

Request for Proposal

New Orleans Voices for Accountability and Safety

Social Media Development and Sustainability Project

Introduction

New Orleans Voices for Accountability and Safety (NOVAS) is initiating a Request for Proposal to solicit bids to support its social media initiatives. NOVAS is composed solely of volunteers and one part-time program coordinator.

In December 2018, the MacArthur Foundation awarded the City of New Orleans a grant to join the MacArthur Foundation Safety and Justice Challenge, a network of competitively-selected local jurisdictions in the US committed to finding ways to safely reduce jail incarceration. New Orleans was the only applicant to include a community advisory group in its proposal to join the initiative, and MacArthur awarded New Orleans a supplemental grant to create the New Orleans Safety and Justice Challenge Community Advisory Group (SJCCAG).

In March 2021, the group renamed itself New Orleans Voices for Accountability and Safety (NOVAS), The MacArthur Foundation suggested the change, so that we can prepare to continue this work independently of the city's participation in their initiative.

NOVAS' mission is to support and participate in the successful implementation of the New Orleans Safety and Justice Challenge (SJC) by holding public agencies and officials accountable to the SJC plan to reduce the jail population and increase equity within the criminal system. NOVAS achieves this in two ways: (1) we claim, foster, and maintain space for public input and transparency in city decision-making on the implementation of jail population reduction; and (2) we spread awareness and knowledge about the MacArthur Foundation Safety and Justice Challenge strategies beyond traditional government structures into our own communities.

The goal of this RFP is to enhance and sustain NOVAS' online presence to further our mission, and to increase our social media outreach and engagement.

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Current Social Media

NOVAS currently has two active social media accounts:

Facebook [New Orleans Safety & Justice Challenge Community Advisory Group](#)

Twitter [@SJNOLACAG](#)

Scope of Request for Proposal

NOVAS believes that effective community outreach relies on having a sustainable website and interactive social media to allow for the sharing and exchange of information and ideas. NOVAS's goal is to create a virtual community to support its mission.

The RFP goals include the following:

1. Develop a sustainable NOVAS website.
2. Create a logo for NOVAS, with versions usable for the web, social media, email, and outreach materials.
3. Create an Instagram account for NOVAS.
4. Bolster engagement and reach for NOVAS current social media accounts on Facebook and Twitter.
5. Develop a sustainable plan forward for NOVAS to enhance, maintain, and grow social media for future enrichment and outreach.
6. Use our social media platforms to publicize its mission, new name, and new logo.
7. Using NOVAS' social media platforms and the NOVAS website, assist in the roll-out of the NOVAS Interview Series Project. The purpose of the Interview Series Project is to provide a platform for systems impacted people to share their experiences with incarceration and reentry in Orleans Parish through a series of interview videos. The Interview Series Project includes four (4) video interviews, each featuring a different interviewee. The interviewee will be discussing questions related to their experience with incarceration, reentry, and other related topics.

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Request for Bid Information:

NOVAS is searching for an experienced individual or firm with proven skills to develop its social media platform. NOVAS will select one individual or firm to accomplish the scope and goals of this RFP.

New Orleans-based individuals and companies of color who have been impacted by COVID-19 and/or incarceration will be given priority. All are encouraged to apply.

Bidding Requirements

Bidders must provide scope of work on how the goals of the RFP will be accomplished.

Bidders must identify, in general terms, how the website will be established. In addition, if a platform such as WordPress is proposed, additional annual or monthly fees must be identified. The website must be established to be sustained with the ability to grow without hiring a webmaster.

Bidders must provide professional references and work examples supporting social media development experience.

Bidders are requested to submit a total cost bid to complete the scope and goals of the RFP. Payment will be at the completion of the project; however, this may be negotiable depending on the timeline for completion.

The website, logo, Facebook, Instagram, and Twitter pages developed or bolstered for NOVAS will be the sole property of NOVAS.

Contact

Questions can be directed to **Natalie Sharp, Coordinator, NOVAS** via nola.jail.cag@gmail.com.

BIDS ARE DUE BY 5:00PM ON FRIDAY, MAY 14, 2021

TO NOVAS AT nola.jail.cag@gmail.com