

**COMPLETE COUNT COMMITTEE
REQUEST FOR PROPOSALS
FOR COORDINATION, MARKETING AND OUTREACH SERVICES**

BACKGROUND

The Complete Count Committee (the “Committee” or the “CCC”) was established in 2018 to develop and implement a work plan to support a robust campaign to ensure a complete and accurate count of residents, especially residents who are hard to reach, in El Paso County for the 2020 Census. The CCC consists of representatives from the City of El Paso, County of El Paso, Region 19, businesses, and other governmental and nonprofit organizations committed to a complete count. The firm selected for coordination, marketing, and outreach will report to and collaborate with the leadership of the CCC.

The Census population count is important to the El Paso community as it affects federal revenue distributed for roads, schools, libraries, senior centers, day care centers, hospitals, and other human service needs. An accurate population count depends on the participation and assistance of community-based organizations, schools, businesses, media and faith-based communities. It is especially important to reach the traditionally hard to count and under-counted populations.

SCOPE OF WORK

To support CCC efforts to ensure an accurate count, the CCC seeks proposals from qualified firms to provide the following:

From May 2019 through August 2020, working with the CCC, Subcommittees, Community-Based Organizations, Businesses, Media and Census Bureau:

1. Develop, implement and track work plans for the 2020 Census.
 - a. Work with the CCC and Subcommittees to develop or refine workplans to reach target demographics including historically undercounted populations
 - b. Assist with implementation of workplans.
 - c. Track workplans and report results to the CCC leadership, CCC, and Subcommittees.
 - d. Develop and provide training, in coordination with the US Census staff, to CCC and subcommittee.
2. Support the CCC and Subcommittees.
 - a. Plan and facilitate CCC and Subcommittee meetings to include meeting with CCC and Subcommittee Chairs, sending meeting notices, preparing agendas, taking minutes, following-up on committee actions.
 - b. Identify and engage organizations, stakeholders, coalitions, and businesses in the CCC and Sub-Committee and outreach efforts.
 - c. Coordinate with government entities as needed.
 - d. Manage any subcontracts or services needed to support the CCC and Subcommittees.

3. Develop and implement community driven and innovative public awareness campaigns and outreach activities.
 - a. Develop and implement a marketing and communications campaign in English and Spanish designed to reach the broader community and hard to reach populations. The campaign may include outreach events, paid advertising, earned media, production and distribution of marketing materials/promotions (mailers, door-hangers) and social media promotion.
 - b. Develop and manage community education/engagement activities, presentations, pop-up events, and forums.
 - c. Organize and coordinate speakers for speaking engagements; develop and provide talking points for presentations.
 - d. Align regional materials and messages with those from the US Census Bureau
 - e. Facilitate implementation of a unified brand and messages.
 - f. Serve as a spokesperson for 2020 Census Project when needed.
 - g. Manage the CCC marketing and outreach budget and all related sub-contracts.
 - h. Monitor the public awareness campaign and outreach activities and provide feedback to the CCC.
4. Identify and secure sources of additional funding for materials and activities to encourage widespread participation by County residents. This includes writing or directing the writing of funding proposals.
5. Provide reports to update CCC leadership and Paso del Norte Community Foundation.
6. Invoice the Paso del Norte Community Foundation monthly.
7. Perform related duties and fulfill responsibilities as required.
8. Complete a lessons-learned report and submit it to the CCC leadership by August 2020. This report will document lessons-learned and make recommendations for the next US Census.

PROPOSALS

Interested firms should submit the following information in response to this Request for Proposals:

1. Experience comparable to the scope of work.
 - a. Describe a community outreach project you have implemented. What organization was the project for and what was your role? How was the project implemented? What was the outcome of the project?
 - b. Describe an example of work you have been engaged in that involved managing a large number of stakeholders and volunteers. How did you engage stakeholders and mobilize volunteers in the process?
 - c. Describe an example in which you executed a multi-media marketing strategy that engaged the community and helped them understand and retain the unified brand and message.
2. Team proposed to support the scope of work.
 - a. List and bio for individual(s) to be assigned to this project.
3. Proposed Budget and Timeline.

- a. Proposed budget to provide the human resources needed to complete the scope of work.
 - b. Recommended a preliminary timeline and budget to design an innovative community informed marketing campaign.
4. References for related work.
 - a. Three samples/work products.
 - b. Relevant client list and at least three professional references.

EVALUATION AND SELECTION

Selection criteria will include:

1. Professional competence and related experience.
2. Capacity to successfully undertake Scope of Work.
3. Past record of performance.
4. Cost.

Note: Selection criteria are not in a ranked order. Proposals will be vetted by CCC leadership and Paso del Norte Community Foundation. Service contract will be between the selected firm and the Paso del Norte Community Foundation. Cost is included to help the CCC understand the resources needed to support the successful implementation. The CCC must raise the funds required to implement the project.

SUBMISSION

Proposals are due by 12:00 pm on Monday, April 15, 2019.

Proposals are to be submitted in PDF format to Claudia Perez at cperez@pdnfoundation.org.

For questions about the scope of work, please contact Dr. Michael Kelly at mkelly@pdnfoundation.org or 915-218-2619.