

# **EHFNA Request for Proposal**

**30 April 2022**

## **Project: Reimagining East Harriet Farmstead Neighborhood Association (EHFNA)**

*A relaunch of the EHFNA brand, assets and collateral in collaboration with the EHFNA Executive Team*

**Goal:** *Engage community members by creating an identity and website capable of informing the community of what's happening in the city and our community. Create dialog and engagement in our year-round community programs events and communications.*

### **1.0 General Information**

#### **Mission:**

*EHFNA serves as a voice of our community when connecting with the city. We foster relationships with our neighbors, partners and the natural environment.*

#### **Vision:**

*A just, engaged and livable community, amplifying the voices of all.*

#### **Board overview:**

- \* 11 Board members*
- \* 4 Executive Board members*
- \* 3 Committees: Neighborhood Engagement, Community Partnerships, Green Spaces & Places (please see our website for more information at eastharriet.org)*

#### **Why:**

*Our city and the EHFNA board we are committed to more equitable engagement and we believe that how we engage with our community is important. We are seeking to improve our engagement across our brand and its platforms. We desire to reach more seniors, renters and the BIPOC community.*

### **1.2 Project overview and deliverables**

#### **Overview:**

*EHFNA is seeking an innovative, creative brand strategy company to help us engage better with the community. EHFNA and the creative partner selected in the RFP process will collaborate to reimagine the brand and how we engage with the community. Currently, our brand has a variety of inconsistencies across platforms.*

#### **Deliverables:**

*We desire to create a one-of-a-kind, engaging and cohesive brand experience across all of our channels. We wish to reinvent our brand inclusive of the following:*

- Develop a brand identity for EHFNA (captivating name/logo design) that captures the essence of the community*
- Develop a cohesive, user friendly website that offers a seamless experience for the community*
- Create a strong social presence and user friendly layouts for engagement: Facebook, Instagram, Next Door*
- Design an e-newsletter that engages the community, other print collateral such as postcards, flyers, door knockers, letterhead. . .*

### **1.3 Agency Participation**

*The EHFNA executive team of 5 will be collaborating with the chosen creative company through the RFP process. The executive team will seek entire 11 member board approval of the RFP and designs through a voting process.*

*Maggie Zawasky, President  
Jenny Taplin, Vice President  
Kendra Lewis, Treasurer  
Richard Michel, Secretary  
One at large board member tbd*

## 1.4 Outcomes

- Raise awareness of our brand and who we are as a neighborhood
- Excellent user experience for internal users and the community.
- Increase community engagement across all platforms
- Improve our e-newsletter communication
- Connect with social media
- Better access to our communications, events and programs

## 1.5 Timeline

It is intention of EHFNA to engage and collaborate with a creative brand strategy company that can accomplish the reimagining project by **August 1, 2022**.

## 1.6 Project Location and EHFNA point of contact

All meetings and design reviews will be held virtually via ZOOM or Google Meet.

Points of Contact: Kendra Lewis, Treasurer, Neighborhood Engagement Chair [kgablewis@gmail.com](mailto:kgablewis@gmail.com)

Megan Nolan, Administrative Assistant [info@eastharriet.org](mailto:info@eastharriet.org)

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## 2.0 Request

EHFNA is seeking the services of a creative brand strategy individual or company to prepare a point of view and brand direction for EHFNA. Keeping in mind the deliverables outlined in 1.2, these are some of the considerations we will review and are further detailed in section 3.0.

- Portfolio of similar work
- The comprehensive approach to multiple channel engagement
- Conceptual presentation of what the individual or company envisions for EHFNA
- An opinion of best platforms for EHFNA to engage and provide a seamless experience
- An opinion of cost to implement the vision

## 2.1 Creative Strategy Individual/Company responses

EHFNA recognizes the complexity and unique nature of this project and as a result are seeking collaboration with a visionary individual/company capable of delivering original designs, conceptual designs in graphic and narrative terms, ideas for best platforms and adept at design review processes.

**The content for responses is included in Section 3.0**

## 2.2 Schedule for Request for Proposals

EHFNA will pursue the following schedule related to this Request for Proposals and the engagement of the creative individual/company

- |  |             |
|--|-------------|
| • Release of Request for Proposals                           | 4 May 2022  |
| • Pre-submittal meeting                                      | 13 May 2022 |
| • Questions or requests for clarification                    | 20 May 2022 |
| • Responses to questions/requests for clarifications posted. | 25 May 2022 |
| • Proposals due  | 27 May 2022 |
| • Interviews (if needed)                                     | 6 June 2022 |

**Any updates to schedule will be sent as an addendum to this RFP**

## 2.3 Review of responses

Responses will be reviewed by the executive board members outlined in 1.3

## 2.4 Questions or clarification regarding this request

Kendra Lewis, [kgablewis@gmail.com](mailto:kgablewis@gmail.com)

