

# **Health by Design Request for Proposals Communications, Marketing and Public Relations Professional Services**

## **Organizational Background**

Health by Design is a coalition of partners working at the intersection of the built environment and public health. We collaborate across sectors and disciplines to ensure Indiana communities have neighborhoods, public spaces and transportation infrastructure that promote active living for all.

We work across four core program areas: walking, biking, transit and land use; and we are committed to incorporating a health equity lens into our processes and practices. We seek to achieve our vision of vibrant, thriving communities that help all people live active, healthier lives through the following activities:

- Advocating for policy change;
- Building community capacity;
- Convening diverse partners;
- Educating on best-practices;
- Facilitating dialogue;
- Promoting smart design; and
- Providing technical assistance.

Additional information can be found at [www.healthbydesignonline.org](http://www.healthbydesignonline.org).

## **Purpose and Details**

The purpose of this Request for Proposals (RFP) is to identify an individual, organization, company or team with whom to contract for communications, marketing and public relations services. The contractor will manage both longer-term, strategic communications planning, as well as day-to-day coordination and implementation activities, contributing to Health by Design's overall outreach, education, organizing and advocacy.

The contract budget isn't pre-determined, but is not expected to exceed \$20,000.00 per year. The contract period will be for one year following execution, with the potential for renewal.

## **Scope of Services**

Health by Design is seeking contract professional services to manage our communications, marketing and public relations activities.

We are seeking expertise in the following areas:

- Strategic Communications Planning
- Message Development
- Media and Public Relations
- New Media
- Writing

Contract activities will include, but are not limited to:

- Assessing Health by Design's communications, marketing, and public relations needs
- Developing and implementing a comprehensive communications and marketing plan
- Guiding the process to refresh the Health by Design brand(s)
- Overseeing the development of a new website and ongoing content management
- Developing messages and materials for various audiences, events and activities

- Managing email updates, e-newsletters and social media
- Coordinating media coverage, including interviews, appearances and follow-up
- Managing media advocacy activities
- Writing and preparing reports and other publications
- Supporting special events
- Identifying and training spokespersons
- Monitoring, tracking and evaluating communications activities

Key skills and qualities sought:

- Exhibiting excellent verbal and written communication
- Building and maintaining strong relationships and partnerships
- Taking direction well, while working independently
- Maintaining flexibility within a fast-paced, dynamic, team environment

### **Proposal Outline**

- Contact Information:
  - Name of person, organization, company or team
  - Address
  - Contact Person and Title
  - Telephone Number
  - Email address
  - Website
- Resume/Curriculum Vitae of project personnel
- Three to five brief examples (not more than 250 words each) overviewing past communications, marketing and public relations successes
- An explanation (not more than 300 words) of past experience with or related to public health, transportation, community planning/design and/or public policy/affairs/administration.
- Hourly or total contract rate
- Three references with contact information

### **Proposal Evaluation**

All proposals will be evaluated on:

- Demonstrated expertise in communications, marketing and public relations and an understanding of public health, transportation, community planning/design, public policy/affairs/administration and/or a related field
- Understanding of and ability to deliver the scope of services
- Personnel qualifications and experience
- Hourly or total contract rate
- Availability to begin work immediately upon contract execution

### **Contact and Proposal Submission**

Please submit proposals to Kim Irwin ([kirwin@hbdin.org](mailto:kirwin@hbdin.org)), including 'Communications, Marketing and Public Relations Proposal' in the subject line. Questions may be directed to Kim, by email only.

Proposals will be accepted through Friday, March 30, 2018.