gender-based violence. **OPDV believes that survivors of all forms of gender-based violence deserve support that is survivor centered, trauma informed, and culturally responsive.**

Our major initiatives and priorities are expansive and evolving and include:

- **New York State Domestic and Sexual Violence 24/7 Hotline**
 - Victims, survivors, and allies can access confidential support services. These services are key to establishing victim safety. The Hotline is a statewide resource with trained counselors who provide services such as crisis intervention, confidential counseling, information and referral services and technical support to providers and system stakeholders.

- **Enough is Enough**

- College students deserve a safe, healthy, and nurturing environment, free from discrimination and violence. In July, 2015, New York established the Enough is Enough program to address sexual assault, dating violence, domestic violence and stalking on college campuses.
- The law also created the Enough is Enough funding program for rape crisis programs to support colleges and universities' response to these issues and related prevention needs. Today, NYS OPDV oversees the Enough is Enough funding program, funding 52 rape crisis programs across the state to help provide services to student survivors of sexual assault, dating violence, domestic violence and stalking, as well as support colleges' implementation of the Enough is Enough law. Funded programs work to prevent campus sexual violence via education programming that considers the root causes of gender-based violence, promote bystander intervention, and promote healthy relationships. They provide student survivors and those at-risk of victimization with trauma-informed advocacy, counseling, case management and safety planning services.

- **Public Awareness**

- Educating the public about domestic violence, and New York State's efforts to combat the problem, is a priority for OPDV. Our public education initiatives include a variety of campaigns and outreach efforts to reach different populations about these important issues.

- **Professional Education**

- Many professional disciplines come in contact with victims of domestic and sexual violence. Increased knowledge of these complex issues means that more survivors can get the help they need. To ensure that they can offer support and resources to survivors, we offer voluntary and mandated trainings to a variety of professions.

- **Training and Community Awareness Presentations**

- Training and technical assistance promote positive change in institutional responses to domestic violence. NYS OPDV offers these services on a variety of topics and intersecting issues to professionals and the community.

- **Fatality Review and Technical Assistance**

- When a domestic violence fatality occurs, both the victim and offender may have come into contact with different systems prior to the death. The NYS Domestic Violence Fatality Review Team conducts a confidential analysis of deaths or near-deaths that result from domestic violence. The goal is to learn from these cases and identify ways to improve overall response to domestic violence. The Team contains a combination of representatives from state and local agencies and

systems. To help communities the learn from the Fatality Review Team, NYS OPDV provides technical assistance to community groups. Assistance includes helping communities analyze the Team's findings as it relates to their local domestic violence response and providing training and technical assistance on specific issues. For more information on case referrals or to discuss your local technical assistance needs, please email: opdvfatalityreview@opdv.ny.gov. In 2021, the NYS Domestic Violence Fatality Review Report to the Governor and Legislature was released.

- **New York State Domestic Violence Dashboard**

The annual New York State Domestic Violence Dashboard details trends and key indicators across various systems related to the prevalence of, and response to, domestic violence within the state. The Dashboard aims to inform policy and practice by providing information from a range of systems about the availability of resources and programs statewide.

C. Needs Statement

The purpose of this RFP is to enter into a contract with a qualified Public Relations Professional or firm to assist the agency with overall public relations consultation, communication strategic planning and public relations campaign development to reach target demographic groups. All efforts will be aimed at promoting the agency mission and vision and increasing awareness of impacts of all forms of gender-based violence and information on how to access resources.

D. RFP Goals

The goal of the RFP is to retain one contractor/consultant to provide comprehensive and strategic public relations and communications for the New York State Office for the Prevention of Domestic Violence for a period of up to one year to meet the following goals:

- Increase the awareness of dynamics of all forms of gender-based violence
- Reach targeted stakeholder communities such as LGBTQIA+ and BIPOC populations in a culturally responsive manner
- Develop strategic consistent external messaging
- Assist in the development of a series of public awareness campaigns that reflect agency priorities, initiatives, and key months of awareness
- Develop an overall communications plan including an editorial calendar in conjunction with agency leadership and staff of the agency's Bureau of External Affairs.
- Develop and execute the deliverables outlined in this RFP consistent with available agency funding.

E. Terms

The contract resulting from the RFP will be for a period of up to one (1) year. The contract will begin March 28, 2022 and end no later than March 27, 2023. Funding for these services will be up to \$75,000 for services outlined in this RFP.

F. Eligible Bidders

Any bidder authorized to conduct business in the State of New York that can provide the public relations services outlined in this RFP. Minimum qualifications are as follows:

- 7 to 10 years of consecutive experience in public relations, public affairs, communications, media relation or marketing.
- Expertise in communication strategy, media relations, content development and campaign execution.
- Deep understanding of social change as it relates to public awareness and relations
- Priority will be given to NYS certified MWBE entities

G. Proposal Format and Contents – First Round and Scoring

Proposal Format

- Be printed on 8.5 x11 paper
- Have numbered pages
- Be no longer then ten (10) pages single sided, exclusive of a cover letter and itemized costs
- Two reference letters from previous clients

Proposal Contents

- Cover letter must include the person who will be the primary point of contact(s) handling this project.
- Technical Proposal
- Sample of similar work product and outcomes associated with the effort
- Creative that illustrates the bidders' understanding of the agency mission

Submission

- All documents must be submitted to OPDV by no later than 4 pm (local time) on February 23rd, 2022 to opdvrfpinfo@opdv.ny.gov
- Facsimiles and paper copy are not acceptable.

Technical Proposals (70 points)

- Experience of Key Personnel (20 points)
 1. Demonstrate an ability to provide public relations services in an operation comparable to NYS OPDV. Describe what distinguishes you or the firm in the industry. Describe relevant experience comparable in scale and scope to the services contemplated with in the RFP. (10 points)

2. Describe the background and experience of key personnel who will be working on this project. (10 Points)

Creative Examples and Case Histories (50 Points)

1. Provide visual portfolio of examples of creative work performed for and used by similar clients illustrating the bidder's capabilities across multiple forms of tools used in public relations, communications, or marketing to opdvrfpinfo@opdv.ny.gov. (10 points)
2. Provide original content that illustrates the bidders' understanding of the agency's mission. (30 points)
3. Provide two case histories relevant to the scale and scope of work in this RFP, demonstrating public relations aspects. Each case history provided should describe how the bidder's ideas and implementation helped achieve the client's goals and indicate how success was achieved and measured. (10 points)

H. Creative Concept Pitch/Oral Presentation (30 points)

Bidders scoring 60 or above will be asked to provide an in-person or virtual presentation to the OPDV Executive Team and members of the External Affairs' staff not to exceed one hour. The bidder should demonstrate how they will work with OPDV to achieve the goals outlined in this RFP. They should clearly demonstrate their understanding of gender-based violence and the stakeholders impacted by domestic and sexual violence. Bidders will be scored as follows:

- Overall concept of a year-long public relations plan on gender-based violence. (10 points)
- Sample strategic public relations campaign on the issue of consent (10 points)
- A sample of a media buy that can be scaled and targeted to demographic communities outlined as a priority in this RFP. (10 points)