Megan Nolan, [info@eastharriet.org](mailto:info@eastharriet.org)

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### **3.0 Content of Responses**

#### **3.1 Responses in general**

*A response to this Request for Proposal shall contain information in the order indicated in the chart in Part 3.2*

#### **3.2 Format of responses**

*A response to this proposal shall be provided in a PDF format, delivered digitally as noted in Part 2.5. Responders shall direct particular attention to the order and requirements of the information to be contained in a response as indicated in the following chart:*

#### **Section Description**

#### **Requirements**

##### ***Cover letter***

***No limitation on content presented as a part of section  
Two page maximum***

##### ***Team identification***

***Identification of the lead individual or company,  
address, telephone, email of main contact  
No descriptive information of individuals needed  
Two page maximum***

##### ***Project Understanding***

***Answer these questions:***

- 1. Why is this project important to EHFNA and the community?***
- 2. Beyond our outlined goals, what other objectives might be important to this reimagining project?***

##### ***Skills and Experience of Company***

- 1. What project performed by the lead is the most similar to this request?***
- 2. What makes this project substantially different than the project identified as being most similar?.***
- 3. What role did the project lead play in this referenced project?***
- 4. Who may be contacted as reference for detailed questions about the referenced project?***
- 5. How will the project lead ensure the work of this request is fully responsive to the needs of EHFNA in this request for proposal***
- 6. If a company, what roles did key personnel play in the referenced project?  
Two page maximum***

##### ***Project lead***

- 1. How was the project lead selected for this effort?***
- 2. Do you anticipate any parts of this project be completed by others outside your company?***
- 3. What skills and experience particular to this request does the project lead offer?***

##### ***Key personnel***

1. *What roles are needed to fully satisfy the requirements of the requested work?*
2. *Who is being identified as key personnel for each role?*
3. *What roles necessary to perform this work has the lead not included?*

**Approach**

1. *How will the project lead approach this work?*
2. *What methods will the project lead use to support this*
3. *What tasks will be directed to EHFNA as a part of the required deliverables*
4. *How will the approach be employed by the project lead to ensure the deliverables are met*

**Work plan and deliverables**

1. *What steps and sequence of activities will be pursued in the delivery of this project?*
2. *How does each activity relate to goals or outcomes*
3. *Which individual will be responsible for the delivery and quality of each activity in the work plan?*
4. *What role will EHFNA have in each activity*
5. *What deliverables result from each activity in the work plan? F. What activities proposed by the project lead should be reviewed by EHFNA?*
6. *What additional services might be useful to pursue as a means to expanding upon the key deliverables?*
7. *What process will be used to ensure the quality of deliverables?*

**Schedule**

*The respondent shall respond to the following:*

1. *What are the key milestones for delivery of the project by tasks, key activities, major deliverables, significant meetings with executive board members, design reviews and other pertinent interactions.*

**Cost**

1. *What is the base cost for the project?*
2. *What other costs of additional services if needed?*

**Budget: \$25,000 maximum**

**Risks**

1. *What risks might be encountered in pursuit of this Project?*

**Signature requested**

**Standard agreement for professional services**

**3.3 Evaluation of responses**

*Responses shall be reviewed by EHFNA executive team as identified in section 1.3 using the following criteria*

- *Adherence to the required format of the response* 5%
- *Clarity and directness of the response, particularly with the questions proposed* 20%

- Experience of the individual or company, particularly the project lead 35%
  - Demonstrated understanding of the project, particularly with regard to the goals identified by EHFNA 20%
  - Coherence of the work plan and deliverables 20%
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#### **4.0 Creative Individual/Company selection**

##### **4.1 Proposal Evaluation**

Responses will be reviewed and evaluated by the individuals identified in section 1.3 and using the criteria in section 3.2. After reviewing all responses, EHFNA may determine the need to interview one or more responders to more fully assess the abilities and capacity of the company or individual.

##### **4.2 Interviews**

Should the need to interview responders become necessary, EHFNA will organize interviews as follows:

Creative Brand Strategy company or individual selected for an interview will be notified not less than five calendar days prior to the interview date indicated in Section 2.2

Participation in the interview will be limited to 5 members of the team and must include the following:

- Project Lead (see section 3.2 project lead)
- Any key personnel, up to 4 members (see section 3.2 key personnel)
- Any other person engaged in the project

Interviews will be 45 minutes to 60 minutes and organized as follows:

- Up to 20 minutes for presentation at the beginning of the interview.
- Up to 3 minutes for a summary at the conclusion of the interview
- The remainder of the interview directed to questions posed by EHFNA executive team
- Additional information may be provided to selected interviews

##### **4.3 Selection of a Creative Branding Company/Individual**

The interview panel will make every attempt to identify a preferred creative branding team or individual immediately following all interviews.

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