



Request for Proposals:

Public Relations and Marketing for Statewide Lead Safe Home Remediation

Deadline: Wednesday, May 10th 2019 by 5 p.m.





Request for Proposals

I. BACKGROUND:

Founded in 1981, [Isles, Inc.](#) is a nationally recognized community development and environmental nonprofit organization. The organization's mission is to foster more self-reliant families and healthy, sustainable communities.

Through funding provided by the New Jersey Department of Community Affairs, Isles is seeking to hire an agency to provide a marketing, advertising and branding plan for the State's [Lead Safe Home Remediation \(LSHR\) Pilot](#). The LSHR provides lead-safe repairs and energy efficiency in residential units built prior to 1978. The purpose of this program is to identify and remediate lead-based paint hazards via interim controls to prevent elevated blood lead levels in children and pregnant women. This work is provided through a number of [community-based agencies](#) from across the State.

Currently, there is no readily identifiable or consistent name, branding, logo, tag line or slogan attached to this statewide project. The State of NJ has developed some materials and each agency has developed their own outreach and marketing materials, flyers, etc. Therefore, the general public has little knowledge of the need for this project, its application across the state or even of its existence in some cases.

This public service campaign is needed in order to educate the public about the dangers of lead and the availability of a free program that can remove those lead hazards and improve the condition of their homes. (This project is also free to landlords.) Up to \$12,000 of repairs (windows, doors, painting, repairs, etc.) can be made in qualified homes.

Isles is seeking a single firm to develop a culturally appropriate Strategic Vision, Public Awareness and Marketing Plan for promotion of the DCA Lead Pilot program statewide and for the program to achieve its goals. Isles is seeking to develop a brand identity and marketing capabilities that will increase the visibility and recognition of the Lead Pilot services in each of our communities and throughout the state. Isles desires to clarify the program's vision and mission so it can be easily understood and embraced by all State of NJ departments and staff, schools, government, and the general public. We are looking for a project team that understands the communities in which we work and the issues of lead safety and healthy housing.

We are seeking a firm that brings passion, enthusiasm, creativity and fun to the process. We are looking for a team that will involve us in every step of the process, not just turn over a finished plan at the end of the day.

II. PRELIMINARY SCHEDULE

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|-------------------------------|----------------|
| Isles issues RFP | April 11, 2019 |
| End of Questions | April 18, 2019 |
| Response to Questions Close | April 22, 2019 |
| Proposals are due | May 10, 2019 |
| Proposal Evaluation Completed | May 17, 2019 |
| Notification of Selected Firm | May 20, 2019 |
| Work to begin no later than | June 3, 2019 |

III. GOALS AND OBJECTIVES

- a. Create program vision and mission
- b. Develop brand strategy
- c. Design and improve marketing materials, plans and efforts
- d. Create and optimize online and social media presence
- e. Heighten visibility for Lead Pilot Services
- f. Reach under and un-served populations

IV. SCOPE OF SERVICES

At minimum, the Consultant will perform the following tasks. Bidders are encouraged to provide detail on how each task is to be accomplished, to recommend which tasks require greater emphasis, and to suggest additional tasks that may be necessary or beneficial, but have not been identified in this RFP.

1. Project Kick Off and Information Gathering

- a. Meet with the project team to develop a comprehensive understanding of the project scope and schedule.
- b. Gather existing information regarding lead and healthy housing.
- c. Identify relevant audience(s) for the scope of services.

2. Strategic and Audience Development

- a. Conduct and facilitate a meeting with the project team to create and validate the vision, mission and outcomes for the outreach program.
- b. Identify potential focus group members for confirmation of potential messages.

3. Draft Public Outreach and Communication Plan

- a. Develop a comprehensive 2 year public outreach and communication plan that will involve the coordination among the project team and stakeholders. The plan will include, but is not limited to, the following:
 - i. An "Identity Guide" that outlines the standards for using Lead Pilot brand, logos, colors and name (or re-name)

- ii. Community messaging program including regularly scheduled activities and creative ideas for ongoing communication
 - iii. Digital and social media campaign, including Facebook, Twitter, and web-based communication
 - iv. Traditional media campaign including print ads, posters, signs and brochures.
- b. For each item in the public outreach and communication plan, the Consultant will complete a detailed implementation strategy that will include:
 - i. Communication techniques
 - ii. Estimated budget allocations (including total staff hours).
 - iii. Measurable targets and goals based on governmental marketing best and next practices.
 - iv. Assets and gaps of existing personnel to accomplish plan tasks
 - v. Targeted test groups for messaging
- 4. Create Marketing Material and Graphic Development**
 - a. Program messaging/talking points
 - b. Signs
 - c. Informational brochures/pdf's
 - d. Infographics
 - e. Social media posts
 - f. Other materials as recommended (table tents, posters, banners, etc.)
- 5. Graphic package and Focus Groups**
 - a. The consultant will provide draft graphic package and communication/outreach plan to project team for feedback and review.
- 6. Refinement of plan and final deliverable preparation**
 - The consultant will refine the plan based on stakeholder input and prepare a final implementation plan as well as graphic standards package including graphics in a variety of formats that will be determined

V. PARTIES AND PROCESS

- 1) The selected vendor will report directly to the Managing Director or designee.
- 2) The stakeholders for this project include the Managing Director, Communications Manager and Specialist, NJ SHARES, administrative and management staff, Lead Pilot Agency leadership and staff, NJ Department of Community Affairs, as well as various representatives of the staff, volunteers and public as needed.
- 3) The format will include both in-person meetings and online communications, with monthly updates required to the Managing Director.

