

Jackson Hole Energy Sustainability Project



REQUEST FOR PROPOSALS

COMMUNICATIONS CONSULTANT

November 2009

Jackson Hole Energy Sustainability Project
P.O. Box 1687
Jackson, WY 83001

Request for Proposals: Strategic Communications Planning and Implementation

The Jackson Hole Energy Sustainability Project (JHESP) seeks proposals to provide media and communications support for the project. This Request for Proposals (RFP) provides background information about the project and a detailed description of tasks required of the desired Public Relations/Communications Contractor. The contract will be between the Community Foundation of Jackson Hole on behalf of the Wolfensohn Challenge/JHESP and the Contractor.

SUMMARY

Background Information and Mission of the JHESP

The JHESP was created as a result of a challenge made by former World Bank President Jim Wolfensohn to Mayor Mark Barron and the Jackson Hole community to fundamentally transform the energy usage in our community. With this challenge, a committee was formed and moved forward with accomplishing three tasks:

- 1- Produce an Energy Sustainability Summit (held October 23-24, 2009)
- 2- Conduct an energy use and emissions inventory (completed October, 2009)
- 3- Launch the Energy Sustainability Project to transform the community. The Town of Jackson, Teton County, and Lower Valley Energy adopted a tri-party resolution in support of the Energy Sustainability Project on October 22, 2009.

The JHESP's mission is to make Jackson Hole a leader in energy efficiency and energy innovation; to transform the community into a model for sustainability, cost savings, and conservation; to provide outreach and education; and to provide creative investment opportunities to realize the goals of energy independence for future generations.

Supporting documents for the JHESP including an Action Plan, Road Map, and Implementation Steps are attached to this RFP.

What the JHESP Does and Who We Serve

The JHESP Steering Committee is made up of Town of Jackson elected and appointed officials, Teton County elected and appointed officials, Lower Valley Energy elected and appointed officials, citizen advisory members, and staff from each organization. The Steering Committee is supported by Task Forces as outlined in the Implementation Steps document. The Task Forces are comprised of staff from each of the three entities.

Primary Goals of the JHESP

The JHESP's overarching goal is to secure and preserve economically feasible energy costs and sustain and/or reverse the impacts of the built environment on the natural environment. To achieve this overall goal, the JHESP has identified the following specific targets:

- Mitigate the additional 30 megawatts of energy needed to meet Jackson Hole's load growth for the next 20 years by 33% through resource conservation

- Develop local renewable energy options that generate 2 megawatts of additional energy over the next 20 years
- Achieve an 80% penetration rate for energy efficiency building retrofits in each community district outlined by the project
- Define efficiency and renewable energy options with a positive return on investment for low cost financing that allow for variable energy and technology prices
- Use energy use and emissions inventory data and the JHESP partnership to support the wide array of organizations already working on reducing emissions from transportation
- Encourage and advocate for adoption of building codes requiring maximum energy efficiency for future buildings and infrastructure.

Strategic Communications Plan Request for Proposals

The JHESP is requesting proposals to develop a Strategic Communications Plan along with several key tasks. The completed Strategic Communications Plan would be due no later than March 31, 2010.

The selected Communications Contractor will contract with our umbrella organization, The Community Foundation of Jackson Hole, and will work at the direction of the JHESP Communications Task Force Chair and ultimately at the direction of the JHESP Steering Committee, and will also be required to work closely with various employees of the Town of Jackson, Teton County, Lower Valley Energy, and Climate Solutions.

SCOPE OF WORK

The primary goal for this project is the development of a Strategic Communications Plan. We are looking for something more than simply a timeline of major communication activities, although such a timeline should be included in the work. The JHESP's goals are ambitious and the urgency to address our energy usage is acute. This project is highly visible and somewhat controversial. We need a carefully constructed strategy that will help us message our goals and progress in a positive manner, while staying ahead, if possible, of those who may take issue with our bold approach.

