



## REQUEST FOR PROPOSALS COMMUNICATIONS SERVICES

### GENERAL INSTRUCTIONS

#### A. INTRODUCTION

The COALITION FOR RESPONSIBLE COMMUNITY DEVELOPMENT (CRCD) is seeking proposals from qualified individuals or firms with experience in the greater Southern California region to provide communications services. Successful applicants will demonstrate the ability to provide all the following: fund development strategies, creative development of advertising and collateral materials (including but not limited to flyers, video content, print, digital, and outdoor); cohesive branding with the CRCD family of services including CRCD Enterprises and CRCD Partners; promotions; marketing; special event coordination, public relations, and media support services.

#### B. BACKGROUND

CRCD is in the Vernon-Central community of South Los Angeles, Los Angeles County, California. CRCD is a place-based community development corporation that joins others in the community to create an environment where youth's basic needs are met. Founded in 2005, CRCD has established itself as a leading workforce development agency, permanent and supportive housing developer, and homeless service provider as the Coordinated Entry System (CES) lead for homeless youth in Service Planning Area 6 (SPA 6). CRCD has established a client centered approach that prioritizes the needs of vulnerable populations with the highest barriers to employment, education, and stable housing.

#### C. CONTRACT TYPE AND AMOUNT

Fee for services will be provided in the form of a contract not to exceed \$17,000/monthly.

We anticipate approximately \$1,000 - \$17,000 to be available for monthly billing. Awards made under this RFP are subject to the availability of funding that is awarded to CRCD. In the event that additional funds become available, and the scope of work increases, we reserve the right to use such funds to select additional contractors from proposals submitted in response to this RFP.

Due to the nature of CRCD's marketing and communications needs and the interest in expanding the visibility of CRCD, the RFP focuses on working with strong marketing and communications teams or firms. Therefore, CRCD intends to award the strongest proposal based on the needs and priorities of the agency.

#### **D. ANTICIPATED SELECTION SCHEDULE**

CRCD anticipates the following general timeline for its selection process. CRCD reserves the right to change this schedule as needed.

- RFP Release November 29, 2023
- Proposal Due Date (postmarked by) December 27, 2023, by 5:00 pm
- Selection Committee Evaluation Week of January 9, 2024
- Interviews (if needed) Week of January 29, 2024
- Contract Approval February 12, 2024
- Commencement of Contract Ongoing (Based on performance)

#### **E. QUALIFICATIONS AND EXPERIENCE**

Proposals will be accepted from individuals, organizations (for-profit or non-profit), or other collaborative arrangements that:

1. Are qualified to conduct business in the State of California and the City of Los Angeles.
2. Are in a corporation or limited liability corporation (LLC) in good standing with the Secretary of State.

Proposers shall have substantial experience with the following:

- Providing professional, effective communication services to multiple audiences (B2B and B2C including education, grassroots, government, corporate and philanthropic donors, and media relations).
- Producing quality graphic design and copywriting.
- Developing, implementing, and coordinating educational campaigns and promotions tied to grant funding and donor relations.
- Developing, implementing, monitoring, and adjusting media strategies.
- Promote and coordinate programs and events with a modest budget. We anticipate at least 20 small- and large-scale events in 2024.
- Coordinate and manage competing deadlines with multiple partners, including other CBOs, government entities, and affiliate organizations. Experience engaging with media outlets and coordinating public-facing interviews and/or news reports.
- Recording, editing, and producing video content (short form included).
- Developing, editing, and auditing multiple websites on WordPress and Wix platforms.
- Developing marketing strategies that further the fund development efforts for CRCD and the programs administered by the organization.

#### **F. SCOPE OF SERVICES**

- Develop an overall marketing and communications strategy and plan that positions CRCD as a premier place-based community development corporation within Los Angeles County and broadly.
- Identify new marketing avenues for CRCD and assist in creating visibility for its brand to further fundraising efforts.

- Develop strategic marketing and communications brand support to assist CRCD in promoting initiatives, events, and programs that can lead to increased donor interactions.
- Graphic design and production of advertising and communication materials (design, write, edit, and proof copy).
- Recommend and implement media strategies, including outreach and targeted media outlets.
- Capture and create content for social media and website placements, including videos and photos. Negotiate with advertising media and oversee and evaluate services provided by advertising media.
- Offer input on the CRCD's current digital presence (including the CRCD's websites and social media sites maintained by the company).
- Create, track, and update CRCD Google AdWords campaigns pages.
- Record, edit, and produce video content that can be disseminated to media outlets, stakeholders, website placement, social media, and agency contacts.
- Develop communication plan that speaks to multiple audiences with an emphasis on clients, legislative audiences, donors, public agencies, and community stakeholders.

