



## **Innovative and Sustainable Solutions to End Homelessness Fund REQUEST FOR PROPOSALS**

### **Management of Communications and Marketing Strategy for the Lex End Homelessness Continuum of Care (Marketing 2022)**

#### **Purpose**

LFUCG's Office Homelessness Prevention and Intervention provides financial support to new innovative programs that implement research-based best practices to prevent and reduce homelessness in Lexington. The purpose of this Request for Proposals is to solicit written proposals for services to continue management of the Lex End Homelessness communication and marketing strategy that will position the Lexington-Fayette County Continuum of Care, the Homelessness Prevention and Intervention Board, and the LFUCG Office of Homelessness Prevention and Intervention in a position to engage effectively with stakeholders, demonstrate the success of our work, and ensure that stakeholders understand the solutions to ending homelessness, our values, mission, and vision.

#### **Instructions**

Please follow the attached instructions and submit all required narrative and attachments no later than the deadline indicated below:

**Proposal Deadline – 2 P.M. OF WEDNESDAY, April 28, 2022**

**Proposals received after this deadline or incomplete proposals will not be considered.**

For More Information:

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## **BACKGROUND**

Community outreach and engagement can help gain new and increased resources for preventing and ending homelessness in Fayette County. OHPI and the LFUCG Homelessness Prevention and Intervention/Continuum of Care Board seek to enhance community outreach and engagement around the issues of homelessness and affordable housing through the continuation of the centralized public education and fundraising campaign.

A public awareness campaign is a marketing effort that increases public awareness and recognition of a problem. These campaigns target many people in the community over a designated period to generate specific outcomes and successfully meet pre-determined goals. Public awareness campaigns can contribute to policy changes by putting increased pressure on policymakers and encouraging the community to act against the problem. These campaigns further inform the community by providing information and education on the problem, which is vital in creating actions to make change.

Homelessness impacts our social and economic systems. Strengthening advocacy to fight for the proven solutions to reducing homelessness while also addressing the shortcomings of the current assistance services is fundamental ending homelessness in the community.

Many key informants and participants of the HPI Board's 2020 Strategic Planning sessions discussed the need for a centralized public education campaign and unified messaging, as well as the importance of telling stories about homelessness, who is most impacted by homelessness like families and children, and ways people and families have successfully navigated out of homelessness into permanent and stable housing. Stakeholders believed that this sort of messaging would help secure additional funding streams for the strategies that will be prescribed in the fourth coming 5-year Strategic Plan to reduce and effectively end homelessness.

The CoC Board wishes to contract with a marketing consultant to continue the united messaging such as talking points, pitch decks and an elevator speech, as well as marketing materials, presentations, social media advertisements, and arrange community events, town halls and lobbying days with local or state lawmakers that was developed in 2021. OHPI and the CoC Board also seek to fully utilize the Lex End Homelessness Fund managed by Blue Grass Community Foundation. The initial marketing campaign and public education increased awareness and increased fund donation.

## **1.0 GENERAL PROVISIONS**

### **1.1 Funding**

The funding period is for one (1) year with extensions based on performance and continued funding availability for up to 4 years. LFUCG will conduct ongoing evaluation of the project to determine effectiveness including whether adjustments may be needed in order to maximize outcomes and return on investment.



LFUCG intends to award only one (1) proposal with funding via the American Rescue Plan Act and allocated to the Innovative and Sustainable Solutions to Ending Homelessness Fund. Unless otherwise agreed upon between the LFUCG and the selected applicant, LFUCG reserves the right to make multiple awards of varying amounts.

## **1.2 Proposal Submission**

In order to be considered, proposals must be received by the April 28, 2022, deadline. The proposal must contain the required documents and respond to each of the required narrative questions to be complete.

Proposals containing significant omissions of required information will be considered non-responsive and will be removed from the funding process. Significant missing responses to narrative questions constitute an incomplete proposal.

The final decision regarding proposal completeness and penalties will be determined by the Director of the Office of Homelessness Prevention & Intervention.

## **1.3 Acceptance/Rejection of Applications**

The LFUCG reserves the right to reject any proposals which may be considered irregular, show serious omission, contain unauthorized alteration of form, or are incomplete.

The LFUCG reserves the right to accept or reject any or all applications in whole or in part, with or without cause, to waive technicalities, to implement scoring penalties, or to accept applications or portions thereof which, in the Urban County Government's judgement, best serve the interests of Urban County Government.

## **1.4 Requests for Clarification**

The LFUCG reserves the right to request clarification of information submitted and to request additional information (to clarify the information submitted) of the applicant either orally or in writing. This may include negotiation of funding amounts, outcomes, and other adjustments prior to the execution of a funding award.

