



## Seeking Public Engagement & Communications Services

The Climate Economy Action Center of Addison County (CEAC) seeks public engagement and communications professional services to support its [Climate Action Planning](#) (CAP) project.

We seek statements of qualifications, experience, general approaches, and rates from interested persons or companies.

### KEY DATES

- Release of Request: Wednesday, December 1, 2021
- Due Date: Monday, December 20, 2021
- Interviews and Selection Expected by: Wednesday, January 7, 2022

### CEAC and PROJECT OVERVIEW

Established in 2018, CEAC is a 501(c)3 tax-exempt organization working for deep reduction in greenhouse gas emissions while maintaining a healthy economy in Addison County, VT.

Our Climate Action Planning process will address the climate crisis while at the same time grow our local community and its economic and social institutions. The plan will be a much-needed blueprint for broad, community-supported reduction of local greenhouse gas (GHG) emissions, to be measured against CEAC's recent [Greenhouse Gas Inventory](#). The plan will address the three biggest sources of this county's greenhouse gas (GHG) emissions: agriculture, transportation, and buildings (heating/cooling/lighting).

CEAC's CAP project is led by a team of three CEAC Board members: Richard Hopkins, Steve Maier, and Spencer Putnam.

### PUBLIC ENGAGEMENT & COMMUNICATIONS CONSULTING SCOPE OF WORK

The Climate Action Plan project will soon enter a phase of more intensive public engagement. We seek an individual or firm to advise and help implement our [Draft Public Engagement & Communications \(PE&C\) plan](#).

The work of the consultant or firm may include, but not be limited to, the following:

1. Provide advice and recommendations to augment and build out the Draft Public Engagement & Communications Plan.

2. Review and make recommendations on improvements to CEAC's website, E-newsletters, social media, and other potential outreach strategies and tools in support of the executing the Plan.

3. Assist in the implementation of the PE&C Plan, including:

- Implement contacts, invitations, and scheduling associated with 10-15 meetings, conversations, focus groups, etc, as specified in the finalized Plan.
- Develop informational and presentation materials, news stories, and other documents.
- Develop and implement tools to receive and catalog comments and suggestions that emerge from PE&C activities.

4. Attend project team and larger community meetings, which are expected to be a mix of in-person and virtual events.

5. Develop one or more revisions of CEAC's Climate Action Plan based on input from the CEAC Board, partners, key stakeholders, and the public.

The work of the consultant or firm is expected to occur through the first half 2022, but could be extended as budget allows and experience merits. The CEAC is a small organization with a relatively small budget to support this work (roughly \$5,000).

## **CONTENTS OF STATEMENT**

The qualifications statement should provide:

- your individual or team qualifications and experience in assisting organizations or individuals with developing and carrying out external communications, structuring public input processes, and incorporating public input into planning documents
- a concise narrative indicating the general proposed approach to providing the required services
- hourly rates for different services
- a few samples of work done by the individuals who would be involved under the Agreement, including any printed public information materials, links to websites, and related work plan(s) for typical project(s)
- three references from organizations to whom the consultant has provided services comparable to the services identified and described in this Request

## **EVALUATION CRITERIA**

The CEAC CAP Project Team will evaluate all properly submitted proposals with respect to the requirements set forth in this Request, including without limitation the consultant fee and responsiveness of the proposal. The criteria for evaluation will include:

- Responsiveness to this Request
- Experience of the personnel to be assigned to this Agreement
- Quality of work samples presented
- Scope and appropriateness of services proposed; clear understanding by the applicant of work to be performed.
- Capability of providing consistent, timely work products

- Rates and fees proposed

CEAC will then select the preferred individual or firm, with whom an Agreement will be executed.

### **PROPOSAL PROCESS**

Questions regarding this Request can be emailed Steve Maier at [office@ceacac.org](mailto:office@ceacac.org).

An electronic copy of the proposal, plus samples of work products as detailed herein, must be received by CEAC no later than 5 p.m. EDT, on Monday, December 20, 2021. Proposals can be sent to Steve Maier at [office@ceacac.org](mailto:office@ceacac.org).

### **STANDARD TERMS AND CONDITIONS**

Proposals submitted are offers only and the decision to accept or reject is a function of quality, reliability, capability, reputation and expertise of the firms or individuals submitting proposals. Issuance of this Request does not obligate CEAC to pay any costs incurred by a respondent in its submission of a proposal, or in making any necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be furnished under this Request.

CEAC reserves the right to accept the proposal that is, in its judgment, the best and most favorable to the interests of CEAC, to reject the proposal with the lowest consultant fee, to accept any item of any proposal and to reject any and all proposals.