## PROPOSAL INSTRUCTIONS

### A. PROPOSAL SUBMITTAL AND DUE DATE

Proposers shall transmit the proposer's proposal no later than Wednesday, December 27, 2023, at 5:00pm. All completed proposals must be emailed to:

Submission Email: [CRCD\\_RFP@coalitionrcd.org](mailto:CRCD_RFP@coalitionrcd.org), with copies to:

Ricardo Mendoza – Email: [rmendoza@coalitionrcd.org](mailto:rmendoza@coalitionrcd.org)

Lisa Winkle – Email: [lwinkle@coalitionrcd.org](mailto:lwinkle@coalitionrcd.org)

Email Subject Line: CRCD Marketing & Communications RFP - <Name of your agency>

Proposals shall be organized as specified in the RFP, Proposal Contents. CRCD assumes no responsibility for delayed or undelivered proposals. Proposals which are not received by CRCD by the above specified time and date will not be considered.

### B. INQUIRIES

Questions concerning this RFP should be submitted to:

<p><b>Ricardo Mendoza</b> Chief Business Development Officer (CBDO) Email: <a href="mailto:rmendoza@coalitionrcd.org">rmendoza@coalitionrcd.org</a></p>	<p><b>Lisa Winkle</b> Director of Marketing and Communications Email: <a href="mailto:lwinkle@coalitionrcd.org">lwinkle@coalitionrcd.org</a></p>
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### C. RESERVATION OF RIGHTS

CRCD reserves the right to: 1) seek clarifications of each proposal; 2) negotiate a final contract that is in the best interest of CRCD and the community; 3) reject any or all proposals; 4) cancel this RFP at any time if doing so would be in the best interest of CRCD, as determined by the agency's executive leadership; 5) award the contract to any proposer based on the evaluation criteria set forth in this RFP; 6) waive minor informalities contained in any proposal, when, in CRCD's sole judgment, it is in CRCD's best interest to do so; and 7) request any additional information CRCD deems reasonably necessary to allow evaluation, rank and select the most qualified Proposer to perform the services described in this RFP.

### D. PROPOSAL CONTENTS

Proposals shall include, at a minimum, the following items:

- Cover Letter. A one-page cover letter containing:
  - Summary of the overall proposed services
  - the name of the person(s) authorized to represent the Proposer in negotiating and signing any agreement which may result from the proposal;
  - Entity name and address
  - Phone, website, and email address; and
- Staffing. Name and qualifications of the firm and/or individuals who will provide the requested services and a current résumé for each, including a description of qualifications, skills, and responsibilities. CRCD is interested in professionals with experience serving small to medium-sized entities and especially serving cities comparable in size to South Los Angeles.
- Approach/Work Plan. Describe how the Proposer approaches communications projects. Describe your approach to working with community-based organizations or other similar entities or organizations. Provide examples of methods utilized to assist clients in using existing resources and leveraging the work product developed to maximize reach and visibility. Describe key relationships that the firm/individuals hold that will help CRCD further reach the community, philanthropy and other government agencies.
- Experience/Work Samples. Provide previous work examples that demonstrate how you meet the Experience and Qualification requirements listed in this RFP. Submit three projects undertaken in the past three years (preferably for nonprofit or corporate clients of a size similar to CRCD) that involved services similar to the Scope of Services listed in this RFP. For each example, provide the following information:
  - The scope and goals of the project and how success was measured.
  - A description of your role in the project and, if applicable, a description of the work of other contractors.
  - Identify individuals who you identified under "Staffing" and who worked on the project and describe their role.
  - Provide a reference for the project – client's name, title, email address, and telephone number.
  - If applicable, attach relevant work samples or a visual representation of the work (for example, a URL for a website, a printed screenshot,

etc.).

