



REQUEST FOR PROPOSALS

MARKETING/ ADVERTISING TEAM SOUGHT FOR COMMUNITY BASED GREEN ENERGY PROJECT FOCUSED ON BUFFALO'S EAST SIDE

Heart of The City Neighborhood Inc. (HOCN) and Open Buffalo seek a communications team to shape branding, public relations, and marketing for a community-based 2.5 year campaign focused on green mobility in Buffalo's East Side. Responses to this RFP must be received by 4pm, March 23, 2023 ~~March 15, 2023~~.

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This project, *Centering People, Place, and Policy for Buffalo's Clean Mobility Future (Clean Mobility)* is a NYSERDA (New York State Energy Research and Development Authority) funded project focused on addressing inequities in the green energy and green mobility space. The team working on Buffalo's Clean Mobility Future have been convened by Local Initiatives Support Corporation (LISC) WNY, and is made up of Heart of the City Neighborhoods, Open Buffalo, the East Side Bike Club, Shared Mobility Inc, Mobility Development Operations, GObike Buffalo, Coalition for Economic Justice, and the Buffalo Niagara Medical Campus.

The project incorporates unique and innovative investments in the East Side of Buffalo area to address important needs, collaborate with additional investment opportunities, and co-create a creative, inclusive, and comprehensive strategy for clean mobility solutions.

These solutions will actively reduce air-pollution, improve transit access, promote mobility programs and infrastructure, while improving health outcomes.

Further information on the awards may be found here: <https://www.nyserda.ny.gov/About/Newsroom/2022-Announcements/2022-11-16-Governor-Hochul-Announces-Ten-Grand-Prize-Winners> and here: <https://www.cleaneighborhoodschallenge.org/awardees/local-initiatives-support-corporation-western-new-york-office>

REQUIREMENTS AND QUALIFICATIONS

The successful respondent will work with the diverse team to create a consistent branding approach and mini campaigns for more than a dozen exciting events and approaches within the overarching project, and one major city-wide campaign and event in summer 2024.

The *Clean Mobility* project encompasses justices, equity, diversity, inclusion, and anti-racism in all aspects of the work, and is focused in the East Side of Buffalo community. As such, black and brown led firms are prioritized for this campaign, we accept project teams combining multiple individuals or firms. We require the lead partner of the team be a minority or woman owned business located in Erie County. Priority will be given to qualified firms located in Buffalo, owned, and operated by a person of color or woman.

The project will require firms to work with translators for key materials, to include translation into Spanish, Arabic, and Bangladeshi, for example.

SCOPE OF WORK

The following questions address specific activities expected from the selected respondent to perform. Please describe what steps or strategy you will employ to successfully complete these tasks.

ANTICIPATED DELIVERABLES

- Logo
- Tool Kit optimized for printing and online presence
- Social Media Graphics
- New unique, user friendly, website design and manual for maintenance
- 12 event/ campaign approaches
- One major event campaign
- Final products will be created in collaboration with a newly formed Neighborhood Leadership Group
- Above deliverables translated into Spanish, Arabic, and Bangladeshi

APPROACH

Describe your ideal client and the way you prefer working with your clients. Tell us a story of a great experience with a client. How might this project be similar to that experience? (500 words)

BRANDING

We expect that the creation of a brand for this project will be formed with the input of the many entities and individuals involved in forming the vision for the *Clean Mobility* project. Additionally, we expect members of a new Neighborhood Leadership Group to inform the brand. How will you interact with these groups when forming the brand? How will you incorporate the ideas of this diverse group of people into your branding process with a tight turnaround time? Do you have past successes you can describe from previous projects? (500 words)

PUBLIC MARKETING

Many of these initiatives are intended to have a positive impact for the residents who live in communities that have been disproportionately negatively impacted. How will your firm help communities in Buffalo's East Side achieve this goal through the marketing campaign and production of materials for public consumption? Can you show us how you have had success working with communities of color and those that have experienced disinvestment in the past? (500 words)

ONLINE PRESENCE MANAGEMENT

Many residents, especially during the pandemic and resulting curtailment of in-person activities, have grown to rely increasingly on social media and web-based platforms for information. Describe how your plan will use these tools to help engage the public and keep them informed of progress for the *Clean Mobility*. (500 words)

MEDIA RELATIONS

There has been a great deal of interest in the NYSERDA spending blueprint, both at the local and national levels. Responding to media requests will be critically important to keeping the public informed. At the same time, our primary targets and stakeholders for this project are those that live and work in Buffalo's East Side. How will you develop a marketing campaign/pitched to various news outlets?(250 words)

STAKEHOLDER RELATIONS

A variety of civic, community-based, neighborhood-based, and faith-based organizations, as well as individuals living in Buffalo and the East Side will be interested in *Clean Mobility*. Please describe what strategies you will employ to keep these types of organizations and individuals informed and engaged throughout the campaigns' design and implementation process. We expect the newly formed Neighborhood Leadership Group to be involved with creating and visioning publications and campaigns. How do you recommend you will provide templates that will address the segmented audiences appropriately (including locally owned businesses, local and state level government, block clubs, church groups, etc.). (250 words)

GOVERNMENT

There are a variety of intergovernmental stakeholders which have an interest in NYSERDA *Clean Mobility* investments. Keeping them engaged and involved is critical to leveraging additional resources for these and other projects. Describe your strategy for helping our team keep regional, state, and federal partners engaged during the *Clean Mobility* project's public engagement process. (250 words)

METHODS AND PLATFORMS TO BE INCLUDED

Branding/brand development
Graphic design
Digital marketing
Print publications such as flyers and posters for neighborhood outreach
Marketing services

Advertising
Social media
Public relations
Online marketing
Web site design and development
Video production

TIMELINE

- Responses by 4pm, March 23, ~~March 15~~ 2023, to: c.martin@hocn.org
- Winning team will be notified by ~~March 22~~ March 29, 2023
- Contracting will be completed by March 31
- Branding project begins by April 1
- Branding and year one plan must be complete by May 31, 2023
- Roadmap with approaches summarized for entire 2.5 year project completed by June 31, 2023
- Year two+ plan (including calendar year 2024) due completed by October 31, 2023
- Major community event in Summer 2024
- Total campaign completion is October 2025

BUDGET

In addition to the \$75,000 contract to be awarded to the winning consulting team through this RFP, this project has a budget of up to \$45,000 for the purchase and production of ads, print materials, publications, etc.

SUBMISSION PROCESS

- Written proposal of no more than 6 pages including:
 - Your ability to manage this project including staffing capacity and other major projects for the timeline
 - All questions in "Scope of Work" above responded to
 - Your high level, recommended campaigns timeline for delivering materials
 - Budget breakdown for April 1, 2023 – October 31, 2025
 - Contact information (email and phone number) with relationship description of at least three references with a preference for past clients summarized on one page
- Additional:
 - Resumes and/or firm summaries of no more than 10 pages
 - Samples of past client work of no more than 10 pages
- Submit via email up to 3 PDF attachments, file sizes per each file, not to exceed 10 MB, no URLs will be accepted, subject "CLEAN MOBILITY RFP" to: c.martin@hocn.org by 4pm on ~~March 15~~ March 23, 2023

End of RFP