## **1.5 Timeline**

This Request for Proposals is being released on March 15, 2022, and is made available to the public and all potentially eligible applicants.

Completed proposals are due no later than 2 p.m. on April 28, 2022, and late or incomplete proposals will not be accepted or evaluated.

The LFUCG intends to conduct proposal evaluation immediately following the proposal due date and intends to make funding announcements no later than May 26, 2022. This timeline is subject to change without notice.



No funds may be expended prior to the execution of a funding agreement and grantees will not be reimbursed for pre-award costs.

#### **1.6 Evaluation**

Proposals will be evaluated by a neutral panel, the Program Performance & Evaluation Committee of the LFUCG Homelessness Prevention & Intervention/Lex End Homelessness Continuum of Care Board, all of whom have some expertise in the field of human services but no affiliation with any applicant.

Scoring criteria are outlined in Section 4.0 Evaluation.

#### **1.7 Selection**

The highest scoring proposal as determined by the panel will be recommended for funding and contacted to negotiate a funding agreement. Should no agreement be reached, the second highest scoring applicant will be contacted.

#### **1.8 Reporting**

The funded project will be required to submit quarterly financial and project timeline reports.

Contractor must comply with 2 CFR 200.

Failure to submit complete reports on time will delay processing of grant payments and affect the grantee's competitiveness for any future funding opportunities with LFUCG.

### **2.0 PROPOSAL FORMAT**

The Proposer must submit the proposal via the LFUCG's Procurement Software at <https://lexingtonky.ionwave.net/Login.aspx>. Adherence to the proposal format by all proposers will ensure a fair evaluation regarding the needs of the CoC. Proposers not following the prescribed format will be deemed non-responsive.

A complete proposal contains each of the following components:

- One Page Cover Sheet containing:
  - Organization or Lead Applicant Name and Authorized Representative
  - Organization or Lead Applicant Address, Phone Number and E-mail
  - Title of proposed project
  - Brief summary of proposed project (250 words or less)
- Project Narrative responding to each of the evaluation criteria described in Section 3.0 and utilizing format described below (15 pages or less)
  - Double spaced
  - Single sided
  - Times New Roman 12-point font with 1-inch margins
  - Page numbers in bottom right corner of complete submission
- Section 1: Qualifications of the firm and key personnel



This section shall provide the professional credentials and expertise of the proposer and key personnel assigned to this project. Although standard personnel resumes may be included as attachments to the proposal, amplification specific to this solicitation is required in this section. Proposers are asked to specifically note whether proposed project personnel have any prior public sector experience directly implementing marketing and communication strategy at a city, county, or state level. The absence of such project specific information shall cause the proposal to be deemed non-responsive.

- **Section 2: Proposed method to accomplish the work**

In this section of the proposal, proposers must provide a detailed description of their approach for accomplishing the tasks specified in the scope of work. This section shall include a work plan, schedule, and a project management plan that will detail all lines of authority and communication which will support all the project requirements and logically lead to the deliverables required in this RFP.

- **Section 3: Staff availability and past performance**

Timely completion of the tasks outlined for this project is of critical importance. Proposers are to provide a brief description of their current projects and the availability of key personnel proposed in this project.

- **Cost proposals, line-item budget and budget narrative (2 pages or less)**

This section shall provide the total costs by work task, development phases, software costs including licensing, and sub-contractor cost, including all expenses and fees to be charged to LFUCG for providing the services described in 3.0.

### **3.0 SCOPE OF WORK**

#### **3.1 General Overview**

The Office of Homeless Prevention and Intervention in the Lexington Fayette Urban County Government oversees the Lexington-Fayette County Continuum of Care (CoC) and the Lex End Homelessness (LEH) initiative. The mission of LEH is to ensure everyone in Lexington has access to housing by building a coordinated strategy that brings hope and stability to all. Key strategies in achieving this mission are the following (1) continuing build awareness and engagement of the larger Lexington-Fayette County community in LEH; (2) engage effectively with stakeholders and ensure they understand the solutions to ending homelessness, our values, mission, and vision; and (3) demonstrate the success of the LEH CoC.

To support the LEH CoC in achieving its mission, proposers will need to provide a content marketing team, including an account manager, content strategist, writer, and designer. The team will meet with LEH key stakeholders to ideate and establish content needs each month, write and design content, and share with LEH for approval.

Proposers will need to establish content metrics and performance based goals.

