



REQUEST FOR PROPOSAL (RFP)

To: All Interested Consultants and Contractors
From: Arnie Sowell – Executive Director, NextGen Policy
Date: October 2024
Subject: Request for Proposal – Opportunity Young Adults Program
Communications and Community Engagement

1. Introduction and Background

NextGen Policy is a California-based, Black-led, non-profit organization fighting for progressive, justice-centered policies and programs that positively impact all Californians. NextGen Policy's work advances environmental, social, gender, racial, and economic equity through legislative advocacy, grassroots partnerships, strategic communications, and democratic civic engagement. For more information, visit www.nextgenpolicy.org.

NextGen Policy is seeking proposals from qualified consultants and contractors for multiple services to work on behalf of state and federal grant projects on a contractual basis.

Interested parties are invited to submit a proposal that outlines their capabilities and approach to successfully providing the services listed below – and to meet the requirements set forth in this RFP.

NextGen Policy seeks proposals in the following area of work: **Communications and Community Engagement.**

2. Project Overview

Through strategic partnerships and innovative programming, NextGen Policy will run a program to serve the Sacramento County region's underserved, low-income communities with a focus on opportunity young adults (OYAs) -- bridging gaps and empowering young adults to access sustainable employment pathways, promoting economic resilience and prosperity in the region. The program will specifically focus on serving formerly incarcerated individuals within the Sacramento County region who are reentering society after completing their sentences.

Formerly incarcerated individuals often face systemic barriers that hinder their ability to secure stable employment, housing, and support services upon release. Discrimination in the job market, limited access to education and vocational training programs, and challenges accessing social services contribute to high rates of recidivism among this population.

Additionally, the lack of coordination between correctional facilities and community-based organizations exacerbates the reentry process, making it difficult for individuals to access the resources and support they need to successfully reintegrate into society.

The project aims to address these challenges by providing wraparound services tailored to the unique needs of formerly incarcerated individuals, and ensure all efforts are culturally competent and inclusive. By implementing targeted workforce development programs, apprenticeships, and vocational training initiatives tailored to the needs of the public sector and manufacturing industries, NextGen Policy and partners can bridge the skills gap, create pathways to employment, and support economic growth in Sacramento County. Moreover, fostering partnerships between employers and training providers will facilitate the development of industry-relevant curriculum, hands-on training opportunities, and career advancement pathways, ultimately strengthening the workforce and positioning Sacramento County as a hub for public sector and manufacturing excellence.

3. Scope of Work

The selected individual or firm will be responsible for providing the following services:

Communications and Community Engagement

The individual or firm will design, implement and lead a marketing and public outreach campaign designed to raise awareness of the program in Sacramento County – to attract potential participants and to increase awareness of the program and its successes. Services to include:

- Conducting market research to identify the most effective channels for reaching reentry communities, including community centers, churches, ethnic media outlets, and social media platforms
- Developing a robust earned and paid media marketing campaign to include print, digital, radio and video as appropriate
- Working with program leads and partners to develop communication and outreach strategy around job fairs, community centers and other community-based gatherings in Sacramento County
- Pitching and story placement in Sacramento County media outlets, with increased emphasis in OYA communities
- Designing digital and print collateral assets for marketing and outreach, including social media graphics and event flyers
- Developing and managing program landing pages and microsites
- Developing and managing a multichannel social media engagement strategy, with defined growth and engagement metrics
- Developing and managing a strategic surrogate and influencer strategy and program
- Support and facilitation of internal communication and meetings as well as engagement with external partners

Applicants should outline how they intend to meet these requirements and detail their approach to accomplishing the work.

The contracts will run through April 2026.

Experience and familiarity with Uniform Guidance for Federal Awards is not required but is preferred.

4. Proposal Requirements

Applicants should submit a proposal that includes the following sections:

- **Company Information:** Provide a brief description of your company, including your experience in providing similar services, company size, and key personnel.
- **Technical Proposal:** Describe your approach to delivering the requested services. Include your methodology, project management processes, timeline, and any technology or tools that will be used.
- **Pricing:** Provide detailed pricing for the project, including all costs associated with delivering the services (labor, materials, travel, etc.). Please indicate whether the pricing is firm or if there are any conditions that may lead to changes in cost.
- **References:** Provide at least three references from similar projects or clients that you have worked with. Include contact information and a brief description of the work performed.

Note – By submitting a formal proposal, applicants are confirming that neither the organization nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation by any federal department or agency, in accordance with 2 CFR 200.213 and 2 CFR 180.

5. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Experience and qualifications (25/100 points)
2. Approach to meeting project goals (40/100 points)
3. Pricing and overall value (20/100 points)
4. References and past performance (15/100 points)

6. Timeline

- **RFP Release Date:** Monday, October 7, 2024
- **Questions Due:** Friday, October 18, 2024
- **Proposal Submission Deadline:** Friday, October 25, 2024
- **Anticipated Selection:** Tuesday, October 29, 2024
- **Project Start Date:** Friday, November 1, 2024

7. Submission Instructions

All proposals must be submitted electronically to Sandra Lyon at sandra@eliostrategies.com by Friday, October 25, 2024. Please reference “**NGP/OYA Program: Communications and Community Engagement – Proposal Submission**” in the email subject line. Late submissions will not be considered.

8. Contact Information

For general questions or more information about this RFP, please contact sandra@eliostrategies.com.