



# REQUEST FOR PROPOSAL

## Public Relations

Deadline for Proposals Extended to July 31, 2024

### **BACKGROUND**

At New Jersey Future (NJF), we believe that great places help build great lives. To help create and preserve our great places, we promote sensible and equitable planning, redevelopment, and infrastructure investments that foster vibrant cities and towns; protect natural lands and waterways; enhance transportation choices; support a strong economy; and provide access to safe, affordable, and aging-friendly neighborhoods for everyone. We do this through original research, innovative policy development, coalition-building, advocacy, and hands-on strategic assistance. Embracing differences and advancing fairness is central to our mission and operations, and we are firmly committed to pursuing greater justice, equity, diversity, and inclusion in our work and culture. NJF is located in downtown Trenton, NJ. For more information, visit [www.njfuture.org](http://www.njfuture.org).

### **STATEMENT OF WORK**

New Jersey Future seeks an experienced consultant/firm to help develop a campaign to reconnect Trenton, the state capital, to the Delaware River, which is currently separated by the high-speed Route 29 freeway. The campaign seeks to convert the freeway into a boulevard to rectify the inequities created while providing active mobility options, economic development, river access, and future growth opportunities in the Capital City.

We aim to develop a grassroots and grasstops campaign that builds local and regional support among residents, influencers, and politicians for converting Route 29 into a waterfront boulevard. The campaign includes a strong visioning component that relies upon community participation, so residents have a stake in the project, benefit from a reconnected riverfront, and see it as part of a larger push for a revitalized Trenton.

NJF's efforts to reorient Route 29 align with its trajectory of advancing equitable transformation of the Garden State. This campaign is a keystone of NJF's concurrent efforts in: 1) Transportation advocacy, 2) Urban redevelopment, 3) Green infrastructure and waterfront revitalization, 4) Expanded community ties in Trenton, and 5) Higher profile in state government advocacy. A successful individual or firm will assist NJF in confidently leveraging the campaign launch to propel advocacy efforts in all of the aforementioned areas.

The selected consultant/firm will be responsible for the following, hereinafter referred to as the Work:

1. Integration of existing freeway removal strategies into an overarching 2-3 year timeline for Route 29, including outreach to the community, government, and press.
2. Development of a strategic plan that considers milestones, multiple government agency timelines and needs and power maps for various government agencies and stakeholders.
3. Development of branding, communications, and marketing materials incorporating stakeholder input and the information collected in our focus groups with the community
  - Campaign name
  - Website URL
  - Logo
  - Graphics
4. Scoping and implementation of "launch" phase of the campaign (web, social, paid media, earned media, multimedia, in-person event or press conference)
5. Linking of other transportation issues in Trenton/NJ (DOT reorganization, vision zero, crosswalks, other street safety efforts at state and local levels) concurrent with Route 29 redesign
6. Mapping out specific and intersecting campaign timelines for appeals to:
  - State
  - County

- City
  - Federal
7. Scoping advisement and creation of launch materials required (backstory, petition, renderings)
  8. Scoping and commissioning of support material:
    - Video
    - Story map animation of what is possible, i.e Segregation by Design map of Trenton
  9. Developing and helping to implement a paid media and press strategy with a \$10,000 budget (specific assistance for national coverage, television, or NY Times/Washington Post)
  10. Developing “influencer” strategy and helping to implement it by recommending individuals and brokering conversations to support material creation
    - Urbanism influencers in social media and earned media in Philadelphia and NYC media markets visiting Trenton and cover

### **SUBMISSION REQUIREMENTS**

Interested consultants/firms shall respond to this RFP via email to Sabrina Rodriguez-Vicenty, Advocacy, and Government Affairs Manager, at [srodriguez@njfuture.org](mailto:srodriguez@njfuture.org)

Proposing consultants/firms should include the following information at a minimum in their proposals and should organize their proposals in the same order as the items listed below.