We need to identify the messages that will appeal to our most important target audiences and make resource allocation decisions about what communications methods (e.g., earned media, the Internet, publications, etc.) should be used to reach our key audiences.

In addition, we expect the Strategic Communications Plan to prioritize competing objectives and set specific goals, for the following:

- Increasing the JHESP name recognition among opinion leaders, our fundraising base, and citizens.
- Developing a high favorability rating for the JHESP among those same audiences
- Framing energy issues in the minds of the media, opinion leaders, and constituents in a way that positively advances the JHESP

The Town of Jackson envisions expanding the level of resources committed to communications efforts related to the JHESP. We would like the strategic communications plan to guide our decisions about where those extra resources should be used and/or what the focus of expanded communications staff time should be.

Target Audiences

The JHESP's communications program must be developed with several distinct audiences in mind. Those include representatives from the following groups, who serve on the JHESP's Steering Committee and the Wolfensohn Challenge Steering Committee and assist in developing our message and program:

- Policymakers (*The Town Council of the Town of Jackson, the Teton County Commissioners, the Lower Valley Energy Board*)
- Local Landowners (*residential and commercial property owners in identified districts targeted for energy retrofits*)
- Other Conservation Organizations (*The Jackson Hole Conservation Alliance, the Charture Institute, 1% for the Tetons, Friends of Pathways, Teton Area 10x10, Systems of Sustainability, Yellowstone Business Partnership, Clean Cities, etc.*)
- Others (*other Wyoming municipalities and counties, potential financing partners*)

Proposed Communications Services

The Contractor will be chosen based on responses to this RFP and will be expected to serve as a resource on communications issues, undertaking the tasks detailed below, within the specified timeframes.

Tasks

Image Development and Strategy: The Contractor will help develop the JHESP's public identity and key messages. The Contractor will work with the Steering Committees and key staff members from each of the three organizations, as well as a limited number of key community partners and residents to test messages, and subsequently develop a long-term outreach strategy in consultation with the JHESP staff.

Timeframe: Estimated – January 25, 2010 – March 31, 2010

Project Launch: The Contractor will coordinate the project launch, which will include:

- Writing media materials
- Planning and implementing a launch event
- Developing collateral materials

Program Launch Timeframe: – TBD, but presumed to be in early 2010

Website Content: The Contractor will critique the existing JHESP website and work on new content as the JHESP project evolves:

- Reviewing the existing website and updating for project implementation
- Writing a plan for the website going forward, with a focus on a site that the JHESP staff can maintain on an ongoing basis

Website Critique & Plan: February 15 – March 31, 2010

Public Engagement: The Contractor will develop a detailed plan for public engagement for the first six months of the project which will include:

- Guidance for how to engage the Jackson Hole community in embracing the vision and promise of the JHESP.
- Templates for how to deploy district-by-district retrofit projects that set forth details such as communication related to notices, neighborhood meetings, meeting formats, messaging, etc.

Public Engagement Timeframe: January 25, 2010 – July 15, 2010

Speaker Series and Informational Sessions: The Contractor will work with staff to develop and coordinate speaking and informational sessions associated with the launch of the project which will include:

- Writing media materials
- Planning and coordinating speaking and informational sessions
- Developing collateral materials

Speaker Series Timeframe: March 1, 2010 – July 15 2010

Ongoing Support through January 2011: It is hoped that the Communications Contractor would provide ongoing strategic and media outreach support around reports that will be released periodically by the JHESP, Town, County, or LVE, and would assist in the implementation of additional projects as agreed upon between the Firm and the JHESP. The nature of scope of those additional services has not yet been determined, nor has a budget for these services been determined. Respondents should include in their proposals recommended additional services at three specified cost levels.

Ongoing Support Timeframe: January 25, 2010 – January 15, 2011

OVERALL TIMELINE

The project will commence January 25, 2010 and we anticipate completion by July 15, 2010.