PROPOSAL FORMAT

Consultants should organize Proposals into the following Sections:

- A. Professional Qualifications
- B. Past Involvement with Similar Projects
- C. Proposed Work Plan
- D. Fee Proposal

E. Contact Person

The following describes the elements that should be included in each of the proposal sections and the weighted point system that will be used for evaluation of the proposals.

A. Professional Qualifications – 20 points

1. State the full name and address of your organization and, if applicable, the branch office or other subsidiary element that will perform, or assist in performing, the work hereunder. Indicate whether it operates as an individual, partnership, or corporation. If as a corporation, include whether it is licensed to operate in the State of NJ.
2. Include the name of executive and professional personnel by skill and qualification that will be employed in the work. Indicate which of these individuals you consider key to the successful completion of the project. Resumes and qualifications are required for all proposed project personnel, including all subcontractors. Qualifications and capabilities of any subcontractors must also be included.
3. State history of the firm, in terms of length of existence, types of services provided, etc. Identify the technical details that make the firm uniquely qualified for this work.

B. Past involvement with Similar Projects – 30 points

The written proposal must include a list of at least two (2) organizations of similar size for which comparable work has been performed. The organizations should demonstrate experience in the project area and indicate proven ability to implement projects. The list shall include organization name, contact name, project title, owner name, address, and phone number. Successful proposals will show:

- Substantial experience in public relations and marketing that is directly relevant to the requirements of this RFP.
- Demonstrated knowledge of the key areas of the state where this project will be performed.
- Demonstrated ability to effectively manage a relationship of this type.
- A track record of on-time performance on jobs of this size and type.
- Demonstrated knowledge and expertise in culturally sensitive marketing, including reaching a wide spectrum of demographic groups (such as different racial/ethnic groups; seniors; different income levels).
- A description of any special experience, knowledge or skills that uniquely qualify your organization for this RFP.

Provide one (1) sample work summary and portfolio of graphics and messaging for work performed.

C. Proposed Work Plan – 30 points

Provide a detailed and comprehensive description of how the Consultant intends to provide the services requested in this RFP. This discussion shall include, but not be limited to: how the project(s) will be managed and scheduled, how and when data will be delivered to Isles Inc., communication and coordination, the working relationship between the consultant and staff, and the company's general philosophy in regards to providing the requested services.

Detail your initial project execution plan and major milestones to accomplish the scope of services herein.

Propose a design concept for creative and wide-reaching efforts you would propose based on industry best practices.

Consultants shall be evaluated on the clarity, thoroughness, and content of their responses to the above items.

D. Fee Proposal - 20 points

Based on grant funds available for this project, the total cost of the project not to exceed \$50,000. Fee quotations are to include the names, title, hourly rates, overhead factors, and any other relevant details. The proposal should highlight key staff and positions that would likely be involved with projects. Consultants shall be capable of justifying the details of the fee proposal relative to personnel costs, overhead, material and time.

E. Contact

Include the name, phone number, and e-mail address of persons(s) of the key contact for this proposal.

INSTRUCTIONS FOR SUBMISSION OF PROPOSALS:

Bidders must submit their proposal **no later than Friday May 10, 2019 by 5 p.m.** Late proposals will not be accepted. Bidders must submit a signed original and **four (4)** copies of their proposal. Proposals should be mailed or delivered to: **Isles, Inc., ATTN: Peter Rose, 10 Wood Street, Trenton, New Jersey 08618.**

Questions and Answers

Potential bidders may submit questions based on the timeline below. All questions or requests for additional information shall be directed to Peter Rose, by email or regular mail. prose@isles.org or 10 Wood St., Trenton NJ 08618. Answers to submitted questions will be posted on Isles website at the end of the question period.

HOW PROPOSAL WILL BE EVALUATED:

Proposals will be evaluated based on the criteria designed for this RFP. The assessment of technical quality will consider such factors as understanding of the needs and tasks to be performed; technical merit, including clarity and comprehensiveness of the workplan; creativity and added value of the Bidder's suggestions about additional or alternative ways to meet the needs; and demonstrated skills, experience and ability to deliver high quality work on schedule.

All or part of this RFP may be contracted with a communications firm for implementation. Securing the contract does not guarantee the award of a contract for ongoing services.

Women Owned and Minority Business Enterprises will be offered full opportunity to bid and will not be subject to discrimination on the base of race, color, gender, or national origin in consideration of an award. RFP proposals must contain all requested documentation, certifications and information in order to be considered. Isles, Inc. reserves the right to waive informality in the bidding or to accept or reject any or all proposals if deemed in the best interest of Isles, Inc. Isles Inc. further reserves the right to waive minor irregularities in proposals submitted in response to this RFP.

TIMELINE:

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| Isles issues RFP | April 8, 2019 |
| End of Questions | April 15, 2019 |
| Response to Questions Close | April 22, 2019 |
| Proposals are due | May 10, 2019 |
| Proposal Evaluation Completed | May 17, 2019 |
| Notification of Selected Firm | May 20, 019 |
| Work to begin no later than | June 3, 2019 |

For further information contact Peter Rose, Managing Director prose@isles.org.