- Cost/Budget. Provide hourly rates or other fee structures for the services listed in the Scope of Services of this RFP. Provide fee structure/examples of rates for fund development, events, collateral development, website maintenance, and development. The selected contractor will be paid based on billable hours.
- Capacity. Describe proposer's workload capacity and level of experience commensurate with the level of service required by CRCD.
- Facilities. Describe proposer's facilities and availability of support staff.
- Insurance. Proof of Insurance of \$ 1 million comprehensive and automobile liability insurance, as well as proof of coverage by Workers' Compensation Insurance or exemption upon contract award.
- Sub-consultants. A list of the tasks, responsibilities, and qualifications of any sub-consultants proposed Non-discrimination. Written affirmation that the firm has a policy of non-discrimination in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, marital status, or other protected class, and has a drug-free workplace policy.
- Local Resources. Describe your proposed use of local businesses and markets in and around South Los Angeles. Include the steps you have taken in the past to support local businesses and promote community involvement, as well as the steps you would take if selected for this project.

#### **E. INFORMATION RELEASE**

Proposers are hereby advised that CRCD may solicit background information based upon all information, including references, provided in response to this RFP. By submission of a proposal, Proposer agrees to such activity and releases CRCD from all claims arising from such activity.

#### **F. PUBLIC RECORDS**

All proposals submitted are the property of CRCD and are thus subject to disclosure pursuant to the public records law. Accordingly, proposals received and opened shall not be available for public inspection until after CRCD's notice of intent to award this contract is issued. Thereafter, except for information marked "Trade Secret", all documents received by CRCD shall be available for public disclosure. CRCD will attempt to maintain the confidentiality of materials marked "Trade Secret" to the extent permitted under the California Public Records law.

#### **G. COSTS**

Proposers responding to this RFP do so solely at their own expense.

## **PROPOSAL EVALUATION**

### **A. MINIMUM QUALIFICATIONS**

CRCD will review proposals received to determine whether or not each Proposer meets the following minimum qualifications:

- Ability to provide the marketing and communications services work needed by

- CRCD to the standards required by the organization.
- Has the financial resources and capacity for the performance of the desired services or the ability to obtain such resources.
- Is an Equal Opportunity Employer and otherwise qualified by law to enter into the attached Marketing and Communications Services Contract.

## B. EVALUATION CRITERIA

Proposals meeting the above minimum qualifications will be evaluated by CRCD using the following criteria:

	Maximum Points
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location.	(50)
Qualifications and experience of the staff assigned by proposer to perform these services.	(40)
Quality of proposed approach/work plan.	(20)
Quality of work samples.	(20)
Familiarity with the City and neighborhood served by CRCD.	(30)
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis.	(40)
Interview (if necessary)	
<b>Maximum Total Points</b>	<b>200</b>

Special consideration may be given to proposers with experience in the South Los Angeles area.

Interviews may be requested prior to final selection. Award will be made to the highest ranked Proposer according to the evaluation criteria. If contract negotiations with the highest-ranked Proposer are unsuccessful, CRCD reserves the right to enter negotiations with the next highest-ranked Proposer.

## C. SELECTION

An evaluation committee will evaluate all proposals that meet the minimum qualifications listed in this RFP. The committee will be composed of four members appointed by the CRCD Executive Leadership Team. The Executive Leadership team will act as the committee oversight. Each committee member shall complete an evaluation sheet ranking each qualified Proposer against the weighted criteria set forth in this RFP. Completed evaluations shall be combined and tallied. CRCD reserves the right to interview one or more of the highest-ranked candidates. Upon completion of its evaluation process, the evaluation committee shall provide the results of the scoring and ranking to the CRCD Executive Leadership Team, along with a recommendation to award the contract to the highest-ranked Proposer.

Upon receipt of the evaluation committee's scoring recommendation, the Executive Leadership Team may: 1) begin negotiating a contract with the highest ranked Proposer; 2)

send the proposals back to the evaluation committee for re-evaluation with specific instructions; 3) conduct its own evaluations of the proposals, which may include an interview of one or more of the Proposers; or 4) cancel the RFP.

If CRCD and the highest ranked Proposer are unable, for any reason, to negotiate a contract, CRCD shall, either verbally or in writing, formally terminate negotiations with the selected candidate. CRCD may then negotiate with the next highest-ranked candidate. The negotiation process may continue in this manner through successive candidates until an agreement is reached or the CRCD terminates this RFP.

It is the desire of CRCD to have a new marketing and communications services contract in place no later than February 13, 2023.