REQUIRED INFORMATION

- An introduction to your firm, including bios of key contributors and more detailed background on our primary point of contact.
- Your vision for the process you would use in working with the Town of Jackson and the JHESP to develop a Strategic Communications Plan. Include in this your expectation for the amount of time needed from Town of Jackson, Teton County, LVE, JHESP staff as part of the planning process.
- A description of the process and deliverables you would provide to achieve our communications goals.
- Fixed-price bid outlining the total cost for the project, including breakout of costs for each of the tasks outlined in this RFP, including any and all expenses.
- Proposed timeline for completion of project deliverables with a January 15, 2009 start date and January 15, 2011 end date.
- A list of references – include at least three.
- Short description of three to five similar projects your firm has completed.

SUBMISSION INSTRUCTIONS

Proposals must be received no later than **Monday, December 21, 2009 by 5:00 P.M.** Late proposals, or proposals sent by fax will not be accepted. Bidders must submit an electronic version of their proposals, as well as five copies printed on recycled 100% post-consumer paper with no non-recyclable materials. Email and deliver proposals to:

JHESP

Attn: Roxanne Robinson
P.O. Box 1687
Jackson, WY 83001
espcommunications@townofjackson.com

Proposals should reflect the activities outlined in this RFP, but may be further developed and refined as a result of communications with bidders.

The JHESP may choose to award all of the elements of this work to one entity or it may choose to award certain portions to individual entities. Bidders may bid on one element or all elements. The JHESP may also choose to reject all proposals at its discretion.

PUBLIC DISCLOSURE

All responses and accompanying documentation, except proprietary financial information, will become the property of the JHESP. Respondents should be aware that the JHESP will make its records available for public inspection, with certain exceptions (see Wyoming Statute 16-4-203), specifically subsection (d)(v)). Respondents should mark all materials they deem confidential or proprietary as such. However, the JHESP will bear no liability to any respondent in the event the JHESP or the Community Foundation is legally required to disclose information that a respondent may define as confidential or proprietary.

GUIDE TO RESPONDING

Please use the following to guide your response to this RFP.

1. Work Plan

Please provide a succinct description of the steps you would take to accomplish the tasks detailed in this RFP. Also specify how you would measure successful completion of this project.

2. Bidder's Qualifications and Experience

Please provide a brief summary of your overall capabilities and experience with communications and public relations projects. The summary should describe your organizational structure, communications work, cultural/language sensitivity, your organization's environmental initiatives, and ability to support a community-based communications effort.

Include supporting documents (such as sample materials), if any, as an appendix to your proposal.

3. Deliverables

A Strategic Communications Plan that addresses the tasks listed above and includes the following elements:

- Goal development
- Brand framework
- Target audiences identified and assessed

- Framing mapped to the project
- Message development for different audiences
- Research audience and message
- Tactics
- Budget
- Schedule & recommended work plan

4. Budget

The budget available is approximately \$35,000. Estimated administrative costs that could be incurred through this scope of work (telephone charges, postage, research, shipping, and travel, etc.) should be included in your proposal. Printing expenses and related costs should not be included in the bidder's budget but should be specifically detailed in the proposal, with estimates of the amount or range of each.

Please summarize your cost estimates on a task basis. Hourly rates and fees for specific professional tasks must be broken out, and out-of-pocket expenditures and/or reimbursable costs must also be shown.

PROPOSAL EVALUATION

Proposals will be evaluated on the basis of cost and overall quality, considering such factors as:

- Bidders' understanding of the JHESP's communications needs and tasks outlined in the RFP
- Clarity and comprehensiveness of the Strategic Communications Plan
- Creativity and added value demonstrated through suggestions for additional and innovative ways to meet the JHESP's communications needs
- Ability to deliver high quality work on time and within a set budget

All or part of this project may be contracted with a communications firm. Securing the contract for particular tasks does not guarantee the award of a contract for ongoing services.

All proposals submitted become the property of the *JHESP/Community Foundation*. Only the selected vendor(s) will be compensated for this project.

For further information contact:

Roxanne Robinson

P.O. Box 1687

Jackson, WY 83001

www.jhesp.com

espcommunications@townofjackson.com

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