#### **Each Proposal Should Include:**

1. **A dated proposal letter** to be completed and executed by a principal of the firm or by a representative of the firm fully authorized to act on the firm’s behalf, indicating that the firm agrees to be bound by the proposal without modifications unless mutually agreed to by the firm and New Jersey Future. The proposal letter should also include the name, title, street address, email address, and telephone number of an individual with the authority to bind the firm during the period in which proposals are being evaluated. The letter should specify any applicable expiration date for the proposal, before which the proposal cannot be withdrawn.
2. **A list of the firm’s staff and qualifications, including, at minimum:** Information regarding the firm’s previous experience with similar or related projects, including a brief description of the project’s work and staffing; Information demonstrating the firm and staff capabilities to perform all aspects of the Statement of Work; Information regarding the expertise and experience of specific staff members to be assigned to the Work; At least two client references, including the name, telephone and email address of a contact person; the client project’s start and end date; and a description of the project. References should be for similar or related projects on which proposed key staff members have worked; Assurances that all staff at both the proposing firm and any subcontracting firms have the time available during a 9-month period to execute all listed items in the Scope of Work.
3. **Technical Approach:** Proposals shall include a response to each item or task in the Scope of Work, including how the proposing firm will meet the requirements and integrate the various items. Proposals must specify how the proposing firm intends to involve NJF leadership and stakeholders to the greatest reasonable extent, including surveys and other applicable engagement tools. Proposals that do not include a detailed plan for collaboration will not be considered.
4. **Management plan and schedule:** The management plan should demonstrate how the firm will manage its responsibilities, schedule its work to be performed, and work with New Jersey Future staff.
5. **Proposed Budget:** The proposed budget should present a separate cost for each of the numbered items listed in the Statement of Work. **All proposed budgets under \$ 25,000 will be considered. This contract will be for a 9-month period**

## **SELECTION PROCESS**

All proposals will be reviewed against evaluation criteria, including firm and staff qualifications; technical approach; management plan; and financial proposal; and a short list of top-rated proposing firms will be identified. Firms with proposals that seem best suited to the work will be invited for a virtual interview, which may, at each firm's option, include a brief presentation. These interviews will be conducted during the week of August 5-9, 2024. All proposing firms should ensure their availability at some point during that time.

This request for proposals does not commit New Jersey Future to engage the services of any firm for any of the items either within or outside the outlined scope of work.

The following is an anticipated schedule for the selection process:

|                                 |                            |
|---------------------------------|----------------------------|
| Request for Proposals released: | July 11, 2024              |
| Proposals due:                  | July 31, 2024 (11:59 p.m.) |
| Presentations/interviews:       | August 5-9, 2024           |
| Final selection:                | August 16, 2024            |

## **TECHNOLOGY AND INFORMATION MANAGEMENT PROCESS**

All work products shall become the property of New Jersey Future. Digital source files of all work products shall be provided to New Jersey Future upon completion.

## **AWARD AND CONTRACT INFORMATION**

The proposing firm agrees that if it is awarded this contract, it will not discriminate against any person who performs work under the terms of the contract because of age, race, creed, color, gender, sexual orientation, gender identity, national origin, religion, or disability. The successful firm shall comply with the Americans with Disabilities Act.

All proposing firms shall expressly warrant to New Jersey Future that they have the ability and expertise to perform the proposed Work and in doing so shall adhere to the highest professional standards.

The successful consultant will be required to enter into and sign a formal contract with New Jersey Future. This RFP and the response of the successful firm, with reasonable adjustments acceptable to New Jersey Future, will become part of the contract and will be in effect for the duration of the contract period.

## **TERMS AND CONDITIONS**

1. New Jersey Future reserves the right to amend this request for proposals at any time.
2. **Written requests via email for clarification of intent or content of this RFP may be sent to Sabrina Rodriguez- Vicenty srodriguez@njfuture.org no later than 5:00 p.m., July 30, 2024.**
3. The successful firm shall defend, indemnify, and hold harmless New Jersey Future and its officers, agents, and employees from any and all claims, demands, damages, costs, expenses, judgments, or liability arising out of this contract or attempted performance of the provisions thereof.
4. New Jersey Future reserves the right to:
  - a. Reject any or all of the proposals at its discretion;
  - b. Remedy errors in the RFP;
  - c. Cancel the entire RFP;
  - d. Issue subsequent RFP(s);
  - e. Approve or disapprove the use of particular subcontractors or suppliers;
  - f. Negotiate with any, all, or none of the proposing firms;
  - g. Accept other than the lowest-priced proposal; and
  - h. Waive any informalities or irregularities in any proposal to the extent permitted by law.

This RFP does not commit New Jersey Future to enter into a contract.