Responses to the RFP at a minimum should include pricing for:



- Social media campaign pricing for monthly social media support includes campaign ideation, publication strategy, social media writing and graphic design, and scheduling. Three posts/week on Facebook, Instagram, and Twitter.
- Lived Experience Stories (2x per month) - coordinate and conduct interviews, then write articles in an interview-style to bring to life stories of those experiencing homelessness
- Thought Provoking Articles (2x per month) - content creation for articles that communicate key takeaways or insights from leading research and published studies. Key takeaways must enhance the mission and vision of LEH and the work being done.
- Additional support items of interest as needed: Website updates, presentation creation and design, paid ads, PR support, and email marketing.
- Should marry already existing marketing materials for Coordinated Entry, the Lex End Homelessness Fund, flyers, poster, social media, and website;
- Describe the operational processes to fulfill, at a minimum, the following requirements:
  - Providing guidance on best messaging strategies for the general public;
  - Developing content that can be duplicated on website or other marketing materials defining the collective impact initiative;
  - Provide guidance on best messaging strategies for policymakers and public funders;
  - Work with staff and board to determine data and performance analysis to provide;
  - Generate materials using the data provided to create visuals;
  - Determine ongoing communications with target audiences including frequency and type;
  - Provide guidance on best messaging strategies for people experiencing homelessness and community-based organizations providing services;
  - Generate toolkits for community-based providers to be included in their own marketing materials;
  - Continuous management of materials, external websites/social media, and presentations.

### **3.2 Experience and Qualifications, Organizational Capacity**

Responses to the RFP at a minimum should include:

- A. Describe the responding organization's mission and how that aligns with the program goals;
- B. Provide a general description of the organization's experience in areas of homelessness and housing, including developing and/or implementing communication plans;
- C. Provide specific examples of relevant programs completed including a description and resulting deliverables/outcomes;
- D. Provide specific examples of existing partnerships and collaborations that will be leveraged to implement a successful program;



- E. Describe staffing as well as each staff member's role and/or function in the program. Applicants may divide the program responsibilities, as long as, all outlined above are covered and they may apply for various partial or full FTE equivalents as they see fit;
- F. Identify the team members or positions (if vacant or undetermined) that will work directly on the program and attach relevant resumes, CV, and/or position descriptions; and
- G. Identify a team leader to serve as liaison with the OHPI as well as any other employees or contractors expected to support the program.

### **3.3 Project Plan and Management**

In collaboration with LEH CoC staff and members of the CoC, the contractor shall create a project timeline and plan that includes an implementation plan. The contractor should provide any presentation materials to the CoC staff CoC Board two (2) weeks in advance of any public or joint meetings.

The project timeline should also specify at the outset the need for any administrative information in order to provide information in a timely manner to the contractor.

The contractor shall submit a timeline for milestones and deliverables within 10 business days of contract award. The CoC staff and CoC Board will submit any feedback on the proposed timeline to the contractor within 10 business days or less.

The contractor will be responsible for coordinating with CoC staff and the CoC Board to ensure that completion of products and deliverables remains on schedule and aiding local stakeholders and CoC partners as needed to complete tasks successfully. A schedule for regular updates to the CoC's Program Performance and Evaluation Committee should be included in the project timeline.

### **3.4 Overall Program Budget**

Responses to the RFP at a minimum should include:

- A. For each category, identify the amount requested, the amount to be provided through cash match (if applicable), and the amount to be leveraged through other programs or organizations (if applicable).
  - a. *Personnel* – Identify each position allocated to the grant, role in the project and percentage of FTE allocated.
  - b. *Fringe Benefits* – Include the organization's fringe benefit rate or show how fringe benefit costs were calculated for the proposed personnel expenses.
  - c. *Equipment* – Clearly identify one-time expenses versus ongoing expenses.
  - d. *Travel* – Include anticipated amount of travel and mileage reimbursement rate. If out-of-area travel is proposed, identify its purpose and relevance to the program.
  - e. *Contractual* – Describe any expenses associated with providing expanded supportive services or other services for which the organization intends to



contract with another entity. Any of these expenses to be provided by the proposing organization at no additional cost (as leverage) should be included in other line items.

- f. *Operating Expenses* – Break down costs associated with supplies, office space, contracts for supportive services, and any other expense associated directly with the operation of the project. For each item identify the category, and a brief justification of the amount requested.

Proposals should include a separate line item budget and budget narrative and will be evaluated based on reasonableness of expenses and overall feasibility. Budgets should reflect all program revenue and expenses.

#### 4.0 EVALUATION

Factor	Points
Methodology and proposed approach to provide services as described in the 3.0 Scope of Work	35
Demonstrated understanding of the project deliverables and proposal responsiveness	20
Qualifications	20
Cost Analysis	25
<b>Total Points</b>	<b>100</b>

